



Policy Name	Named Recognition of Assets
Policy Number	E.2.1
Approval Body	Board of Governors
Policy Sponsor	President
Next Scheduled Review Date	May 2028
Effective Date	May 31, 2023

CONTEXT AND PURPOSE

The purpose of this policy is to set out the principles that guide the naming of Vancouver Community College (VCC; the College) assets.

VCC may recognize outstanding accomplishments and significant contributions when individuals, businesses, organizations, and others provide a contribution in exchange for naming privileges and recognition associated with an asset of VCC. These associations with members of the community, and ceremonies held to mark such recognition, represent significant events in the institution’s history, and strengthen the ties between the College and community at large.

DEFINITIONS

Facility Assets:

- all or portions of campus buildings or facilities including wings, rooms, libraries, foyers, common spaces, atriums, and other indoor and outdoor physical structures, including gardens, parks, and monuments
- roads, walkways, parking lots and other transportation infrastructure
- recreational areas and other public spaces

Physical, Academic or Other Assets:

- equipment of significant value (eg. over \$25K)
- collections of books or art
- endowments
- scholarships, prizes, bursaries or awards
- academic areas including, but not limited to, schools, centres, programs, departments.

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

Honorific: Bestowing honour or respect in recognition of individuals who have made substantial or long-term contributions to the VCC.

Philanthropic: The act of philanthropy; gifts to the College or VCC Foundation, which have real or value-in-kind, which are given without benefit (as defined by the Canada Revenue Agency).

Sponsorship: Where an entity exchanges value (cash, value-in-kind, or both) for mutual recognition and benefit.

Value-in-Kind (VIK): In-kind contributions of goods, services or time in lieu of cash.

SCOPE AND LIMITS

The policy applies to VCC, and donors to VCC and the VCC Foundation who facilitate this process.

The policy applies to both financial and value-in-kind contributions that advance the mission of the College and contribute to its growth and reputation.

This policy does not apply to Functional naming.

POLICY PRINCIPLES

1. The College acknowledges that, as a public institution, its reputation is a valuable asset. To protect its image, identity and reputation, all naming agreements will align and support the mission, mandate and strategic direction of VCC, and strengthen the College's brand.
2. Naming opportunities will be established to advance the shared values and mission of VCC and that contribute to its growth and reputation.
3. Place names have the power to convey histories and teachings, explain environmental and spiritual phenomena, and reflect ownership and responsibility. VCC respects, values and honours its history, and recognizes the land on which it resides and operates. With this perspective, the College will engage in meaningful consultation with Indigenous leaders when considering named recognition of VCC assets.
4. VCC adheres to the Province of British Columbia's Naming Privileges' Policy and, in so doing, will only consider naming recognition opportunities that align with this policy.
5. The College may name assets using the following classifications:
 - a. for Functional purposes (not covered by this policy);
 - b. for Honorific purposes, including naming bestowed by one of the local Indigenous host communities;
 - c. in recognition of Philanthropic support; or
 - d. for time-limited purposes in recognition of sponsor or other support.
6. Named Recognition of any asset will, under no condition, imply or allow the donor influence over the decision-making processes associated with the teaching, operation, or service elements of any area of the institution.
7. Naming opportunities will be independent of all appointment, admission and curriculum decisions, which VCC will continue to make in keeping with its established practices and academic mission and other operational criteria.
8. Naming agreements will not provide influence or create a perceived or real impact on any future business opportunities with the College.
9. All approved naming agreements will be documented through a contractual agreement and will clearly detail all actions to be undertaken.
10. The College will not enter into naming agreements with any entity that:
 - a. is in conflict with any applicable legislation or College policies
 - b. adversely affects the College's reputation
 - c. acts in a contrary manner to the BC Human Rights Code

- d. promotes tobacco, firearms, weapons, academic dishonesty, any product or service that may compromise safety or security on campus, or is harmful, dangerous or illegal

RELATED RESOURCES

VCC Policies and Procedures

- A.3.6 Standards of Employee Conduct & Conflict of Interest
- E.2.1 Named Recognition of Asset Procedures
- E.3.1 Sponsorship

Other

Naming Advisory Committee (NAC) Terms of Reference

BC Naming Privileges Policy (https://www2.gov.bc.ca/assets/gov/government/services-for-government-and-broader-public-sector/buy-goods-services-and-construction/support-services/naming_privileges_policy.pdf)

Canada Revenue Agency: Charities and giving (<https://www.canada.ca/en/services/taxes/charities.html>)