



Title:	Naming Policy - Buildings, Facilities and Other Physical Assets
Policy Area:	Operations - Facilities
Policy Number:	E.3.3
See also: (related policies)	

Effective Date of Policy:	March 30, 2011
Approval Date:	March 29, 2011
Applies to:	Board of Governors, Employees, Students, Donors
Approving Body:	Board of Governors
Supersedes or New:	OC Policy November 24, 2009, OC Board of Governors September 26, 2007 OC Board of Governors June 28, 2005 OUC Policy Manual Section 30.4 Approved by OUC Board October 23, 1991
Authority:	College and Institute Act Ministry of Citizens' Services - Naming Privileges Policy under the Intellectual Property Program
Date of Last Review:	June 2021

The following are responsible for the administration of this policy

Primary Office:	Contact:
Vice President, Employee & Corporate Services	Director, Advancement and Foundation

1. Policy Statement

- 1.1. This policy is intended to ensure uniformity and consistency of physical asset naming throughout Okanagan College and provide guidelines to recognize philanthropic contributions and distinguished members or friends of the Okanagan College community.

2. Policy Details

- 2.1. Okanagan College may name buildings, portions of buildings or other physical assets:
 - a) for functional purposes;
 - b) to recognize philanthropic gifts; or
 - c) to honour eminent persons or personal contributions to Okanagan College or to the wider community.
- 2.2. This policy does not apply to endowments, student awards and sponsorship opportunities. Any naming opportunities associated with endowments, student awards or sponsorship opportunities are addressed by the Okanagan College Advancement Office and Okanagan College Foundation through separate agreements.

3. Procedures

3.1. Functional Naming

- a) The President may approve the naming of buildings, portions of buildings and other facilities where the name is purely function-related or location-related. The criteria for naming will generally include consistency with ongoing use/majority occupancy or salient geographic features, for example, Student Services Building, Courtyard.

3.2. Philanthropic Naming

- a) Requests for philanthropic naming of buildings or portions of buildings or other physical assets shall be forwarded to the Okanagan College Director, Advancement. The Director, Advancement upon receipt of all such requests shall advise and consult with the President.
- b) With the approval of the President, the request will be taken for review and approval to the Campus Planning Committee of the Okanagan College Board of Governors and to the Okanagan College Board of Governors. If the request is approved by the Okanagan College Board of Governors, it will be referred to the Provincial Naming Committee in the Intellectual Property Program, Provincial Ministry Citizens Services. The naming request is subject to the Provincial Government's approval based on criteria and restrictions in its provincial Naming Privileges Policy.
- c) Naming opportunities for buildings or portions of buildings or other physical assets will require a minimum contribution.
- d) The College will develop guidelines specific to each project or building that detail the minimum contributions for philanthropic donations that will reflect the cost of acquisition, construction or renovation.

- e) Naming opportunities for buildings or portions of buildings or other physical assets may be limited to a specified period of time. Guidelines with time limits will be developed for each project or building.
- f) An offer of an in-kind contribution does not guarantee that naming recognition will be granted. The contribution must result either in cash funds to the College or be a gift of an item that the College would have purchased for that project or building.
- g) The value of an in-kind contribution will be determined by fair market value. An in-kind contribution will be considered as equal value for recognition.
- h) A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and shall be approved on that condition.
- i) The Director of Advancement will maintain a listing of specific naming opportunities suitable for philanthropic contributions.

4. Honorary Naming

- 4.1. The Okanagan College Board of Governors may also identify a naming opportunity with the intention of honouring a former member of the Okanagan College community or the wider community. That person will have made an outstanding contribution to Okanagan College or to the wider community.
- 4.2. Nominations for the honorary naming of buildings or facilities shall be submitted to the Office of the President.
- 4.3. With the approval of the President, the request will be taken for review and approval to the Campus Planning Committee of the Okanagan College Board of Governors and to the Okanagan College Board of Governors. If the request is approved by the Okanagan College Board of Governors, it will be referred to the Provincial Naming Committee in the Intellectual Property Program, Provincial Ministry Citizens Services. The naming request is subject to the Provincial Government's approval based on criteria and restrictions in its provincial Naming Privileges Policy.

5. General

- 5.1. The Director, Facilities Management will maintain a listing of all building or facility names.
- 5.2. All agreements with donors for naming recognition must be in writing and must specify the term of the agreement. Copies of all agreements will be forwarded to the Intellectual Property Program within the Provincial Ministry of Citizens' Services.
- 5.3. Naming recognition will be subject to completion of satisfactory funding arrangements and naming recognition will only take place once that is achieved. If Okanagan College is unable to proceed, the donor(s) will be at liberty to redirect their donations.
- 5.4. The Okanagan College Board of Governors and Provincial Government may, upon giving written notice to the donor, terminate an agreement for naming recognition where, in the opinion of the Provincial Naming Committee, Provincial Cabinet or Okanagan College Board of Governors, any action or association by the named donor calls into serious question the integrity and reputation of Okanagan College or the Provincial Government.

- 5.5. The name of a building or portion thereof will continue for the length of the term as specified in the donor agreement, or as long as the building or portion remains in use and/or serves its original function, whichever is less.
- 5.6. When the use or original function of a building or a portion of a building is altered or discontinued or, an asset sold, demolished, substantially renovated or designated for another use, the College may retain the use of the name, name another comparable building or part thereof, or discontinue the use of the name. Where possible, donors will be consulted and made aware of these changes. The change will be reviewed and approved by the Campus Planning Committee of the Okanagan College Board of Governors and the Okanagan College Board of Governors.
- 5.7. When it is proposed that a facility or room within a building be relocated within the same building, or to a different building, provided that the new facility or room will serve the same original purpose, approval is required from the Campus Planning Committee of the Board of Governors and the Okanagan College Board of Governors to re-locate the name.
- 5.8. It may be appropriate to place a plaque in, or on, a new building to indicate that it occupies the site of a building formerly known by another name. It may also be appropriate that a request be considered to name part of a new building after a person or organization for which the former building was named.
- 5.9. If a corporation or business name changes, signage and other naming devices may be changed at the cost of the donor with the approval of Okanagan College Board of Governors and the Provincial Naming Committee.