

Policy Title: Naming Opportunities

Category:	<input checked="" type="checkbox"/> Institutional - Board <input type="checkbox"/> Academic - Administrative <input type="checkbox"/> Institutional - Administrative <input type="checkbox"/> Employment - Administrative		
Approved by:	<input checked="" type="checkbox"/> Board <input type="checkbox"/> President		
Date approved:	October 20, 2023	Effective date:	October 20, 2023
Policy Sponsor:	Board Governance Committee Chair and President	Responsible Executive:	Associate Vice President, Institutional Advancement and Communications
Date last reviewed:	October 20, 2023	Date of last revision of Procedures:	October 20, 2023
Date of Mandatory Review (expiry date):	October 2028		

1. POLICY

1. The Board of Governors may approve a naming to honour the extraordinarily distinguished contributions of a Canadian Memorial Chiropractic College (CMCC) alumnus or friend toward the fulfillment of CMCC's institutional Mission. Naming also draws attention to the vital role of philanthropy in ensuring that CMCC provides the very best educational experience to its students, making the greatest possible impact on the profession. All naming opportunities are subject to a written naming agreement. Receipt of donations and naming shall be considered in terms of the Mission and Vision of CMCC.
2. When the Board of Governors has made a decision to construct a building, establish a Chair or Professorship, begin a program, etc., it may delegate to a campaign committee, the establishment in advance of naming opportunities and the level of benefaction required for each.

In all such cases, individuals representing CMCC will make clear to potential benefactors that naming is subject to the following:

- a. alignment with CMCC's Vision and Mission
- b. impact on CMCC's reputation

- c. namings will be time limited in accordance with the value of the gift
 - d. where the benefaction does not meet the full cost of the building, the Chair, etc., the naming is subject to completion of satisfactory funding arrangements, and the naming will take place only after that is achieved. If CMCC is unable to proceed, the potential benefactors will be entitled to redirect or withdraw their contributions.
3. Where a building (or a part thereof) or a facility has been named, CMCC will continue to use the name so long as the building, part or facility remains in use and serves its original function. When the use of a building, room or facility is changed such that it is no longer used, is demolished, substantially renovated, or rebuilt, CMCC may retain the use of the name, name another comparable room or facility, or discontinue the use of the name. Where it is proposed that the use of the name not be maintained, the discontinuation will require the approval of the Board of Governors or of any committee charged in its terms of reference with responsibility for naming.
 4. The authority to name does not extend to the decision to erect a building, establish a Chair, or otherwise proceed with the thing which is to be named, which shall rest with the Board of Governors.
 5. The President may recognize gifts from benefactors of physical assets which reside in CMCC facilities such as books, equipment, paintings, and furniture. Such recognition is usually marked by signage or the mounting of plaques or nameplates, or by inclusion in published lists.
 6. Where an endowment has been established or donated to continue something that has been named, e.g., the McMorland Research Chair, CMCC will make its best effort to maintain the capital value of the endowment (dependent on interest rates and the stock market) in order to perpetuate whatever has been named and the use of the name.
 7. No name will be approved that will imply CMCC's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude a naming for an individual who has at one time held public office, or for an individual or a company that manufactures or distributes commercial products. If determined appropriate, CMCC shall receive an acknowledgement by the donor that it or they will not use the donation as endorsement of its products or services.
 8. CMCC reserves the right to revoke a space naming decision in the following circumstances:
 - a. If CMCC becomes aware of any issue relating to the ethical integrity or reputation of CMCC.
 - b. If the donor fails to fulfil the pledge payments associated with the naming.

- c. if the asset is demolished or sold and, in such cases, CMCC may offer the donor or honoree an alternative option.

2. PURPOSE

To ensure protocols are in place regarding naming buildings, rooms, endowed Chairs, and other things to honour the contributions of donors.

3. SCOPE

Naming of CMCC facilities and physical assets.

4. INFORMATION AND COMPLIANCE PLANS (not a comprehensive list)

CMCC welcomes the opportunity to name buildings, rooms, endowed Chairs, and other things to honour the distinguished contributions of its members and friends to the growth and advancement of the chiropractic profession. It also welcomes the opportunity to honour individuals whose generous benefactions make possible the erection of buildings, the establishment of endowed Chairs, and other things which help to fulfill CMCC's institutional Mission.

