

## CR403: Commemorative Naming Policy

<b>Policy Title:</b>	Commemorative Naming Policy
<b>Policy Number:</b>	CR403
<b>Owner:</b>	Senior Vice-President of Advancement and Business Development
<b>Approved by:</b>	Board of Governors
<b>Effective Date:</b>	May 3, 2016
<b>Reference:</b>	
<b>Links to Other Policy:</b>	Philanthropic Naming Policy Gift Acceptance Policy Gifts-in-Kind Policy

St. Lawrence College is committed to making our resources usable by all people, whatever their abilities or disabilities. This document will be made available in alternative format upon request.

## BACKGROUND

### Purpose:

This policy sets out procedures for the approval, establishment and maintenance of commemorative naming opportunities and circumstances under which the naming opportunity may be withdrawn.

### Scope:

The primary intent of the property naming process is to allow the College to recognize the importance and/or efforts of an individual to the College or of someone who represents the ideals of the College. Even though naming of buildings is primarily a College-wide issue, the building's use, history, and present and past occupants should be considered when deliberating upon the appropriateness of a possible name.

Examples of this concept are as follows:

- it might be inappropriate to name a building which houses an academic use after an athletic coach;

- it might be appropriate to name a building after a president who was instrumental in bringing about the construction of the building, or if the building were occupied by a department that shared some connection to the president.

As a general rule, the building name holds more importance or represents greater College recognition than the naming of a portion of the building, such as a suite of rooms or a single room. This hierarchy should be considered: first, presidents; then, vice-presidents, deans, and department heads. As an example, an individual room would be named for a department head, while the building itself might be named for a dean.

- This policy applies to all departments and individuals at St. Lawrence College, in application to the commemorative naming of:
  - Buildings, parts of buildings, facilities or physical infrastructure of other types;
  - Common spaces and green spaces, or;
  - Other naming opportunities as may be reasonably thought suitable.

## **POLICY STATEMENTS**

1. Recommendations for naming will be submitted to the St. Lawrence College Board of Governors for consideration through the Advancement and Business Development sub-committee, and must include the intended name, the entity to be named and the criteria under which the honour is being proposed.
2. Appropriate criteria for a commemorative naming include recognition of:
  - a. Exceptional service of lasting value to St. Lawrence, community or country;
  - b. Longstanding, meritorious contributions to St. Lawrence College (for example, Presidents, Governors, and officers of Administration); or
  - c. A historical and distinguished relationship with the College.
  - d. Staff or faculty members, or persons not connected to the College who have contributed significantly to the social, academic, scholarly, research, or political life of the College;
  - e. Persons not connected with the College who have contributed, in one way or another, to the growth and development of the institution;
  - f. An illustrious alumni member; or

- g. An outstanding states-person, educator, or scholar who may or may not be connected to the College or the Province of Ontario.
  - h. The use of functional names for major buildings should be avoided. Over time, functions within a building will change and the name could result in confusion.
- 3. The Senior Vice-President of Advancement and Business Development will review commemorative naming proposals with the College Executive Team and present them, with his or her recommendation, to the Advancement and Business Development Committee of the Board of Governors.
- 4. The Advancement and Business Development Committee of the Board of Governors shall then consider the matter and forward any recommendation it decides upon to the Board of Governors for consideration and action.
- 5. Once approved, Facilities Management Services will oversee the installation and maintenance of all commemorative naming opportunities.
- 6. St. Lawrence College additionally reserves the right to withdraw a commemorative naming opportunity.
- 7. As modifications are made to property over time, situations may occur where it is in the best interest of the College to relocate, modify, or reallocate named college property. In the event modifications to named property are required or recommended, appropriate college deans and administrators will be involved in early planning. This is to insure that the original purpose of the naming are preserved as appropriate. These occurrences underscore the importance of obtaining college recognition of all naming.
- 8. In the event building names are modified or shifted between structures, approval must be obtained using this policy and process.
- 9. All interior and exterior signage on campus will conform to campus sign design guidelines. The guidelines control the location, size, materials, and text of interior

and exterior campus signage. Off-campus property signage shall also have the name of the institution incorporated into the name.

10. Concerns from any member of the St. Lawrence community regarding a commemorative naming opportunity may be submitted, in writing, through any Vice-President to the Office of the President.

## **MONITORING**

Senior Vice-President of Advancement and Business Development

## **POLICY REVISION DATE**

## **SPECIFIC LINKS**

Philanthropic Naming Policy  
Gift Acceptance Policy  
Gifts-in-Kind Policy

## **APPENDIX A AND ATTACHMENTS**