



NAMING POLICY FOR TANGIBLE ASSETS, NON-TANGIBLE ASSETS, AND FUNCTIONAL NAMING

Policy Area:	Board		
Policy Number:	NMGPL_2504R_BG/ADV		
Policy Sponsor:	Director, Advancement		
Policy Contact:	Advancement Department		
Applies to:	Donors, honourees, local First Nations, Okanagan College Board of Governors, Okanagan College Foundation, and the OC Community		
Authority:	<i>College and Institute Act</i>		
Approval Authority:	Okanagan College Board of Governors		
Approval Date:	September 23, 2025		
Effective Date:	September 24, 2025		
Replaces:	Naming Policy - Buildings, Facilities and Other Physical Assets, 2011		
Last reviewed:	August 2025	Scheduled review date:	August 2030

Procedures:	<i>Procedures under development, in the interim enquiries or recommendations should be referred as follows:</i> <ul style="list-style-type: none">- <i>Honorific naming to the President's Office;</i>- <i>Philanthropic naming to Advancement;</i>- <i>Functional Naming (tangible assets) to Facilities & College Relations; and Non-tangible assets to the Provost, VP Academic's Office.</i>
-------------	--

1. Policy Statement

To recognize significant Philanthropic contributions, honour community members, or reflect operational purposes, Okanagan College may name Tangible assets, Non-Tangible assets, and apply Functional Naming, in alignment with the College's mission, values, and commitment to reconciliation, while ensuring transparency, ethical standards, and compliance with applicable laws.

2. Purpose

This policy establishes the framework for Naming Tangible assets, Non-Tangible assets, and Functional Naming at Okanagan College for Philanthropic, Honorific, or operational purposes. It ensures naming decisions support the College's mission to transform lives through education, to foster inclusivity, diversity, and reconciliation, and to maintain public trust, while complying with Canada Revenue Agency (CRA) regulations.

3. Scope and Application

- 3.1 This policy applies to:
- Naming of Tangible Assets.
 - Naming of Non-Tangible Assets.
 - Functional Naming of Tangible or Non-Tangible Assets for descriptive or operational purposes.
- 3.2 This policy also applies to all Naming decisions involving donors, honourees, and the Okanagan College community and includes consultation with local First Nation partners where appropriate.
- 3.3 Excluded from this policy are:
- Naming of academic programs that confer credentials (e.g., degrees, diplomas, or certificates) in order to protect academic freedom and avoid commercial influence.
 - Naming of research (e.g., projects or reports) in order to protect academic freedom and avoid commercial influence.
 - Naming associated with Sponsorships, unless explicitly integrated into a Gift Agreement for charitable purposes. Sponsorships are governed by Okanagan College's [Sponsorship Policy](#) and agreements.
 - Naming associated with student awards (annual or endowed) or other designated Gifts held and administered by Okanagan College Foundation through separate agreements.

4. Definitions

- Credential-Conferring Program** Means an academic or vocational program leading to a formal credential, such as a degree, diploma, or certificate awarded by Okanagan College (e.g., "Associate of Arts Degree" or "Diploma in Business Administration").
- Functional Naming** Means Naming of Tangible or Non-Tangible assets to reflect their purpose, location, or operational role (e.g., "Okanagan College Library" or "School of Business"), not tied to Philanthropic or Honorific Naming recognition.
- Gift** Means a voluntary, irrevocable transfer of funds or property to Okanagan College, made without expectation of direct economic benefit or control, qualifying as a charitable donation under CRA regulations.
- Gift Agreement** Means a formal, written agreement between the donor and Okanagan College specifying the terms of the Gift, including the purpose, payment schedule, and Naming recognition, if applicable.
- Honorific Naming** Means Naming a Tangible or Non-Tangible Asset to honour an individual or entity for distinguished service, leadership, or contributions to Okanagan College or the broader community, without a financial Gift.
- Naming(s)** Means the formal process of assigning a name to a Tangible or Non-Tangible Asset.

