

Number:	ADM-124
Title:	Naming Privileges
Person responsible for enforcement:	Rector
Entered into force:	February 28, 2018
Approved:	February 28, 2018 by the Board of Governors <i>This document replaces all previous regulations on this subject.</i>
Exception:	No exception to this regulation without prior written authorization from the Board of Governors

In this document, the masculine form is used without prejudice and for conciseness purposes only.

1. Objectives

- 1.1 Name existing and proposed tangible and non-tangible assets after the names of founders, benefactors, members of staff and other persons who have made exceptional contributions to the University and its mission, or to the broader local, national or international community.
- 1.2 The decisions on naming assets must be established according to the following:
 - a) the selection of individuals for such recognition reflects on how the University perceives itself, its mission and its values;
 - b) the number of University assets available for naming is limited while the number of people who could be honoured this way is much higher. Consequently, each naming decision must be weighed accordingly;
 - c) names are usually attached to a particular asset in perpetuity or for the life of the asset. Therefore, the tribute paid by the University to its staff, benefactors and other deserving people must be consistent.

2. Regulation

- 2.1 This regulation applies to the naming of all assets, tangible and non-tangible, owned by the University including, but not limited to, the following assets:

Tangible assets

- a) land, buildings or building components (for example: a wing, lecture and seminar room, laboratory, reading room, atrium, foyer).

Non-tangible assets

- a) academic units (for example: a faculty, department, school, institute, centre);
- b) academic programs;
- c) academic positions (for example: a chair, fellowship, professorship).

- 2.2 Naming opportunities that do not involve a University asset include:
 - a) collections of books, archives, art and other documentary and/or cultural materials;
 - b) events (for example: lectures, symposia, conferences).

The approval process required for naming proposals that do not involve a University asset, will be jointly determined by the relevant authority and the Alumni and Development Office, with the approval of the Executive Committee.

- 2.3 This regulation does not apply to endowments and student awards which are dealt with under the Endowment Management policy.

3. Naming standards

- 3.1 The naming of a University asset must adhere to the following standards:
- a) each naming must contribute to the University's objectives, support the University mission and priorities, while preserving its integrity and academic freedom;
 - b) naming of academic units and programs must not prevent the University from altering its academic and research priorities;
 - c) individuals and organizations must be of sound reputation;
 - d) naming of tangible assets to recognize a corporation, foundation or other similar entity may be set in perpetuity or for a limited period of time;
 - e) no commitment, oral or written, may be made by a member of the University to any person for the naming of any asset without the prior written approval of the Board of Governors;
 - f) naming of a building or other asset such as a new or newly renovated facility will not take effect until the University has received a significant contribution towards the capital cost.
- 3.2 Naming to honour an individual where no gift is involved must adhere to the following standards:
- a) no commitment for naming will be made without prior approval of the Board of Governors;
 - b) a proposed honouree must have achieved distinction in one or more of the following ways:
 - i. while serving the University in an academic capacity, the individual demonstrated high scholarly distinction and earned an excellent national or international reputation;
 - ii. while serving the University in an important administrative capacity, the individual rendered distinguished service that warrants recognition of the exceptional contributions this individual has made to the welfare of the University;
 - iii. the individual contributed in a truly exceptional way to the welfare of the institution or has achieved a unique distinction that warrants recognition;
 - c) a naming proposal may be made to honour an individual upon the date of retirement, the date of other separation from the University, the end of a term of elected or appointed office or the date of the person's death if the person was still an active member of the University community at the time of death.

4. Contents of naming proposals

- 4.1 Naming proposals must be made in writing and contain the following information:
- a) a description of the naming opportunity being proposed;
 - b) a description of the eminence the person has achieved, and the reputation and integrity of the individual or entity whose name is being proposed;
 - c) the proposed duration of the naming;
 - d) the implications of the particular naming proposal on other naming opportunities associated with the asset, and if applicable, on an academic unit, in the context of the mission and priorities of the University;
 - e) provision for the future renaming of the asset, especially where the asset may eventually be replaced or substantially altered in its form, nature or use;
 - f) an explanation of the appropriate timing in the case of naming to recognize a retired or deceased individual;
 - g) the relationship of the individual or entity to the University;
 - h) any concerns with the naming and any potential short or long-term implications of the naming on the University.

5. Naming proposal process

A naming proposal for an asset will be considered as follows: the Alumni and Development Office evaluates the naming proposal and presents it to the Rector; the Rector presents the proposal to the Executive Committee; the proposal is submitted to the Senate for non-tangible assets and then to the Board of Governors for approval.

6. Renaming

When a proposal is made to rename an asset or add another name, a naming proposal must be prepared in adherence with this policy. In addition, the following guidelines will apply:

- a) when an asset is named in recognition of a gift or in honour of an individual, and that asset subsequently ceases to exist, or is to be developed for another use, or requires substantial renovations, appropriate recognition of earlier donors and honourees may be reconsidered;
- b) when a proposal is made to rename an asset, University representatives will make all reasonable efforts to provide advance notice to the original donors or honourees and their immediate family members.

7. Plaques and signs

All plaques and signs are subject to the University's regulation on graphic standards (see Regulation *ADM-114*).

8. Revocation

The University reserves the right to revoke a naming at its sole discretion where, in the opinion of the Board of Governors, it would be in the best interest of the University to revoke the naming.

NAMING AND VALUATION GUIDELINES

CAPITAL AND PHYSICAL SPACES

The following naming levels are intended as a starting point from which to determine naming opportunities.

Naming Opportunities	Naming Value
▪ Building	\$2,000,000 to \$10,000,000
▪ Physical house, complex, wing, floor, or hall	\$250,000 +
▪ Information commons or learning facility	\$250,000 +
▪ Building atrium or entrance	\$100,000 +
▪ Classrooms, seminar and lecture rooms <ul style="list-style-type: none"> ▪ Large classroom (100+ seats) ▪ Small classromm (25 to 99 seats) ▪ Small case room/Seminar room (up to 25 seats) 	\$250,000 + \$ 50,000 + \$ 25,000 +
▪ Multimedia or computer facility	\$100,000 +
▪ Student lounge	\$100,000 +
▪ Gallery	\$100,000 +
▪ Student common rooms, meeting rooms, reading rooms, lounges	\$100,000 +
▪ Gardens, courtyards, terraces	\$ 50,000 +
▪ Opportunities below \$100,000	\$5,000 to \$99,999
	Occasionally, there are naming opportunities in this range such as "outdoor memorial bench" campaigns. The naming levels should be developed in consultation with the Alumni and Development Office.

FACULTIES, SCHOOLS, ACADEMIC CENTRES AND INSTITUTES

The following naming levels are intended as a starting point from which to determine naming opportunities.

Naming Opportunities	Naming Value
▪ Faculty	\$1,000,000 +
▪ School	\$1,000,000 +
▪ Academic centre	Minimum \$100,000
▪ Academic institute	Minimum \$150,000
▪ Special initiatives such as a new campus	Requires consultation with the Office of the Rector
▪ Endowed deanship	\$2,500,000 +
▪ Endowed chair	\$2,500,000 +
▪ Joint chair	\$1,500,000 +
▪ Limited term chair	\$ 500,000 + (Based on a five year commitment of \$100,000 per annum)
▪ Endowed professorship	Minimum \$2,000,000
▪ Limited term professorship	\$ 400,000 (Based on a five year commitment of \$80,000 per annum)
▪ Endowed or term lecturer	Investment income or term funding must be sufficient to cover the cost of the lecture series. Funding requirements to be established by the Office of the Vice-Rector, Academic and Research together with the appropriate Dean and the Vice-Rector, Administration.