

CODE: EFA.AR

EFFECTIVE DATE: (29-01-2020)

TOPIC: Public Recognition and Naming of Physical Spaces or Educational Programs

ISSUE DATE: (29-01-2020)

REVIEW YEAR: (2023)

OBJECTIVE

To ensure the Division's fiduciary responsibilities and legal obligations with respect to public recognition of sponsors and donors are addressed and create a consistent process for the consideration and naming of Division physical spaces or educational programs.

DEFINITIONS

Physical spaces means portions of schools, school grounds, and other Edmonton Public School Board (EPSB) facilities.

Public recognition, for the purposes of this regulation, is any public display, signage, publication or announcement of a name, or symbol that identifies a sponsor or donor.

A **sponsor** is an individual, organization or business that agrees to provide goods, services or money to the Division in exchange for a defined level of public recognition or advertisement. A sponsor is not eligible for a Division charitable donation receipt under Canada Revenue Agency regulations.

A **donor** is an individual, organization or business that voluntarily transfers property, monies, goods, or services to the Division for charitable reasons and may be eligible for a Division charitable donation receipt under Canada Revenue Agency (CRA) regulations.

RESPONSIBILITY

1. The Superintendent of Schools (the Superintendent) has sole authority to approve the naming of a Division physical space or an educational program. No principal, school council, Division representative or any other person may make a commitment to provide a sponsor or donor public recognition in the form of naming of a Division physical space or an educational program prior to approval by the Superintendent.
2. The Chief Financial Officer (CFO) shall be responsible for reviewing and confirming the eligibility of any fundraising initiative to offer a Division charitable donation tax receipt.
3. The Executive Director Infrastructure shall be responsible for reviewing and providing direction on all fundraising initiatives involving consideration of public recognition or the naming of a Division physical space or educational program.
4. Principals and Division Administrators considering a fundraising initiative shall, prior to any action, commitment or acceptance of funds:

- a. Obtain written confirmation from the CFO of the eligibility of the fundraising initiative(s) for Division charitable donation tax receipt.
- b. Obtain the advice and direction of the Executive Director Infrastructure regarding fundraising plans that involve public recognition of sponsors and donors, or the naming of a physical space or educational program.

REGULATION

A. PUBLIC RECOGNITION AND NAMING OF PHYSICAL SPACES OR EDUCATIONAL PROGRAMS

1. The Division may choose to provide public recognition or name physical spaces and/or educational programs to:
 - a. serve a specific function;
 - b. honour persons; or
 - c. recognize financial, in kind or philanthropic donations and sponsorships.
2. Any public recognition or naming of physical space or educational program requires the prior consent of the sponsor, donor or their legal representative.
3. Requests for the naming of physical spaces or educational programs shall be approved by the Superintendent. The Superintendent shall inform the Board of Trustees (Board) prior to any public announcement of a naming decision.
4. Only the Board approved school or facility name shall be displayed on the exterior of a Division building.
5. Signage and plaques recognizing sponsors and donors shall be modest, in good taste, and complement the style and design of the facility or project.
6. The naming of a physical space or educational program may be terminated at any time by the Superintendent, subject to applicable contractual and other obligations binding upon the Division.
7. All proposed names and deliberations of Division administration and naming committees described in this regulation shall be treated as confidential. Announcements regarding the naming shall only be made once confirmation of the approval of the Superintendent and notification of the Board and the sponsor or donor has been received.
8. The names recommended and approved shall:
 - a. align with Division values and criteria for strategic stakeholder relationships established in Board Policy AA. BP – Stakeholder Relations (Section E);
 - b. be easily identifiable with the physical space or educational program;
 - c. be appropriate for the physical space or educational program;
 - d. not knowingly infringe upon third party intellectual property rights; and
 - e. not duplicate or be in conflict with the names of existing educational programs.
9. Division decisions relating to naming and public recognition shall not impose any subsequent conditions or obligations upon the Division nor imply an affiliation which could further the private interests of individuals or organizations, or endorsement of a particular political, religious, or ideological view.

B. NAMING AND RECOGNITION ADVISORY COMMITTEE

1. When a name is required for a physical space or an educational program, the Superintendent or designate shall convene and appoint a Naming and Recognition Advisory Committee (NRAC) composed of five persons, including:
 - a. a principal, or designate;
 - b. the Executive Director, Infrastructure or designate;
 - c. the Managing Director, Communications or designate;
 - d. an assistant superintendent or designate; and
 - e. one other person.
2. The Superintendent, in consultation with the chairperson of the NRAC, will establish a deadline for submission of the recommendations of the NRAC to the Superintendent.
3. The NRAC shall recommend the appropriate name(s) to the Superintendent giving the reason(s) for the choice(s).
4. The final authority for naming a physical space or educational program rests with the Superintendent, and the name is not official until it is approved and released for public announcement by the Superintendent.

C. SCHOOL OR PARENT ADVISORY COMMITTEE INITIATED PUBLIC RECOGNITION OR NAMING

1. When public recognition or consideration of a name for a physical space is initiated at a local school level, the school principal shall convene a school based advisory committee composed of:
 - a. the principal responsible for the administration of the school who shall chair the committee;
 - b. at least one parent representative appointed by the school council, or the school principal;
 - c. the Executive Director, Infrastructure or designate;
 - d. the Managing Director, Communications or designate; and
 - e. any other person(s), appointed by the principal.
2. When developing a fundraising plan involving public recognition or naming,
 - a. The Advisory Committee shall consider the following:
 - options for 'anonymous' donations, as requested, exist within the fund raising initiative;
 - contributions represent a significant percentage of the total cost of the project in order to be considered for naming of a physical space or an educational program; and
 - the duration of naming rights will be commensurate with the donation or contribution. The proposed duration for the naming commitment can either be time definite or in perpetuity, as constituted by the nature of the donation or contribution made.
 - b. The Principal, on behalf of the Advisory Committee, shall obtain advice and direction on the plan from the Executive Director Infrastructure prior to launching the campaign.
3. All communication related to the acceptance of funds, as issued by the fundraising body, shall clearly indicate any intent for naming or public recognition opportunities.
4. The Advisory Committee shall establish and communicate an equitable and inclusive process for receiving suggestions for appropriate naming of physical spaces or programs.

5. When proposing public recognition or names, the Advisory Committee shall consider Division values and criteria for strategic stakeholder relationships stated in Board Policy AA.BP - Stakeholder Relations (Section E) and include that information in their recommendations when appropriate.
6. The advisory committee shall recommend appropriate names (two or three) to the NRAC, as convened by the Superintendent. The NRAC shall review and consider the school submission and forward a recommendation to the Superintendent.

REFERENCES

AA.BP - Stakeholder Relations
CO.BP - Fiscal Oversight and Accountability
CSGA.AR - School Generated Funds
EA.BP - Infrastructure Planning Principles
EF.AR - Naming of Schools
IAA.AR - Educational Partnerships and Sponsorships
IH.AR - Public Gifts
Income Tax Act Sections 110.1 and 118.1