



CONESTOGA NAMING POLICY

Approved by: Academic Coordinating Committee

Authorizer: Chief Development Officer

Reference Code: EX1_V2

Effective Date: 8/26/2009

POLICY STATEMENT:

Conestoga oversees the objectives and principles by which naming recognition, as a result of significant philanthropic gifts and / or distinguished service to Conestoga or society in general, is granted.

SCOPE:

This policy provides direction for ensuring the appropriate naming of the following:

- Endowment Funds
- Student Prizes, Academic Grants, Scholarships, and Bursaries
- Buildings and Building Components
- External Spaces and Roads
- Academic Positions
- Research Entities or Initiatives
- Academic Entities including Schools, Departments and Programs
- Other initiatives as deemed appropriate.

DEFINITIONS:

Academic Positions

Term or permanent academic appointments.

Academic Grant

Academic Grants are monetary awards based on a combination of merit and financial need. A student may receive an Academic Grant in addition to any other scholarships, prizes, or bursaries for which she/he is eligible.

Bursary

Bursaries are monetary awards based on financial need as determined by Conestoga, and may also include a minimum expectation of academic achievement or other miscellaneous criteria.

Endowment Fund

A fund established by a donor or group of donors and kept in perpetuity to provide interest and dividend earnings for the benefit of Conestoga. It includes the capital value of all donations and any capitalized amounts.

Expendable Gift

An expendable gift is a donation given by a donor that is to be *entirely spent* on activities consistent with donor intent.

Fixed-Term

An agreed upon period of time for which naming rights may be granted to a donor.

Planned Gift

Any major gift, made in lifetime or at death as part of a donor's overall financial and/or estate planning.

Pledge

An amount gifted by a donor to Conestoga paid at regular intervals over a pre-determined period of time.

Prize

Prizes are monetary awards and/or awards of monetary worth (e.g. book, medal) normally granted for academic excellence in a particular academic area and, in some cases, other forms of earned merit. Prizes may have a specified value in terms of monetary benefit to the recipient.

Scholarships

Scholarships are monetary awards based on academic excellence and, in some cases, other forms of earned merit. Scholarships have a specified value in terms of monetary benefit to the recipient. Scholarship categories, include entrance, in-course, part-time, specific achievement (open to all students, usually for achievement in a single course), and graduand.

POLICY ELABORATION:

The following general principles apply to all namings:

Namings may be approved in the name of a donor, a third party at the request of the donor, or to honour an individual or organization for distinguished service to Conestoga or society in general.

Namings may be approved to recognize an expendable gift, endowed gift or gifts-in-kind.

Funding may extend over an agreed length of time, and such namings may be in perpetuity, or based on a specific term.

Namings proposed in recognition of planned gifts will be submitted for approval when the gift is realized.

Namings should enhance the profile and image of Conestoga. Naming shall not diminish the reputation of Conestoga. Conestoga reserves the right to remove naming rights should the continuation of such rights reflect negatively or cause harm to its reputation.

Namings will be independent of all appointment, admission and curriculum decisions.

Naming rights may be offered in perpetuity or for a fixed term.

Naming of academic units shall not impede Conestoga from altering its academic and research priorities and shall conform to all Conestoga policies and guidelines governing the establishment of such entities.

Naming will not be approved that will imply Conestoga's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude a naming with the name of an individual who has at one time held public office or with the name of an individual or a company that manufactures or distributes commercial products.

Under no circumstances will facilities or activities be named to honour outstanding service of members of faculty or staff while the honouree remains a full time employee. Conestoga employees making philanthropic donations remain eligible for naming recognition.

Conestoga reserves the right to decide on the physical displays which may accompany named recognition.

Plaques or other signs recognizing donors and named spaces shall follow current design practices and be consistent with Conestoga’s branding guidelines. The Office of Development and Alumni shall be consulted on all named space recognition signage.

When determining the funding requirement for new entities, and/or to renovate, refurbish and equip existing entities, the cost of ongoing support and maintenance must be considered. Recognition and stewardship activities associated with a naming will be planned and implemented by the Development and Alumni Office. All other related costs (signage, lettering, etc.) will be the responsibility of the unit initiating the project.

The Development and Alumni Office will maintain an inventory of all approved namings.

This Policy does not apply to sponsorship arrangements negotiated with Conestoga.

REFERENCES:

- Canada Revenue Agency IT – 110R3 Gifts and Official Donation Receipts
- Endowment Management Policy / Procedures
- Gift Acceptance Policy / Procedures
- Student Award Policy / Procedures

REVISION LOG:

Revision Date	Summary of Changes
8/13/2009	Policies and Procedures Committee - Approved
8/26/2009	Academic Coordinating Committee – Approved
10/14/2014	Policies and Procedures Committee – Approved
11/5/2014	Academic Coordinating Committee - Approved

REVIEW LOG:

As Policy Owners, we certify that the Conestoga Naming Policy is appropriate and provides an up-to-date framework in which decisions can be made and implemented.

Tim Tribe
Chief Development Officer

Date