



Naming of Property 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;

Policy Statement

As the need for private donations to the University continues to increase, there is an opportunity for Lakehead University to facilitate gifts by naming University structures, assets, programs, endowments and other funds in honour of significant financial contributors to the University.

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

- in recognition of philanthropic gifts, or
- 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 naming opportunities on behalf of Lakehead University as well as measures to protect the reputation of the University.

Scope

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

- buildings, parts of buildings, facilities and common or green spaces;
-

- programs, departments, schools, faculties, centres and institutes and other academic units;
- chairs, professorships, fellowships, lecture series, or other academic appointments or initiatives;
- student assistance funds including scholarships, bursaries, awards, and prizes; and,
- such other assets as the University may see fit to name in order to recognize philanthropic donations or distinguished service.

Principles and Responsibilities

Ultimate authority to accept or decline any proposal for naming at Lakehead University rests with the Board of Governors unless delegated by them to another body or office (see Approval).

All requests for naming will be brought to the office of the VP External Relations.

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.

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.

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.

When named recognition has been extended for a gift received, it will be honoured for the life of the contract. The contract will be approved by Lakehead University's legal counsel and include all the terms and conditions. In the event of changed circumstances the contract will clearly outline the process in the negotiated terms.

Named recognition will be available for short term yearly payment sponsorships and those terms will be negotiated by the partners and a contract prepared. Provided there are no contract violations Lakehead University will honour the name for that period of time, subject to renewal of the opportunity.

Provisions in this policy that refer to naming for a benefactor also in general apply to naming for a third party at the wish of a benefactor.

The Physical Plant Department shall be responsible for maintaining and updating an inventory of named facilities.

The VP External Relations shall advise on consistent application of current, approved naming policies with respect to recognition of philanthropic donations.

The Director of Physical Plant will work with the External Relations office to decide on the physical 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 contract will be drawn up outlining the negotiated terms. When the philanthropic donation does not meet the specified portion cost of the project, naming is subject to completion of satisfactory funding arrangements, and the naming will become official only after that is achieved. The same applies when a Corporation requests a sponsorship naming opportunity.

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

Naming approvals that are:

- for any philanthropic donation of more than \$250,000,
- for any honorific naming valued at more than \$250,000, or
- otherwise advisable, in the President's judgment, for the Board's consideration,

shall be referred to the Board of Governors for final approval.

All other naming approvals are within the authority of the President.

Negotiating Names Recognition for Philanthropic Donations

It is the responsibility of individuals negotiating on behalf of the University to consult with the External Relations office when gifts involve a proposal to name.

It is the responsibility of individuals negotiating on behalf of the University to 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.

In negotiating with donors, Deans/Directors and External Relations staff need to ensure that donors understand that even when a physical space or fund will be named for them, they do not control the details of the administration and application of gift details including construction, furnishings, the selection of candidates, etc.

All name recognition must have a legal contract 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 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 contract will specify details for this procedure including terms for the rename and re-brand process.

Review and Revision

This policy shall be reviewed on a minimum of once every two years by the Board of Governors.

Review Period: 2 years;

Date for Next Review: 2020-2021;

Related Policies and Procedures: None;

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: 807-346-7929 or Email: univsec@lakeheadu.ca.