



POLICIES AND PROCEDURES

Responsible Unit	Office of Advancement
Policy Number	N-1
Oversight	Vice President, Advancement; Advancement Committee
Approving Body	Approved by the Board of Governors 17 April 2015
Policy	NAMING

Acadia University, hereinafter “the University”, offers a range of naming opportunities to recognize the contributions of donors and others to the teaching, research and public service mission of the University. This form of recognition is available to foundations, individuals, families, corporations, service clubs, and other entities and organizations.

The Board of Governors of the University, hereinafter “the Board”, retains authority for naming (or renaming) buildings, parts of buildings, other spaces and physical facilities, faculties, departments, schools, programs, chairs, professorships, awards and other naming opportunities within the University. This policy does not apply to naming opportunities related to any building, garden, room, hall, collection or other facility or component of the K.C. Irving Environmental Science Centre and the Harriet Irving Botanical Gardens (“The K.C. Irving”). The naming policy for The K.C. Irving is as set out in the Donation Agreement dated September 14, 2002 between Arthur Irving and the University and the related Charter and Operating Guidelines (as they may be amended from time to time according to their terms).

1 Purpose

This policy guides the granting of naming rights at the University for:

- a) buildings or substantial parts of buildings (wings, rooms, laboratories) and all other physical locations on campus
- b) programs of research/teaching
- c) departments, faculties, schools, programs

- d) service, recreation and athletic programs
- e) chairs, professorships, lectureships, special lecture series, conferences, symposia, colloquia, awards for excellence in teaching, research, or performance of other academic responsibilities
- f) fellowships, scholarships, bursaries, prizes and other student awards
- g) 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
- h) collections of works of art, manuscripts and documents, and other collections of scholarly interest
- i) trophies and other awards for extracurricular achievement
- j) such other initiatives, activities and programs as the University may from time to time see fit to name in order to recognize service or philanthropic donations.

2 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, and at the recommendation of the Vice President, Advancement, 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 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 rests with the Board and shall be contingent on appropriate due diligence by the party or parties 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.

Naming may also be conferred in recognition of outstanding service by members of faculty or staff. Only in the most exceptional circumstances will naming be granted while the honouree remains in the full-time employment of the University. Otherwise, such recognition will generally not be granted until a period of five years has elapsed since the honouree ceased to be a University employee. 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 and/or services.

The University reserves the right to decide on the signage and 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.

3 Procedural Guidelines for Naming

It is the responsibility of individuals negotiating on behalf of the University to consult with the Vice President, Advancement 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 interested in naming opportunities recognizing philanthropic donations and/or outstanding service are to consult with the Vice President, Advancement for information and expertise.

The Vice President, Advancement shall advise on consistent application of approved naming policies with respect to recognition of philanthropic donations.

In consultation with the Vice President, Advancement, the President and the Chair of the Board may make recommendations to the Board in relation to proposed naming rights and/or objections thereto. The same procedure shall be followed when there is recommendation to discontinue the naming of a building, room, or area, or to transfer the name to another building, room, or area.

Related Policies

Fundraising (F-6)
Gift Acceptance (G-1)

Contacts

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