

## **CONESTOGA NAMING PROCEDURE**

Approved by: Academic Coordinating Committee

Authorizer: Chief Development Officer

Reference Code: EX2\_V2

Effective Date: 8/26/2009

### **PROCEDURE STATEMENT:**

Conestoga oversees the objectives and principles by which naming recognition, as a result of significant philanthropic gifts and / or distinguished service to Conestoga or society in general, is granted.

### **SCOPE:**

This procedure is applicable to all Conestoga internal and external facilities, infrastructure, endowed and non-endowed financial assets, academic positions, research activities, academic entities, and other initiatives as deemed appropriate.

### **DEFINITIONS:**

#### **Academic Positions**

Term or permanent academic appointments.

#### **Academic Grant**

Academic Grants are monetary awards based on a combination of merit and financial need. A student may receive an Academic Grant in addition to any other scholarships, prizes, or bursaries for which she/he is eligible.

#### **Bursary**

Bursaries are monetary awards based on financial need as determined by Conestoga, and may also include a minimum expectation of academic achievement or other miscellaneous criteria.

#### **Endowment Fund**

A fund established by a donor or group of donors and kept in perpetuity to provide interest and dividend earnings for the benefit of Conestoga. It includes the capital value of all donations and any capitalized amounts.

**Expendable Gift**

An expendable gift is a donation given by a donor that is to be *entirely spent* on activities consistent with donor intent.

**Fixed-Term**

An agreed upon period of time for which naming rights may be granted to a donor.

**Planned Gift**

Is any major gift, made in lifetime or at death as part of a donor's overall financial and/or estate planning.

**Pledge**

An amount gifted by a donor to Conestoga paid at regular intervals over a pre-determined period of time.

**Prize**

Prizes are monetary awards and/or awards of monetary worth (e.g. book, medal) normally granted for academic excellence in a particular academic area and, in some cases, other forms of earned merit. Prizes may have a specified value in terms of monetary benefit to the recipient.

**Scholarships**

Scholarships are monetary awards based on academic excellence and, in some cases, other forms of earned merit. Scholarships have a specified value in terms of monetary benefit to the recipient. Scholarship categories, include entrance, in-course, part-time, specific achievement (open to all students, usually for achievement in a single course), and graduand.

**RESPONSIBILITIES:**

The procedures fall under the jurisdiction of the Chief Development Officer and the Vice President Corporate Services and Secretary General. Other members of the Academic Coordinating Committee may be requested to participate in naming discussions and decisions as different naming opportunities arise. The interpretation, application, and administration of this procedure is the responsibility of the Chief Development Officer.

**Procedure:****1.0 Naming Principles**

Descriptions and considerations for each type of naming opportunity are included and form part of this procedure. The following general principles apply to all namings:

- a) Namings may be approved in the name of a donor, a third party at the request of the donor, or to honour an individual or organization for distinguished service to Conestoga or society in general.

- b) Namings may be approved to recognize an expendable gift, endowed gifts or gifts-in-kind.
- c) Namings proposed in recognition of planned gifts will be submitted for approval when the gift is realized.
- d) Namings should enhance the profile and image of Conestoga. Naming shall not diminish the reputation of Conestoga. Conestoga reserves the right to remove naming rights should the continuation of such rights reflect negatively or cause harm to its reputation.
- e) Namings may be offered in perpetuity, or for a specific term.
- f) The Development and Alumni Office will maintain an inventory of all approved namings.

