

The Corporation and the Campus

By Jessica Beebe

Many of the buildings on the UPEI campus exist because of the generosity of corporate donations.

Great amounts of money have gone into the construction and rebuilding of several areas on campus. Though these donations are very helpful to the university, some may also bring about controversy.

The majority of students support the fact that many of their classes are held in corporate sponsored buildings. But some wonder what exactly the companies stand for.

"Sponsorship a good idea, but you have to be careful," said Kathy Campbell, second year

that is right. This is an educational institution and it shouldn't promote these negative influences."

John Crossley, Vice President of Academic Support, shared some background information about Corporate Funding at UPEI.

"Because the school's budget only covers such things as books for the library and ground operations on campus, donations are needed for the construction of new buildings as well as renovations," said Crossley. "The donations range from various amounts. It is not only money that is donated. In a few cases, a program called 'Bricks and Mortar' helps do the

source that is not targeted is the Annual Alumni Appeal. That is when the Alumni is approached to make donations back to the university.

"We do have to be suspicious of donations that may have strings attached to them," he added. "We have to be careful of companies who will only sponsor research that proves how great their company is." He feels that this would minimize academic freedom and independence.

Cathy Gillan, who oversees Planned Giving, Awards, and Scholarships for the university, believes strongly in sponsorships for the university.

"Sponsorship is a fairly recent idea for the University," said Gillan. "I don't know where we'd be without it." Gillan gave the example of the Deans, Honours and Awards Night, held in the fall, which is sponsored by The Personal, an insurance company. The company, which has a contract with the university, also carries insurance for a number of UPEI staff members.

She described the details of university sponsorship and the procedures that are involved when donations are made.

The first building campaign was the building of the Robertson Library during the seventies. A vast number of dollars were put into its construction through generous donations as well as funding from the government. Other buildings on campus have been built or renovated through sponsorships as well.

"The Duffy Building was sponsored by the Duffy family in memory of the former Dean of Science, Regis Duffy's, uncle," Gillan explained. "The Kelly

Building was named after Father Kelly who worked on campus. He began by donating a large collection of his books."

She also acknowledges that sponsorship is very visible. "If you look around the K.C. Irving Building, there are plaques on most of the doors with the names of the donors. In the case of the new Student's Centre, the families or companies who donate a certain amount will also get their names on plaques that will be placed around the centre."

Several may feel that with their donations, corporations are 'drilling' their names and products into the students' heads. It is more likely than that students will buy their production.

"UPEI has to follow strict ethical guidelines when it comes to gifts," said Gillan. "It is my job to write out terms for the donation." Gillan explained that it is illegal according to the Revenue Canada guidelines to accept a gift that is influential or does not meet the Human Rights Act. "We have had to turn down donations because of this."

However, there are no set guidelines as to which companies are allowed to put their name on a building. For example, if a tobacco or alcohol company wants to make a donation, it is up to the university's Board of Governors to approve or not to approve the offer.

"Not everyone is going to agree with whether or not certain companies should sponsor [a building]. The board has to respect the morals of the community as well," Gillan said.

Neil Henry, Vice President Facilities and Finance, was unavailable for comment

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is Thirsty
Work!

Learning
is Thirsty
Work!
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a Tuition Fee Credit!
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History student. "It is important to know the moral standards of the company and what their obligations are. You don't want a company to come in and corrupt us." She added, "As far as tobacco and alcohol companies having their name on a campus building, I don't think

hands-on work of building buildings."

Most of the donations given have a specific purpose in mind. "Almost all donations are targeted," he said. "The companies can pick and choose which area they want to give to. The only big