

 CAPILANO UNIVERSITY		POLICY	
Policy No.	Officer Responsible		
B.301	Vice-President, University Relations		
Policy Name			
Naming of Buildings, Spaces and Programs			
Approved by	Replaces	Category	Next Review
Board			May 2028
Date Issued	Date Revised	Related Policies and procedures	
May 13, 1993	May 2, 2023	B.307 Gift Acceptance Policy OP.303 Naming of Academic Units S2008-02 Senate Naming Opportunities Committee Policy	

1 PURPOSE

Capilano University views private philanthropy as an important component of support to the University in fulfilling its mission. The naming of buildings, spaces and programs should reflect the contributions of individuals, corporations and organizations who have given significant support to the University in support of its vision, values, and goals, as well as reflect its commitment to the principles described by the Truth and Reconciliation Commission of Canada and the intentions of the Government of British Columbia Declaration on the Rights of Indigenous Peoples Act Action Plan .

2 DEFINITIONS

For the purpose of this policy, the following definitions apply:

“Intangible Assets” are assets that are not physical in nature, e.g. **academic units, programs, chairs, professorships, and administrative positions**. Academic units include schools, faculties, and departments. Programs include academic and non-academic groupings (e.g., institutes and centres).

“Tangible Assets” are assets that have a physical structure, e.g., buildings, collections, equipment, and spaces. **Buildings** are enclosed structures with a roof and walls standing permanently in one place. **Spaces** include components within and outside of buildings that are defined by a specific use (e.g., laboratories, classrooms, parks, parking lots, and gazebos).

3 SCOPE

This policy applies to naming opportunities associated with individuals, businesses, organizations, and others. Naming opportunities associated with a contribution may qualify to be granted naming recognition associated with a university asset. The policy applies to:

- a) financial contributions, “in-kind” contributions of a good or service given instead of cash, and appropriately gifted Indigenous naming; and
- b) buildings or part of a building (for example: wings, rooms, laboratories, and meeting areas), roads and other transportation infrastructure, recreational areas and other public spaces, collections of books or art and equipment of significant value.

4 POLICY STATEMENT

- 4.1 The University considers gifts designed for the naming of tangible and intangible assets. All donations for naming must align with B.307 Gift Acceptance Policy and all charitable tax receipts will be issued in accordance with Canada Revenue Agency regulations.
- 4.2 Naming opportunities are made available for the purpose of creating a strong base of private and public support, elevating the University’s brand and recognizing outstanding contributions to the University, community, and society, as a whole.
- 4.3 All namings and renamings of spaces, buildings, schools, and programs are subject to the appropriate approvals of the Capilano University Board of Governors, and/or University Senate and/or the BC government’s Naming Privileges Policy.
- 4.4 The naming or renaming of the University’s tangible assets shall be based on the following principles:
 - a) In recognition of an appropriate gift or bequest made to the University, designated for that specific purpose.
 - b) In recognition of a former employee, student, volunteer, or group of the University who has made an outstanding contribution to University life and the furthering of the University’s vision, values, and goals.
 - c) In recognition of a person who is a leader in their industry or profession and has directly or indirectly (through association) helped the University to further its strategic vision, values, and goals.

5 CRITERIA WHEN NAMING AFTER PERSONS, ORGANIZATIONS OR CORPORATIONS

- 5.1 When naming is to be after persons, organizations or corporations the following principles should apply:
 - a) A name is proposed as a result of a gift or bequest, the amount of the gift shall be referenced to the value developed in the campus naming opportunities framework report and/or asset inventory.
 - b) The name presented is intended to honour a former University employee and no gift or bequest has been received, consideration for naming will be based on evidence of outstanding service

to the University, more specifically:

- i. the person presented shall no longer be associated with the University in the capacity for which they are being recognized;
- ii. it will be identified in writing how the service provided was significantly beyond the person's normal University responsibilities and resulted in a positive, long-term effect on the University.

5.2 When the name presented is intended to honour an individual in the broader community, consideration for naming will be based on evidence of leadership, service and/or achievement in their respective profession, industry or community related to the mission, vision and/or values and brand of Capilano University.

5.3 In either of the above situations, the use of a name will be subject to the following conditions:

- a) the name to be used is appropriate for enhancing the mission and vision of the University and its image and/or brand in the Community;
- b) No name shall be approved that would potentially damage the reputation of the University.
- c) Naming of tangible or intangible assets shall not impede the University in its academic freedom or its ability to set or alter its academic priorities.
- d) Naming of Schools and Programs, preference will be given to the use of the names of individuals over that of a corporation or organization.

6 GENERAL

6.1 The University shall retain the discretion to revoke a name when the retention of the name would be prejudicial to the University's reputation.

6.2 As a general principle, all naming is to be time limited.

6.3 The University will consider naming of a Building or School in perpetuity only with the approval of the Board of Governors and the University Senate.

7 DESIGNATED OFFICER

The Vice President, University Relations is the Policy Owner, responsible for the oversight of this Policy. The Administration of this Policy and the development, subsequent revisions to and operationalization of any associated procedures is the responsibility of the Director, University Relations and Capital Campaigns.

8 REFERENCES

Principles of Truth and Reconciliation

BC Government Declaration on the Rights of Indigenous Peoples Act Action Plan

Envisioning 2030 Plan

BC Government Naming Privileges Policy