



SUBJECT: Naming	CATEGORY: Governance – Organizational Policy & Accountability	NO. G-2.3
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PREAMBLE

The naming of physical, academic, and operational entities provides SIAS with the opportunity to recognize exceptional contributions, be they philanthropic or in the form of meritorious service, which honour our heritage and legacy. Namings should contribute to building the reputation of SIAS as one of Canada’s premier post-secondary institutions, advance our legacy for future generations and provide a context for our work and shared space.

The naming of scholarships, bursaries, awards and endowments are not covered under this policy.

POLICY

SIAS may name physical, academic and operational entities to recognize philanthropic support or to honour eminent persons or personal contributions to SIAS. Namings must be congruent with the overall strategic direction, mission, vision and values of the institution. Namings may be time limited, revocable and/or subject to regular review.

To ensure due diligence and outcomes that reflect the values and integrity of the institution, all philanthropic and honourific namings of physical, academic and operational entities must go through the appropriate SIAS approval process as detailed in the associated procedures, with the proper supporting documentation and endorsement.

PROCEDURES

1.0 NAMING CATEGORIES

1.1 Physical Entities

Physical entities consist of but are not limited to buildings, substantial parts of buildings, structures, significant capital equipment, pathways, parking facilities, roadways and identifiable landmarks.

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1.2 Academic Entities

Academic entities are divisions or components therein, including, but not limited to departments, research centres/institutes, chairs, instructorships, lectureships, fellowships, and teaching awards and prizes.

1.3 Operational Entities

Operational entities are operational or functional units or services that are not primarily academic or physical in nature.

2.0 SOURCES OF NAMINGS

2.1 Philanthropic Naming

Philanthropic naming recognizes the generous support of individuals, corporations, organizations and foundations that have supported SIAST over time, as well as those who are prepared to offer significant support at a point in time.

Opportunities for the philanthropic naming of physical entities will:

- be defined on a case-by-case basis;
- reflect the amount of support relative to the capital cost of newly constructed or renovated physical entities;
- normally require 30 to 70 percent of the targeted private sector contribution;
- be inclusive, taking into account all hard and soft costs related to the project;
- reflect the size and location of the physical entity relative to the size and location of other physical entities; and
- give consideration to the replacement cost, location and marketability of existing physical entities.

Opportunities for the philanthropic naming of academic entities will:

- allow that the endowment of a chair or other academic entity may be established jointly by SIAST and an institution partnering with SIAST, including institutions such as teaching hospitals, regional colleges and other post-secondary institutions;
- ensure the endowment is established on terms jointly agreed to by both parties; and
- reflect the amount of support relative to the size and role of the academic entity.

Opportunities for the philanthropic naming of operational entities will:

- be defined on a case by case basis; and
- reflect the amount of support relative to the size and role of the operational entity

Contributions accepted with respect to namings are accepted by SIAST in good faith and therefore are not refundable.

2.2 Honourific Naming

Honourific naming recognizes members of the wider community or former members of the SIAST community for outstanding contribution to SIAST life and to the spirit of community within SIAST and/or the larger community.

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Opportunities for the honourific naming of physical, academic and operational entities will honour individuals who have achieved distinction in one or more of the following ways:

- while serving SIAST in an academic capacity, demonstrated high scholarly distinction and earned a national or international reputation;
- while serving SIAST in an administrative capacity, rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of SIAST; and/or
- contributed in truly exceptional ways to the welfare of the institution or achieved such unique distinction as to warrant recognition.

The individual being proposed for a honourific naming should be known to the SIAST community and demonstrate:

- highest personal integrity;
- honourable public service; and
- significant positive contributions to SIAST, the province of Saskatchewan, Canada or society.

3.0 NAMING GUIDELINES

The following naming guidelines are recommended:

- Namings should consider both the function of the entity and the nomenclature of similar entities at other postsecondary institutions.
- The recommended length of namings for physical entities will be no more than six to eight words.
- Namings may include corporation names but corporate logos will normally be excluded, unless recommended by the director donor and alumni relations for specific campaigns.
- Namings should not include the use of parentheses or quotations.
- Operational namings will reflect the nature or purpose of the operation or service.

4.0 NAMING PROCEDURES

4.1 Submit Naming Opportunities Plan or Naming Request Proposal

A naming opportunities plan (NOP) is a plan for the naming of physical, academic or operational entities in conjunction with a plan or campaign to secure private sector contributions.

A naming request proposal (NRP) refers to a proposal for the naming or renaming of physical, academic or operational entities for honourific purposes.

Prior to the commencement of any naming, the Donor and Alumni Relations office must be contacted and an NOP or NRP completed. Individual named gift proposals which are, for example, time sensitive or not part of an approved NOP or NRP, may be brought forward to the director, donor and alumni relations for discussion.

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Exceptional namings must be clearly identified in the NOP or NRP as exceptions. Exceptional namings include:

- donations from potentially controversial sources (e.g. tobacco, arms producer, etc.) and must be subject to the requirements of the *Unusual and Controversial Gift Guidelines* within the *Gift Acceptance Policy*;
- namings of a facility or a SIAST structure with external signage;
- all academic entities; and/or
- all operational entities.

