

Developing Institutional Naming Policies | 12.13.2016

Vincent Duckworth

Please find a list below of additional resources from the “*Developing Institutional Naming Policies*” webcast.

Pre-Webcast Resources

1. [Policy Development Summary](#) – Page 2
2. [Examples from Two Institutions](#): Baseline information, Special Spaces, Utility Index, Location Index – Pages 3-11
3. [Sponsorship – Corporate Philanthropy](#) – Page 12
4. [Sample Gift Agreement](#) – Pages 13-16 – if you would like to download a version of this as a Word document, please use this link: <http://www.academicimpressions.com/preconference/SAMPLE-GIFT-AGREEMENT.docx>
5. [Sample Naming Policy](#) – Pages 17-26 - if you would like to download a version of this as a Word document, please use this link: <http://www.academicimpressions.com/preconference/SAMPLE-NAMING-POLICY.docx>

Developing Naming Policies Policy Development Summary

Policy creation timeline

- Consultative and collaborative process (involve more than just the fundraisers; involve academics, program heads, deans, etc.)
- Can take up to ten months or more to implement in a large organization

Philanthropic naming

- Policies vary but, in general, value to name a facility ranges from 50% of the private funding (larger capital projects) to 50% of total project cost (smaller capital projects)

Honorific naming

- Important for all institutions (celebrates history, tradition, community – demonstrates that institutions are not all about “the money”)

Academic naming

- Needs academic approval -- Note: Academic namings for departments and schools/faculties is usually in perpetuity
- Policies vary, but, in general, value to name an endowed chair is in the range of \$3 million, value to endow a professorship is in the range of \$1 million

Must haves in a robust naming policy

- Value ranges to name new/renovated structures
- Value ranges to name components of new/renovated structures
- Duration of naming
- Ability to name without funding (honorific naming)
- Criteria to address brand/naming conflicts
- Criteria on gifts from controversial sources
- De-naming/demolishment procedures

Examples of robust naming policies

- University of Michigan:
http://www.umaec.umich.edu/planner/Policy%20and%20Guidelines%20for%20Naming%20Facilities_Space_Streets.pdf
- University of Alberta:
<https://policiesonline.ualberta.ca/policiesprocedures/policies/naming-policy.pdf>

EXAMPLE: BASELINE INFORMATION - ALGONQUIN COLLEGE

Functional Description	Utility	Location	Size (nasm)
Naming of Construction Shop Wing	Special Space	All	NA
Applied Research Lab	Integrated Learning Space	Level 1	500
Boardroom	Public Space	Level 1	500
Cabinet Making Shop	Laboratory	Level 1	3,448
Naming of Construction Learning Ave	Special Space	Level 1	NA
Terraced Student Interaction Space	Integrated Learning Space	Level 2	1,200
Medium Student Interaction Space #1	Integrated Learning Space	Level 2	100
Naming of Level 2	Special Space	Level 2	NA
Naming of Centre for Building Science	Special Space	Level 3	NA
E-Classroom - Large #4	Classroom	Level 4	1,200
Faculty Resource Room & Terrace	Meeting	Level 5	768

EXAMPLE: SPECIAL SPACES - ALGONQUIN COLLEGE

Functional Description	Utility	Location	Size (nasm)
Biowall	Special Space	All	NA
Cantilevered Curved Staircase	Special Space	All	NA
Glass Enclosed Elevator	Special Space	Level 1	NA
Centre for Construction Excellence	Special Space	All	NA
Naming of Tower Wing	Special Space	All	NA
Naming of Construction Shop Wing	Special Space	All	NA
Naming of Construction Learning Avenue	Special Space	Level 1	NA
Main Lobby / Atrium	Special Space	Level 1	1,000
Naming of Transit Breezeway	Special Space	Level 2	NA
Naming of Level 2	Special Space	Level 2	NA

EXAMPLE: UTILITY INDEX - ALGONQUIN COLLEGE

Utility	Utility Index (UI)
Classroom	1.00
Integrated Learning Space	1.10
Laboratory	1.20
Meeting	0.75
Public Space	1.20

