

**NAMING POLICY**

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**A. PURPOSE**

Douglas College (the College) recognizes the value of Naming College Assets in recognition of philanthropy or distinguished service, as well as in creating a welcoming and inclusive environment and advancing reconciliation with Indigenous peoples. The purpose of this policy is to establish the principles and process by which the Naming of College Assets will be conducted.

**B. SCOPE**

This policy governs the Philanthropic and Honorific Naming or renaming of all College Physical and Digital Assets, Academic Entities and Endowments, and supersedes any and all other College policies, procedures and guidelines relating to such Naming.

**C. DEFINITIONS**

**Academic Entities:** Faculties, schools, or components therein, including but not limited to departments, divisions, academic centres and institutes, lectureships or speaker series and prizes, as defined on a case-by-case basis in consultation with the Vice President, Academic and Provost.

**Digital Assets:** Objects, images, documents or other creations that exist in digital form and have distinct usage rights, including but not limited to websites, catalogues or collections, audio visual media, software and digital artwork.

**Endowment(s):** Endowed financial philanthropic commitment(s) in support of but not limited to students, Faculties, programs, centres and institutes.

**Honorific Naming:** The process of assigning a name to a College Physical or Digital Asset, Academic Entity or Endowment in honour of the distinguished service of an individual or organization; Honorific Naming will recognize outstanding achievement in scholarly distinction, remarkable service and leadership, or contributions of the highest historic significance to the College.

**Philanthropic Naming:** The process of assigning a name to a College Physical or Digital Asset, Academic Entity or Endowment in recognition of a philanthropic donation.

**Physical Assets:** Campuses, buildings and grounds, and their components, including but not limited to floors, classrooms, lecture theatres, laboratories, libraries, gathering spaces, roadways, and spaces for research, teaching, innovation and community engagement, as well as collections held by the College.

#### D. POLICY STATEMENTS

1. College Naming will serve to recognize philanthropic contributions or distinguished service, or to advance inclusion, diversity, equity and access on our campuses, including through recognition of Indigenous culture and history. Naming opportunities will align with the College's [Core Purpose and Values](#).
2. Due to the high public visibility, permanence and significance of College Naming, Asset Names must be approved by the Naming Advisory Committee, Senior Management Team, the College Board and the BC Ministry of Citizen Services.
3. The College follows the Province of British Columbia's [Naming Privileges Policy](#).
4. Public announcements regarding Naming will not be made until all applicable approvals have been obtained.
5. Indigenous names will be assigned to Assets only in consultation with, and permission from, the College's host First Nations.
6. Naming will be independent of all appointment, admission and curriculum decisions.
7. Naming associated with a particular facility or Endowment will not preclude further naming within the facility or Faculty.
8. Naming opportunities shall be offered for a period of 20 (twenty) years. If the named Asset is considered obsolete and/or replaced prior to the end of the 20-year (twenty-year) period, the College shall either transfer the Naming to a comparable Asset for the remainder of the period or negotiate another mutually satisfactory agreement. In the case of Philanthropic Naming, at the end of a period of named recognition, the College shall offer the existing donor the opportunity to renew the Naming prior to offering it to other donors.
9. This policy excludes recognition associated with sponsorship or advertising opportunities.
10. The College reserves the right to discontinue the use of a name in place, if, in the opinion of the College, continued association with the individual or organization poses any risk to the institution, including financial or reputational risk.



**E. PROCEDURES**

N/A

**F. SUPPORTING FORMS, DOCUMENTS, WEBSITES, RELATED POLICIES**

[Administration Policies](#)

- *Advertising*
- *Student Awards*

*Naming Advisory Committee Terms of Reference*

BC Ministry of Citizens' Services, [Naming Privileges Policy](#)

**G. RELATED ACTS AND REGULATIONS**

N/A

**H. RELATED COLLECTIVE AGREEMENTS**

N/A