## **2.0 Naming Considerations**

- a) Gifts received that qualify for matching gift programs may be considered for a naming opportunity equal to the value of the gift plus the matching. Recognition in donor listings will occur at the level of the donor's actual giving.
- b) Donations may be paid over an agreed period of time: naming will be extended upon receipt of the first pledge payment and will continue provided that the pledge is paid in full.
- c) Namings will be independent of all appointment, admission and curriculum decisions.
- d) Namings will not be approved that will imply Conestoga's endorsement of a partisan political or ideological position, or a commercial product. This does not preclude naming for an individual who has at one time held public office or with the name of an individual or company that manufactures or distributes commercial properties, which has made a philanthropic contribution.
- e) Corporate names and logos may be used for recognition purposes. If it is deemed that it is appropriate to include the corporate name and/or logo of a donor in recognition of a gift, Conestoga must first determine if an advantage will be created through the inclusion of corporate name and /or logo in the naming. Where it is determined that there is a prospective economic benefit associated with the naming rights, it would result in an advantage and the fair market value of the naming rights would reduce the eligible amount of the gift for tax receipt purposes. Where it is determined that there is no economic benefit associated with the naming rights, the advantage would be nil and use of the corporate name and logo would be permitted. Where an advantage is provided in respect of a gift, Conestoga must be able to support the basis for the determination of the amount of the advantage provided. Where the value of the advantage cannot be reasonably ascertained, a charitable receipt will not be provided for the gift.

## **3.0 Honorific Namings**

- a) Proposed honorific namings (for non-financial contributions) must be reviewed by the Chief Development Officer, or designate, to ensure that opportunities for significant philanthropic contribution are not eliminated through the honorific naming before submission for approval.

- b) Under no circumstance will facilities or activities be named to honour outstanding service of members of faculty or staff while the honouree remains a full time employee. Conestoga employees making philanthropic donations remain eligible for naming recognition.
- c) The authority to approve all honorific namings, other than Schools, is delegated to the Academic Coordinating Committee on the recommendation of the President.

#### **4.0 Changes to Approved Namings and/or Use of Endowed Fund**

- a) If through the passage of time the needs of Conestoga could be better served by altering any naming or changing the use of any named endowed fund, Conestoga will consult with the donor, heir or designated successor. If no such contact is possible, Conestoga will make the change, adhering as closely as possible to the donor's original intent.
- b) Where a facility or facility component has been named, Conestoga may continue to use the name so long as the facility or component remains in use and serves its original function. When the use of a facility or component changes substantially as a result of academic restructuring, renovation or demolition or other reasons, Conestoga may retain the use of the name, name another comparable room or facility, or retire the use of the name. Transfer of the name to another room or facility, or retiring the use of the name, will only be done once Conestoga has consulted with the donor, heir or designated successor. If no such contact is possible, Conestoga will make the change, adhering as closely as possible to the donor's original intent.
- c) A donor may request a change in a naming if, for example, a corporate donor has changed its name, or an individual donor has changed his or her name. Conestoga may request that the donor bear any associated expenses with the change, such as a change to signage and related collateral materials promoting the name.
- d) Changes to namings must be submitted through the same approval process as for the original naming.

#### **5.0 Removal of Donor Names**

A donor name for a supported project (including, for example, academic positions, student awards and campus buildings), will not be approved, or if approved will be revoked, if the name may undermine the public respect for the College. Ultimate authority to revoke an approved name rests with the Academic Coordinating Committee on the recommendation of the President.

#### **6.0 Types of Naming Opportunities**

- a) Endowment Funds
  1. A minimum amount, as defined by the Development and Alumni Office, is required to establish a named endowment fund.
  2. Namings of endowment funds are approved by the Chief Development Officer or designate.

b) Student Awards

Scholarships, academic grants, bursaries, and prizes are named under the approval of the Chief Development Officer or designate.

c) Student Awards will be established based on the following guidelines:

1. A minimum amount, as defined by the Development and Alumni Office, is required to establish a named student award in perpetuity.
2. A minimum expendable gift over a term will be required, as defined by the Development and Alumni Office, for a total gift which will be determined as a meaningful sum as received by the student.
3. Exceptions, including named prizes, may be made at the discretion of the Chief Development Officer or designate. Donors wishing to contribute below the minimum will be encouraged to direct their gifts to a general endowed fund in support of student awards.
4. Naming and criteria of awards must conform to the Ontario Human Rights Commission Policy on Scholarships and Awards, which generally prohibits awards based on criteria such as race, ancestry or religion, and to policies approved from time-to-time by the Board of Governors.

