

Policy on Naming

Office of Administration:	Office of the Chief Advancement Officer
Approval Authority:	Board of Governors
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1. Purpose

1.1 Laurentian University welcomes the opportunity to name physical facilities (buildings, rooms, etc.) endowments (chairs, student awards and prizes) and other items to honour the distinguished contributions of individuals and organizations to humanity, to Canada, to Ontario, to Sudbury and/or to the University. It also welcomes the opportunity to honour those whose generous benefactions enhance the University's ability to further its mission and purpose.

1.1.1 This policy sets out the University's guidelines for granting the honour of naming.

2. Scope

2.1 This policy applies to the naming of:

- buildings or substantial parts of buildings (wings, rooms, laboratories, etc.) or other locations on campus (roadways, playing fields, beaches, etc.)
- special research, teaching, recreational service or other facilities
- endowed programs of research, teaching, service or recreation
- chairs, professorships, visiting lectureships, special lecture series, awards for excellence in teaching, research, publications or performance of other academic responsibilities
- fellowships, scholarships, bursaries, prizes and other student awards
- library collections of books or other materials
- collections of works of art
- trophies and other awards for extracurricular achievement

- such other items as the University may from time to time see fit to name in order to perpetuate the name of a distinguished person or a benefactor.

2.2 This policy does not apply to the recognition of distinction or benefactions by the placing of plaques or other memorials where such recognition does not carry with it the naming of something such as the above. The President, or an officer or committee designated by the President, is delegated the responsibility for approving all matters in connection with the design and location of plaques.

3. General Provisions

3.1 In circumstances pertaining to the naming of University assets, the public unveiling of naming rights or a gift announcement will typically occur once an initial payment toward an outstanding pledge has been received by the University.

3.2 Notwithstanding any other provision of this policy, no naming will be approved or (once approved) continued where identification with the recognized individual or organization would constitute a challenge to the reputation of the University.

3.3 No name will be approved that will imply the University's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude a naming after an individual who has at one time held public office or with the name of an individual or a company that manufactures or distributes commercial products.

3.4 A benefactor whose naming gift also provides for the creation of an endowment to support the future maintenance of a building or a part thereof or a facility will be granted naming rights in perpetuity subject to section 3.5. When a naming gift is not sufficient for the creation of such an endowment, or if a benefactor does not wish to create an endowment, naming rights will typically be granted for a negotiated period of time.

3.5 Where a building or a part thereof or a facility has been named, the University will continue to use the name so long as the building, part or facility remains in use and serves its original function. When the use of a building, room or facility is changed such that it must be demolished, substantially renovated, or rebuilt, the University may retain the use of the name, name another comparable room or facility, or discontinue the use of the name. Where it is proposed that the use of the name not be maintained, the discontinuation will require the approval of the Board of Governors or of any committee thereof charged in its terms of reference with responsibility for naming. Once a decision to rename is taken, the person or entity for which the facility had been named, or their descendants, will be informed of the decision. If appropriate and feasible, suitable arrangements will be made to honour the name previously used.

3.6 In identifying portions of buildings which may be named, Deans, fundraisers, and other representatives of the University should be conscious of the need to identify discrete and functional entities.

3.7 The President, or other administrative officers designated by the President, may recognize gifts from benefactors of physical objects which reside in buildings under the authority of such persons, such as books, decorative windows or doors, paintings, furniture and the like. Such recognition is usually marked by the mounting of plaques or nameplates or inclusion in published lists.

3.8 Where an endowment has been established or donated to continue something that has been named, the University will make its best effort to protect the capital of the endowment from erosion due to inflation in order to perpetuate the thing that has been named and the use of the name.

3.9 Other factors to be considered when approving a name change shall include:

- tradition, history, previous agreements, existing commitments and building uses
- costs associated with the name change
- legal implications of the name change
- consideration of the recognition already accorded to the same individual(s).

4. Naming in Recognition of Distinction

4.1 From time to time, the University will wish to approve a naming to honour the extraordinary distinguished contributions of its past members and others to humanity, to Canada, to Ontario, to Sudbury or to the University.

4.2 Only in exceptional circumstances will naming be approved for current members of the University community, Board of Governors, or holders of political office in Canada. Such naming will require the approval of the Board of Governors. Long service in and of itself is not sufficient justification for consideration for naming.

