

NAMING POLICY

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Effective Date	Date the Policy is approved	Policy Type	Administrative
Responsibility	Vice-President External Relations	Related Policies	Fundraising and Donation Acceptance Policy
Approver	Board of Governors	Review Schedule	3 years

1. Policy Statement

The naming of physical entities and academic entities provides the Polytechnic with the opportunity to recognize exceptional contributions.

2. Scope

This policy addresses the philanthropic, honorific and/or functional naming of physical and academic entities (other than student awards) owned and/or operated by Northwestern Polytechnic.

3. Reason for Policy

The policy will provide clarity and transparency concerning the authority and process by which entities are named. Named recognition across the institution will be consistent and serve as an inspiration to present and future generations of students, alumni, staff and the external community.

4. Definitions

- 4.1. **Academic Entities:** Faculties/schools or components therein, including, but not limited to departments, libraries, research centres/institutes, and teaching awards and prizes.
- 4.2. **Functional or Campus:** Refers to a naming not covered by philanthropic or honorific naming opportunities; is a naming that reflects the overarching activity with consideration given to placement on campus and history of the building/space.
- 4.3. **Honorific:** Conferring or implying honour or respect; generally defined as recognizing outstanding individuals distinguished in character or attainments.

- 4.4. **Philanthropic:** The act of philanthropy; generally defined as gifts to the Institution which have real or in-kind monetary value.
- 4.5. **Physical Entities:** Physical structures like buildings and their internal components including, but not limited to wings, floors, classrooms, lecture theatres, laboratories and common areas. This also includes common and special purpose grounds and agricultural and horticultural lands, parking facilities, roadways, etc. and, any identifiable landmark.

5. Guiding Principles

- 5.1. The Polytechnic's naming policy is informed by and consistent with priorities and interests established by the Institution.
- 5.2. In exceptional circumstances, NWP may name physical and/or academic entities to recognize philanthropic support or to honour eminent persons or personal contributions to the Polytechnic, or for functional purposes.
- 5.3. Philanthropic naming may only be recognized with one physical, academic or endowment naming opportunity.
 - 5.3.1. For philanthropic naming, the minimum donation level must be met by donations and may not include external or internal matching funds unless otherwise approved by the Board of Governors.
- 5.4. Naming must be congruent with the overall strategic direction, academic mission, vision and values of the institution.
- 5.5. NWP reserves the right to decline or revoke naming recognition for any reason as determined in the best interest of Northwestern Polytechnic at the discretion of the President and CEO.
- 5.6. Naming of faculties, departments, and schools will be limited to the names of individuals.
- 5.7. Organizations that are affiliated with NWP through formal agreements that involve a facility or academic unit such as joint ventures, affiliation agreements or tenancy are subject to the Polytechnic's Naming Policy and associated procedures and policies.

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6. Roles and Responsibilities

Stakeholder	Responsibilities
President and CEO	<ul style="list-style-type: none">• Approve the naming opportunity.
Board of Governors	<ul style="list-style-type: none">• Informed of naming opportunity.
Executive Council	<ul style="list-style-type: none">• Endorse the recommendation of the naming opportunity.
Vice-President External Relations	<ul style="list-style-type: none">• Responsibility for the recommendation rests with the Vice-President, External Relations for the philanthropic, functional, and honorific naming of physical entities.• Responsibility for the recommendation rests with the Vice-President, External Relations, for the philanthropic and honorific naming of academic entities in consultation with the Provost and Vice-President, Academic.
Vice-President Corporate Services	<ul style="list-style-type: none">• Responsibility rests with the Vice-President, Corporate Services for maintaining consistency and standards for campus signage. Corporate Services will work collaboratively with External Relations where the Naming Procedure and Signage Protocol have interdependencies. Corporate Services will strive to ensure that signage across all campuses contributes to a safe, attractive and well-maintained and interoperable environment.
Donor Relations Staff	<ul style="list-style-type: none">• Record all donations and issue charitable tax receipts.