



**CÉGEP HERITAGE COLLEGE
POLICY # 35**

**CONCERNING
THE NAMING OF COLLEGE SPACES AND SERVICES**

COMING INTO FORCE: June 21, 2017
REVISED: N/A
ADMINISTRATOR: Director General

CÉGEP HERITAGE COLLEGE POLICY #35 CONCERNING THE NAMING OF COLLEGE SPACES AND SERVICES

Preamble

In academic institutions, it is an honourable custom to name existing or proposed tangible and non-tangible assets. Naming provides a meaningful opportunity to recognize the outstanding contributions of individuals or organisations who inspire and support members of the College community. Association with distinguished students, graduates, faculty and staff members, or other friends of the College strengthens the institution and its sense of pride and connection to the community. At the same time, the College may choose to align itself with a company or organisation (sponsorship) who could provide a benefit, financial or otherwise, to advance the College mission and to provide support to our students and to the institution.

ARTICLE 1 Purpose

Naming of a College asset, either permanently or temporarily, is considered to be a distinction of the highest order. Recognition and sponsorship agreements may also call for naming measures. In both cases, all proposals for such an honour must be carefully considered. The number of potential candidates who could potentially be honoured is much greater than the limited number of assets. Therefore, naming opportunities must be allocated judiciously and measures must be taken to ensure consistency among the tributes paid by the College to meritorious persons or benefactors. The same care must also be applied when proposals for sponsorship are received by the College and where the College name becomes associated with the branding of a company or another organisation.

ARTICLE 2 Application

The College's Board of Governors has the sole authority to officially name (or rescind naming of) campus spaces such as buildings, services, wings, objects, special facilities and spaces. In addition, the Board of Governors also has the sole authority to authorise sponsorships over \$1,000 involving the College visibility of a company or association logo. Sponsorships up to \$1,000 can be authorised by the Director General.

ARTICLE 3 Provisions

3.0 Principles

- 3.1 Cégep Heritage College establishes the following principles to evaluate proposed honorary naming and the desirability of sponsorship opportunities.
 - Significant contributions made to advance the College and its mission;
 - Significant contributions made in serving the greater community through shared values; and/or
 - Significant and relevant financial or gift-in-kind contributions to the Heritage College Foundation, or to the College through other funding opportunities, in support of the College and its mission.

- 3.2 The Board of Governors of the College, upon recommendation of the Naming of College Spaces and Services Committee (henceforth known as the "Naming Committee"), determines the buildings, spaces or premises recommended to be named including for sponsorship. This same committee will recommend to the Board of Governors the actual name to be used and duration of the honour, which can be either perennial or temporary. In addition, the Committee will make a recommendation to the Board of Governors concerning sponsorship opportunities.

- 3.3 The donor organizations or sponsors being recognized have no ownership or authority over the property or place affected by the designation. That right remains exclusively reserved for the College in the pursuit of its mission. The College may allocate a name or sponsorship designation to any premises or facilities of which it is the owner or tenant.

- 3.4 The College reserves the right to modify a name or sponsorship designation whenever deemed necessary, either because of a change in the mission of the named place or if a space bearing a designation is destined to disappear or be substantially modified. The College also reserves the right to remove a name or sponsorship designation if it can cause serious

CÉGEP HERITAGE COLLEGE POLICY #35 CONCERNING THE NAMING OF COLLEGE SPACES AND SERVICES

harm to the institution or conveys an image contrary to the principles it promotes. It also reserves the right to withdraw a name or sponsorship if a donor fails to honor his/her commitment.

- 3.5 Confidentiality: to confirm Cégep Heritage College's respect for all proposed honourees, meetings where details about the proposal or the proposed honouree or the proposed sponsorship are being discussed shall be held in camera. This shall apply to both the Board of Governors and its Naming Committee. By definition, all discussion from in-camera sessions of any group contributing to the decision must remain permanently confidential.

ARTICLE 4 Roles and responsibilities

- 4.1 The Board of Governors will strike an ad hoc Committee on the Naming of College Spaces and Services with members, other than ex officio members, elected as required at a Board of Governors meeting.
- 4.1.1 Committee Mandate
The mandate of the Naming Committee is to receive all proposals for the assigning of name designations and sponsorship in the College, to analyze and recommend to the Board proposals that the committee deems worthy in accordance with this policy. The duration of the naming of the space or service, or of the sponsorship proposal, will also be part of the recommendations made by the Naming Committee. Similarly, the Naming Committee is also responsible to review any proposal to rescind a name designation or to revoke a contract.
- 4.1.2 Composition of the Committee
The Naming Committee shall be composed of the Chair of the Board of Governors, The Director General, as well as one other internal Board member, one other external Board members, and the College Foundation-Board liaison member. The Director of Building Services and the Manager of Communications will be non-voting

advisory members who will also act as resources to the Naming Committee. The Chair of the Board of Governors will also chair the Naming Committee.