EXAMPLE: LOCATION INDEX - ALGONQUIN COLLEGE

Location	Location Index (LI)
Level 1	1.00
Level 2	1.10
Level 3	0.75
Level 4	0.75
Level 5	0.50

EXAMPLE: BASELINE INFORMATION - SAIT POLYTECHNIC

Functional Description	Utility	Location	Size (nasm)
Rig Technician Lab	Workshop	Level 0	196
Energy Lab (Compressor) #1	Workshop	Level 2	294
Energy Lab (Compressor) #2	Workshop	Level 3	294
Welding Workshop #4	Workshop	Level 2	384
Soldering & Brazing Lab	Workshop	Level 3	294
Aspen Computer Lab	Lab	Level 2	147
Chemical Engineering Lab	Lab	Level 1	294
Classroom #22	Classroom	Level 3	98
Student Lounge #1	Study	Level 0	104
School of Construction	Special Space	Level 4	NA
Naming of the TTC Centre Wing	Special Space	All	NA

EXAMPLE: SPECIAL SPACES - SAIT POLYTECHNIC

Functional Description	Utility	Location	Size (nasm)
Naming of the School of Construction	Special Space	Level 4	All
Naming of the TTC West Wing	Special Space	All	All
Naming of the TTC Centre Wing	Special Space	All	All
Naming of the TTC South Wing	Special Space	All	All
Naming of Level 2 - South	Special Space	Level 2	610
Naming of Level 3 - Centre	Special Space	Level 3	4420
Naming of Level 2 - West	Special Space	Level 2	8125
Naming of TTC Centre Wing Atrium	Special Space	All	All
Lab Suite #8	Special Space	Level 3	196
Classroom Suite #8	Special Space	Level 3	392
Naming of Centre for Pipe Trades	Special Space	Level 1	1176

EXAMPLE: UTILITY INDEX - SAIT POLYTECHNIC

Utility	Utility Index (UI)
Workshop	1.50
Lab	1.50
Classroom	1.00
Study	1.25

EXAMPLE: LOCATION INDEX - SAIT POLYTECHNIC

Wing Location	Location Index (LI)
Centre	1.25
South	0.50
West	1.00

EXAMPLE: LOCATION INDEX - SAIT POLYTECHNIC

Level Location	Location Index (LI)
Level 0	0.50
Level 1	2.00
Level 2	1.50
Level 3	1.00
Level 4	0.75

Sponsorship, Corporate Philanthropy and Philanthropy Defined

	Sponsorship	Corporate Philanthropy	Philanthropy
Working Definition	Transfer of funds in return for marketing exposure and/or opportunities (i.e. value of funds transfer to NMC at or close to the marketing exposure value)	Transfer of funds in excess of value of marketing exposure and/or opportunities; represents a mix of sponsorship and “philanthropic funding” (i.e. value of funds transfer to NMC in excess of the marketing exposure value; marketing exposure still expected)	Transfer of funds with no expectation of return (i.e. a gift to the community)
Typical Funding Sources	Corporations, Associations	Corporations, Associations	Individuals, Associations
Naming Right Duration (min to max)	5 to 10 years	10 to 15 years	16 to 30 years
Agreement Type	Legal contract	Legal contract and/or gift agreement	Gift agreement
Recognition Type	Per contract	Per contract and/or gift agreement	Per recognition guidelines
Receipt Type	Business receipt (no charitable receipt)	Split receipt (Business receipt for sponsorship portion, charitable receipt for philanthropic portion)	Charitable receipt
Naming Values to Use	Sponsorship Inventory	Corporate Philanthropy Inventory	Philanthropic Inventory

Confidential Gift Agreement

**Prepared For:
<<NAME OF DONOR>>**

Sample

This document is NOT a legal document. Its purpose is to capture the intentions of the Donor and the purpose of their gift and to detail the obligations of <<Recipient Organization>> with respect to this gift.

