



Procedure

Procedure Name	<i>Honourific Naming of Tangible Entities</i>		
Procedure #	ER 6.1	Parent Policy	ER 6.0 Naming Policy
Policy Owner	Chair of External Relations Committee	Effective Date	December 10, 2019
Procedure Owner	Vice President External Relations	Next Review Date	December 10, 2024
Approved by	Vice President External Relations	Approval Date	December 10, 2019

1.0 Purpose/ Background

This procedure addresses the honourific naming of tangible entities at NAIT (“the Institute”). Honourific naming of tangible entities recognizes individuals for exceptional contributions to the Institute or external community.

2.0 General Principles

- 2.1 Honourific naming must be congruent with the overall vision, strategic direction, mission and values of the Institute.
- 2.2 When considering former staff, board members or members of the external community for honourific naming of a tangible entity they must have achieved exceptional distinction, remarkable service and leadership or be of the highest historic significance to the Institute.
- 2.3 Naming recognition in honour of a member of the Institute’s community will not occur while that person is a regular full-time or part-time employee or current member of a formal Institute committee (e.g. Board member).
- 2.4 Naming in recognition for distinguished service of former staff will not be considered earlier than 24 months after retirement.
- 2.5 Opportunities for honourific naming should reflect the tangible entities approved for naming as per the Naming Opportunities Grid.

3.0 Definitions

Term	Definition
Facility Disruption	Facility disruption can include the demolition, renovation, re-designation of space or program discontinuation.

Honourific	Conferring or implying honour or respect; generally defined as recognizing outstanding individuals distinguished in character or attainments.
Naming Opportunities Grid	Collection of tangible entities approved for naming managed through the Department of Advancement. These naming go through a formal review and approval process from the Board of Governors.
Tangible Entities	All physical structures and/or land owned or leased by NAIT or otherwise under NAIT's control and management. Physical structures include buildings and their internal components such as, but not limited to, wings, floors, classrooms, lecture theatres, laboratories, shops, conference or meeting rooms and common areas. Tangible Entities also include common and special purpose grounds and lands, parking facilities, roadways, pathways, recreation and athletic facilities, exterior structures or artwork and any identifiable landmark.

4.0 Procedures

4.1 Honourific Naming Proposal

- 4.1.1 Proposals for honourific naming may be submitted by institutional leaders and/or executive and the Board of Governors.
- 4.1.2 Proposals are submitted to the AVP, Advancement.
 - 4.1.2.1 Prior to submitting a proposal, the nominator shall consult with the Department of Advancement on the feasibility of a philanthropic naming opportunity.
 - 4.1.2.2 AVP, Advancement (or designate) will ensure the approval of honourific naming proposals follow the appropriate approval process.
- 4.1.3 The honourific naming proposal must include:
 - 4.1.3.1 A letter to request a naming; detailing the appropriateness of the honourific naming.
 - 4.1.3.2 Supplemental information about the individual being honoured with the naming (e.g. biographical information, impact of his or her service and/or contribution to the community).
 - 4.1.3.3 A summary of any stakeholder consultation and feedback received to date.
- 4.1.4 All naming proposals are considered confidential until approved and the honouree is advised.

4.2 Approval Process

- 4.2.1 AVP, Advancement will provide the naming proposal to the Vice President Industry Partnerships and Chief Marketing Officer. The Vice President Industry Partnerships and Chief Marketing Officer will present the honourific naming proposal in confidence to the NAIT's Executive Committee.
- 4.2.2 Upon endorsement from NAIT's Executive Committee, the proposed naming will proceed to the External Relations Committee (ERC) of the Board for review and endorsement.

- 4.2.3 Upon endorsement of the ERC, the Chair of the ERC will present the honourific naming proposal to the Board of Governors for final approval.
- 4.3 Communication
 - 4.3.1 Upon formal approval of the honourific naming by the Board of Governors, the Vice President Industry Partnerships and Chief Marketing Officer will notify the AVP, Advancement (or designate).
 - 4.3.2 The Chair of the Board (or designate) will notify the honoree of naming.
 - 4.3.3 The Department of Advancement will coordinate (in collaboration with the Department of Facilities and Development as required) the signage design and installation, as well as any celebratory events associated with the naming.
 - 4.3.4 Final approval of the honourific naming proposal is required before any public announcement or formal celebrations.
- 4.4 Time Limits and Revocation of Naming
 - 4.4.1 Once approved, the Vice President Industry Partnerships & Chief Marketing Officer (or designate) is responsible for ensuring the honouree and their families understand that naming may be time limited; this limitation is at the discretion of the Institute. It is the intent honourific naming of a tangible entity will continue for the life of the entity.
 - 4.4.2 Naming established prior to the implementation of this procedure will be grandfathered as per their original agreement terms.
 - 4.4.3 Where a tangible entity has been named, the Institute will continue to use the name as long as the tangible entity remains in use and serves its original purpose. When the use of the tangible entity changes substantially as a result of restructuring or facility disruption, the Institute may retain the use of the name, name another comparable tangible entity or retire the use of the name. When relevant and where possible, the honouree or family member will be contacted to inform them of the decision. It may be appropriate to have presence in, or on the new tangible entity to indicate it occupies the space previously named.
 - 4.4.4 Notice of tangible entities being replaced or demolished will be provided to the AVP, Advancement by the Department of Facilities Management and Development before construction or removal begins.
 - 4.4.5 If a naming is no longer in the best interest of the Institute, or the honouree, it is possible to have the name removed or revoked.
 - 4.4.5.1 The revoking of any honourific naming requested by NAIT requires the approval of the Board of Governors. Once the decision to revoke has been made, the Chair of the Board of Governors (or designate) will notify the honouree or family.

4.4.5.2 The removal of any honourific naming requested by the honouree or their family will be removed at their request. Written request of the removal should be provided to the Vice President Industry Partnerships and Chief Marketing Officer.

5.0 Exceptions to the Procedure

5.1 Exceptions to this procedure must be documented and formally approved by the Policy Owner.

Procedure exceptions must include:

- The nature of the exception
- A reasonable explanation for why the procedure exception is required
- Confirmation that the exception aligns with the general principles
- Any risks created by the procedure exception and how they will be managed.

6.0 Related Documentation

n/a

Document History

<i>Date</i>	<i>Action/ Change</i>