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| Board Policy Title     | Brescia Naming                              |
| Policy Section         | Operational Boundaries (Governance of Risk) |
| Approved By            | Board of Trustees                           |
| Contact/Committee      | Advancement Committee                       |
| Date Approved by Board | April 18, 2018                              |
| Effective Date         | April 18, 2018                              |
| Dates Reviewed/Revised | July 22, 2020                               |
| Frequency of Review    | 3 Years                                     |

**Policy Background**

This policy was created and approved by the Advancement Committee and approved by the Board of Trustees during the 2017–2018 academic year.

**Policy Purpose**

This policy outlines the guidelines for granting namings at Brescia University College (“Brescia”). The purpose of naming opportunities is to honour individuals, corporations, foundations, organizations and other entities whose generous contributions make possible the advancement of important university initiatives or to honour individuals or organizations for distinguished service to the university or society in general.

**Policy Statement**

The Board of Trustees (Board) recognizes significant philanthropic gifts and/or honours individuals or organizations for distinguished service to Brescia or society in general through the use of ‘naming’ at Brescia.

This policy applies to the naming of the following entities:

- Endowed Funds, Student Awards, Buildings and Building Components, Academic Positions, Collaborative Research, Academic Entities, and
- Other initiatives Brescia may see fit to name in order to perpetuate the name of a benefactor.

**Policy Criteria**

The following naming principles apply:

- a) 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 the university or society in general.
- b) Namings may be approved to recognize a donor’s current expendable gift, endowed gift and gift-in-kind. Funding may extend over an agreed length of time, and such namings may be

in perpetuity or time limited. Namings proposed in recognition of planned gifts (bequests) will be submitted for approval when the gift is realized.

- c) Namings should enhance the profile and image of the university. No naming will be approved or (once approved) continued that will or is reasonably likely to undermine public respect for the university.
- d) Where a facility or facility component has been named, the university will continue to use the name so long as the facility or component remains in use and serves its original function. When the use of a facility or component changes substantially as a result of academic restructuring, renovation or demolition or other reasons, the university may retain the use of the name, name another comparable room or facility, or retire the use of the name.
- e) A donor may request a change in a naming if, for example, a corporate donor has changed.
- f) Periodically the university and Advancement Office may provide the honorary naming of an asset in recognition of a person/group/organization's contribution to the university. At the approval of the Principal and Executive Director Advancement and Alumnae Relations, the naming term for the honorary naming of an asset shall be for as long as the university operates on the same land. Building naming will be approved by the Board of Trustees.
- g) Brescia will maintain an inventory of all approved namings.

### **Related Policy References**

Endowment Management Administrative Policy

### **Required Approvals**

Advancement Committee (for proposal)

Governance Committee (for review)

Board of Trustees (for approval)