POLICY NO. 15

NAMING OF COLLEGE ASSETS

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POLICY NO. 15 – NAMING OF COLLEGE ASSETS

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POLICY NO. 15 – NAMING OF COLLEGE ASSETS

ARTICLE 1 - PURPOSE

1.1 This policy governs the granting of named recognition for individuals and/or organizations whose accomplishments or generosity advance the mission of the College and contribute to its growth and reputation.

1.2 This policy has been adopted to ensure that the process and standards that govern the naming of College assets are articulated consistently and are understood by everyone, and to make sure the process and standards are adhered to by all those involved.

1.3 The Board of Governors has the sole authority for the approval of the naming or renaming of College assets.

ARTICLE 2 - APPLICATION

2.1 This policy applies to the naming of all assets owned by the College including, but not limited to, the following assets:

a) land, buildings, building components (for example, a wing, classrooms, laboratories, learning centres, atrium, foyer) or other locations on campus;

b) library collections of books or other materials;

c) collections of works of art;

d) such other things as the College may from time to time see fit to name in order to perpetuate the name of a distinguished person or a benefactor;

e) any naming opportunity brought by the Foundation of John Abbott College in recognition of a large donation; in cases of capital campaigns, the Foundation will submit a Donor Recognition Program to be adopted by the Board of Governors. Donations made according to any such program should be in line with this policy.

2.2 This policy does not apply to the recognition of distinction or benefactions by the placing of plaques or other memorials where such recognition does not carry with it the naming of something such as the above (the naming of an existing tree or bench for example). Decisions relating to the foregoing shall be taken collectively by the Directors of the College, considering the criteria for naming set forth in Article 3 hereof, as applicable.

2.3 Endowments, Scholarships and Bursaries are not covered by this policy as they are addressed by the John Abbott College Foundation through the terms of reference approval procedures.

ARTICLE 3 - CRITERIA FOR NAMING

The naming of John Abbott College assets must adhere to the following criteria:

a) each naming shall enhance the mission and priorities of the College while preserving the College's integrity and academic freedom;

b) all College tangible assets shall be named only after individuals or entities for outstanding contributions to humanity, the community or society at large;

c) individuals must be of sound reputation;

d) naming of tangible assets to recognize a corporation, foundation or other similar entity will be for a set and limited period of time;

e) no corporate names, logos or word marks may be featured on the exterior of any building that houses an academic unit;

f) to avoid adding future constraints to how College assets can be used, the naming of portions of buildings will be discouraged, and will generally be redirected to the College's Hall of Distinction;

g) no commitment (verbal or written) shall be made by any member of the College community to any person for the naming of any College asset without the prior written approval of the Board of Governors;

h) commemorative naming of a tangible College asset in honour of a member of the College community shall not be conferred until two (2) years following the member's retirement or death;

i) no name will be approved that will imply the College's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude a naming with a name of an individual who has at one time held public office or with the name of an individual or company that manufactures or distributes commercial products;

j) notwithstanding any provision of this policy, no naming will be approved or (once approved) continued that will call into serious question the public respect of the College.

ARTICLE 4 - NAMING PROCESS

4.1 Naming proposals in regard to the naming of a specified asset (in line with Articles 3 and 5 hereof) may originate from:

a) any member, or group of members, of the present and/or past John Abbott community;

b) the John Abbott College Foundation.

Any such naming proposal shall be in writing, comply with the requirements of Article 3 (Criteria for Naming) and Article 5 (Contents of Naming Proposals), and be sent to the Director of Corporate Affairs.

For purposes of clarity, naming proposals in the context of a Donor Recognition Program shall be made in accordance with the specific terms of the Donor Recognition Program as adopted by the Board of Governors.

4.2 Upon receipt of a naming proposal, the Director of Corporate Affairs will forward same to the College Directors; they will:

a) validate the contents of the proposal according to Article 3 (Criteria for Naming) and Article 5 (Contents of Naming Proposals);

b) determine whether an application to the College's Hall of Distinction would be more suitable in recognizing someone's contribution to life on campus or to the greater community;

c) determine whether the naming of the specified asset is desirable at the present time and, if applicable, instruct the Director of Corporate Affairs to proceed to a general call for proposals and the striking of a committee as per below.

4.3 The Director of Corporate Affairs will give notice, by e-mail or other appropriate means, to the College community that proposals may be submitted in regard to the naming of a specified asset. Said proposals must conform to Article 3 (Criteria for Naming) and provide information in accordance with Article 5 (Contents of Naming Proposals). All such naming proposals must be submitted to the Director of Corporate Affairs no later than thirty (30) calendar days from date of notice sent to the College community. Upon validation of the content of a naming proposal according to Articles 3 and 5 hereof, the Director of Corporate Affairs will proceed to forward the eligible proposals to the ad hoc committee of the Board of Governors.

