



GUIDELINES ON NAMING FACILITIES AND PROPERTIES CAMPION COLLEGE, JAMAICA

1. INTRODUCTION

Naming provides meaningful opportunities for the recognition of outstanding contributions by those who serve as inspiration for future generations of students, graduates, and members of the Campion community. Further, by recognizing exceptional contribution to the institution or to the community, the association with such extraordinary individuals strengthens the institution and its sense of heritage and connection to the community.

The naming of an institution's "asset" is of considerable significance to an institution for several reasons:

- 1.1 The choice of persons selected for such recognition reflects how an institution perceives itself, its mission and its values;
- 1.2 The institutional assets available for naming are limited while the number of individuals who could potentially be honored by a naming is much greater – the limited number of naming opportunities must therefore be used judiciously;
- 1.3 Names are usually attached to a particular asset in perpetuity or for the life of the asset; and,
- 1.4 Care must be taken to ensure consistency in the tribute paid by the school to its staff, benefactors and other meritorious persons.

This Policy has been adopted as a means of ensuring that the above reasons, and the process and principles that guide the naming of the school's assets are clearly articulated, understood and uniformly applied by all those involved.

2. AUTHORITY

The Board of Trustees of the St. Edmund Trust retains authority for naming all facilities and properties buildings and parts thereof (e.g. new buildings, wings, lecture and seminar rooms, laboratories; collections of books, archives, art and other documentary and/or cultural materials; open spaces, gardens, sports fields, etc.; and other natural features or physical improvements) including all Chairs of Departments of the school.

3. POLICY

This policy is intended to encourage private support through opportunities to name campus facilities and properties and only under extraordinary circumstances should facilities and properties be named without a gift.

4. **PROPOSAL**

Each proposal for naming a Campion facility or property shall be considered on its own merits. No commitment for naming shall be made prior to Trustee approval of the proposed name.

5. **CRITERIA**

Subject always to paragraphs 7 and 8 below, a name of a Campion facility or property presented for Trustee approval must honor an individual or an organization of sound reputation and must meet the following criteria:

5.1 When a donor gift is involved:

- It is desirable for Campion to name facilities and properties in honor of significant contributors of funds to the school.
- The Board will take into consideration the significance and amount of the proposed gift as either or both relate to the realization or completion of a facility or property or the enhancement of a facility or property's usefulness to the school.
- Facilities and properties may be named for individuals or for organizations responsible for a "substantial gift" benefiting Campion. The term "substantial gift" in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may take into account significant contributions of personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift and size of facility.

5.2 When no donor gift is involved:

- It should honor a person who has achieved unique distinction in significant areas of public service, or who has served Campion in an academic capacity, or has made extraordinary contributions to a the campus or the system which warrant special recognition, or who has served Campion in an administrative capacity and who, during administrative service, made extraordinary contributions to the campus or the system which warrant special recognition.
- When a proposal for naming in honor of an individual involves service to the school in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased at least two years.
- No more than one facility or property in the system shall be named after any one individual.

5.3 In special circumstances, the Board of Trustees may waive any or all of the above criteria.

6. PROCEDURE

The following procedure will be observed when submitting a proposal for naming a facility or property to the Board of Trustees.

- 6.1 Naming recommendations may originate from any member of the school community.
- 6.2 Naming in recognition of a benefactor will only be considered once a statement of the gift and the expected schedule of payment has been received. Payment of the gift should be realized in full within five years of the commitment.
- 6.3 The request to name a specific facility or property shall have the approval of the Principal and Chairman of the school.
- 6.4 Each naming request must:
 - Be submitted at least two weeks prior to the Board of Trustees' meeting at which the item is to be presented.
 - Demonstrate compliance with Board of Trustees' policy.
 - Succinctly state reasons for the proposed name.
 - Confirm that the Principal has consulted, in a timely manner, with the Office of Development & Alumni Affairs.
 - Include biographical data about the individual or organization.
 - Ensure that all participants involved in this process remember that strict confidentiality is required.
 - Identify the "special circumstance" when requesting a waiver of policy, if any.
 - Provide a provision dealing with the contingency that the gift is not received in accordance with the terms agreed to.

7. TERMINATION OR REVOCATION OF NAMING

No commitment to a naming shall extend beyond the life or existence of the asset named. Moreover, the Board of Trustees of the St. Edmund Trust shall retain full discretion to revoke a naming where, in the opinion of the Board of Trustees, retention of the name would be prejudicial to the school's reputation or would otherwise be inappropriate. Authority to revoke a naming is vested in the Board of Trustees and shall be contingent on fulfillment of the obligation of due diligence by the individuals responsible for recommending the revocation of a naming.

8. RENAMING OF ASSET

A naming will normally be for the useful life of an asset. If an asset must be replaced or substantially altered in its form, nature or use, the Board of Trustees reserves the right to

rename the asset. However, recognition of earlier donors and honorees may be included where appropriate.

A proposal to rename an asset or to add a second name shall adhere to the same procedures and criteria for naming set out above.

When an asset is proposed for renaming, reasonable efforts will be made to inform the original honoree or benefactor in advance. If the honoree or benefactor is deceased, reasonable efforts will be made to inform the next generation of family members in advance of the renaming.

9. **PLAQUES AND SIGNS RECOGNIZING NAMING**

Plaques and other signs recognizing a naming shall be of generally uniform design and contain the name of the honoree and the date of dedication. This information will be confirmed by the benefactor.

All plaques and signs will be designed at the discretion of the Office of Development & Alumni Affairs and be approved by the Principal.

10. **RECORDS**

The Office of Development & Alumni Affairs shall keep a complete record of all Naming Agreements and related documents.

December 2011