

POLICY TITLE	Asset Naming
POLICY NUMBER	G-2.6
APPROVAL DATE	November 6, 2023
APPROVAL BODY	Board of Governors
REPLACES (IF APPLICABLE)	Section B.2 of Policy G-2.3 Corporate Relations
LAST UPDATE OR AMENDMENT OR REVIEW DATE	N/A
NEXT REVIEW DATE	2028
HOLDER	VP Partnerships
RESPONSIBLE OPERATIONAL LEADER	Director, Advancement & Alumni Engagement
SUPPORTING DOCUMENTS	G-2.6.1 Asset Naming Standards & Procedures G-2.6.2 Naming Review Advisory Committee Terms of Reference

ASSET NAMING

PURPOSE

The purpose of this policy is to set out the parameters to govern the naming of assets in recognition of financial or philanthropic contributions from individuals, businesses, organizations, and others. The policy will also articulate Camosun College's values and principles for naming assets to honour and acknowledge individuals and entities who have significantly contributed to the College community or the wider community through their accomplishments, leadership, and vision.

POLICY APPLICATION AND SCOPE

This policy applies to the naming of all assets that are owned and operated by Camosun College.

The policy will adhere to the requirements stipulated by the Province of British Columbia's [Naming Privileges Policy](#). In the event of a conflict between that policy and this one, the Province of British Columbia's Naming Privileges Policy shall prevail.

DEFINITIONS

- Asset:** Anything physical or academic in nature that the college owns, administers, or is responsible for. Assets may include but are not limited to Academic Assets, Facilities, Functional Assets, or Physical Assets.
- Academic Assets:** Include, but are not limited to, the naming of schools, libraries, programs, centres, scholarships, bursaries, or awards.

3. **Facilities:** Include, but are not limited to, all or portions of buildings, rooms, wings, physical structures, halls, laboratories, foyers, atria, recreation areas, athletic facilities and lounges that the College may wish to name from time to time.
4. **Functional Assets:** Mean the actual purpose for which a facility or Physical Asset is designed, or the particular function to which it is suited.
5. **Physical Assets:** Include, but are not limited to, all or portions of major pieces of equipment, roads, parking lots, walkways, parks, gardens, monuments or other major physical resources that the College may wish to name from time to time.
6. **Honorific:** Bestowing honour or respect in recognition of individuals and entities who have made substantial or long-term contributions to the College.
7. **Philanthropic:** The act of philanthropy or providing gifts to the College, which have real or in-kind monetary value.
8. **Time-limited:** Naming in recognition of sponsorship, or other financial support to the College that is established for a specific duration, which has real or in-kind monetary value.

PRINCIPLES

1. Camosun College is an integral part of the community and acknowledges the significant contributions that external and internal partners make to fulfill the College's vision, mission, and values. From time to time, the College may acknowledge these contributions by naming College assets after specific partners, individuals, or entities.
2. The College may choose to name assets for functional purposes, for honorific purposes, to acknowledge a philanthropic contribution of a significant or time-limited contribution, or to recognize a partnership or sponsorship.
3. Naming opportunities will be independent of all appointment, admission, and curriculum decisions, which the College will continue to make in keeping with its established practices and academic mission. Naming opportunities will also be independent of all purchasing and procurement processes and commercial contracts.
4. When naming assets to honour local Indigenous culture, persons, or college partners, the College will follow appropriate protocols, and, if and when appropriate, consult with the College's Indigenous Advisory Council and Local Indigenous Community partners.

5. The College will communicate with the college community when an asset is being named or renamed. If possible and appropriate, the College may provide opportunities for college community members to share their thoughts and feedback on the naming of a College asset.
6. The College reserves the right to change or remove the name of an asset.

RELATED LEGISLATED REFERENCES

- [Province of British Columbia's Naming Privileges Policy](#)

LINKS TO RELATED CAMOSUN POLICIES AND DIRECTIVES

- [D-1.1 Sponsorship Directive](#)
- [G-2.1 Equity Diversity & Inclusion Policy](#)
- [G-2.2 Indigenization Policy](#)
- [G-2.3 Corporate Relations Policy](#)
- [G-2.4 Land Use Policy](#)
- [O-2.1 College Wide Risk Management Policy](#)