Naming Term	Means the duration for which an asset is named, this may be perpetual, time-limited (e.g., 25 years), or tied to the asset's existence or endowment term.
Non-Tangible Assets	Means intangible entities owned or administered by Okanagan College, such as academic units (e.g., schools or faculties), scholarships, endowments, professorships, lectureships, or programs that do not confer credentials (e.g., a non-degree research program or community initiative).
Philanthropic Naming	Means Naming a Tangible or Non-Tangible asset in recognition of a significant financial contribution from an individual, corporation, foundation, or other entity, as outlined in a Gift Agreement.
Sponsorship	Means a financial or in-kind contribution provided to Okanagan College in exchange for promotional or commercial benefits (e.g., branding, advertising, or event recognition), as distinguished from a charitable Gift. Sponsorships are governed by Okanagan College's Sponsorship Policy and agreements.
Tangible Assets	Means physical entities or items owned or administered by Okanagan College, including but not limited to buildings, classrooms, laboratories, libraries, courtyards, trades shops, restaurants, specialized facilities, equipment or items.

5. Naming Principles

5.1 Alignment with Mission and Values

Okanagan College's Naming decisions shall reflect its mission to transform lives through education, its commitment to inclusivity, diversity, and reconciliation, and its role as a public post-secondary institution fostering community engagement and educational excellence.

5.2 Reputational Integrity

Naming shall not compromise the College's reputation, academic integrity, or public trust. Due diligence shall be conducted to ensure proposed names align with ethical standards and community expectations.

5.3 No Implied Endorsement

Naming shall not imply endorsement of partisan political, ideological, or commercial interests, nor confer influence over academic, operational, or governance decisions. Philanthropic and Honorific Naming shall be distinct from Sponsorships, which provide promotional benefits.

5.4 Transparency and Accountability

Naming decisions shall be made transparently, with oversight by the Okanagan College Board of Governors or its delegated authority, ensuring fairness and consistency.

5.5 CRA Compliance

Philanthropic Naming shall comply with CRA regulations, ensuring Gifts are voluntary and irrevocable, with no donor control over the use of funds beyond the agreed purpose. Sponsorships shall be structured to distinguish them from and avoid confusion with charitable Gifts.

5.6 **Cultural Sensitivity**

Naming decisions shall respect Indigenous naming protocols and reconciliation principles, and will align with the Okanagan College *Use of Indigenous Language on College Property Policy*.

6. **Philanthropic Naming**

6.1 **Eligibility**

Philanthropic Naming is granted for significant financial contributions that advance the College's strategic priorities, such as supporting academic units, scholarships, endowments, or capital projects.

6.2 **Approval**

Philanthropic Naming shall be approved by the Okanagan College Board of Governors and is subject to the Provincial Government's approval based on its established criteria and restrictions.

6.3 **Minimum Thresholds**

The Board of Governors shall approve minimum Gift amounts or acceptable ranges for naming Tangible and Non-Tangible assets, proportional to the asset's scope, impact, and visibility on the advice of administration.

6.4 **Naming Term**

Philanthropic naming may be perpetual, time-limited, or tied to the asset's existence or term of the endowment. For Tangible Assets, the Naming Term may be limited to the asset's useful life.

6.5 **Revocation by College**

The College may revoke a Philanthropic Naming if:

- a) The donor fails to transfer the Gift by the agreed term.
- b) Continued association with the donor or honouree causes significant reputational harm, as determined by the Board of Governors.
- c) The named asset (e.g., a program, school, or facility) is discontinued, repurposed, or demolished.

6.6 **Donor-Initiated Revocation**

Only if included in the Gift Agreement, donors may request, with no refund of the Gift, revocation of a Philanthropic Naming in exceptional circumstances, such as:

- a) Significant reputational harm to the donor due to the College's actions or public perception.
- b) The College's material failure to use the Gift as agreed.

Donor-initiated revocations are subject to Board of Governors approval and may include the offer of an alternative recognition.

6.7 **Gift Agreement**

Philanthropic Naming's shall be documented in a Gift Agreement, specifying the gift amount, purpose, contribution date or pledge payment schedule, Naming Term, and conditions for revocation or alternative recognition. Where Gifts are received by the Okanagan College

Foundation, the Gift Agreement shall be between Okanagan College, Okanagan College Foundation and the donor.

6.8 **Pledges**

A Philanthropic Naming conferred in recognition of a Gift is contingent on fulfillment of that pledge and shall be approved on that condition.

6.9 **In-kind contributions**

A Philanthropic Naming may be conferred in recognition of an in-kind contribution. The College must accept and be in receipt of the in-kind contribution for Naming to be granted. The value will be determined by third party fair market value appraisal and will be considered as equal value for Naming recognition.

