

## Policy on Naming

Office of Administration:	Office of the Chief Advancement Officer
Approval Authority:	Board of Governors
Approval Date:	February 16, 2024
Next Review:	February 2029
Review History:	October 1997, June 1993, April 2006, and June 2015, February 2024

### 1. Purpose

- 1.1 This policy sets out Laurentian University's (the 'University') guidelines for naming physical spaces, assets and academic entities.
- 1.2 A naming opportunity is a symbolic gesture of thanks and recognition and does not have to reflect the designation of the donation itself.

### 2. Scope

- 2.1 The Board of Governors (the 'Board') may recognize special contributions, be they philanthropic or in the form of honourable service, as follows:
  - to recognize distinguished members of society, the University and the Sudbury community or;
  - to recognize major benefactors of the University, not limited to individuals, corporations and foundations.
- 2.2 When assets are to be named or the names of assets are to be changed in the absence of recognition for distinction or benefaction, the proposed naming must adhere to the guidelines of this policy and the approval process outlined in Section 7.

### 3. Principles

- 3.1 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, or negatively affect, the reputation of the University.
- 3.2 When a naming is for a limited period of time, the University reserves the right to rename the entity at the end of the agreed upon time period.

- 3.3 When permanent named recognition has been offered, it will be honoured in perpetuity, subject to the application of ss. 3.1, 7.2 and/or 7.3 of this Policy.
- 3.4 Naming of academic units shall not impede the University from altering its academic and research priorities and shall conform to all University policies and guidelines.
- 3.5 Where applicable, the public unveiling of naming rights or a gift announcement will typically occur once the University has received an initial payment of at least 20% of the outstanding pledge.
- 3.6 In circumstances pertaining to the naming of an asset in recognition of a future gift (bequest, gift of life insurance, etc.), the naming will be granted upon the realization of the gift.
- 3.7 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.
- 3.8 A benefactor whose naming gift also provides for the creation of an endowment may be granted naming rights in perpetuity. This will provide funds for future maintenance costs of physical assets, where applicable (benches, buildings, classrooms, etc.) or research allowances for the Chair holder, etc.
- 3.9 Naming made to honour distinction may be named in perpetuity.
- 3.10 Naming proposals requiring Board approval to honour a deceased individual will be considered only after one year from the time of death.
- 3.11 Only in exceptional circumstances will naming be approved for current members of the University community, the Board, or holders of political office. Such naming shall require the approval of the Board.
- 3.12 The Facilities Services Department will be responsible for maintaining a record of named spaces and assets.
- 3.13 Where the benefaction does not meet the full cost of the entity, the naming is subject to completion of satisfactory funding arrangements. 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.
- 3.14 All naming processes are carried out in compliance with Canada Revenue Agency (CRA) legislation.

#### **4. Procedures**

4.1 All proposals of naming University spaces and academic entities in recognition of distinction or benefaction will follow the following procedure:

- 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.
- University Advancement will consult with the Provost and Vice-President Academic on academic naming opportunities and the Vice-President Research on research naming opportunities.
- University Advancement will directly recommend all other major philanthropic naming opportunities directly to the President.
- The proposed name will also be forwarded to the Chief Advancement Officer, who shall make a determination whether the proposed naming conforms to this Policy.
- All proposals of naming for distinction or benefaction will be forwarded to the President's Office normally allowing ten working days for the approval process.
- The President's Office will consult the Chair and Vice-Chair of the Board to gain approval on behalf of the Board.

4.2 All donor recognition commitments shall be set out in an Agreement to be signed by the donor or their representative and the relevant University signing authority.

- This Agreement shall detail the specific asset(s) to be named, the agreed time period for naming, the agreed name for the asset and details of signage relating to the asset.

#### **5. Approvals**

5.1 If the President deems the proposal has sufficient merit, the naming will be approved as outlined below.

5.1.1 Board approval will be required for the naming of University spaces and academic entities. A committee composed of the Chair and Vice-Chair of the Board and the President will ordinarily give such approval on behalf of the Board.

5.1.2 The above committee will send a confidential notice to all voting members of the Board for comment. The Chair of the Board shall have the authority to require that any proposal that has been objected to by a member of the Board, be referred to all voting members of the Board for a final decision.

If no objections are received, the above-mentioned committee can give approval on behalf of the Board. Names approved by the above committee or by the President will be reported to the Finance and Property Committee for information.

5.2 All proposals of naming, or the changing of a name, of University spaces in the absence of recognition of distinction or benefaction will follow the following procedure:

- The proposed name must be brought to an administrative committee consisting of representatives from Facilities, Marketing and Advancement.
- A name recommended by this committee is then brought to the Chief Advancement Officer and Vice-President, Finance & Administration for their approval who will then recommend it to the President for approval.

5.3 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.

5.4 The Manager, Advancement has the authority to approve the names of fellowships, scholarships, bursaries and prizes provided the proposed naming conforms to the terms of this Policy.

## **6 Visibility**

6.1 Visual identities for all named entities will be consistent and follow the University's branding and wayfinding protocols as defined by the Marketing Department.

6.2 The Chief Advancement Officer and the Marketing Department will be consulted on all named space recognition signage.

6.3 All signage for recognition and naming purposes will remain visible at all times and will not be covered by posters, flags, banners or any other marketing or publicity materials. If the Honoree or benefactor requests a change in naming, and if the request is granted, the responsibility of the new/additional costs to update the signage will fall to the Donor.

6.4 External corporate logos, symbols or trademarks will not be permitted on University recognition signage.

## **7. Renaming or Revocation of a Named Asset**

7.1 Concerns with a naming can be brought to the Chief Advancement Officer who will bring it to the President as per the procedure in Section 4.1 to approve the naming.

7.2 The University maintains, in its sole discretion, the ability to rename a named asset if a reputational challenge is identified (as described in Section 3.1), and for other reasonable ground(s), for example the term(s) of the Partnership Agreement have been violated or not satisfied.

7.2 University reserves the right to withdraw, terminate, or change a naming opportunity, at the University's sole discretion, if it constitutes a significant impairment to the University's reputation or if the agreed-upon philanthropic contributions are significantly reduced.

7.3 The revocation of an asset shall be approved by Laurentian University's Board.

**Related Laurentian University Policies**

- Gift Acceptance Policy
- Policy on Signing Authorizations

**Related Legislation**

- [Freedom of Information and Protection of Privacy Act, R.S.O. 1990, Chapter F.31](#)