

 CAPILANO UNIVERSITY		PROCEDURE	
Procedure No.		Officer Responsible	
B.301.1		Vice President, University Relations	
Procedure Name			
B.301.1 Naming of Buildings, Spaces and Programs Procedure			
Policy This Procedure is Under			Date of Next Policy Review
B.301 Naming of Buildings, Spaces and Programs			June 2028
Date Issued	Date Revised	Related Policies	
June 26, 2023	NEW	B.307 Gift Acceptance Policy OP.303 Naming of Academic Units S2008-02 Senate Naming Opportunities Committee Policy	

PURPOSE

This procedure outlines the activities and processes related to the naming of university assets, including the renaming or revocation of named assets at Capilano University as outlined in the University’s Naming of Buildings, Spaces and Programs Policy B.301 (the “Naming Policy”).

This procedure is intended to ensure that implications are considered when naming an asset by ensuring thorough consideration and review of the naming recommendation and applying consistent processes to be followed with respect to the naming of University assets.

The procedures outlined in this procedure align with the Government of British Columbia’s Naming Privileges Policy, administered in accordance with the Financial Administration Act through the Ministry of Labour, Citizens Services and Open Government/or associated Ministry. They also reflect the University’s vision, values and goals and commitment to the principles and outcomes related to the Truth and Reconciliation Commission of Canada.

1 RELATED LEGISLATION

BC Naming Privileges Policy

Opportunities for naming recognition must be approved by the associated government Ministry prior to any public announcement concerning naming recognition.

2 APPROVAL PROCESSES:

- 2.1. Naming opportunities for individuals, organizations and corporations through gift(s), bequest(s), and former employee, student, volunteer, group or person(s) are to submit their request to the Director, Philanthropy and Alumni Relations (PAR) who will ensure the request is reviewed

through the lens of the University's vision, values, goals and the communities it serves and the procedures outlined in this document are followed.

- 2.2. Naming of buildings, spaces, and programs, require:
 - a) The approval of the Vice President, University Relations (VP, UR). A briefing note outlining the proposed naming will be prepared by the PAR team and submitted to the VP, UR a minimum of three weeks prior to the requested deadline date.
 - b) The approval of the Board of Governors (BoG).
 - c) The approval of Senate (in the case of schools, faculties and/or programs associated with an academic purpose).
 - d) Depending on the financial value associated with the naming, approvals may also be required of the President.
- 2.3 In the case of buildings, preference is they are named after individual(s) rather than corporation(s) or organization(s). Terms for naming buildings will be 20 years.
- 2.4 The PAR team will be responsible for submitting the government's Naming Opportunity Request form, with accompanying naming confirmation email (email to the donor, confirming their naming opportunity) to the Provincial Naming Committee in the Intellectual Property Program within the Ministry of Citizens' Services. The naming request is subject to the Provincial Government's approval based on the criteria and restrictions in the Naming Privileges Policy.
- 2.3. A naming recommendation associated with a **building, space, and/or programs**, up to Ninety-Nine thousand and Nine hundred and Ninety-Nine Dollars (\$99,999.00) will be submitted to the VP, UR. Upon acceptance by the VP, UR, the President will be notified of the recommendation's submission to the BoG. The BoG will provide final approval. In the case of schools, faculties and/or programs associated with an academic purpose, Senate will also provide its approval. The PAR team will create and submit the Naming Opportunity Request form to the Provincial Naming Committee in the Intellectual Property Program, Provincial Ministry Citizens Services.
- 2.4. A naming recommendation associated with a **building, space, and/or programs** greater than One Hundred Thousand Dollars (\$100,000.00) will be submitted to the VP, UR. Upon acceptance by the VP, UR, the recommendation will be shared with the President. The President will have the authority to review and recommend acceptance of the naming and submit it to the BoG for final approval. In the case of a school, faculty and/or program associated with an academic purpose, Senate will also provide its approval. The PAR team will create and submit the Naming Opportunity Request form to the Provincial Naming Committee in the Intellectual Property Program, Provincial Ministry Citizens Services.
- 2.5. A naming recommendation for **distinguished service or special initiatives** will be submitted to the VP, UR. Upon acceptance by the VP, UR, the recommendation will be shared with the President.

The President will have the authority to review and recommend acceptance of the naming and submit it to the BoG for approval. If the recommendation is academic in nature, it will also be submitted to Senate for approval. The PAR team will create and submit the Naming Opportunity Request form to the Provincial Naming Committee in the Intellectual Property Program within the Ministry of Citizens' Services.

- 2.6. Naming recommendations presented to the Board of Governors will be done so in camera at a regularly scheduled meetings between the Board of Governors and the University. The PAR team will generate a Board of Governors Report, based on the current template, and submit to the VP, UR for their review. The report will include:
 - a) Written case/stated purpose for the naming recommendation
 - b) Building, space, faculty, school, program, initiative, distinguished service or initiative to be named and the financial gift associated with it, if applicable,
 - c) Biographical information related to the individual, organization, foundation or corporation to be recognized through the naming,
 - d) A motion to accept the naming recommendation.
- 2.7. Naming terms will normally be outlined in documentation such as a gift agreement.
- 2.8. The University reserves the right to decline or revoke naming recognition if, in their sole determination, the naming would bring the University into disrepute.
- 2.9. Any discussions with an individual, foundation, organization or corporation regarding naming recognition for an appropriate gift, bequest or distinguished service shall remain confidential and provisional pending approval of the naming.