7. **Honorific Naming**

7.1 **Eligibility**

Honorific Naming may recognize individuals or entities for exceptional contributions to Okanagan College, the Okanagan region, or society, such as distinguished service, leadership, academic excellence, or cultural impact.

7.2 **Approval**

Honorific Naming shall be approved by the Okanagan College Board and is subject to the Provincial Government's approval based on its established criteria and restrictions.

7.3 **Restrictions**

Honorific Naming shall not be granted to current employees, Board members, or elected officials in Canada, except in extraordinary circumstances approved by the Board of Governors.

7.4 **Revocation**

The College may revoke an Honorific Naming if continued association with the honouree causes significant reputational harm, as determined by the Board of Governors.

- a) Honorees may request, revocation of a naming in exceptional circumstances, such a significant reputational harm to the honoree due to the College's actions or public perception
- b) Honoree-Initiated revocations are subject to Board of Governors approval and may include the offer of an alternative recognition.

8. **Functional Naming**

8.1 **Purpose Functional Naming**

Purpose of Functional Naming is to assign a descriptive or operational name to Tangible or Non-Tangible Assets to reflect their purpose, location, or role (e.g., "Okanagan College Business Incubation Centre" or "School of Business").

8.2 **Eligibility**

Functional names may be applied to any asset without a current Philanthropic or Honorific designation, prioritizing clarity and operational utility. Credential-conferring programs may use Functional names (e.g., "Diploma in Business Administration") and are excluded from Philanthropic or Honorific Naming.

8.3 **Approval**

Functional Naming approval is delegated to administration by the Board of Governors on the condition that it aligns with this policy, and the College's branding and strategic priorities.

8.4 **Modification**

Functional names may be changed as assets are repurposed, or as operational needs evolve.

9. **Alternative Recognition**

9.1 **Eligibility**

In cases of revocation (Philanthropic or Honorific) or partial Gift fulfillment, the College may offer alternative recognition proportional to the contribution; subject to Board approval and compliance with CRA regulations.

9.2 **Documentation**

Alternative recognition for Tangible or Non-Tangible assets shall be documented in an amended Gift Agreement or formal Board resolution.

10. **Compliance and Governance**

10.1 **Compliance**

All Naming decisions shall comply with federal and provincial laws, including CRA regulations for charitable donations, and Okanagan College's policies on Gift acceptance, ethical standards, and equity, diversity, and inclusion. Sponsorship agreements shall be distinct from charitable Gift Agreements to ensure compliance.

10.2 **Governance**

The Board of Governors, or its delegated authority, shall have final approval over all Naming decisions, ensuring consistency with this policy and institutional priorities.

10.3 **No Privileges**

Naming decisions shall not confer academic, operational, or governance privileges to the donor, honouree, or sponsor.

11. **Related Acts and Regulations**

Canada Revenue Agency Guidelines for Charitable Donations
Intellectual Property Program, Provincial Ministry Citizens Services

12. **Supporting References, Policies, Procedures and Forms**

- Okanagan College:
 - *Capital Asset Surplus & Disposal Policy*
 - *Sponsorship Policy*
 - *Equity, Diversity, and Inclusion Principles*
 - *Strategic Plan*
 - Foundation Gift Acceptance Policy (available on request)
 - Foundation Awards Administration Acceptance Policy (available on request)
 - *Use Of Indigenous Language On College Property*
- *BC Government Naming Privileges Policy*

History / Revisions

Date	Action
2025-09-23	Revision Approved by Board of Governors: <i>Naming Policy for Tangible Assets, Non-Tangible Assets, and Functional Naming (NMGPL_2504R_BG/ADV)</i>
2021-06-01	Policy reviewed: <i>Naming Policy – Buildings, Facilities and Other Physical Assets (E3.3)</i>
2011-03-30	Revision approved by Board of Governors: <i>Naming Policy – Buildings, Facilities and Other Physical Assets (E3.3)</i>
2009-11-24	Revision approved by the Board of Governors: Naming Privileges Policy
2007-09-26	Revision approved by the Board of Governors: Naming Privileges – Building and Facilities
2005-06-28	Policy adopted from OUC Policy Manual section 30.4