

## Naming Policy

**Category:** Space and Property;

**Jurisdiction:** Vice President, External Relations; Board External Relations Committee

**Approval Authority:** Board of Governors;

**Established on:** June 16, 2006;

**Amendments:** November 1, 2009; April 21, 2016; May 4, 2023

---

### Overview

The naming of physical property, endowment funds, student awards and academic units (including chairs) provide Lakehead University with the opportunity to recognize exceptional contributions, be they philanthropic or honourific.

This policy shall govern the naming or renaming of university property and units:

1. in recognition of philanthropic gifts, or
2. in honour of individuals or organizations for their distinguished service to the University or society in general.

### Purpose

This policy provides guidelines to those negotiating respective naming opportunities on behalf of Lakehead University and will assist in:

1. Ensuring that naming opportunities are administered fairly, consistently, and appropriately.
2. Guiding discussions with donors and other individuals regarding naming opportunities.
3. Helping the University optimize the limited number of physical spaces available to be named.

4. Describing the procedure for removing recognition/signage in those circumstances when a pledge is unfulfilled.
5. Identifying measures to protect the reputation of Lakehead University.

## Scope

This policy guides the granting of named recognition at Lakehead University for the following assets:

1. Naming is defined as integrating an individual, family name, or company/organization name as part of the naming (areas that may be named listed below). The name can be used in wayfinding, in published materials and building/room signage (exterior and interior).
2. Awards and Scholarships and named academic appointments will be considered published or online material and therefore fall under this Naming Policy.
3. Buildings, parts of buildings, facilities, rooms and common or green spaces.
4. Programs, departments, schools, faculties, centres and institutes, and other academic units.
5. Chairs, professorships, fellowships, lecture series, endowments, or other academic appointments or initiatives.
6. Student assistance funds including scholarships, bursaries, awards, and prizes; and,
7. Other assets as the University may see fit to name to recognize exceptional philanthropic donations or distinguished service.

## Policy

Lakehead University may name physical space/property, endowment funds, student awards and/or academic units (including chairs) to recognize philanthropic support or to honour eminent persons, distinguished service or personal contributions or corporate (foundation, company, government, etc.) contributions to the University or society in general.

1. For philanthropic naming, a donation may only be recognized with one physical, academic or endowment naming opportunity.

2. Philanthropic naming must meet the minimum donation level (amount in the Internal Guidelines for Naming) and may not include external or internal matching funds unless otherwise approved.
3. Naming must be congruent with the overall strategic direction, academic mission, vision, and values of Lakehead University.
4. Organizations that are affiliated with the University through formal agreements such as joint ventures, affiliation agreements or tenancy are subject to the University's Naming Policy and associated procedures, to the extent that the naming involves a university facility or academic unit.
5. All naming must go through the appropriate University approvals process, as detailed in the associated Internal Guidelines for Naming, with the proper supporting documentation and endorsement and in consultation and collaboration with the President and the Provost or VP Research (depending on the specific designation of the Gift).
6. All philanthropic naming must adhere to Lakehead University's Donation Acceptance Policy.
7. Naming may be time limited and/or subject to regular review.

## Principles

1. Naming Approval - Ultimate authority to accept or decline any proposal for naming at Lakehead University rests with the Board of Governors unless delegated by them to other bodies or offices (see Approval).
2. Remove or Discontinue Naming - Ultimate authority to discontinue the designated name of a physical space or fund or to transfer the name to another physical space or fund at Lakehead University rests with the Board of Governors.
3. Integrity - Notwithstanding any other provision of this policy, no naming will be approved or (once approved) continued that will call into serious question the public respect of the University.
4. Non-endorsement - No names will be approved that will imply the University's endorsement of a partisan political or ideological position. This does not preclude a naming with the name of 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.

