

DONATIONS – NAMING AND RENAMING BUILDINGS, FACILITIES OR OBJECTS PROCEDURE

This procedure is governed by its parent policy. Questions regarding this procedure are to be directed to the identified Procedure Administrator.

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| Functional Category: | Operations |
| Parent Policy: | Donation Policy |
| Approval Date: | January 8, 2020 |
| Effective Date: | January 8 2020 |
| Procedure Owner: | Vice President, External Affairs and Brand |
| Procedure Administrator: | Director, Advancement |

Overview:

NorQuest College (college) provides opportunities for naming buildings, facilities, programs, faculties, divisions, initiatives, and functions to recognize benefactors who have provided outstanding service to the college or community or who have provided generous contributions to help realize our mandate.

This procedure outlines conditions associated with naming recognition and the actions associated with assessing and approving naming and renaming requests.

Authority to establish this procedure is derived from the [NorQuest College Board of Governors Policy No. 5](#) which delegates authority to the President and CEO to establish policies and procedures for the college's management and operation.

Procedures:

The college will consider naming recognition based on the following:

- Recognition by way of naming is to be fair and equitable in relation to the service or contribution to the college or service to the community.
- Naming recognition for individuals regarding outstanding service to the college or community will be considered.
- Corporate naming recognition in consideration of financial contributions to the college will be limited to no greater than a 10 year period unless otherwise approved by the Board of Governors.
- Personal or Individual naming recognition in consideration of financial contributions to the college will be limited to no greater than a 25 year period unless otherwise approved by the Board of Governors.
- The college has the right, in their sole discretion, to terminate any naming that may negatively reflect on the college's image, is in conflict with the college's mandate, or for any other reason.

Actions

- Requests for naming or renaming are to be submitted in writing to the Advancement Division concurrent with a donation, or where the request relates to outstanding service, a proposal that identifies and substantiates the outstanding service to the college or to the community.

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| Definitions: |
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| Related NorQuest College Information: |
| Related External Information: |
| Next Review Date: |
| Revision History: |
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- The Advancement Division will research, consult, and recommend a position on all requests for naming that arise from donations to the college or proposals associated with outstanding service to the college or community.
 - Recommendations will identify the proposed naming, location, program, faculty, division, initiatives, functions, and length of term of the naming.
- All recommendations will be reviewed by Executive Committee.
- Executive Committee recommendations will be provided to the Board of Governors for their consideration and approval.
- Final decisions will be communicated to the Advancement Division by the Board of Governors and Senior Executive Associate with the provision of relevant excerpts from the approved Board minutes.

Naming recognition in consideration of financial contributions: includes financial contributions, in-kind contributions, sponsorships or other commercial transactions.

Naming recognition for individuals regarding outstanding service to the college or community: includes meritorious service to the college or the broader community and may include consideration of financial contributions to organizations other than the college.

- [Donation Policy](#)
- [Post-Secondary Learning Act](#)

January 2024

June 2012: new (replaces Standard Practice 4.18: Donor Wall Recognition)
 August 2013: update for document links and branding
 April 2015: update
 May 2016: update
 August 2019: Compliance Office template & reorganization update
 January 2020: review and update