**GIFT AGREEMENT
BETWEEN <<NAME OF DONOR>>
AND
<<RECIPIENT ORGANIZATION>>**

I. INTRODUCTION

- A. The purpose of this agreement is to summarize the mutual understanding of <<NAME OF DONOR>> (*the “Donor”*) and the Board of Directors of <<Recipient Organization>> (*the “Board”*) for the benefit of <<Recipient Organization>> regarding a charitable gift to <<Recipient Organization>>.

The Donor’s gift will support the <<**SUMMARY PURPOSE OF THE GIFT**>>. This agreement will be made a part of <<Recipient Organization>>’s permanent records and is intended to serve as a guide to those who will administer these funds in the future.

II. <<Recipient Organization>>

- A. <<Recipient Organization>> is a registered Canadian charity (charitable registration #<<CHARITABLE REGISTRATION NUMBER>>).

III. DESCRIPTION OF THE GIFT

- A. The Donor wishes to demonstrate support for <<Recipient Organization>> by pledging a cash gift of <<DOLLAR AMOUNT OF GIFT>> over a period of <<PLEDGE PERIOD>> beginning in <<YEAR>> to support the <<**SUMMARY GIFT PURPOSE**>>.

- B. The Donor’s pledge will be paid as follows:

- <<**SPECIFIC PLEDGE INSTALMENTS ITEMIZED BY DATE**>>
- ...
- ...
- ...
- ...

- C. The Donor may accelerate the completion of this pledge at their discretion.

IV. USES OF THE GIFT

A. The distribution of the <<DOLLAR AMOUNT OF THE GIFT>> gift amount from will be as follows:

1. <<DISTRIBUTION OF GIFT I.E. ALL TO ONE PURPOSE OR, IF TO MORE THAN ONE PURPOSE, ITEMIZE EACH PURPOSE>>
2. ...
3. ...

B. <<DETAIL, IF REQUIRED, FOR EACH PURPOSE ORDERED AS ABOVE; EACH WITH NEW ITEM NUMBER>>

C. ...

D. ...

V. NAMING CONSIDERATIONS

A. In recognition of the Donor's support as described by this document, and upon receipt of the initial pledge installment, <<Recipient Organization>> agrees to <<DETAIL ON NAMING CONSIDERATIONS IF APPLICABLE, I.E. SUBJECT TO BOARD APPROVAL, ETC.>>

VI. RECOGNITION

A. In recognition of this gift, <<Recipient Organization>> agrees to <<DETAIL ON ADDITIONAL RECOGNITION I.E. DONOR WALL, ETC.>>

VII. UNFORESEEABLE CIRCUMSTANCES

A. In the unlikely event that, at some future time, it becomes impossible for the gift to serve the specific purpose or purposes for which it was given, the President and CEO of <<Recipient Organization>> shall direct that the principal and income from this give to be devoted to purposes that are deemed to be the most consistent with the wishes of the Donor and, where possible, in consultation with the Donor or their heirs.

VIII. MISCELLANEOUS

- A. This Agreement is executed in and shall be governed by the laws of the Province / State and the Country of XXX.
- B. This gift agreement may be amended at any time by written agreement signed by each party.
- C. The effective date of this agreement shall be the date this agreement is fully executed.

IX. SIGNATURES

For the Donor:

DONOR	DATE	NAME
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For the <<RECEIVING ORGANIZATION>>:

PRESIDENT	DATE	NAME
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APPENDIX III

<ORGANIZATION>

PHILANTHROPIC NAMING & RECOGNITION POLICIES

INTRODUCTION

Since <ORGANIZATION> was founded, <ORGANIZATION>'s physical spaces and programs have been named to reflect its history and traditions. This policy ("Policy") and its accompanying guidelines ("Guidelines") direct how the <ORGANIZATION>'s physical properties and programs may be named and the appropriate review, approval, and recognition processes. Consult the Guidelines for Naming Facilities, Spaces and Programs ("Guidelines") for definitions.

Namings may:

- Honour individuals by recognizing exceptional contributions shaping <ORGANIZATION>;
- Commemorate <ORGANIZATION> history and traditions;
- Honour long-term and significant financial contributions to <ORGANIZATION>; or
- Honour financial contributions to support the structure(s) and programs named.

