

Policy # IV.C.12
NAMING OF NBCC ASSETS

Date of last revision: June 10, 2021

Date of last review: April 13, 2023

Board Approved: April 13, 2023

POLICY

New Brunswick Community College (NBCC) can utilize the naming of NBCC assets to recognize individuals and organizations who, through generosity or accomplishments, contribute to the growth and reputation of NBCC.

PURPOSE

This policy ensures uniformity and consistency in the naming of NBCC assets and provides guidelines to recognize philanthropic and other contributions through naming.

SCOPE AND LIMITATIONS

This policy applies to naming opportunities recommended by the NBCC Board of Governors (the Board), NBCC's Advancement office, the President and CEO (the President) and the Senior Executive Team.

Assets include physical assets such as buildings and building components (hallways, labs, wings, classrooms) and non-physical assets (programs, schools, research positions, campuses, scholarships and bursaries).

DEFINITIONS

NBCC's Naming Authority – The Board; the President; and/or the Director of Advancement (please see Clauses 2.1.2 to 2.1.4 below for levels of authority).

1. Types of Asset Naming

- 1.1. **Functional Identification Naming** – function or feature is evident in the name (e.g. Smith Technology Lab, The Smith Memorial Bursary).
- 1.2. **Meritorious Recognition Naming** – acknowledge an individual for a contribution to NBCC or society overall (e.g. the Robertson Institute for Community Leadership); may be selected posthumously.
- 1.3. **Philanthropic Recognition Naming** – recognizes gifts of significant financial value.
- 1.4. **Sponsorship** – allows sponsors to have their name and logo displayed on NBCC features in exchange for financial consideration (e.g. the TD Speaker Series).

2. Roles and Responsibilities

2.1 Naming of NBCC Assets

- 2.1.1 Per provincial policy directive #AD-1903, NBCC has the sole authority to approve the naming or renaming of NBCC assets because it has specific policies and mechanisms to govern the approval of the naming of assets.

- 2.1.2 Regarding the naming of a campus (e.g. The NBCC Smith Campus), school (e.g. The Smith School of Business), or building (e.g. The Acme Building), the Board shall have the ultimate authority to accept or decline any proposal from the President. The Board has the sole authority for the approval of the naming of NBCC campuses and schools. In the event that a campus consists of a single building, the naming opportunity would only be available for the building.
- 2.1.3 Regarding the naming of physical NBCC assets except for those listed in 2.1.2, the President shall have the authority to approve, renew a name, transfer a name to another NBCC asset or discontinue a name.
- 2.1.4 Regarding the naming of student bursaries and scholarships, donors who create student bursaries and scholarships have the opportunity for naming according to an agreement established between the donor and NBCC at the time of the donation. The Director of Advancement shall have the authority to approve the naming of bursaries and scholarships.

3. Consideration for Naming of NBCC Assets

- 3.1. Naming will be congruent with the overall strategic direction and the vision of NBCC. Naming is only considered when the values, character and reputation of the individual or organization being recognized are consistent with the values of NBCC.
- 3.2. NBCC's Naming Authority reserves the right to revoke a naming decision if the reputation of NBCC is at risk because of a named asset or should it be discovered that the actions, values, or character of the individual or organization that is recognized differ from those of NBCC.
- 3.3. NBCC will continue a naming so long as the asset remains in use and serves its original function. When the use of an asset is changed such that it must be demolished, substantially renovated, rebuilt, replaced or substantially altered in its form, nature or use, NBCC may retain the use of the name, name another comparable asset or discontinue the use of the name. Where proposed that the use of the name not be maintained, the discontinuation will require the approval of the President and the Board in the case of campuses or schools.
- 3.4. The naming of an asset does not imply NBCC's endorsement of a partisan political or ideological position or a commercial product or service. This does not preclude a naming to recognize an individual who has held public office or an individual or a company that provides commercial products or services to NBCC.
- 3.5. While the term of a naming of an asset can vary, no commitment to naming shall extend beyond the life or existence of the asset named.

4. Renaming of NBCC Assets

- 4.1. Where the naming is for a specified period, NBCC reserves the right to rename or remove the name from the asset on the expiration of that time.
- 4.2. A proposal to rename an asset or add a second name to an asset shall adhere to the same procedures and criteria as described in this policy.
- 4.3. When an asset is recommended for renaming, reasonable efforts will be made to inform the original honouree in advance. If the honouree is deceased, reasonable efforts will be made to notify family members in advance of renaming.

4.4. A donor may request a change in naming in cases where a company name changes or an individual's name changes. The donor will assume the costs associated with any name donor-initiated change. NBCC reserves the right to review, revise, decline any proposed change.

5. Confidentiality

All naming requests shall be dealt with in the strictest confidence by all involved until the final decision is made.