

Policy # IV.C.12
NAMING OF COLLEGE ASSETS

Date of last revision: September 19, 2019

Date of last review: May 19, 2021

Board Approved: June 10, 2021

POLICY

New Brunswick Community College (NBCC) can utilize the naming of College 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).

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 College 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 College features in exchange for financial consideration (e.g. the TD Speaker Series).

2. Roles and Responsibilities

2.1 Naming of Land and Buildings

- 2.1.1 The Government of New Brunswick has the sole authority for the approval of the naming or renaming of land and buildings occupied by NBCC and owned by the Province of New Brunswick, by the provincial policy directive #AD-1903.
- 2.1.2 The Board is accountable to recommend the naming of NBCC occupied land or buildings to the Provincial Government.

2.2 Naming of Assets other than outlined in 2.1

- 2.2.1 NBCC has the sole authority for the approval of the naming or renaming of NBCC assets, other than land and buildings owned by the Province of New Brunswick.
- 2.2.2 Regarding the naming of a campus (e.g. The NBCC Smith Campus) or school (e.g. The Smith School of Business), 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.
- 2.2.3 Regarding the naming of physical NBCC assets except for those listed in 2.2.2, the President shall have the authority to approve, renew a name, transfer a name to another College asset or discontinue a name.
- 2.2.4 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 College Assets

- 3.1. Naming will be congruent with the overall strategic direction and the vision of the College. Naming is only considered when the values, character and reputation of the individual or organization being recognized are consistent with the values of the College.
- 3.2. The College reserves the right to revoke a naming decision if the reputation of the College 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. The College 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, the College 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, the Board in the case of campuses or schools, or the Province of New Brunswick in the case of land or buildings.
- 3.4. The naming of an asset does not imply the College'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 the College.
- 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. The College 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.