

CR402: Philanthropic Naming Policy

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| Policy Title: | Philanthropic Naming Policy |
| Policy Number: | CR402 |
| Owner: | Senior Vice-President of Advancement and Business Development |
| Approved by: | Board of Governors |
| Effective Date: | May 3, 2016 (Updated May 8, 2018) |
| Reference: | |
| Links to Other Policy: | Commemorative Naming Policy Gifts-in-Kind Policy Gift Acceptance 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:

St. Lawrence College welcomes philanthropic contributions to achieve its academic mission and enhance the student experience. In recognition of a benefactor's commitment to St. Lawrence College, the College may attach a name to some entity to recognize exceptional generosity. This policy sets out procedures for the approval, establishment and maintenance of philanthropic naming opportunities in accordance

with the Commemorative Naming Policy, funding level guidelines and circumstances under which the naming may be withdrawn.

Scope:

This policy applies to all departments and individuals at St. Lawrence College who seek to recognize a donor's generosity including:

Major Naming Opportunities

- Buildings, parts of buildings, facilities or physical infrastructure of other types;
- Departments or Schools;
- Endowed academic positions;
- Common spaces and green spaces;

Other Naming Opportunities

- Collections of books, artifacts, manuscripts, maps, works of art or any other collection;
- Scholarships, bursaries and other student awards
- 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.
2. Philanthropic naming proposals must be submitted for approval, in writing, to the Director of Alumni and Development.
3. The Alumni and Development Office will review all proposals to ensure that the proposed philanthropic naming:
 - a. Enhances the reputation of the College or its standing.
 - b. Conforms with the College's commitment to freedom of academic expression, integrity and quality of education and advances the College's mission, without endorsing an ideological position or commercial product and/or service;

- c. Recognizes a reasonable and consistent proportion of the cost of the entity to be named. It will be expected that the benefactor, or other contributors wishing to honour an individual benefactor, will provide all or a substantial part of the cost of such entity:
 - i. For the naming of a new or existing building, a contribution in the range of 30% of the total private sector support or \$1,000,000 (whichever is greater) would be required.
 - ii. For the naming of facilities within buildings, (i.e. classrooms, laboratories, etc.) or for renovated facilities, naming values will be determined by review of best practices and recent namings at the College and/or at similar academic or other institutions across North America or elsewhere as relevant. Other factors may contribute to the naming value such as cost, size, location, visibility, and the activity taking place within the space. The value of a program, project, unit or centre may also be determined by assessing the number of users, the importance of the initiative to the College, and the public profile of the program. Appropriate comparators such as market conditions and institutional fundraising priorities may also be used as benchmarks.
 - iii. For the naming of chairs, professorships, lectureships and programs, the support from the donor, in most instances, will represent full funding whether in entirety from the donor or a combination of majority support from the donor with the balance of funding from other private, public or College sources.
 - iv. In determining the appropriate level of naming of an existing school or department each naming opportunity should be recommended based on a process that includes a comparison of the practices of other colleges and the school's/department's positioning compared with similar schools or department at other colleges.
 - v. Two conditions must be met before the College will permit the naming of an academic unit after a benefactor, or at the request of a benefactor:
 - 1. That, after an investigation conducted with due diligence and consideration, the naming is believed to be consistent with

- the nature and mission of St. Lawrence College and will enhance the College; and
2. That CET and the concerned department/school support the naming.
 4. Upon approval, Alumni and Development will administer the implementation of philanthropic naming opportunities in collaboration with the donor, the School or Department involved and Facility Management Services.
 5. Where a building, or a part thereof or a facility has been named, the College will continue to use the name so long as the building, or a part thereof or facility remains in use and serves its original function, unless there is a separate agreement with a donor with respect to a specific period of time. When the use of a named building, or a part thereof or a facility is changed such that it must be demolished, substantially renovated or rebuilt, the College may maintain the use of the name on such renovated or rebuilt building or part thereof or facility, designate another comparable building, or a part thereof or facility with such name, or discontinue the use of the name. Alumni and Development will oversee the maintenance of all naming opportunities in perpetuity, in collaboration with Facility Management Services.
 6. If at some future time, circumstances should make it impractical to continue using the income from this naming opportunity for the designated purpose, and neither the donors nor their immediate family members are able to consent to an amendment, then St. Lawrence College may re-designate the purpose of any endowment income, provided that the Fund shall continue to bear the original name of and the amended terms shall adhere as closely as possible to the original intention of this Fund.
 7. St. Lawrence College additionally reserves the right to withdraw a naming opportunity if it constitutes a significant and continuing impairment to the College's reputation or if the agreed-upon philanthropic contributions are significantly reduced. In such circumstances, the College will make a reasonable effort to work with the donor and procure alternate financing. Where it is proposed that the use

of the name not be maintained, the discontinuation will require the approval of the Board of Governors or of any committee thereof charged in its terms of reference with responsibility for naming.

8. 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 and the donor's wishes, if built with private funds, are preserved as appropriate. These occurrences underscore the importance of obtaining college recognition of all naming. 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 College community regarding a philanthropic naming opportunity may be submitted, in writing, to the Senior Vice-President of Advancement and Business Development.
11. The Alumni and Development Office will approve the naming of scholarships and bursaries. Naming opportunities will be referred through the Senior Vice-President of Advancement and Business Development for final review and approval.

MONITORING

Senior Vice-President of Advancement and Business Development

POLICY REVISION DATE

May 8, 2021

SPECIFIC LINKS

[Commemorative Naming Policy](#)

[Gift Acceptance Policy](#)

[Gifts-in-Kind Policy](#)

APPENDIX A AND ATTACHMENTS