



Medicine Hat College Procedure RECOGNITION NAMING

Procedure #: PR-CA-02-04
Procedure Authority: Executive Director, Advancement and Community Relations
Executive Sponsor: President and CEO
Approved by: President and CEO
Effective Date: October 11, 2023

1. PURPOSE

This procedure outlines the process to be followed when a gift to the college is eligible for naming.

2. SUPPORTING

CA-02 Donations and Fund Development (the **Policy**)

3. DEFINITIONS

All terms used throughout this procedure shall have the meanings ascribed to as such under the Policy.

4. PROCEDURE

Step	Action	Responsibility
1.	Notify Advancement and Community Relations of gift naming opportunity.	Employee stewarding the relationship
2.	Undertake preliminary validation and vetting – review of donation records, other evidence of leadership contribution as required, and a name check using the internet.	Advancement and Community Relations
3.	Inform President and CEO and provide background documentation.	Community Engagement
4.	For gifts that have significant college and community impact, the President and CEO will engage with the Board External Relations Committee.	The President and CEO

MEDICINE HAT COLLEGE PROCEDURE – RECOGNITION NAMING

5.	Develop and implement a plan for the formal public naming including signage and other communications upon receipt of formal approval.	Advancement and Community Relations
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Kevin Shufflebotham
President and CEO

Date: October 11, 2023

DOCUMENT HISTORY

October 2023 Procedure Approved