3. RENAMING OR REVOCATION OF NAME

- 3.1. If through the passage of time the University or, if in the determination of the University, the needs of society could be better served by altering any naming or changing the use of any named asset, the University will consult with the associated individual, foundation, organization, heir or designated successor. If no such contact exists or is not relevant, the University will make the necessary changes, adhering as closely as possible to the original intent of the naming.
- 3.2. Where an asset has been named, the University will continue to use the name so long as the asset remains in use and serves its original function. When the use of the asset changes substantially as a result of academic restructuring, renovation or demolition or other reasons, the University may retain the use of the name, name another comparable asset, or retire the use of the name. When relevant and where possible, the associated individual, foundation, organization, heir or designated contact or successor will be contacted to inform them of the decision to demolish, replace or change the usage of the asset. It may be appropriate to place a plaque or other form of

recognition in, or on, a new asset to indicate that it occupies the site of the asset formerly known by another name. It may also be appropriate to name part of a new asset after the individual, corporation, foundation, or organization for which the former asset was named. Requests of this nature will be directed to the Director, PAR who will advise the VP, UR and, if appropriate, the VP, UR will advise the President.

- 3.3. An individual, corporation, foundation, or organization may request a change in a naming if, for example, an organization has changed its name, or an individual has changed his or her name. The University may request that the individual or organization bear any associated expenses with the change, such as a change to wayfinding elements (signage, etc.). Requests such as these should be directed to the Director, PAR.
- 3.4. Changes to a naming will be submitted through the same approval process as the original naming. Requests such as these should be directed to the Director, PAR.
- 3.5. A naming may be revoked, if it is deemed to no longer be in the best interest of the University, the individual, corporation, foundation, organization, honouree; or initiative for which the asset is named. Such a request may be made by the University, or the individual, corporation, foundation, organization, honouree, group or their designate. Decisions about revoking names should follow the same approval process as the original naming with requests directed to the Director, PAR.

4. VALUATION OF NAMING ASSETS:

- 4.1. Naming values will be determined and identified in the University's Asset Inventory and based on best practices and recent namings at the University and/or at similar academic or other institutions across Canada or elsewhere as relevant. Valuations are typically based on a number of factors such as cost, size, location, visibility, and the activity taking place within the space. The value of a building, space, school, faculty, program, honour or initiative may also be determined by assessing the number of users, the importance of the asset or honour to the University, and the public profile of the asset or honour. Appropriate comparators such as market conditions and institutional fundraising priorities may also be used as benchmarks.
- 4.2. Naming values are subject to change as determined by the Vice President, University Relations and approved by the VP, UR and, if appropriate, the President.

5. RECOGNITION ELEMENTS:

- 5.1. The University reserves the right to decide on all forms of physical and digital recognition (recognition elements) which accompany named recognition.
- 5.2. Recognition elements recognizing individuals, foundations, organizations, and corporations' named spaces shall be consistent with the University's standards and practices.

- 5.3. Working with Facilities, PAR shall oversee the establishment, content, requisitioning and implementation of university approved design standards and guidelines through Marketing and Digital Experience for recognition elements developed for named University assets in recognition of an appropriate gift, bequest, and honoree.
- 5.4. Facilities shall oversee the maintenance and installation of physical recognition elements (signage, plaques, etc.) related to a named University asset for an appropriate gift, bequest, and honoree.
- 5.5. Recognition and stewardship activities associated with a naming will be planned and implemented by PAR, who will work closely with Facilities for physical assets and any other relevant department of the University to ensure consistent standards across the University, in accordance with existing guidelines and processes. New buildings, facilities and properties will be named by their street address, faculty, or primary function until such time as a naming opportunity is available. No University employee, operating unit, faculty or will be authorized outside of University Relations and Facilities to name or affix a title, plaque, inscription, or other signage to any University asset without prior approval.

6. OTHER ADMINISTRATION:

- 6.1. An Asset Inventory shall be maintained and updated by PAR. Assets will be added or reviewed from time to time or as needed.
- 6.2. Upon approval of a naming, University Relations in conjunction with Facilities and PAR will administer the naming in collaboration with the individual, foundation, organization, School, department or area related to the naming.
- 6.4. Existing University assets that have been named prior to Policy B.301 and this supporting procedure document shall remain with their current name until there is an opportunity for a naming opportunity.

7. RELATED POLICIES AND GUIDANCES

OP.303 Naming of Academic Units

B.307 Gift Acceptance Policy

S2008-02 Senate Naming Opportunities Committee Policy

8. REFERENCES

[BC Government Naming Privileges Policy](#)

BC Government Naming Opportunities Form