

POLICY 1.44 – Naming Policy

Policy Category: General

Effective Date: January 24, 2008

Supersedes: (NEW)

A. INTRODUCTION

The University of Western Ontario welcomes the opportunity to recognize significant philanthropic gifts or to honor individuals or organizations for distinguished service to the University or society in general.

This policy provides direction for ensuring the appropriate naming of the following:

- Endowed Funds
- Student Awards
- Buildings and Building Components
- Academic Positions
- Collaborative Research Entities
- Academic Entities including Faculties, Schools, Departments and Programs
- Other initiatives as deemed appropriate.

B. GENERAL

1. Naming Principles

Descriptions and considerations for each type of naming opportunity are included and form part of this policy or are referenced in other policies as noted. The following general principles apply to all namings:

- (a) Namings may be approved in the name of a donor, a third party at the request of the donor, or to honor an individual or organization for distinguished service to the University or society in general.
- (b) Namings may be approved to recognize a current expendable gift, endowed gifts and gifts-in-kind. Funding may extend over an agreed length of time, and such namings may be in perpetuity or time limited. Namings proposed in recognition of planned gifts (bequests) will be submitted for approval when the gift is realized.
- (c) Namings should enhance the profile and image of the University. No naming will be approved or (once approved) continued that will call into serious question the public respect of the University.

The Secretariat will maintain an inventory of all approved namings.

2. Additional Naming Considerations

- (a) Gifts received that qualify for matching gift programs may be considered for a naming opportunity equal to the value of the gift plus the matching funds leveraged up to a maximum 4:1 match. Recognition in donor listings will occur at the level of the donor's actual giving.
- (b) Namings will be independent of all appointment, admission and curriculum decisions.
- (c) No naming will be approved that implies the University's endorsement of a partisan political or ideological position, or a commercial product. This does not preclude naming for an individual who has at one time held public office or with the name of an individual or company that manufactures or distributes commercial properties, which has made a philanthropic contribution.
- (d) No corporate logos will be used for recognition purposes on buildings or signs, or in association with any print or electronic materials, unless proposed by the Vice-President (External) and subject to the approval process for namings.
- (e) Except in those cases where approval of a naming requires consideration by the full Board (i.e., naming of a building, naming of an academic entity), unless stated otherwise in this policy or in other referenced policies, and where a proposed naming is in conformity with the relevant Board and Senate policies, the authority to approve a naming is delegated to a Subcommittee comprised of the Chair of the Fund Raising & Donor Relations Committee (FRDRC), the Chair of the Property & Finance Committee (P&F), the President, and the Provost & Vice-President (Academic). Such approvals will be reported on a regular basis for information to the Board through the FRDRC or through P&F as appropriate, dependent on the type of naming involved. At its discretion, the Subcommittee may determine that a particular proposal should be forwarded to the full FRDRC or P&F Committee for approval.

3. Honorific Namings

- (a) Proposed honorific namings (for non-financial contributions) must be reviewed by the Vice-President (External) or designate to ensure that opportunities for significant philanthropic contribution are not eliminated through the honorific naming before submission for approval.
- (b) In some circumstances namings may be approved that honor outstanding service by current, retiring or retired members of faculty or staff, subject to the review outlined in paragraph 3(a).

4. Changes to Approved Namings and/or Use of Endowed Funds

- (a) If through the passage of time the University or the needs of society could be better served by altering any naming or changing the use of any named endowed fund, the University will consult with the donor, heir or designated successor. If no such contact is possible, the University will make the change, adhering as closely as possible to the donor's original intent.
- (b) Where a facility or facility component has been named, the University will continue to use the name so long as the facility or component remains in use and serves its original function. When the use of a facility or component changes substantially as a result of academic restructuring, renovation or demolition or other reasons, the University may retain the use of the name, name another comparable room or facility, or retire the use of the name.
- (c) A donor may request a change in a naming if, for example, a corporate donor has changed its name, or an individual donor has changed his or her name. The University may request that the donor bear any associated expenses with the change, such as a change to signage.

- (d) Changes to namings must be submitted through the same approval process as for the original naming.

5. Removal of Donor Names

In accordance with Administrative [Policy 2.1](#), Gift Acceptance, Section 8.00:

Notwithstanding any other provisions in this Policy or other policies, a donor name for a supported project (including, for example, academic positions, student awards and campus buildings), will not be approved, or if approved will be revoked, if the name may undermine the public respect for the University. Ultimate authority to revoke an approved name rests with the Board of Governors on the recommendation of the President.

C. TYPES OF NAMING OPPORTUNITIES

1. Endowed Funds

- (a) A minimum gift of \$25,000 is required to name an endowed fund.
- (b) Namings of endowed funds and any exceptions to the minimum level of the fund, are approved by the Vice-President (External) or his/her designate.