5. Terms and Conditions - When named recognition has been extended for a gift received, it will be honoured for the period stated in the gift agreement. The gift agreement will be approved by Lakehead University's legal counsel and include all the terms and conditions. In the event of changed circumstances the gift agreement will clearly outline the process in the negotiated terms.
6. Short-term Naming - Named recognition will be available for short-term yearly payment sponsorships and those terms will be negotiated by the partners and a gift agreement prepared. Provided there are no gift agreement violations, Lakehead University will honour the name for that period, subject to renewal of the opportunity.
7. Naming for a Third Party - Provisions in this policy also apply to a donor wishing to honour a third party, by naming a space in their name, must adhere to the same policy conditions.)

## Responsibilities

1. All requests for naming will be brought to the Vice-President, External Relations (VPER), who will ensure sufficient due diligence that leads to outcomes that reflect the values and integrity of the university.
2. The VPER shall advise on the consistent application of current, approved naming policies with respect to recognition of philanthropic donations.
3. External Relations shall be responsible for maintaining and updating an inventory of named facilities.
4. The Director of Physical Plant will work with the External Relations office to decide on the physical location/displays which may accompany named recognition.

## Approval

Philanthropic naming is subject to satisfactory funding arrangements for the specific portion of the cost of the project or fund. A gift agreement will be drawn up outlining the negotiated terms.

Naming will be implemented upon receipt of 15% of the total gift commitment. The same

applies when a corporation requests a sponsorship naming opportunity.

The VPER will bring all proposed naming opportunities, intended to recognize a philanthropic donation, to the Executive Team for information purposes.

Naming levels requiring approval by the Board of Governors, President, and Vice-President External Relations respectively are:

3. Naming from gifts of \$5 million or more will receive final approval by the Board of Governors.
4. Naming from gifts between \$1 million and \$4,999,999 will receive final approved by the President and Vice Chancellor.
5. Naming from gifts under \$1 million will receive final approved by the Vice-President External Relations.

### **Negotiating Names Recognition for Philanthropic Donations**

It is the responsibility of External Relations to negotiate philanthropic gift recognition, with the advice of appropriate faculty, on behalf of the University and they must:

1. advise potential benefactors that the acceptance of any philanthropic donation involving a proposal to name is conditional upon final approval of the naming by the Board of Governors and/or other authorities, as noted in the *Operational Guidelines for Naming Opportunities*
2. ensure that donors understand that, when a physical space or fund will be named for them, donors do not control the details of the administration and application of gift details including construction, furnishings, the selection of candidates, etc.
3. implement a gift agreement clearly stating the length of the naming and all other items such as terms of payment and recognition.

### **Removal or Change of Name**

Individuals and organizations whose names are approved by the Board of Governors or other authorities are expected to exemplify the attributes of integrity and civic leadership. Should a donor, for whom a university naming opportunity has been made, violate these standards, the

University may choose to remove the donor's name from the naming opportunity.

The University has the right, in consultation with the donor, to change the name of a building, space, facility or endowment if, for example, a corporate donor has itself changed its name, or marital donors have divorced or separated. The naming gift agreement will specify details for this procedure including terms for the rename and re-brand process.

In the case that the named space or building is completely renovated/repurposed (after a minimum 20 years of naming) the donor or the donor's descendants will be given the first right of refusal to make a philanthropic gift at a naming level.

### **Review and Revision**

This policy shall be reviewed minimally once every two years by the Board of Governors.

---

**Review Period:** 2 years;

**Date for Next Review:** 2024-2025;

**Related Policies and Procedures:** Operational Procedures for Naming Opportunities  
Lakehead University.

**Policy Superseded by this Policy:** None.

The University Secretariat manages the development of policies through an impartial, fair governance process, and in accordance with the Policy Governance Framework. Please contact the University Secretariat for additional information on University policies and procedures and/or if you require this information in another format:

Open: Monday through Friday from 8:30am to 4:30pm;

Location: University Centre, Thunder Bay Campus, Room UC2002;

Phone: 807-343-8010 ext. 7949 or Email: [univsec@lakeheadu.ca](mailto:univsec@lakeheadu.ca).