Naming Policy

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Definitions

Donor: A person or entity making a Philanthropic Donation.

Gift Agreement: A written agreement between a Donor and the University including the terms of accepting Philanthropic Donations and the terms of proposed named recognition, including Gift Agreements, Terms of Reference, or Memoranda of Understanding.

Major: In the case of clause 4.1.9, Major means either a significant part of the cost or a contribution which is regarded as central to the completion of the facility or activity and represents a substantial part of its value.

Naming(s): A name bestowed on a University Asset in honour, in memory of, or in tribute to a person(s) or entity, in commemoration of something, or an Indigenous name.

Naming Sponsor: The individual with administrative responsibility for a University asset connected to a Naming, including, but not limited to: a Dean/Director, the Provost and Vice-Principal (Academic), or a Vice-Principal.

Philanthropic Donation(s): Donations or pledges to make a donation to Queen’s University and its affiliated organizations, including the U.S. Foundation for Queen’s University at Kingston.
Reputation: Overall quality or character, as seen or judged by the Board of Trustees or its delegates.

University: Queen’s University at Kingston, Ontario and its affiliated organizations, including the U.S. Foundation for Queen’s University at Kingston.
University Asset(s): Tangible or intangible resources or property of Queen’s University.

Useful Life: For these purposes, Useful Life is defined as the period during which a physical asset is expected to be usable for the purpose it was built. It may or may not correspond with the item's actual physical life or economic life.

1. Background

Naming University assets is a well-established practice at Queen's University. To acknowledge that Queen’s is situated on the territory of the Haudenosaunee and Anishinaabek people, Indigenous names, using traditional Indigenous naming practices that may reflect geography, history, and circumstances, are respected and appreciated by the Queen’s community.

From named chairs and awards to named buildings and gardens, Queen's University welcomes the opportunity to honour those who have rendered outstanding service to the University, the Province of Ontario, to Canada, or internationally. Queen’s also welcomes the opportunity to honour individuals whose generous Philanthropic Donations make possible the construction or restoration of buildings and facilities, the establishment of academic and administrative positions, and/or the development of programs.

2. Purpose

2.1. The Naming of an asset is of considerable significance to Queen’s University, and several factors govern the granting of namings at the University:

2.1.1 A Naming reflects how the University and its community perceives itself, its evolving mission, and its values.

2.1.2 Processes concerning a Naming(s) and the decisions about them must be thoughtful, consistent, and equitable.

2.1.3 University assets available to be named are not unlimited.

2.2 This Policy has been adopted as a means of ensuring that the above reasons and the principles that guide the naming of University assets – including renaming and revocation of a Naming - are clearly articulated, understood, and equitably applied by all those involved.
3. Scope

3.1 This Policy governs the granting of a Naming at Queen's University for University assets including, but not limited to:

- buildings, parts of buildings, and facilities;
- common or green spaces, grounds, physical structures, and streets;
- faculties, schools, departments, and other academic units;
- research centres and institutes, and research programs;
- other centres or institutes;
- lecturerships, special lecture series, awards for excellence in teaching, research, or performance of other academic responsibilities;
- academic and administrative positions; and
- such other entities as the University may see fit to name.

3.2 This Policy does not apply to sponsorship arrangements negotiated with the University.

3.3 This Policy does not apply to the naming of scholarships and other forms of student aid, which are governed by the Senate Committee on Scholarships and Student Aid.

3.4 This policy does not apply to administrative namings, such as those required for the purpose of wayfinding or functional descriptions of the University asset.

4. Principles

4.1 The Naming of University assets must conform to the following principles:

4.1.1 Naming of University assets shall be made in accordance with this Policy and all related policies, procedures, and guidelines.

4.1.2 Each Naming shall enhance the mission, values, and priorities of the University while preserving the University’s integrity and academic freedom.

4.1.3 Naming at the University shall be independent of all appointment, admission, and curriculum decisions.

4.1.4 Naming of academic units shall not impede the University from altering its academic and research priorities and shall conform to all University policies and guidelines governing the establishment of such entities.

4.1.5 Persons recognized in a Naming must be of sound Reputation.

4.1.6 No Naming will be approved that will imply the University’s endorsement of a political party, a candidate for or holder of a public office, 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 but no longer does, or with the name of an individual or a company that manufactures or distributes commercial products.
4.1.7 For any Naming of a University asset, the University shall seek, where possible, the written permission from the intended honouree, or, if deceased, members of the intended honouree’s family.

4.1.8 A Naming of Philanthropic Donations shall comply with University funding minima and standards in effect from time to time.

4.1.9 A Naming in recognition of Philanthropic Donations may be granted when the Philanthropic Donation covers at least a Major part of the cost to acquire or renovate University assets that are physical in nature.

5. Naming Authority

5.1 The authority to approve a Naming of a University asset, to transfer an existing Naming to another University asset, or to discontinue or revoke a Naming rests with the Board of Trustees.

5.2 The Board of Trustees may delegate this authority to individuals or entities who will make decisions concerning Namings on behalf of the Board of Trustees in accordance with this Policy, and who are accountable to the Board of Trustees for implementation of this responsibility.

5.2.1 The Vice-Principal (Advancement) has delegated authority to approve the naming, renaming, or revocation of a Naming of University assets in recognition of Philanthropic Donations of less than $1 million, following consultation with the appropriate parties.