4.4 Upon the general call for proposals, the Board of Governors will strike an ad hoc committee composed of nine (9) members, comprising of three (3) Board members who are not employees of the College; three (3) members of the College community of which one (1) is a student; two (2) past employees of the College and the Director General who will chair the committee. In some cases, past employees might be replaced by influential personalities of the College surrounding and highly concerned by the issue. The Director of Corporate Affairs and a representative of the John Abbott College Foundation will act as resource persons for the committee.

The recommendations of the ad hoc committee will be submitted to the Board of Governors for a decision.

ARTICLE 5 - CONTENTS OF NAMING PROPOSALS

5.1 Naming proposals shall be in writing and contain the following information, if applicable:

a) a clear description of the naming recommendation (*the asset and the name*) being proposed;

b) a summary of the life, career and meritorious activity of the person to be recognized in keeping with the objectives of this policy;

c) a rationale explaining the choice;

d) written consent, as applicable, from the individual or estate;

e) the proposed duration of the naming and its short and long term implication;

f) the appropriateness of the timing of the naming (where the naming is in recognition of a retired or deceased individual).

5.2 Naming proposals associated with benefactors, in addition to the points referred to under the preceding paragraph, shall be signed by the relevant parties and also contain:

a) a statement as to the nature and impact of the gift meriting named recognition;

b) the significance of the gift as it relates to the realization and/or serious of the project/priority or to the enhancement of the project's/priorities usefulness to the College;

c) a statement of the gift and the expected schedule of payment;

d) the period of the naming where the person being recognized is a corporation, foundation or other similar entity; and

e) a provision dealing with the contingency that the gift is not received in accordance with the terms agreed to.

ARTICLE 6 - RENAMING OF COLLEGE ASSETS

6.1 A naming will normally be for the useful life of an asset. If an asset must be replaced or substantially altered in its form, nature or use, the College reserves the right to rename the asset. However, recognition of earlier donors and honourees shall be included where appropriate.

6.2 Where a naming is for a limited period of time, the College reserves the right to rename the asset on the expiration of that time.

6.3 A proposal to rename an asset or to add a second name shall adhere to the same procedures and criteria for naming set out above.

6.4 When an asset is proposed for renaming, reasonable efforts will be made to inform the original honouree or benefactor in advance. If the honouree or benefactor is deceased, reasonable efforts will be made to inform the next generation of family members in advance of the renaming.

ARTICLE 7 - TERMINATION OR REVOCATION OF NAMING

7.1 No commitment to a naming shall extend beyond the life or existence of the asset named.

7.2 The College shall retain the discretion to revoke a naming where, in the opinion of the Board of Governors, the retention of the name would be prejudicial to the College's reputation. Authority to revoke a naming is vested in the Board of Governors and shall be contingent on the fulfillment

of the obligation of due diligence by the individuals responsible for recommending the revocation of a naming.

7.3 Named recognition will be revoked if, in the opinion of the Board of Governors, subsequent circumstances respecting the donor or honourees contradict the mission, ethics and/or values of the College or bring its reputation into disrepute.

ARTICLE 8 - PLAQUES AND SIGNS RECOGNIZING NAMING

8.1 The Director General, or their delegate, is delegated the responsibility for approving all matters in connection with the design and location of plaques (subject to Article 2.2 hereof).

8.2 Plaques and other signs recognizing a naming shall be of generally uniform design and contain the name of the honouree and the date of dedication or, as appropriate, the date on which the project was substantially completed.

8.3 All plaques and signs are subject to College policies and guidelines applicable to signage.

ARTICLE 9 - CONFIDENTIALITY

All naming proposals, whether to honour a benefactor or non-benefactor, shall be dealt with in the strictest confidence by all involved in the process until the naming is publicly announced by the College.

ARTICLE 10 - DUE DILIGENCE

Any naming proposal is contingent on the fulfilment of the obligation of due diligence by the individuals responsible for recommending a naming.

ARTICLE 11 - LEGAL REVIEW

Legal services of the College shall review Naming Proposals, Memorandum of Agreement, deeds of donation and other relevant documents relating to:

a) naming in recognition of a benefactor;

b) changing to any naming;

c) revocation of any naming.

ARTICLE 12 - RECORDS

Once final approval of the naming has been granted and the naming has been publicly announced, a copy of the Naming Proposal, Memorandum of Agreement, deed of donation and other relevant documents shall be deposited with the College Secretariat.

ARTICLE 13 - RESPONSIBILITY FOR APPLYING THIS POLICY

The Director of Corporate Affairs is responsible for applying this policy.

ARTICLE 14 - EFFECTIVE DATE

This policy will come into force when enacted.