

FANSHAWE COLLEGE BOARD OF GOVERNORS' POLICY MANUAL

CATEGORY D – EXECUTIVE LIMITATIONS

TITLE: NAMING RECOGNITION

POLICY NUMBER: D-14
EFFECTIVE DATE: 2013 05 23
REFERENCE: 43703, 45607, 51405

BACKGROUND INFORMATION:

The purpose of this policy is to provide the President with parameters around the naming of *significant real property* or *major College organizational units* in recognition of significant donations to the College or other significant contributions including community interests.

THE POLICY:

1. The President shall not fail to consider the following for naming recognition:
 - 1.1 The Board of Governors shall approve naming:
 - 1.1.1 of *significant real property*; or
 - 1.1.2 included in the title of a *major College organizational unit*;

where such naming is in recognition of either: (i) a donation(s) of at least \$500,000, or (ii) other significant contributions including community interests, excellence in society or other considerations as appropriate.
 - 1.2 There shall be a balance between naming in recognition of donations and naming in recognition of other significant considerations.
 - 1.3 There shall be an exit strategy for each naming to avoid names surviving in perpetuity. Each exit strategy should consider at least the following:
 - 1.3.1 An expiration date, normally not to exceed 30 years, which may have the possibility of extension.
 - 1.3.2 Parameters or specifications that protect the College's image.
 - 1.3.3 Parameters or specifications should the *major College organizational unit* be cancelled or otherwise becomes defunct or the *significant real property* is significantly altered or repurposed, damaged or destroyed, or otherwise becomes unusable.

- 1.4 Expenditures associated with the physical application of the naming shall not be unreasonable.
- 1.5 The naming shall protect the image of the College and be supportive of the College's mission.
- 1.6 The naming shall not be associated with socially unacceptable activities or unethical practices.

MONITORING:

1. The President shall not fail to provide an inventory of names approved under this Policy annually.
2. The President shall not fail to advise the Board, a minimum of once a year, in-camera, of potential donors and related naming opportunities where the Board's approval is required per Section 1.1 above.

DEFINITIONS:

1. *Significant real property* includes:
 - (a) College centres, sites or buildings that are prominently visible from neighbouring adjacencies and surrounding municipal streets; or
 - (b) levels, wings or rooms within buildings that are highly noteworthy to or frequently accessed and used by the community at large (e.g. gymnasias, theatres, auditoria, libraries, cafeterias); whether owned or leased and valued in excess of \$2,000,000 as estimated by the College.
2. *Major College organizational unit* includes academic Faculty, School, Centre or Program of Study, or other major organizational unit.