

	Policy No.	Replaces	Policy
	E.307	NEW	Executive
	Policy Name		
NAMING IMPLEMENTATION			
Approved by	Responsibility		Category
President	Director, Development & Alumni Relations		General
Date Issued	Date Revised	Revision	Related Policies, Reference
January 26, 2011		0	B.301, S2008-02

PURPOSE

Capilano University views private philanthropy as an important component of support to assist the University in fulfilling its mission. The naming of spaces, facilities and programs reflects the contributions of individuals, corporations and organizations who have given significant support for the University's goals. A naming opportunity can impact way finding signage, names on rooms and buildings, IT systems, print and web materials. This policy will help ensure effective and efficient implementation of naming opportunities as approved by the Board of Governors.

POLICY

When potential naming opportunities are identified the Director of Development & Alumni Relations will strive to mitigate costs as much as possible. In order to do so, the Director will seek information regarding timelines or expenditures that could be delayed or adjusted in order to reduce costs or minimize employee workload in implementing a name change.

Once a naming opportunity has been approved by the University Board and the Provincial Government's Naming Privileges Policy, a naming implementation committee meeting will be held.

The committee will determine implications of the naming opportunity and identify strategies for implementing changes.

The committee's recommendations will be made to the President for approval.