

NAMING POLICY

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PURPOSE

The purpose of this policy is to set out the principles and clearly articulated standards for decisions regarding the naming of the College's assets.

SCOPE

Joint policy between Northern Lights College and the Northern Lights College Foundation.

The scope applies to naming of College assets, as well as the prominent display of a name or likeness of an honouree in campus environments; removing or changing a name, including removing a name where the name poses a reputational risk and undermines a welcoming and inclusive environment at the College.

DEFINITIONS

Assets:

- All or portions of campus buildings or facilities including wings, rooms, libraries, foyers, common spaces, atriums, and other indoor and outdoor physical structures, including gardens, parks, and monuments;
- Roads, walkways, parking lots and other transportation infrastructure;
- Recreational areas and other public spaces on College property;
- Equipment of significant value;
- Collections of books or art;
- Academic areas including, but not limited to, schools, centres, academic chairs, institutes, programs, departments;
- Activities associated with the use of the College name such as projects, programs, non-credential courses, lectures, conferences, events, and non-academic centres;

Functional Naming - where the name is related purely to function or location. The criteria for naming will generally include consistency with ongoing use/majority occupancy or salient geographic features;

Philanthropic Naming: Naming facilities, academic areas, or physical assets to recognize a significant philanthropic or sponsorship financial contribution.

Honorific Naming: Naming to honour an individual who has made an outstanding contribution as a former member of the College community or the wider community.

POLICY STATEMENTS

Northern Lights College may name assets for functional purposes; to recognize philanthropic gifts, sponsorships or to honour distinguished persons or personal contributions to the College or to the wider community. The College will strive for an appropriate balance between all the roles that naming plays and all the benefits that naming can bring to the College, in keeping with its mission, values and strategic directions including whereby the College strives to work in partnership with Indigenous peoples and communities to advance reconciliation through true, lasting, and substantive participation.

PRINCIPLES

The naming of assets will recognize individuals or organizations whose accomplishments or generosity advance the shared values and mission of the College and contribute to its growth and reputation and how the name might impact the perception of the College.

Naming of any place, space, school, or centre will, under no condition, imply or allow the donor influence over the decision-making processes associated with the teaching or service elements of the area in question.

Proposals for new asset names must be brought forward for consideration to and reviewed by the College's Naming Advisory Committee. The investigation and consultation process includes a provision for collaboration with respective First Nations, Metis, and Inuit communities.

Naming opportunities will be independent of all appointment, admission, and curriculum decisions, which the College will continue to make in keeping with its established practices and academic mission, and other operational criteria.

Naming opportunities will be independent of all purchasing and procurement processes and or commercial contracts.

The financial contribution received in exchange for naming recognition must be commensurate with the asset's size, location, and visibility. An offer of financial or in-kind contribution does not guarantee that naming recognition will be granted by the College or the Province. Each opportunity for naming recognition must be considered on its merits.

The College will only consider naming recognition opportunities that align with the Province of British Columbia's Naming Privileges Policy. *(See Related Acts and Regulations)*

All philanthropic and sponsorship naming will have a term set by the Naming Advisory Committee. At the expiration of the term, the donor will be given the first opportunity to extend the named recognition upon such terms and conditions as may be agreed between the donor and the College and the NLC Foundation.

All naming proposals are considered confidential, including information regarding the details of the gift, the name of the honouree, and the College and NLC Foundation's deliberations relating to the proposed name.

In the event of changed circumstances of the donor, such as, but not limited to unfulfilled gifts or pledges, issues that contradict the mission, ethics and/or values of the College or bring its reputation into disrepute, the College reserves the right to revoke, terminate or alter the named recognition, in consultation with the donor or honouree, where possible.

The College will facilitate donor requested changes to names that the College has put into place to express gratitude for their philanthropy, provided that the change is permitted under the terms of any legal agreements which are in place between the donor and the College. Name changes will be reviewed and approved by the Naming Advisory Committee.

The College will remove a name where the Government of British Columbia advises the College to terminate the naming pursuant to the government's naming policy.

The College will oversee the design, installation of and the cost of recognition signage.

SUPPORTING FORMS, DOCUMENTS, WEBSITES, RELATED POLICIES

- Donor Recognition Policy
- Naming Advisory Committee – Terms of Reference

RELATED ACTS AND REGULATIONS

- BC Provincial Naming Privileges Policy

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/naming-privileges-policy>

RELATED COLLECTIVE AGREEMENTS

- N/A