This Policy and the Guidelines will govern naming practices of all <ORGANIZATION> properties and programs. The Board of Directors shall be informed early in the process regarding potential facility or program namings. While naming may be initiated by the Head of School, or their designate, and others as outlined below, the Board of Directors often initiates the naming process, particularly in cases of Honourary namings.

SCOPE

The Head of the School and the Board of Directors authorizes the Advancement Office to manage the Policy for Naming of Facilities, Spaces and Programs.

1. STANDARDS FOR NAMING FACILITIES

To protect <ORGANIZATION>'s interests and traditions, Board approval is required for naming facilities. The approval process shall be as follows:

The Executive Director of Advancement shall be responsible for maintaining a master list of facility naming opportunities, both donor

and honorary, and shall share this list with the Board of Directors, the Facilities Naming Steering Committee, and <ORGANIZATION> Operations as requested.

The Head of School, or their designate, originates the naming proposal consistent with <ORGANIZATION>'s Philanthropic Naming Opportunity Plan as described in the definitions section of the Guidelines; or, if for an honourific naming, the Board of Directors originates the naming proposal.

The originator recommends the name to the Executive Director of Advancement, as Chair of the Facilities Naming Steering Committee (as defined in the definitions section of the Guidelines); the Facilities Naming Steering Committee reviews and, with recommendations, forwards the proposed name for review by the Head of School, or their designate; the Head of School, or their designate, propose the name to the Board of Directors for approval.

1.1. Names for Donor Contributions Toward Facilities

1.1.1. New Construction and Significant Facility Renewal

New facilities may be named for a donor or donors for contributions at or exceeding the recommended naming value in the Philanthropic Naming Opportunities Plan.

For facilities that have not been valued in the Philanthropic Naming Opportunities Plan, they may be named for a donor or donors for contributions of 50% or more of the fundraising goal for the facility or 33% or more of the anticipated project cost, whichever is greater.

When the project cost exceeds \$10 million dollars, or under other special circumstances, the Facilities Naming Steering Committee may recommend an alternative threshold for naming a specific facility, taking into consideration the capacity of the prospect pool, and setting a naming threshold that will maximize the fundraising potential for the project.

1.1.2. Existing Facilities

Existing facilities may be named for a donor or donors for contributions at or exceeding the recommended naming value in the Philanthropic Naming Opportunities Plan.

For existing facilities that have not been valued in the Philanthropic Naming Opportunities Plan an existing facility

may be named for a donor or donors for contributions if a gift equals 50% of replacement value, as determined by the Director of Operations.

1.2. Facility Names to Honour Individuals

1.2.1. For individuals who have made extraordinary contributions to <ORGANIZATION> or to Society

Naming a facility to honour individuals should be extraordinary, and made if:

- a) The individual has had <ORGANIZATION>-wide influence, or the individual has made exceptional contributions to the nation or world; and
- b) A year has passed from the time the honouree has died or been separated from the role with <ORGANIZATION> for which the person is to be honoured; and
- c) A year has passed from the time of nomination (concurrent with year stated in item b., above).

1.2.2. For donors who have provided financial support to Pearson College in general

In compelling cases, for financial contributions other than that defined in Section 1.1. above, a donor (whether living or deceased) may be honoured through a facility name if the donor has:

- a) Provided long-term, extraordinary financial support greater than other principal donors; and
- b) No major <ORGANIZATION> facility bearing his or her name.

2. NAMING SPACES WITHIN OR OUTSIDE OF FACILITIES

2.1. Interior Spaces, Additions, Wings and Expansions

Interior spaces, additions, wings and expansions may be named for donors or to honour individuals associated with <ORGANIZATION> following the same standards and processes for naming <ORGANIZATION> facilities set forth in section 1., above.

Of particular importance, where donor namings are expected to represent a significant source of project funding, all namings of spaces within a facility must be consistent with the Philanthropic Naming Opportunity Plan developed and reviewed as set forth in section 1.2. of the Guidelines.

2.2. Exterior Spaces Outside Facilities (e.g., Landscaping Elements, Play Areas, Fields)

Exterior spaces may receive donor or honourific namings under the same standards and processes as provided for <ORGANIZATION> facilities set forth in section 1., above. The Board of Directors must approve the naming.

