

Policy Name:	Naming Policy		
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Chapter:	9, Naming Policy	Responsible Office:	Office of Advancement
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Policy Statement

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.

Reason for Policy

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 or 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

Policy Applies to

- All units of the university

Who Should Read this Policy

- All members of the University involved in any aspect of the Naming process
- Members of the Office of Advancement
- Members of the Office of Finance and Administration
- Members of the Board of Governors

Contacts

Details on policy meanings and application: Advancement Director, Office of Advancement, 902-494-8175
give@nscad.ca

Definitions

N/A

The Policy

Consistent with the University's Gift Acceptance Policy, the acceptance of any sponsorship or 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 taking advice from the President.

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. The Chief Financial Officer and Advancement Director will make recommendations about investment requirements for naming rights.

Where a building, or a part thereof, of 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. Details of the duration of naming rights will be stipulated and clearly identified in the gift agreement.

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. The donors and/or heirs or successor will be notified and may be given the opportunity to propose a different name.

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.

In the event that named recognition is offered for a limited period of time 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 Advancement.

The Office of Advancement is responsible for maintaining and updating a naming inventory within the context of a comprehensive campaign, as well as regular fundraising activities.

Naming Procedure Guidelines:

- It is the responsibility of the Office of Advancement to negotiate naming opportunities with donors on behalf of the University. This may be done in consultation with trained volunteers and seeking advice from the President and other members of leadership.
- It is the responsibility of Advancement staff 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 or groups proposing a naming opportunity to recognize philanthropic donations or outstanding service are to consult with the Office of Advancement for information and advice.
- The Advancement Director shall advise on consistent application of current, approved naming policies with respect to recognition of philanthropic donations.
- In consultation with the Advancement Director, the President, Chair of the Advancement Committee, or campaign Chair (if applicable) 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.

Forms and Tools

Related policy: [GiftAcceptancePolicy.pdf](#)