5.2.2 The External Relations and Development Committee has delegated authority to approve the naming, renaming, or revocation of a Naming of University assets in recognition of Philanthropic Donations between $1 million and $9,999,999, following consultation with the appropriate parties.

5.3 Consistent with Queen's University’s Gift Acceptance Policy, the acceptance of any Philanthropic Donation which involves a Naming proposal is conditional upon approval of the Naming by the Board of Trustees, or its delegates.

5.4 Notwithstanding any other provision of this Policy, no Naming will be approved or, once approved, continued that would be prejudicial to the University and its community, its evolving mission, or its values.

6. Duration of Naming

6.1 When a Naming has been granted for a physical asset, it will be honoured for the Useful Life of the asset or for a limited time.
6.2 It may be appropriate to offer a Naming for a limited period of time for Philanthropic Donations, for instance. In this case, Queen's is obligated to honour the Naming for that period of time as per the specifics of a Gift Agreement, subject to renewal of the opportunity. Continuation of the Naming is contingent upon the funding and the provisions of the specific Gift Agreement.

6.3 Notwithstanding paragraph 6.1 above, where (i) a University asset is named after an individual, and (ii) the University asset so named is directly supported by an endowment fund (such as endowed chairs or scholarships), the University may maintain such naming for the term of the endowment (in most cases, for a perpetual term.)

7. Due Diligence

7.1 The individual seeking approval for a proposed Naming shall conduct appropriate due diligence to be reasonably assured that the person to be honoured by the Naming is of sound Reputation and that the proposed Naming complies with this Policy. The Office of Advancement or University Legal Counsel may be requested to assist with such due diligence from time to time.

7.2 The person(s) vested with the Naming Authority, pursuant to Section 5 of this Policy, shall be satisfied that the obligation of due diligence has been fulfilled.

8. Approvals

8.1 The Board of Trustees, or its delegates, may approve a Naming.

8.1.1 Approval of a Naming in recognition of Philanthropic Donations requires a signed Gift Agreement, including a payment schedule.

8.1.2 A minimum of 25% of a Philanthropic Donation must typically be received before the Naming is made public through an announcement and/or the installation of signage.

8.1.3 Provisions in this Policy that refer to Naming for a Donor also in general apply to Naming for a third party at the wish of a Donor.

8.1.4 Only in exceptional circumstances will University assets 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 to be recognized by a Naming.

8.2 No commitment shall be made by the University or any member of the University community for a Naming of a University Asset without the approval of the Board of Trustees or its delegates.
8.3 The University reserves the right to decide on the physical displays which may accompany a Naming.

8.3.1 Plaques, signs, or other physical displays recognizing Namings shall be of a generally uniform design and consistent with the University's branding guidelines.

9. Renaming of University Assets

9.1 A proposal to rename an asset or to add a second Naming shall adhere to the same principles and provisions for Namings defined within this Policy and its related policies, procedures, and guidelines. Any eventual approved renaming is subject to the terms of this Policy.

9.2 When, for whatever reason, a named building or space is to be demolished, rebuilt, or the purpose of the space is altered, the University shall have discretion over the decision to retain, transfer, or discontinue the use of the Naming.

9.3 The Board of Trustees or its delegated authority has the right (in consultation with the Donor(s) where possible) to change the Naming of a University Asset due to change of circumstances, such as change of name or marital status, or a change of circumstances that affects a named program.

9.4 For a proposed renaming, pursuant to paragraph 9.1, which may involve (a) renaming the same University Asset for the balance of an applicable term; or (b) naming of a different University Asset for the balance of an applicable term, the University shall consult the other party or parties concerned (e.g. Donor, Donor representative) where possible.

9.5 The University may rename a University Asset if the Naming is revoked in accordance with Section 10 below.

10. Revocation

10.1 A Naming may be revoked where retention of the Naming would be prejudicial to the University and its community, its evolving mission, or its values, in the opinion of the Board of Trustees or its delegates.

10.1.1 In the event of a revocation of a Naming in recognition of a Donor, pursuant to paragraph 10.1 above, the University shall not be required to return any portion of the Donation already received, consistent with Canada Revenue Agency guidelines.

10.2 In addition to the rights of the University set forth in paragraph 10.1 above, the Board of Trustees, or delegates, shall retain the right to revoke a Naming in recognition of a Donor if there is a shortfall in the anticipated payment(s), following reasonable notice to the Donor and an opportunity to cure.

10.2.1 In case of such a shortfall, the Board of Trustees or its delegates may revoke a Naming and may offer the Donor(s) alternate Naming commensurate with the actual
giving level. The University shall not be required to return any portion of the Donation already received.

10.3 Any revocation shall be contingent on fulfillment of the obligation of due diligence by the individual(s) responsible for recommending the revocation of the Naming.

10.4 The revocation process shall generally parallel the approval process, pursuant to Section 8 of this Policy.

11. Records

11.1 Once final approval of a Naming has been granted and been publicly announced, a copy of the Naming proposal, Gift Agreement, record of approval, and other relevant documents shall be deposited with the University Secretariat.

11.2 The Office of Advancement shall be responsible for maintaining an inventory of named University assets.

11.3 The Naming Policy Guidelines Document is maintained by the Office of Advancement and the University Secretariat.

APPENDIX ONE: Related Policies, Procedures and Guidelines

Queen's University's Gift Acceptance Policy
Naming Approvals Procedure
Naming of Academic Units Procedure