



BOARD OF GOVERNORS

Naming of University Physical Assets

Subject

The philanthropic, honorific, or functional naming or re-naming of University Physical Assets.

Purpose

Naming of the University's Physical Assets 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 Physical Assets. Naming principles and processes for Academic Entities and Awards are addressed separately through Senate policy.

Scope and Definitions

This Policy applies to the naming or re-naming of all University Physical Assets owned, used and/or controlled by the University including:

- buildings and parts thereof (e.g. wings, lecture and seminar rooms, laboratories, reading rooms, atria, foyers)
- equipment and facilities
- open spaces, gardens, roads, fields, etc. and,
- other natural features or physical improvements

It is recognized that the University Centre and the related University Physical Assets are governed by the University Centre Agreement and related naming decisions by the Board of Governors will be informed by the terms of this Agreement. It is also recognized that University Physical Assets assigned to the Heritage Trust are managed under the terms of the Declaration of Trust for the University of Guelph Heritage Trust and are overseen by the Board of Trustees. Naming decisions by the Board of Governors pertaining to Heritage Trust properties will be informed by the provisions of the Trust and the related roles and responsibilities assigned to the Board of Trustees.

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 University Asset and particular activities, functions or uses.

NAMING AUTHORITY

Authority for the approval of the naming or renaming of University Physical Assets is vested in the Board of Governors 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 Academic Entities and Awards is vested in the Senate. Senate policies set out delegated authorities for its naming authorities.¹

PRINCIPLES FOR NAMING UNIVERSITY PHYSICAL ASSETS

The following principles shall govern judgments about the naming or re-naming of University Physical Assets. They reflect and reinforce principles expressed in the University's policies pertaining to academic freedom, human rights and gift acceptance.²

- 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.
- Consistency will be sought in making naming choices such that service or support of the University of a similar nature will result in comparable levels of naming recognition.
- A University Physical Asset 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 Physical Asset may also be named for the activities with which it is associated (i.e., a Functional Naming).
- Naming or re-naming of University Physical Assets shall not impede the University from altering its academic and research priorities or reassigning the activities, functions and uses of its Physical Assets.

¹ The University of Guelph Senate has approved a policy, Naming of University Academic Entities and Awards. It can be found at:

http://www.uoguelph.ca/policies/policyonaming%20ofuniversityacademicentititesandawardsapprovedfeb_22_2010.pdf

² The Gift Acceptance Policy approved by the Board of Governors can be found at

<http://www.uoguelph.ca/governors/pdf/policies/giftacceptance.pdf>. This policy is under review (March 2010).

- Preference will be given to a naming that could avoid the necessity of change in recognition in light of the possibility that activities associated with the University Physical Asset may change over time.
- Use of both a Philanthropic or Honorific Name and a Functional Name for the same University Physical Asset 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 building may be assigned a Philanthropic Name for a 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. The Board of Governors will periodically review and approve guidelines for Philanthropic and Honorific naming of University Physical Assets. Decisions concerning Philanthropic and Honorific Namings of University Physical Assets shall comply with the approved guidelines.

PROCESS FOR NAMING OR RENAMING OF UNIVERSITY PHYSICAL ASSETS

1. Naming of University Physical Assets

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 Physical Asset.

- 1) Naming or renaming proposals may originate from any member of the University community. Members shall forward their recommendation in writing to the appropriate University Vice-President in accordance with the overall and general responsibility for the Physical Asset 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/Directors/AVPs, 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 the Board of Governors to the naming of the University Physical Asset. In the course of making the decision, the President may elect to consult on a confidential basis with the Board of Governors Executive Committee and/or any relevant Board Standing Committee Chairs for input.
- 6) The President will advise all members of the Board of Governors in confidence of University Physical Asset naming decisions prior to their public announcement.
- 7) 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.
- 8) Notwithstanding the authority delegated to the President by this policy, the Board of Governors may specify that the naming or renaming of particular University Physical Assets be reserved for its direct approval. Also, if the President wishes to bring a particular naming or renaming proposal to the Board of Governors for its direct approval, nothing in this policy shall be interpreted as preventing him or her from doing so.

2. Change or Discontinuance of Naming of University Physical Assets

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 Physical Asset at any time.

In the unusual circumstance that the University determines, in its sole discretion, that the naming of a University Physical Asset 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 Physical Asset 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 Physical Asset 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 members in advance of the renaming.

3. Records for Naming of University Physical Assets

Once final approval of the naming of a University Physical Asset has been granted and the naming has been announced publicly, a copy of the Naming Proposal, Memorandum of Agreement, deed of donation 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.

The Vice-President (Finance & Administration) shall be responsible for maintaining and updating a complete inventory of named University Physical Assets.

Approved by the Board of Governors, June 2, 2010.