2. Student Awards

- (a) Undergraduate and graduate scholarships, awards, bursaries, student fellowships and prizes are named, in accordance with Administrative [Policy 2.10](#), Scholarships, Awards, Bursaries and Prizes – Definitions and Approval Process. For the purposes of this policy, the term “student award” is used to refer to any of the above.
- (b) A minimum gift of \$25,000 for endowment is required to name any student award in perpetuity.
- (c) A minimum expendable gift of \$1,500 for each of five years, for a total gift of \$7,500, is required to name a student award for the five-year term of the award. Alternatively, a student award may be named if the total value of the gift meets the \$7,500 minimum over a term of less than five years (for example, an award of \$2,500 annually for each of three years).
- (d) Exceptions to the above minima, including named prizes, may be made at the discretion of the Vice-President (External) or designate. Donors wishing to contribute below the minimum will be encouraged to direct their gifts to a general endowed fund in support of student awards.
- (e) Naming and criteria of awards must conform to the Ontario Human Rights Commission Policy on Scholarships and Awards, which generally prohibits awards based on criteria such as race, ancestry or religion, and to policies approved from time to time by Senate, as contained in the Handbook of Academic and Scholarship Policy.

3. Buildings and Building Components

- (a) A building, or any room, area or part of a building may be named, in accordance with the principles and procedures outlined in Administrative [Policy 1.9](#), Naming of Campus Buildings, Roads, Etc.

- (b) Namings will be considered at an appropriate value, obtained by review of best practices and recent namings at the University and similar academic institutions across North America or elsewhere as relevant. It is the responsibility of Vice-President (External) or designate to determine the appropriate gift level for naming, beginning at a minimum of \$25,000.
- (c) Namings associated with a particular building will not preclude further naming within the building.

4. Academic Positions

Academic Chairs, Professorships and Designated Faculty Fellowships are named in accordance with Administrative [Policy 2.22](#) **General guidelines for required level of support for these positions and the processes for approval are outlined in Appendix 1 and 2 of [Policy 2.22](#)**

5. Collaborative Research Entities

- (a) Approved Research Groups, Research Units, Centres and Institutes established in accordance with Administrative [Policy 7.9](#), Guidelines for Collaborative Research, may be named.
- (b) Namings will be considered at the appropriate values, determined through review of best practices and recent namings at the University and similar academic institutions across North America or elsewhere as appropriate. It is the responsibility of Vice-President (External) or designate to determine the appropriate gift level for naming, and to consult with the Vice-President (Research) on the amount and naming.
- (c) Recommendations to name a collaborative research entity are submitted jointly by the Vice-President (External) and the Vice-President (Research) to the Subcommittee described in paragraph B.2.(e), above. At the Subcommittee's discretion, it may refer the proposal to the full DFRC for approval.
- (d) It is recognized that the term "Centre" has broad meaning, and use of the term as part of a naming for a building, building component or other similar facility at the University is not strictly limited to a formally approved collaborate research entity.

6. Academic Entities

- (a) Programs, Departments, Schools and Faculties and other academic entities may be named. Naming of an academic entity is a sensitive matter and must be given due consideration by the President and Vice-Presidents, relevant Dean(s), Senate and the Board of Governors and their relevant committees, as well as other academic and administrative departments of the University as appropriate.
- (b) Namings will be considered at the appropriate values, determined through review of best practices and recent namings at the University and similar academic institutions across North America or elsewhere as appropriate. It is the responsibility of Vice-President (External) or designate to determine the appropriate gift level for naming.
- (c) Namings associated with a particular academic entity will not preclude further naming within the entity.

(d) Namings of academic entities must be approved by the Board of Governors on the recommendation of Senate. The Board will not consider such a naming absent a recommendation from Senate. Proposals will be considered through the following successive bodies:

- Relevant Faculty Executive and Faculty Council
- Senate Committee on University Planning
- Senate
- Property & Finance Committee (if warranted by the financial details of the gift)
- Fund Raising & Donor Relations Committee
- Board of Governors

7. Other Naming Opportunities

- (a) Other naming opportunities are available at the University in recognition of a distinguished person or donor, including but not limited to: lectures and lecture series, collections of books or art, research objects, decorative items or other ornamental structures, programs of service or recreation and the like.
- (b) Such namings normally require a gift to cover the full cost of the project, the cost of any plaques or other recognition, and a maintenance fund if required.
- (c) Approval for these and other miscellaneous opportunities is the responsibility of the Vice-President (External) or designate, in consultation with relevant senior administrators.