



# DEVELOPING INSTITUTIONAL NAMING PLANS AND POLICIES

July 25, 2017 :: 1:00 - 2:30 p.m. EDT

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*Standardize your framework for naming spaces on campus.*

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## OVERVIEW

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Learn how to make the most of your naming opportunities, effectively manage naming agreements, and avoid difficult situations with donors. You will be shown a comprehensive process for developing a naming policy that is appropriate for your institution, including:

- Establishing policies for various naming opportunities
- Calculating physical space and programmatic values
- Procuring board approval
- Marketing available opportunities

To help make the information more accessible to you and your institution, you will hear examples from U.S. and Canadian institutions throughout this training.

## WHO SHOULD ATTEND

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Advancement professionals (especially those in advancement services and donor relations) who are charged with establishing or revising a naming policy will leave with the tools necessary to design and implement an institutionally specific set of naming standards.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/webcast/developing-institutional-naming-plans-and-policies](http://www.academicimpressions.com/webcast/developing-institutional-naming-plans-and-policies)



## LEARNING OUTCOME

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After participating in this online training, you will be able to design a naming policy that accurately values your institutional space.

## CONTACT US FOR MORE INFORMATION

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Contact David Boggs, Associate Program Manager at [david@academicimpressions.com](mailto:david@academicimpressions.com) or 720-988-1215 if you'd like additional information about the program.

## AGENDA

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Tuesday, July 25, 2017 :: 1:00 - 2:30 p.m. EDT

### ➔ Review: Basics of Developing Naming Policies

- Implementing Naming Policies
- Calculating space values
  - » Determining the baseline and final values of physical space
  - » Determining the value of programs, endowed chairs and professorships, and centers
- Procuring board approval
- Marketing available opportunities

### ➔ Additional Naming Considerations

- Duration
- De-Naming
- Demolishment/Renovation

### ➔ Getting Started in Developing a Naming Policy

- Working with academic and advancement leadership
- Action steps for the next month



## INSTRUCTOR

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**Vincent E. Duckworth, CFRE, Partner, ViTreo**

Vincent brings a wide background in higher education advancement to the topic of constructing a naming policy. He has served as the director of advancement for the Schulich School of Engineering at the University of Calgary and executive director to the University of Alberta's Faculty of Medicine and Dentistry development and alumni affairs office. A professional fundraiser since 1995, Vincent has founded three fundraising consultancies and is currently one of the three founding partners for Canada's second largest fundraising consultancy, ViTreo (pronounced Vit-Tray-OH). He is the past president of the Edmonton chapter of the Association of Fundraising Professionals and has received multiple CASE Gold Awards for his capital campaign work. Vincent has been a regular Academic Impressions presenter since 2006 and can be found on Twitter at @veduckworth.



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## PRICING & REGISTRATION (CIRCLE ONE)

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### EARLY BIRD PRICING

Postmarked on or before July 18, 2017. After July 18, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

### PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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