3. NAMING OF PROGRAMS

3.1. Program Naming

Programs are defined in the in section 1.7. of the Guidelines. In the instance where it is desirable to name a Program philanthropically, programs may be named for donors or to honour individuals associated with <ORGANIZATION> following the same standards and processes for naming <ORGANIZATION> facilities set forth in section 1., above.

3.2. Minimum Financial Standards for Program & Endowment Naming

The following benchmarks are recommended as the *minimum* financial standards to name a Program or Endowment at <ORGANIZATION>.

Program and Endowment namings that occurred prior to the formal adoption of these policies are expressly exempted from these standards.

- Scholarship Naming (two-year naming) - \$50,000
- Endowed Scholarship Naming - \$1 million
- College Activity Program (five-year naming) - \$125,000
- Endowed College Activity Program - \$500,000
- Named Teaching Position (five-year naming) - \$500,000
- Endowed Teaching Position - \$2.5 million
- Named Lecture Series (five-year naming) - \$125,000
- Endowed Lecture Series - \$500,000

4. OTHER NAMING CONSIDERATIONS

4.1. Propriety of donor-designated namings

Because a naming forges a permanent link in the public mind between <ORGANIZATION> and the designated name, <ORGANIZATION> must exercise discretion and perform appropriate due diligence, based upon all the facts and circumstances associated with a proposed gift. Care should be taken that the naming is appropriate and desirable, whether the proposed name is the name of an individual donor or is a corporate name or other descriptive words. The Executive Director of Advancement will undertake due diligence for all donor-designated namings.

4.2. Perpetuation of Name

<ORGANIZATION> is committed to retaining the name of each facility, interior space, addition, wing, exterior space or expansion (collectively referred to within this paragraph as a "Facility") bearing a donor-designated name or honourific name.

The donor name is intended to remain for the useful life of the Facility or a maximum of 25 years. The useful life would be until a change in function, major renovation or demolition.

If the Facility is demolished or sold at some future date <ORGANIZATION> will recognize the honouree in an appropriate way, as approved by the Facilities Naming Steering Committee.

Re-naming a Facility or Program requires that <ORGANIZATION> follow the policies and procedures as if the Facility or Program were being named for the first time. Additionally, if a Facility is to be considered for re-naming and in the absence of a clear gift agreement, <ORGANIZATION> must attempt to contact the original naming donor(s) to discuss plans for re-naming a facility. Clear documentation regarding attempted contact with the original naming donors is required as part of any re-naming request.

5. POLICY EXCEPTIONS

Exceptions to the policies may be made by the Facilities Naming Steering Committee, the Executive Director, Advancement and with such other <ORGANIZATION> officers, if any, as determined appropriate by the Facilities Naming Steering Committee.

However, unless the Board of Directors affirmatively directs otherwise, no exceptions shall be made to the policy guideline that the Board of Directors must approve namings of all facilities, interior spaces, additions, wings, exterior spaces or expansions, and in all instances where the naming is unusually prominent, sensitive or subject to heightened public interest (excluding functional names).

6. RECOGNITION & SIGNAGE STANDARDS

Recognizing and acknowledging donors and, in particular, naming donors is a foundational value of <ORGANIZATION>.

Recognition of all gifts to <ORGANIZATION> must follow the College's recognition procedures and a recognition matrix. These procedures need to be developed and periodically refreshed to establish a coherent and consistent approach to recognition that details how and when a donors' name are made public. They should include protocols and procedures on naming, signage, print and electronic recognition, and announcements.

These procedures are to be developed and housed within the Advancement Office.

In addition to these procedures around donor recognition, a signage policy should be developed and periodically refreshed to guide the execution of naming protocols.

February 2015

<ORGANIZATION>

GUIDELINES FOR NAMING OF FACILITIES, SPACES AND PROGRAMS

INTRODUCTION

These guidelines (“Guidelines”) clarify definitions and further describe processes found in <ORGANIZATION> Policy for Naming of Facilities, Spaces and Programs (“Naming Policy”).

