



SENATE

## **Naming of University Academic Entities and Awards**

**Effective:** *February 22, 2010*

### **Subject**

The philanthropic, honorific, or functional naming or re-naming of University Academic Entities and Awards.

### **Purpose**

Naming of University Academic Entities and Awards provides meaningful opportunities to convey a sense of the University of Guelph's mission, its functions and the values it upholds. As is the tradition among universities in Canada, naming may be linked to philanthropic, honorific and/or functional considerations.

The purpose of this policy is to address the principles and processes to be followed in the naming or re-naming of University Academic Entities and Awards. Naming principles and processes for University Physical Assets are addressed separately through Board of Governor policy.

### **Scope and Definitions**

This Policy applies to the naming or re-naming of all University Academic Entities and Awards established in accordance with Senate authority including:

- academic units (e.g. colleges, faculties, departments, schools, institutes, centres)
- academic programs within one or more academic units
- endowed or externally-sponsored academic chairs
- endowed or externally-sponsored lectureships, fellowships and professorships
- scholarships and bursaries

The following definitions shall apply in this policy:

- ***Philanthropic Naming:*** Naming in recognition of an act of philanthropy; generally defined as charitable gifts to the University.
- ***Honorific Naming:*** Naming to confer or imply honor or respect; generally involving recognition of outstanding individuals distinguished in character or attainments.
- ***Functional Naming:*** Naming to signify a relationship between the Academic Entity or Award and particular activities, functions or uses.

## **NAMING AUTHORITY**

Authority for the approval of the naming or renaming of University Academic Entities and Awards is vested in Senate which has delegated this responsibility to the President according to the terms set out in this policy.

As noted above, authority for the approval of the naming or renaming of University Physical Assets is vested in the Board of Governors. Board of Governor policies set out delegated authorities for its naming authorities.<sup>1</sup>

## **PRINCIPLES FOR NAMING UNIVERSITY ACADEMIC ENTITIES AND AWARDS**

The following principles shall govern judgments about the naming or re-naming of University Academic Entities and Awards. They reflect and reinforce principles expressed in the University's policies pertaining to academic freedom, human rights and gift acceptance.<sup>2</sup>

- Each naming or re-naming shall enhance the mission and priorities of the University while also preserving its commitment to academic freedom and institutional integrity and its public reputation.
- In accordance with the University's policies and procedures expressing commitment to protect and enhance human rights and to fulfill its obligations under the Ontario Human Rights Code, naming and re-naming decisions will uphold these commitments and obligations.
- A University Academic Entity or Award may be named or re-named after an individual(s) or entity(ies) who or which has (have) shown dedication and commitment and made a significant contribution, financial or otherwise, to University of Guelph (i.e., a Philanthropic or Honorific Naming). A University Academic Entity or Award may also be named for the activities with which it is associated (i.e., a Functional Naming).
- Naming or re-naming of University Academic Entities and Awards shall not impede the University from altering its academic and research priorities or reassigning the activities, functions and uses of its University Academic Entities and Awards.
- Preference will be given to a naming that could avoid the necessity of change in recognition of the possibility that activities associated with the University Academic Entities and Awards may change over time.
- Use of both a Philanthropic or Honorific Name and a Functional Name for the same University Academic Entity or Award will be assessed on a case-by-case basis.
- Namings or re-namings may be established in perpetuity or for a defined and limited period of time. For example, a scholarship may be assigned a Philanthropic Name for a pre-specified number of years.
- Commitments between the donor and the University in relation to Philanthropic Naming will be clearly documented as part of a donor agreement.
- Philanthropic and Honorific Namings shall comply with any related guidelines or protocols as specified from time to time by the University.

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<sup>1</sup> Current Board of Governor policy on naming can be found on the University's Policy website at <http://www.uoguelph.ca/policies/>.

<sup>2</sup> The Gift Acceptance Policy approved by the Board of Governors can be found similarly at <http://www.uoguelph.ca/policies/>.

## **PROCESS FOR NAMING OR RENAMING OF UNIVERSITY ACADEMIC ENTITIES AND AWARDS**

### **1. Naming of University Academic Entities and Awards**

The following procedures have been developed in order to uphold the above-noted principles and to provide opportunity for careful and systematic reflection prior to the making of a decision to name or re-name a University Academic Entity or Award.

