

UPEI Named Recognition Procedure

A resource for stakeholders

Dated: April 11, 2019

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OVERVIEW

The following procedures have been developed by the Executive Director of the Department of Development and Alumni to support the UPEI Named Recognition Policy (“Policy”).

These procedures assist UPEI with:

- Outlining the process for naming University assets or initiatives as a form of recognition given by the University.

SCOPE

These procedures apply to the naming of any University asset or initiative as a form of recognition of the contribution of an individual or organization to the University.

RESPONSIBILITIES

The Board of Governors has sole authority to name any University assets or initiatives as a form of recognition given by the University.

As per the Policy, the Executive Director of the Department of Development and Alumni Engagement **must be consulted** on all proposals involving named recognition.

PROCEDURES

Approval Process

Any faculty, staff, students, alumni or other representatives contemplating named recognition for either outstanding service or philanthropic contributions must consult with the Executive Director by submitting a consultation request, which includes the following information:

- 1) Proposed name;
- 2) Reasoning behind proposed recognition;

3) Proposed University asset or initiative.

Following consultation with the Executive Director, the Executive Director shall then consult with the President to seek Board of Governors approval.

Named Recognition for Philanthropic Donations

Any philanthropic donation which involves a proposal to name is subject to approval from the Board of Governors. Any approved named recognition for philanthropic donations will only become official following the completion of satisfactory funding arrangements.

The Executive Director is responsible for securing approval from the President/Vice-President Administration and Finance for schedules of naming opportunities and the level of philanthropic donation required for each.

Recommended Donation Levels

Naming of Physical Facilities	Requires a gift of at least 30% of the total cost of the building or \$1 million, whichever is greater
Classrooms and Lounges	Minimum donation of \$25,000 is required (existing locations) 50+ seat lecture theatre - \$250,000 minimum is required (new or renovated) 90+ seat lecture theatre - \$350,000 minimum is required (new or renovated)
Labs & Work Stations	Cost per sq. ft. x sq. ft. x 30% or \$25,000, whichever is greater
Signature Locations	Concourses/Hallways - \$300,000 minimum Public Gathering Spaces (i.e. Florence Simmons Stairwell) - \$500,000 minimum
Unnamed Major Renovations	Requires a donor gift of at least 30% of the renovation cost
General Rule	Based on the space value as determined by size, cost per sq. ft., utility factor and location factor. \$25,000 minimum required.
Named Awards & Scholarships	Annually funded – minimum \$500 award amount for a minimum of three (3) years Endowed – minimum \$15,000 contribution with a maximum 5 year commitment to fully endow

The Executive Director shall also assess each donation on a case by case basis to determine the appropriate signage level:

Level 1 - A Bronze plaque with photo (suitable for the naming of buildings etc.) e.g. McDougall Hall

Level 2 - A 20x20 silver colored plaque with a standard font, style and layout e.g. McCain Learning Commons

Level 3 - A 15x15 sign, style and layout similar to Level 2 e.g. MacKay Collaboratory

Level 4 - A 5x16 with donor name and space name only e.g. Scotiabank International Student Day Lounge

Level 5 - A small naming recognition sign, size to be determined based on its intended location e.g. park bench, computer kiosk