## **7.0 Buildings and Building Components**

- a) A building, or any room, area or part of a building, external area, or road may be named.
- b) Namings will be considered at an appropriate value, obtained by review of best practices and recent namings at Conestoga and similar academic institutions across North America or elsewhere as relevant. It is the responsibility of the Chief Development Officer or designate, in consultation with the Vice President of Corporate Services and Secretary General to determine the appropriate gift level for naming, beginning at a minimum amount of \$25,000.
- c) Namings associated with a particular building will not preclude further naming within the building.

## **8.0 Academic Positions**

- a) Chairs, Professorships and Guest Lectureships can be named in accordance with this policy.
- b) Namings will be considered at an appropriate value, obtained by review of best practices and recent namings at Conestoga and similar academic institutions across North America or elsewhere as relevant. It is the responsibility of the Chief Development Officer or designate, in consultation with, as appropriate, the Executive Dean, Academic Administration, the Executive Dean responsible for the academic position to be named, and the Executive Director of Human Resources, to determine the appropriate gift level for naming, beginning at a minimum of \$100,000 a year. Academic position naming must be for a period of three years or longer.

### **9.0. Collaborative Research Entities**

- a) Research Groups, Research Units, Centres and Institutes established in accordance with Conestoga policies and procedures may be named.
- b) Namings will be considered at the appropriate values, determined through review of best practices and recent namings at Conestoga and similar academic institutions across North America or elsewhere as appropriate. It is the responsibility of the Chief Development Officer or designate, in consultation with, as appropriate, the Executive Dean Entrepreneurship and Applied Research, and the Executive Dean responsible for the School hosting a research entity to be named, to determine the appropriate gift level for naming, beginning at a minimum of \$100,000.
- c) Recommendations to name a collaborative research entity are submitted jointly by the Chief Development Officer and the Executive Dean Entrepreneurship and Applied Research to the Academic Coordinating Committee.
- d) It is recognized that the term “Centre” has broad meaning, and use of the term as part of a naming for a building, building component or other similar facility at the College is not strictly limited to a formally approved collaborative research entity.

### **10.0 Academic Entities**

- a) Schools, departments, programs, and other academic entities may be named.
- b) Namings will be considered at the appropriate values, determined through review of best practices and recent namings at Conestoga and similar academic institutions across North America or elsewhere as appropriate. It is the responsibility of the Chief Development Officer or designate, in consultation with, the Executive Dean, Academic Administration and the Executive Dean responsible for the School hosting an academic entity, to determine the appropriate gift level for naming, beginning at a minimum of \$100,000.
- c) Namings associated with a particular academic entity will not preclude further naming within the entity.

### **11.0 Other Naming Opportunities**

- a) Other naming opportunities are available at Conestoga in recognition of a distinguished person or donor, including but not limited to: lectures and lecture series, collections of books or art, research objects, decorative items or other ornamental structures, programs of service or recreation and the like.
- b) Such namings normally require a gift to cover the full cost of the project, the cost of any plaques or other recognition, and a maintenance fund if required.
- c) Approval for these and other miscellaneous opportunities is the responsibility of the Chief Development Officer or designate, in consultation with relevant senior administrators.

**REFERENCES:**

Canada Revenue Agency IT – 110R3 Gifts and Official Donation Receipts  
Investment of Externally Restricted and Endowment Funds Policy  
Ontario Human Rights Code  
Student Award Policy/Procedures

**REVISION LOG:**

<b>Revision Date</b>	<b>Summary of Changes</b>
8/13/2009	Policies and Procedures Committee - Approved
8/26/2009	Academic Coordinating Committee – Approved
10/14/2014	Policies and Procedures Committee – Approved
11/5/2014	Academic Coordinating Committee - Approved

**REVIEW LOG:**

As Policy Owners, we certify that the Conestoga Naming Procedure is appropriate and provides an up-to-date framework in which decisions can be made and implemented.

\_\_\_\_\_  
Tim Tribe  
Chief Development Officer

\_\_\_\_\_  
Date