4.3 To avoid emotional decisions in the case of a naming proposal to honour a deceased individual, no naming decisions will be considered for at least one year following the death of the individual.

5. Naming in Recognition of Benefactions

5.1 A decision to erect a building, establish a Chair or Professorship, begin a program, etc., is to be taken on the basis of the usual academic and other criteria, and approved in the usual manner, as prescribed by University policies and procedures.

5.2 For recognition by naming, it will be expected that the benefactor, and/or other contributors wishing to honour a benefactor, will provide all or a substantial part of the cost of the entity. "Substantial" is deemed to mean either a significant majority of the cost or a contribution which, while not being a significant majority, is regarded as central to the completion of the building, etc. Other specific criteria appear below.

5.3 Whenever possible, gift amounts required to secure the naming rights to physical University assets such as buildings or significant parts of buildings, special facilities and campus locations shall be set by the Development Office using a calculation formula that considers factors such as:

- Base space value of asset (cost per square metre)
- Location of asset
- Utility of asset

5.4 In the establishment of objectives for a fundraising campaign, the Board of Governors or the campaign committee to which the Board of Governors delegates authority, may establish in advance naming opportunities and the level of benefaction required for each, and may advise potential benefactors that the benefaction will be recognized by naming, subject to approvals and decisions being consistent with this policy.

5.5 In all such cases, individuals representing the University will make clear to potential benefactors that naming is subject to the following:

5.5.1 the proposal must be approved according to the University's academic and other criteria, and

5.5.2 where the benefaction does not meet the full cost of the building, the Chair, etc., the naming is subject to completion of satisfactory funding arrangements, and the naming will take place only after that is achieved. If the University is unable to proceed, the potential benefactors will be entitled to redirect their contributions.

5.6 Benefactors establishing endowments are asked to include provision giving the University the authority to amend the use of the benefaction if the original use becomes inappropriate or impossible, providing that the University undertakes to make its best efforts to ensure that the

endowment is maintained as a separate entity and that the naming in recognition of the benefactor is maintained.

5.7 As a guide, the following minimum funding levels are required to establish named endowments but these shall be reviewed on an annual basis to confirm their suitability:

- Full Chair \$3 million
- Partial Chair \$1 million
- Professorship \$250,000
- Doctoral Fellowship \$200,000
- Graduate Fellowship \$100,000
- Undergraduate Scholarship \$12,500
- Bursary or Prize \$12,500

5.8 To name an annual award a benefactor must commit to providing for an annual disbursement of at least \$500 per year for a minimum of four years.

5.9 Provisions in this policy that refer to naming to honour a benefactor also in general apply to honour some other person at the wish of a benefactor or group of benefactors.

6. Procedures

6.1 Where a naming is proposed within the context of a single academic division or department of the University, the proposal should first have the approval of the appropriate authority within that division or department.

6.2 All proposals for naming should be forwarded to the Chief Advancement Officer, who shall make a determination whether the proposed naming conforms to this policy. The proposal will then be forwarded to the President who shall make a determination whether the proposed naming is appropriate and of sufficient merit. The President may call upon a committee with representation from the University Community to provide advice on the appropriateness of the proposed naming. If the President deems the proposal has sufficient merit, the naming will be approved as outlined below.

7. Approvals

7.1 The Director of Development has the authority to approve the names of fellowships, scholarships, bursaries and prizes provided the proposed naming conforms to the terms of this

policy. The Chief Advancement Officer, in consultation with the President, has the authority to approve the names of visiting lectureships and special lecture series provided the proposed naming conforms to the terms of this policy.

- 7.2 Board of Governors approval will be required for the naming of individual rooms and similar interior spaces, buildings or substantial parts of buildings, endowed programs of research, teaching, service or recreation, endowed chairs and professorships. Such approval will ordinarily be given on behalf of the Board of Governors by a committee composed of the Chair and Vice-Chair of the Board of Governors and the President.
- 7.3 Prior to the consideration of naming proposals, notice will be sent on a confidential basis, by the above committee, to all Board of Governors members to enable any member to comment. Comments will be considered by the committee in its deliberations and the Chair of the Board of Governors will have the authority to require that any proposal whose propriety has been objected to by a member be referred to the Board of Governors for a final decision. Names approved by the above committee or by the President will be reported to the Executive Committee for information.
- 7.4 The authority to name does not extend to the decision to erect a building, establish a chair, or otherwise proceed with the thing which is to be named.