

TYPE:	Administrative
TITLE:	Honorific Naming
NO.:	ADMIN-210
RESPONSIBILITY:	Associate Vice President, Development and Alumni Affairs
APPROVED BY:	Durham College Leadership Team
EFFECTIVE DATE:	September 2023
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1. Introduction

From time to time, Durham College (DC) may recognize places, significant events, or exceptional levels of personal achievement or service to the College, in our communities, nationally and/or internationally through the honorific naming of tangible and intangible campus assets. In doing so, DC recognizes honourees whose achievements are consistent with our mission, vision, and values.

2. Purpose

This policy and procedure establish a framework for the proposal, review, and conferral of honorific naming of College assets.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

- 4.1. Decisions about honorific naming shall be equitable, consistent, documented and cognizant of the limited number of assets available to be named. Honorific naming shall be independent of admission, graduation and curriculum decisions.
- 4.2. Honorific naming may recognize or commemorate an individual, group, community, partnership, event, Indigenous way of knowing, geographic place, or natural feature of the landscape.
- 4.3. Under no circumstances will honorific naming be bestowed on an asset while the honouree remains an employee of the College.
- 4.4. This policy and procedure does not address Naming opportunities associated with sponsorships, scholarships, bursaries or philanthropic donations.
- 4.5. In all cases, an honorific name must be relevant to the asset for which the name is proposed.

- 4.6. Honorific naming, denaming, or renaming related to Indigenous persons, groups, communities, events or ways of knowing shall be done in consultation with DC's Indigenous Advisory Circle.
- 4.7. DC will not endorse a partisan political, ideological, or religious position through its honorific naming activities however, it may bestow honorific naming for those who have held public or religious office.
- 4.8. The College retains the sole right to dename or rename an asset.
- 4.9. Generally, honorific names shall be bestowed for the useful life of a tangible asset's intended purpose at time of naming. Whereas intangible assets are generally named for a specified time period not exceeding ten years.

5. Procedure

- 5.1. An inventory of tangible and intangible assets eligible for honorific naming will be managed by the Office of Development and Alumni Affairs (ODAA).
- 5.2. Proposals for bestowing an honorific name may be submitted by current or former DC employees, students, alumni, or members of the Board of Governors, using the Honorific Naming Application form. Applications must include signed consent by the proposed honouree, or their estate, if deceased.
- 5.3. The ODAA will, on an annual basis (or as required), review applications for honorific naming and provide recommendations to the Durham College Leadership Team (DCLT), as appropriate. All applications will be given due diligence, including background checks, to ensure the sound reputation of the proposed honouree.
- 5.4. DCLT will review recommendations from the ODAA and make decisions to confer all honorific names. Those selected to be honoured through a naming opportunity will be notified in writing by the Office of the President.
- 5.5. Honorific names decisions will be provided to the Durham College Board of Governors for their approval prior to finalizing the naming.
- 5.6. Displays of honorific naming will be determined solely by DC and consistent with College branding guidelines.
- 5.7. DCLT may choose to dename an asset in situations where the honorific name is determined to be discriminatory, derogatory, conveying an offensive connotation, contrary to the mission, vision and values of DC or harmful to the reputation of the College. Decisions to dename an asset will be communicated in writing to the named honouree or their estate, by the ODAA.

- 5.8. DCLT may choose to rename an alternative asset in situations where the initial asset is demolished, made obsolete, significantly renovated, substantially changed in purpose, or in instances of changed circumstances on the part of the honouree. Decisions to rename an asset will be communicated in writing to the named honouree or their estate, by the ODAA.

6. Roles and responsibilities

- 6.1. It is the responsibility of the Associate Vice-President, Development and Alumni Affairs to ensure this policy and procedure is fully implemented, including reviewing applications and conducting reputational research for honorific naming opportunities, making recommendations to DCLT for honorific naming, maintaining a current database of tangible and intangible assets for honorific naming, and communicating with honourees should an asset be denamed or renamed.
- 6.2. The President is responsible for notifying those selected for honorific naming opportunities.

7. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Multi-Year Accessibility Plan.

8. Non-compliance implications

Failure to comply with this policy and procedure may result in reputational harm to, or legal liability for, the College.

9. Related forms, legislation or external resources

- Honorific Naming Application