1. DEFINITIONS**1.1. Philanthropic Naming Opportunity Plan**

Where gifts are expected to represent a significant source of project funding and may justify naming the project, <ORGANIZATION> should develop a plan that defines various philanthropic naming opportunities (“Philanthropic Naming Opportunity Plan”) at and within the facility to be constructed. This Plan should be reviewed with the Board of Directors in advance, and before the project submits a formal development permit to the Board of Directors for approval, bearing in mind that the Plan must necessarily remain tentative and subject to change at the outset.

If the construction will require Board approval, the list of significant philanthropic naming opportunities must be reviewed by the Facilities Naming Steering Committee and <ORGANIZATION> Operations Office before presentation to any prospective donor.

The Executive Director of Advancement shall be responsible for maintaining a master list of facility naming opportunities, both donor and honorary, and shall share this list periodically with the Board of Directors, the Facilities Naming Steering Committee, and <ORGANIZATION> Facilities Office.

1.2. Facilities Naming Steering Committee

The Head of School, the Director of Operations, and the Executive Director of Advancement shall constitute a steering committee (“Facilities Naming Steering Committee”) responsible for implementation and oversight of these Guidelines and the Naming Policy. The Executive Director of Advancement will be considered the Administrative Chair of this group.

1.3. “Expansion” and “Addition”

Expansion and addition are considered to be synonymous terms. Small additions and expansions will not generally warrant exterior signage.

1.4. Wing

A Wing is a smaller component of a building as originally constructed or as later added which does not appear to be structurally separate from the parent structure. Wings, however, consist of multiple elements within a building that may include classrooms, offices, studios, meeting rooms, an auditorium and/or an atrium, and will generally be more than one floor if the building as a whole consists of more than one floor. Towers, pavilions, and residence halls are considered wings for the purpose of these Guidelines.

1.5. Exterior Spaces (Landscaping Elements, Play Areas, Fields)

An exterior space is visible and prominent and may function as a campus entry-point with multiple uses or, like a field, it may be a prominent open space that is conspicuous in its own right.

1.6. Programs

Programs are operating entities, of high profile and in wide use across the entire <ORGANIZATION> system, that exist to broaden the outreach and mandate of <ORGANIZATION> in general. Programs, by definition, are not a physical entity. As such, they are typically not as enduring as a physical space. Programs exist, in naming terms, as solely an operating entity with no capital component. Examples of program elements at <ORGANIZATION> include College activity programs like the Diving Program, Student Scholarships, Named Teaching Positions, and Lecture Series.

2. NAMING GUIDELINES

2.1. Process

2.1.1. Gift Agreement Requirement

The Board of Directors shall be informed early in the process regarding potential facility namings. Proposals to name

buildings or spaces for donors may only be made if there is a written gift commitment in place.

2.1.2. Proposal Requirements

Certain naming proposals may originate from different sources as follows:

- a) The Head of School, or their designate, may propose namings for all facilities, spaces and programs except for honourific namings.
- b) One or more Board Members must propose namings for honourific namings.

2.1.3. Review Requirements

- a) All naming proposals must be forwarded for review to the Executive Director of Advancement, as Chair of the Facilities Naming Steering Committee.
- b) If any naming of a space within a facility appears unusually prominent, sensitive or subject to heightened public interest, the Facilities Naming Steering Committee must be consulted, and additional approval requirements may be imposed at the discretion of the Facilities Naming Steering Committee, the Head of School, or their designate.

2.1.4. Approval Requirements

- a) Board of Directors. Board approval is required for all philanthropic and honourific namings.
- b) Head of School or their designate. The Head of School or their designate. must review all naming proposals.

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2.2. Other Information

2.2.1. Functional Namings

Functional namings shall be determined by the Operations Office if a donor or honourific name has not been assigned to the facility. A functional name may later be replaced by an honourific or donor name in accordance with these Guidelines and the Naming Policy.

2.2.2. Repository of Existing Namings

<ORGANIZATION>'s Advancement Office shall keep a current repository of all namings.

February 2015

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