- 1) Naming or renaming proposals may originate from any member of the University community. Members shall forward their recommendation in writing to the Provost and Vice-President (Academic) or the Vice-President (Research) in accordance with the overall and general responsibility for the Academic Entity or Award within the University.
- 2) Throughout the process of review and consideration of naming or renaming proposals, all parties involved shall give careful attention to the need for confidentiality, particularly with regard to Philanthropic or Honorific Naming proposals. Full attention will be given to the University's policies on Access and Privacy and its obligations under the Freedom of Information and Protection of Personal Privacy Act in the course of preparing and considering naming proposals.
- 3) The Vice-President receiving such a proposal (Lead Vice-President) will evaluate the proposed naming or renaming and, if it is deemed worthy of further action, seek the written opinion of other members of the senior executive on the merits of pursuing the proposal (including Vice-Presidents, Deans, Chief Information Officer) as judged appropriate and necessary to address any potential question or controversy.
- 4) Once these opinions have been obtained, the Lead Vice-President shall prepare a written proposal concerning the naming or renaming and submit it to the President. Naming proposals submitted by the Lead Vice-President to the President shall include the written opinions of all those members of the senior executive consulted and shall indicate whether the proposal complies with the principles set out in this policy and, in the case of Philanthropic Namings, with the University's existing administrative policies and/or guidelines for donor recognition. The proposal shall also identify whether the naming or renaming may have any controversial aspects to it and, if so, the nature of these issues.
- 5) The President, once satisfied that the naming proposal conforms to this Policy and that the recommendation is deserving of support, may grant approval on behalf of Senate to the naming of the University Academic Entity or Award. In the course of making the decision, the President may elect to consult on a confidential basis with any relevant Senate Standing Committee Chairs for input and/or the members of any relevant Senate Committee.
- 6) The President will ensure that appropriate agreements with any external parties associated with Philanthropic Namings are in place prior to any public announcements about the naming. The terms in any such agreements concerning naming shall be consistent with this policy.
- 7) The President will advise all members of Senate in confidence of University Academic Entities and Award naming decisions prior to their public announcement.
- 8) Notwithstanding the authority delegated to the President by this policy, Senate may specify that the naming or renaming of particular University Academic Entities or Awards be reserved for its direct approval. Also, if the President wishes to bring a

particular naming or renaming proposal to Senate for its direct approval, nothing in this policy shall be interpreted as preventing him or her from doing so.

- 9) The President may delegate decisions on naming of University Academic Awards below a specified value to a Vice-President provided that delegated decisions are in keeping with the principles of this policy. For example, naming of individual scholarship awards and bursaries below a value of \$10,000 may be delegated by the President to the Vice-President (Alumni Affairs and Development).

## **2. Change or Discontinuance of Naming of University Academic Entities and Awards**

Where no time commitments or limitations are specified in connection with a naming, consistent with the principles of this policy, the University reserves the right to rename the University Academic Entity or Award at any time. In instances where the University exercises this right, it shall give attention to continuing recognition of those associated with existing Philanthropic or Honorific Namings associated with the Academic Entity or Award, as appropriate.

In the unusual circumstance that the University determines, in its sole discretion, that the naming of a University Academic Entity or Award may directly or indirectly have a negative impact on the University's mission, priorities, commitment to academic freedom and institutional integrity and/or its public reputation, the naming of the University Academic Entity or Award may be changed or discontinued irrespective of time commitments in related gift agreements, decision support documents or announcements. Such a determination will be made in accordance with the procedure set out under the heading, "Process", above.

Also, if key elements of the terms of a donor agreement associated with the naming commitment are not fulfilled, discontinuance of a naming and/or renaming may be required. Such action(s) pertaining to naming will be taken in accordance with the procedure set out under the heading, "Process", above.

When a University Academic Entity or Award is proposed for renaming, reasonable efforts will be made to inform any related benefactor or honoree in advance. If the benefactor or honoree is deceased, reasonable efforts will be made to inform the next generation of family

## **3. Records for Naming of University Academic Entities and Awards**

Once final approval of the naming of a University Academic Entity or Award has been granted and the naming has been announced publicly, a copy of the Naming Proposal, Memorandum of Agreement, and other relevant documents shall be deposited with the University Secretariat.

For Philanthropic Namings, the Alumni Affairs & Development Office shall also keep a complete record of all related naming agreements and supporting documents.