

POLICY	
<i>Subject:</i> Donor Recognition	<i>Date Issued:</i> February 14, 2012
<i>Title:</i> NAMING POLICY	<i>Date Revised:</i> April 17, 2012
<i>Issued by:</i> Floyd Dykeman Vice-President External	<i>Approved by:</i> Board of Governors Dalhousie University



A. Purpose

The purpose of this policy is to set out the framework for granting named recognition assigned to University assets and University initiatives or activities.

B. Application

This policy applies to the naming of any University asset, initiative or activity as a form of recognition of the contribution of an individual or organization to the University. It does not replace the naming of academic units, programs or activities that are within the routine purview of Senate.

C. Definitions

In this policy:

“University asset” means all physical and academic assets of the University including, but not limited to: all physical structures and property, indoor and outdoor physical spaces or attributes, endowments, and academic and research units and programs.

“University initiative” means any University-sponsored initiative or activity, including but not limited to lecture series, awards or other forms of recognition, and non-academic programs.

D. Policy

1. Naming of a University asset or University initiative shall be made in accordance with this Policy and related procedures.
2. The Vice-President External or the Office of External Relations must be consulted prior to making any offer of named recognition.
3. Naming may be granted to recognize:
 - a) a current expendable gift;

- b) an endowment;
 - c) a gift-in-kind; or
 - d) in extraordinary circumstances, the contribution or distinguished contribution of an individual or organization to the University or broader community.
4. University assets or University initiatives may be assigned the name of the donor making the gift, or the name of another individual or organization where the consent of that individual or organization (or their estate or successor) has been obtained.
5. Naming shall enhance the profile and image of the University; it shall not undermine the University's reputation.
6. Naming shall not be granted in a manner that implies the University's endorsement of a political or ideological position or the use of a particular product or service.
7. Naming shall be independent of, and shall not influence, any decisions made by the University in relation to internal academic, administrative or operational matters.
8. Named recognition may be revoked in accordance with the applicable procedures where the association of the name with the University undermines the University's reputation.
9. All granting of named recognition, except naming under section 3(d), will be formally documented in an agreement, or in the case of University initiated or honorific naming, in a formal memorandum.
10. The Vice-President External will establish guidelines to support this Policy, which shall include funding levels for types of naming opportunities. Any proposed naming which deviates from the guidelines will be disclosed to the President as part of the approval process.

E. Approval Procedures

1. Approval of the Board of Governors, based on the recommendation of the President, is required for the naming of the following:
 - a) buildings;
 - b) discrete components of buildings;
 - c) academic assets such as Faculties, Schools, Colleges, Departments or other academic units, Centres, Institutes or programs; and
 - d) outside physical spaces.
2. In the case of academic assets set out in section 1(c), the President shall consult with the Chair of Senate and the relevant Dean prior to making any recommendation to the Board of Governors.
3. Approval of the President, based on the joint recommendation of the Vice-President External and Vice-President Academic and Provost in consultation with the relevant Dean, is required for the naming of the following:
 - a) smaller physical assets such as classrooms, laboratories, conference rooms, and seminar rooms;

- b) literary or artistic collections; and
 - c) other university initiatives that relate to academic activities that are not otherwise specifically addressed in this Policy.
4. Approval of the Vice-President External, Vice-President Academic and Provost and the relevant Dean is required for the naming of the following:
- a) endowed chairs or professorships;
 - b) lectures;
 - c) awards or other forms of recognition of faculty excellence in teaching or research; and
 - d) student awards and prizes or other forms of student recognition.
5. Approval of the President, based on the recommendation of the Vice-President External, is required for the naming of other University initiatives that are of a non-academic nature not otherwise specifically identified in this policy.

F. Revocation Procedures

Any decision to revoke the naming of a University asset or University initiative on the grounds that the naming damages the University's reputation shall be made by the Board of Governors based on the recommendation of the President.