

# DEVELOPING INSTITUTIONAL NAMING POLICIES

June 27, 2012 :: 1:00-3:00 p.m. EDT

**“If your organization is at all considering namings — not just spaces and places, but programs, chairs, etc. — this workshop will give you a great head start to get your institution on the right track. Following Vincent’s straightforward approach can save a lot of time and headaches. It is well-presented and engaging.”**

*– Lorie Abernethy, Senior Development Officer, SAIT Polytechnic*

**“It was very useful information and a fairly comprehensive perspective. It was definitely helpful to me providing a foundation for our development committee work.”**

*– Larry C. Hargrove, Foundation Trustee,  
Trident Technical College Foundation*

ACADEMIC · IMPRESSIONS

**WEB CONFERENCE**



## OVERVIEW

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Donors are increasingly interested in attaching their names to philanthropic projects representative of their values. To capitalize on this trend, institutions must develop procedures and policies for establishing, managing, and marketing naming opportunities.

Join us online to learn how to develop a naming policy appropriate for your institution. Utilizing real examples from American and Canadian institutions, participants will learn the fundamentals of:

- Differentiating among policies for different naming opportunities
- Calculating space values
- Procuring board approval
- Marketing available opportunities
- De-naming and naming length considerations

## LEARNING OUTCOME

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After participating in this webcast, you will be better prepared to design and implement a naming policy that accurately values your institutional space.

## WHO SHOULD ATTEND

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Advancement professionals (especially those in advancement services, development, and donor relations) charged with establishing or revising a naming policy will leave with the tools necessary to design and implement a set of standards appropriate for their institution.

## AGENDA

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- Creating a timeline to plan your policy
- Developing criteria for your procedures
  - Academic
  - Honorific
  - Philanthropic
- Creating a plan to give your naming policy life
  - Space characteristics
  - Defining use of the space
  - The fundraiser as architect
  - Addressing overlooked areas
    - Maximizing your naming opportunities
    - Grouping spaces
    - Evaluating “virtual” spaces
  - Rationally establishing base values
  - Utility and traffic factors
  - Adjusting your results with the chart of standards
- Finalizing your policy
  - Board approval
  - Presentation tactics

*Continued on page 3*

**Design and  
implement  
a naming  
policy that  
accurately  
captures  
and values  
your campus  
space.**



- Additional naming considerations
  - Marketing naming opportunities
  - Naming a school or program
  - Use of funds in naming chairs or professorships
  - Length of naming issues
    - Re-/de-naming challenges and options
    - Facility demolition and replacement

## INSTRUCTOR

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### **Vincent E. Duckworth, CFRE, Principal, Duckworth & Associates**

Vincent brings a wide background in higher education advancement to the topic of constructing a naming policy. Prior to his current consulting role, he served as the director of advancement for the Schulich School of Engineering at the University of Calgary and executive director to the University of Alberta's Faculty of Medicine and Dentistry development and alumni affairs office. He is the past president of the Edmonton chapter of the Association of Fundraising Professionals and has received multiple CASE Gold Awards for his capital campaign work.

## LOGGING IN TO THE WEBCAST

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After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

## WHAT IS A SINGLE SITE CONNECTION?

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A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions,

### **CFRE Continuing Education Credits**

Most Academic Impressions fundraising-related events are applicable for continuing education credits toward the CFRE International application for initial certification and/or recertification. This program is currently being considered for approval.



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## REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost.

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at [www.academicimpressions.com](http://www.academicimpressions.com)

## REGISTRATION FEES

Postmarked on or before June 20, 2012

- Single site connection: Developing Institutional Naming Policies \_\_\_\_\_ \$350.00 USD  
 Additional site connection \_\_\_\_\_ \$195.00 USD

(After June 20, 2012, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

- Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM \_\_\_\_\_ \$175.00 USD  
 Can't attend the live session? Please send me a CD-ROM recording of this webcast \_\_\_\_\_ \$350.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ \_\_\_\_\_

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): \_\_\_\_\_

## WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Institution/Organization \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_

Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_

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Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

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 Sign me up for **HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays  
 Sign me up for **HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

### CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx) \_\_\_\_\_

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Billing Zip Code/Postal Code \_\_\_\_\_

Security Code (last 3 digits on the back of Visa and MC \_\_\_\_\_  
or 4 digits on front of AmEx)

### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s)

Check # \_\_\_\_\_

Please invoice me

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(PO# not required to receive invoice)

## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by April 20, 2012. A \$75 processing fee will be assessed. After April 20, 2012 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

