



No. BOG-GEN-00

Title: POLICY ON THE NAMING OF COLLEGE SPACES AND SERVICES	
CLASSIFICATION:	BOARD OF GOVERNORS
FIRST ADOPTED:	March 20, 2006 – Board of Governors Item 413.6.6
REPLACED:	June 10, 2013 – Board of Governors Item 461.5.1

Preamble

In an academic institution it is a long-standing and honourable custom to name existing or proposed tangible and non-tangible assets in honour of those who have made exceptional contributions to the institution and its mission. Dawson College considers such naming to be a distinction of the highest order and, consequently, all proposals for such an honour will be carefully and thoroughly considered.

Naming provides a meaningful opportunity to recognize the outstanding contributions of individuals who inspire current and future generations of all members of the College community. Association with extraordinary students, graduates, faculty and staff members, or other friends to the College strengthens the institution and its sense of heritage and connection to the community. A ceremony held to mark such recognition represents a significant event in an institution's history.

The naming of an institution's asset is of considerable significance to an institution for several reasons:

- a) The choice of person selected for such recognition reflects how an institution perceives itself, its mission and its values;
- b) The institutional assets available for naming are limited while the number of individuals who could potentially be honoured by a naming is much greater – the limited number of naming opportunities must therefore be used judiciously;
- c) Names are usually attached to a particular asset in perpetuity or for the life of the asset; and,
- d) Care must be taken to ensure consistency among the tributes paid by the College to meritorious persons or benefactors.

Article 1 Principles

- 1.01 Dawson College will use the following criteria to evaluate proposed honorary naming opportunities. These opportunities are further described in articles 5 and 6..
 - Significant contributions made to advance the College and its mission;
 - Significant contributions made in serving the greater community through shared values; and/or
 - Significant and relevant financial or gift-in-kind contributions in support of the College and its mission.
- 1.02 Dawson College will also evaluate proposals to rescind a previous naming honour.

Article 2 Confidentiality

2.01 To confirm Dawson's respect for all proposed honourees, meetings where details about the proposal or the proposed honouree are being discussed shall be held *in camera*. This shall apply to the Board of Governors, its Naming of College Spaces and Services Naming Committee, and Senate,

By definition, all discussion from *in-camera* sessions of any group contributing to the decision must remain permanently confidential.

Article 3 Authority

3.01 Authority to officially name campus spaces and services in the College is vested in the Board of Governors.

Article 4 Board of Governors' Committee on Naming of College Spaces and Services

4.01 The Board of Governors' *Committee on Naming of College Spaces and Services* (referred to in this Policy as the "Naming Committee") is a standing Naming Committee of the Board with members, other than ex officio members, elected annually at the last Board meeting of the academic year.

4.02 Mandate

The mandate of the Naming Committee is to receive all proposals for the assigning of names in the College in honour of persons or organizations and to recommend those proposals the Naming Committee deems worthy in accordance with this policy to the Board of Governors. Only proposals receiving the recommendation of the Naming Committee will be forwarded to the Board of Governors. Similarly, the Naming Committee is also responsible to review any proposal to rescind a name.

4.03 Composition

The Naming Committee shall be composed of the Chair of the Board, the Chair of Senate, as well as one internal Board member and two external Board members. The Director of Plant and Facilities and the Coordinator of Communications will be non-voting advisory members of the Naming Committee. The Chair of the Board will chair the Naming Committee.

Article 5 Eligibility

5.01 The Board of Governors may name buildings, wings or sections of buildings, objects, special facilities, spaces and services or programs after persons or organizations in any of the categories listed below:

- Distinguished members of the Dawson College community who are no longer actively involved in the affairs of the College.
- Others in the following groups:
 - names that bear a special relationship to Dawson College;
 - major benefactors of the College.

- 5.02 Any naming is contingent on fulfillment of the obligation of due diligence through resources available to the Naming Committee.

Article 6 Process

- 6.01 Any member of the Dawson Community, as sponsor, may make a proposal in writing for the naming of a College space or service to the *Naming Committee on Naming of College Spaces and Services*. The proposal must include a brief biography of the individual and a rationale for the proposal. The proposal must also include the written consent of the proposed honoree or estate at the time of submission.
- 6.02 All proposals must be co-sponsored by at least one other member of the Dawson Community and must be complete (6.01, 6.02) before submission to the Naming Committee Chair.
- 6.03 The Naming Committee shall manage the *consultation procedure* described in 6.04 within a reasonable time period from the initial receipt of a complete proposal.

The duration of the naming of the space or service will be part of the recommendation made by the Naming Committee.

The Chair will inform the proposed honoree or estate, as well as the sponsor, of a proposal not supported by the Naming Committee

- 6.04 In making recommendations for a particular space or service to be named, the *Naming Committee* will also be guided by the following principles:

Consultation:

The Naming Committee will consider each naming proposal carefully according to principles and criteria described in the policy. Proposals consistent with these guidelines will also be assessed according to the Naming Committee's sense of broad support within the Dawson Community as expressed by Senate.

Summary of Procedure:

1. The Naming committee will review all *complete* proposals (see 6.01-6.03), and will forward worthy proposals to Senate for feedback.
2. After further consideration including Senate's feedback and other due diligence, the Committee will recommend proposals meriting a Naming honour to the Dawson College Board of Governors for approval.

Members of the Dawson Community:

The requirements of perspective are such that recommendations for naming campus spaces or services would not normally be made until at least one year has elapsed since the conclusion of the individual's official involvement at the College.

Financial Contributions:

A naming proposal for a space or service may be based on a significant financial or in-kind contribution made by an individual or organization towards the overall cost of the proposed space or service.

Outdoor Spaces:

A recommendation to name a major outdoor space may recognize special service or contribution to the College or to the wider community.

Commemorative Objects: Signage, Plaques, Artworks, etc:

Proposals for commemorative objects (signs, plaques, artwork, etc.) must follow the procedures outlined in article 6. The Naming Committee may request advice from the Communications Office to ensure consistency and the integrity of Dawson's identity.

Fund-raising projects:

All fund-raising projects with an objective that involves naming campus spaces or services must be submitted in advance to the Naming Committee.

- 6.05 Sponsors and co-sponsors who are also members of the Naming Committee are ineligible to vote on the recommendation of their proposals and must absent themselves from the Naming Committee's final deliberations.
- 6.06 Upon receiving approval of the naming decision from the Board of Governors, the Chair will ensure that the honouree or estate, as well as sponsors are informed, and will ask the Communications Office to make an appropriate announcement.
- 6.07 Articles 6.01 to 6.06 will apply in the case of a proposal to rescind a previous naming honour.

Article 7 Legal Review

- 7.01 Corporate Affairs will manage the legal review re: Naming Proposals, Memorandum of Agreement, deeds of donation, and other relevant issues relating to:
 - a. Naming in recognition of a benefactor
 - b. Changes to any naming
 - c. Other requests from the Naming Committee.

Article 8 Reporting and Revision of the Policy

- 8.01 The *Naming Committee* will provide the Board of Governors with a statistical, non-nominative report of its activities on an annual basis.
- 8.02 The *Naming Committee* is responsible for periodically reviewing this policy and recommending changes, as necessary, to the Chair of the Board of Governors. The policy may be amended only by resolution of the Board of Governors.
- 8.03 Upon final approval and announcement of the naming all documents will be deposited with Dawson College's Director of Corporate Affairs.