

Naming Policy

POLICY NO.	335-105
SCOPE	All Departments and Employees
APPROVAL	Senior Management Team
ORIGINAL DATE	Approved by the Board of Governors July 4, 2014
LAST REVISION	June, 2014
NEXT REVISION	June, 2019
CONTACT	University Relations

GENERAL

NSCAD University, hereinafter “the University”, encourages naming opportunities to honour the distinguished contributions of donors and others in order to enable the teaching, research and public service mission to the University. The attribution or name may refer to a foundation, individual, family or similar unit or to a respectable commercial or business unit.

The Board of Governors of the University, hereinafter “the Board”, retains authority for naming (or renaming) buildings, components of buildings, open space, other facilities and other named opportunities of the University.

PURPOSE

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

1. buildings or substantial parts of buildings (wings, rooms, studios) or other locations on campus
2. academic/research programs
3. departments, faculties, schools
4. programs of service or recreation
5. chairs, professorships, lectureships, special lecture series, awards for excellence in teaching, research, or performance of other academic responsibilities
6. fellowships, scholarships, bursaries, prizes and other student awards
7. library collections of books or other materials, series of publications produced by a division or department, endowed publication grants for books not designated as part of a series/awards for outstanding publications
8. collections of works of art
9. such other entities as the University may from time to time see fit to name in order to recognize service or philanthropic donations

GENERAL NAMING POLICY

Consistent with the University's Gift Acceptance Policy, the acceptance of any philanthropic donation which involves a proposal to name is conditional upon approval of the naming by the Board. Ultimate authority to accept or decline any proposal to name at the University rests with the Board.

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

In consultation with the donor, where possible, the University may choose to extend recognition through a naming opportunity. To be recognized by naming, it is expected that the donor or donors will provide all or a substantial part of the cost of the entity to be named. Substantial is deemed to mean either a significant majority of the necessary funds or a contribution which, while not representing a significant majority, is regarded as central to the completion of the entity to be named.

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, or a part thereof, or a 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.

The University shall retain the discretion to revoke a naming where, in the opinion of the Board, retention of the name would be prejudicial to the University's reputation.

Authority to revoke or discontinue a name is vested in the Board and shall be contingent on fulfillment of the obligation of due diligence by the individuals responsible for recommending the revocation or discontinuation of a name.

From time to time, it may be appropriate to offer named recognition for a limited period of time. In this case, the University is obligated to honour the name for that period of time, subject to renewal of the opportunity.

Only in exceptional circumstances will facilities or activities be named to honour outstanding service of members of faculty or staff while the honouree remains in the full time employment of the University. Members of faculty and staff making philanthropic donations remain eligible for naming recognition.

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 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.

The University reserves the right to decide on the physical displays which may accompany named recognition. Responsibility for approving all matters in connection with the design and location of plaques is delegated to the Office of University Relations.

The Office of University Relations is responsible for maintaining and updating a naming inventory.

NAMING PROCEDURE GUIDELINES

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

It is the responsibility of individuals negotiating on behalf of the University to advise potential donors that the acceptance of any philanthropic donation which involves a proposal to name is conditional upon final approval of the naming by the Board.

Individuals contemplating a naming opportunity to recognize philanthropic donations or outstanding service are to consult with the Office of University Relations for information and expertise.

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

In consultation with the Director, University Relations, the President and the Chair of the Board may make recommendations to the Board for any approvals or objections that are received. The same procedure shall be followed when there is recommendation to discontinue the designated name of a building, room, or area, or to transfer the name to another building, room, or area