4.1.3 The Director General

The Director General in collaboration with the Naming Committee will manage the legal review of naming proposals, Memorandums of Agreement, deeds of donation, and other relevant issues relating to naming in recognition of a benefactor, changes to any naming or sponsorship, and any other requests from the Naming Committee to assist in their decision making. The Director General will ensure that any naming conforms to the regulations prescribed by "La Commission de toponymie du Québec." Once the Board adopts a naming or sponsorship designation, its use by the College becomes mandatory. When the College adopts a naming or sponsorship designation, it is identified, in accordance with the College's graphic visual identification standards. In addition, the Director General's Office will keep a record of spaces and services that have been named by the College, as well as any sponsorship agreements. An inventory of potential spaces and services appropriate for naming will also be kept.

ARTICLE 5 Eligibility

- 5.1 The Board of Governors may choose to name or affiliate College spaces and services after persons, organizations or businesses in any of the following categories:
- Distinguished members of the Cégep Heritage Community;
 - Cégep Heritage College community members who are no longer active in the affairs of the College;
 - Names that bear a special relationship to the Cégep Heritage College community;
 - An important benefactor of the College and/or its Foundation;
 - As part of a sponsorship agreement approved as per the present Policy.

CÉGEP HERITAGE COLLEGE POLICY #35 CONCERNING THE NAMING OF COLLEGE SPACES AND SERVICES

5.2 Any naming or sponsorship agreement is contingent on fulfillment of the obligation of due diligence through resources which will be made available to the Naming Committee.

ARTICLE 6 Process

6.1 Any member of the Cégep Heritage College Community may make a proposal in writing for the naming of a College space or service, or to present a sponsorship proposal. Once the proposal has been received by the Secretary to the Board of Governors, it will be forwarded to the Senior Management Committee of the College. Once reviewed, the Director General will submit the proposal to the Chair of the Committee on Naming of College Spaces and Services, once they have been named by the Board. The naming proposal must include a brief biography of the individual and a rationale for the proposal. For sponsorship, a sponsorship contract, along with background to the organisation, will be presented.

6.2 The Naming Committee shall manage the selection process within a reasonable time period from the initial receipt of a complete proposal.

6.3 In making recommendations for a particular space or service to be named, the Naming Committee will also be guided by the following principles:

6.3.1 The Naming Committee will consider each proposal carefully according to principles and criteria outlined in this policy. Proposals consistent with these guidelines will also be assessed according to the Naming Committee's sense of support within the Cégep Heritage Community.

6.3.2 The Naming committee will review all completed proposals (see 6.1, 6.2), and will perform due diligence, after which, the Committee will recommend proposals meriting a naming honour to the Cégep Heritage College Board of Governors for approval.

6.3.3 Recommendations for naming campus spaces or services would not normally be made until at least one year has elapsed since the conclusion of the individual's official involvement at the College.

6.3.4 Once a proposal is to be recommended to the Board of Governors, written consent of the proposed honoree (or their estate) must be sought and presented to the Board.

6.4 The Director General will inform the proposed honoree or estate, as well as the sponsor, of the outcome of the Naming Committee's recommendation to the Board of Governors. The College Communications Manager will then make the appropriate announcement to the Cégep Heritage College community.

6.5 The process described in articles 6.1 to 6.4 will also apply in the case of a proposal to rescind a previous naming honour.

Article 7 Revision

The present policy will be revised at least every five years or sooner if necessary. As with all policies, it is put into effect as soon as it is adopted by the Board of Governors.

**CÉGEP HERITAGE COLLEGE POLICY #35
CONCERNING THE NAMING OF COLLEGE SPACES
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GLOSSARY

Benefactor: A person who helps a person or organization by giving them money or support.

Board of Governors: The highest governing body of the College, as per Bylaw 1.

Cégep Heritage College Community:

A current or former student, a current or former employee, a current or former parent (or legal guardian) of a student, or a current or former member of the Board of Governors.

Due diligence: A reasonable level of care exercised to avoid harm to other persons, an institution or their property.

Heritage College Foundation:

Incorporated in 2013, the Foundation supports the College mission through fundraising to support student success, student projects, and improvements to the College.

In Camera: Matters discussed at an in-camera meeting are kept confidential.

Appointment of sponsorship:

The name of sponsorship relates to the designation of an immovable, a land or a parcel of it, a premise or a facility over which the Cégep has jurisdiction to recognize a major donation to the Institution by an individual, corporation, public body or organization for philanthropic purposes.

Other funding opportunities:

Those made directly to the College via financial services, or through the College Endowment Fund or the College Development Fund.

CÉGEP HERITAGE COLLEGE POLICY #35 CONCERNING THE NAMING OF COLLEGE SPACES AND SERVICES

Related Document(s)

This document is to be used in conjunction with:

- *Cégep Heritage College By-law 1, Concerning the general administration of the College*
http://www.cegepheritage.qc.ca/PDF_Files/Bylaws/bylaw_1_general_administration_of_college_june_19_2012.pdf
- *Heritage College Foundation*
<http://www.cegep-heritage.qc.ca/foundation/index.php>
- *Cégep Heritage College Code of Ethical Conduct*
- *Les règles d'écriture des toponymes de la Commission de toponymie du Québec :*
<http://www.toponymie.gouv.qc.ca/ct/normes-procedures/regles-ecriture/>