4.2 Requirements for Philanthropic Naming of Physical, Academic or Operational Entities

Academic or administrative units shall develop, in conjunction with the donor and alumni relations office, an NOP when seeking or receiving private sector contributions for naming physical, academic or operational entities.

The NOP must be developed before engaging in ongoing or formal conversations with potential donors to ensure that namings of proposed physical, academic or operational entities align with SIAST's vision and goals.

The NOP must include:

- a letter of support from dean or director;
- a completed NOP form containing campaign- or donation-specific information (i.e. purpose, goal, current status, impact on campus); and
- a list of naming opportunities detailing proposed minimum ask amounts or naming proposal(s) based on the SIAST inventory of naming opportunities.

4.3 Requirements for Honourific Naming of Physical, Academic or Operational Entities

Academic or administrative units must submit an NRP and any supporting documentation to the Donor and Alumni Relations office.

The NRP must include:

- completed NRP form;
- letter of request from vice-president, associate vice-president or dean indicating faculty support and detailing the appropriateness of the honourific naming; and
- supplemental information about the individual being honoured.

4.4 Review of Naming Opportunities Plan or Naming Request Proposal

The NOP or the NRP will be reviewed by the director, donor and alumni relations to ensure consistent standards across campuses and the institution. Appropriate SIAST departments will be consulted early in the process.

The director, donor and alumni relations may strike an ad hoc committee to review the NOP or the NRP and make recommendations that would accompany the submission. Membership on the ad hoc committee will be determined on a case-by-case basis and may include, but not be limited to members of the Donor and Alumni Relations office, campus directors, deans, director of facilities and program heads.

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4.5 Approval of Naming Opportunities Plan or Naming Request Proposal

The approvals process for the philanthropic and/or honourific naming of physical, academic and operational entities consists of:

- consultation and coordination with the Donor and Alumni Relations office;
- creation of a gift agreement specifying the naming and the responsibilities and obligations of the donor and SIAST;
- approval of the honouree, or if the honouree is deceased or incapacitated, the honouree's family or representatives;
- endorsement by senior management council;
- endorsement/approval by the president & CEO; and
- approval/notification to the board of directors.

Naming will not be approved where, in the judgment of the SIAST president & CEO and SIAST board of directors, identification with the recognized individual or organization would constitute a significant and continuing challenge to the reputation of SIAST.

Namings that result from a philanthropic gift exceeding three million dollars require approval by the SIAST board of directors as per the SIAST Management Authorities Grid (Policy G-3.1, Schedule 1). Namings that result from a philanthropic gift up to and including three million dollars require approval by the SIAST president & CEO.

There are potentially two phases to a philanthropic naming of a physical, academic or operational entity: (a) approval of the plan or proposal, and (b) upon securing private sector contributions, approval of the actual naming of the entity. Approval of the NOP does not constitute approval of the actual naming opportunities contained therein.

After approval by the SIAST president & CEO or SIAST board of directors, successful academic and administrative units may proceed to work in conjunction with the donor and alumni relations office to secure private sector contributions.

Upon securing private sector contributions, specific namings can be confirmed and a gift agreement created and submitted through the approvals process by the director, donor and alumni relations to SMC for review and endorsement.

4.6 Communication

All NOP and NRP submissions will be treated as confidential. Announcements regarding the naming shall be made after the SIAST president & CEO or board of directors approves the proposed naming, and the academic/administrative unit and the donor have been notified and consulted about timing of the announcement.

Confirmation of the approved NOP or NRP is required prior to public announcements or formal celebrations of named gifts. The Donor and Alumni Relations office will ensure the necessary parties on campus are notified of any namings or renamings and will work with Marketing and Communications to develop any formal external communication plans.

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5. TIME LIMITS, REVOCATION OF NAMINGS AND RENAMINGS

Namings may be time limited, revocable and/or subject to regular review.

5.1 Time limits

Academic or administrative units shall ensure donors understand namings may be time limited and that this limitation is at the discretion of SIAST, the academic/administrative unit or the donor. Time limits shall be defined in the gift agreement.

5.2 Revocation of Namings

Namings shall enhance both SIAST and the donor's reputation. If a naming is deemed to no longer be in the best interest of SIAST or the donor, it is possible the naming may be revoked by SIAST, the donor and/or the donor's family following consultation with the director donor and alumni relations. The revoking of a naming must be recommended by the president & CEO and approved by the SIAST board of directors.

5.3 Renamings

Renamings as a result of corporate name changes will be outlined in the gift agreement.

Should a building be demolished and replaced and the former name no longer be appropriate, a request for a new name may be considered. Should a building be demolished and not replaced, the Donor and Alumni Relations office will contact the donor or honoree or the appropriate contact person for the former namesake to inform them of the decision to demolish the building. It may be appropriate to place a plaque in or on another building or structure that occupies the site of the former building.

All requests of this nature should be directed to the director, donor and alumni relations for consultation and required approvals.

5.4 Relocated Physical Entities

When a philanthropically or honourifically named physical entity within a building is relocated within the same building or to a different building and the new facility or room will serve the same original purpose, the director, donor and alumni relations should be consulted.

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