This policy applies to the naming of:

- Buildings or substantial parts of buildings (wings, rooms, laboratories, etc.) or other locations on campus
- Chairs, Professorships, visiting lectureships, special lecture series, and awards for excellence in teaching, research, or performance of other academic service
- Collections of works of art
- Endowed programs of research or teaching
- Library collections of books or other materials
- Special research, teaching, service or other facilities
- Trophies and other forms of recognition for extracurricular achievement
- Other items CMCC may see fit to name in order to perpetuate the name of a distinguished person or a benefactor

5. RELATED POLICIES (not a comprehensive list)

- Acceptance of Gifts

6. DEFINITIONS

Facilities include, but are not limited to, all or portions of: buildings, rooms, physical structures, halls, laboratories, foyers, atria, lounges, recreational areas, athletic facilities that CMCC may wish to name from time to time.

Functional means the actual purpose for which a facility or physical asset is designed for, or the particular function to which it is suited.

Honorific means bestowing honour or respect in recognition of individuals who have made substantial or long-term contributions to the development or status of CMCC, or whom CMCC deems appropriate to recognize in memoriam.

Naming is the process of conferring an honorific name upon a physical, academic or programmatic asset as a result of philanthropy.

Philanthropic means the act of philanthropy; gifts to CMCC which have real or in-kind monetary value.

Physical Assets include, but are not limited to, all or portions of: major pieces of equipment, parking lots, walkways, gardens, monuments or other major physical resources that CMCC may wish to name from time to time.

New Policy Approved (date):	CMCC Policy on Naming – April 23, 1998 – Administration Naming of CMCC Facilities, October 1999 - Board
Policy Revision History (dates):	January 28, 2006 – Administration October 22, 2016 – Board October 19, 2018 October 20, 2023

-----**END OF POLICY**-----

7. PROCEDURES

1. All proposals for naming are to be forwarded to the President, who shall make a determination whether the proposed naming conforms to this policy, i.e., can be classified as a facility, physical asset, honorific or philanthropic contribution that is suitable for name recognition and is of sufficient merit.
2. The value of a naming opportunity of a specific space should be determined by its size, location and the activity taking place within the space. The value of the program, project, unit or centre should be determined by the number of users, the importance of the initiative to CMCC, and the public profile of the naming opportunity.
3. The President may approve the names of things such as visiting lectureships, special lecture series, individual rooms and similar interior spaces, and walkways.
4. Final approval from the Board of Governors will be required for the naming of buildings or substantial parts of buildings, endowed programs of research, teaching, or service, and endowed Chairs and Professorships.
5. Prior to the consideration of such naming proposals, notice will be sent on a confidential basis to all Board of Governors members, to allow any member to

comment. Comments will be considered by the President and Chair of the Board who will have the authority to require that any proposal, the propriety of which has been questioned by a member be referred to the full Board of Governors for a final decision.

6. All naming request proposals shall be treated as confidential by all involved in the process until the naming is publicly announced by CMCC. Announcements regarding the naming shall be held only after final approval of the proposed name is confirmed.
7. The President has the responsibility for approving all matters in connection with the size, design and location of plaques.
8. In the event such a situation arises where the integrity and/or reputation of CMCC is compromised, the President and/or the Board shall determine such action as it deems appropriate with respect to any present or potential naming. CMCC will provide the potential donor honoree with the opportunity to respond or appeal to the decision of the President/Board. Within 90 days of providing this opportunity, CMCC shall, in its sole and absolute discretion, determine if the gift will be received or whether the naming will be terminated; if CMCC will retain any benefits to the date of termination; if CMCC will decline any remaining pledge payments; and/or if CMCC will remove any donor recognition, signage and plaques. Notwithstanding the aforesaid, if CMCC shall be immediately concerned with an existing naming, it shall be entitled in its sole discretion to remove the naming pending any further decision by CMCC.
9. Benefactor endowment agreements must include a provision that gives the Board of Governors the authority to amend the use of the benefaction if the original use becomes inappropriate or impossible, providing that CMCC undertakes to make its best effort to ensure that the endowment is maintained as a separate entity and that the recognition of the benefactor is maintained.

New Procedure Approved (date):	CMCC Policy on Naming – April 23, 1998 – Administration Naming of CMCC Facilities, October 1999 – Board
Procedure Revision History (dates):	January 28, 2006 – Administration October 22, 2016 – Board October 19, 2018 October 20, 2023

8. ATTACHMENTS

None.