

**Original Approval Date: March 23, 2007**

**Most Recent Approval Date: February 8, 2013**

**Parent Policy: [Naming Policy](#)**

## Naming of Academic Entities Procedure

<b>Office of Administrative Responsibility:</b>	Office of the Provost & Vice-President (Academic)
<b>Approver:</b>	Provost & Vice-President (Academic)
<b>Scope:</b>	Compliance with this University-wide procedure extends to all members of the University community and any organization that intends to raise funds in the name of, or on behalf of, the University.

### Overview

The importance and complexity of naming academic entities requires comprehensive due diligence and appropriate consultation. The University supports the recognition of naming **academic entities** in recognition of donors, individuals, corporations, organizations and foundations that have supported the University over time; are prepared to offer significant support at a point in time; or, have made an outstanding contribution to university life and to the spirit of community within the University or larger community.

There are times when an academic entity requires a functional re-naming. When considering a functional re-naming, both the function of the unit and the nomenclature of similar units at other universities will be considered.

All namings are compatible with the vision, mission and values of the University of Alberta. *The Naming Criteria (Appendix A)* is intended to provide direction with regards to **philanthropic, honourific** and **functional** namings. A key factor when considering naming proposals is the consistency of namings and wayfinding across the University of Alberta campuses.

The naming of a centre, institute can only occur once the entity has been created through the process outlined in the *Centres and Institutes Policy* and its related procedures. The naming of a school can only occur once the school's name has been approved through General Faculties Council.

### Purpose

The following table outlines the process to be followed in naming or re-naming functional, honourific, or philanthropic academic entities.

## **PROCEDURE**

Naming of faculties, departments, and schools will be limited to the names of individuals (i.e., not corporations, foundations or other entities that are not individuals).

Academic centres and institutes are not normally philanthropically named in honour of corporations, foundations or similar entities. Consideration of a philanthropic naming of a centre or institute with the name of a corporation, foundations or other similar entity will be considered with the early knowledge of prior approval of the President and Vice-Chancellor, in consultation with the Provost and Vice-President (Academic), Vice-President (Advancement) and Vice-President (Research).

For Academic Philanthropic Namings Only	
<b>SECURING PRIVATE SECTOR INVESTMENTS FOR PHILANTHROPIC NAMINGS</b>	<ul style="list-style-type: none"> <li>Academic or administrative units must consult the Provost and Vice-President (Academic), and receive confirmation in writing, prior to engaging in ongoing or formal conversations with potential donors, to ensure the proposed academic entities align with the University's academic mission, vision, and Donation Acceptance Policy.</li> <li>An endowed chair or other academic entity may be established jointly by the University and an institution affiliated with the University, including a teaching hospital. The endowment is established on terms jointly agreed by both parties. Consultation with any other institution happens early in the process and continues until approval is secured.</li> </ul>

	Academic Functional Naming	Academic Honourific Naming	Academic Philanthropic Naming
<b>NAMING PROPOSAL</b>	<ul style="list-style-type: none"> <li>Academic or administrative units submit an academic naming proposal to the Provost &amp; VP (Academic)</li> </ul>	<ul style="list-style-type: none"> <li>Academic or administrative units submit a <b>Philanthropic or Honourific Naming Proposal</b> together with supporting documentation to the Provost &amp; VP (Academic) and VP (Advancement) and/or VP (University Relations)</li> </ul>	<ul style="list-style-type: none"> <li>Once Academic or administrative units secure private sector contributions for a specific academic entity, they submit a Philanthropic or Honourific Naming Proposal and any support documentation to the Office of the Provost &amp; VP (Academic) and VP (Advancement)</li> </ul>
<b>CONSULTATION</b>  <b>**All Philanthropic or Honourific Naming Proposals are considered confidential until approved and the honouree/donor is advised**</b>	<ul style="list-style-type: none"> <li>Provost &amp; VP (Academic) consults with the VP (Research) for review and endorsement</li> <li>If the Provost &amp; VP (Academic) determines the naming will have campus-wide implications, confidential consultation with <b>key stakeholder groups</b> may take place</li> <li>If a Faculty, Department or Division proposes an <b>official name</b> change and also wants to use a <b>GFC-approved alternate name</b>, refer to the Use of Names for Faculties, Departments, and Divisions Procedure for instances when a GFC-approved alternate name can be used.</li> </ul>	<ul style="list-style-type: none"> <li>The VP (UR) works with F&amp;O to ensure consistent standards across campus</li> <li>Provost &amp; VP (Academic) consults with the <b>president's executive committee</b> for review and recommendations</li> <li>If the Provost &amp; VP (Academic) determines the naming will have campus-wide implications, confidential consultation with key stakeholder groups may take place</li> <li>If a Faculty, Department or Division proposes an official name change and also wants to use a GFC-approved alternate name, a Use of Names for Faculties, Departments, and Divisions request should be submitted with this proposal</li> </ul>	<ul style="list-style-type: none"> <li>The VP (Advancement) and Dean/Director works with F&amp;O to ensure consistent standards across campus</li> <li>Provost &amp; VP (Academic) consults with the president's executive committee for review and recommendations</li> <li>If the Provost &amp; VP (Academic) determines the naming will have campus-wide implications, confidential consultation with key stakeholder groups may take place</li> <li>If a Faculty, Department or Division proposes an official name change and also wants to use a GFC-approved alternate name, a Use of Names for Faculties, Departments, and Divisions request should be submitted with this proposal</li> </ul>

	Academic Functional Naming	Academic Honourific Naming	Academic Philanthropic Naming
<b>APPROVAL OF PROPOSAL</b>	<ul style="list-style-type: none"> <li>Provost &amp; VP (Academic)</li> </ul>	<ul style="list-style-type: none"> <li>Provost &amp; VP (Academic) approves the Philanthropic or Honourific Naming Proposal; except requests for Faculties, Departments, Divisions, which are submitted by the Provost &amp; VP (Academic) to the appropriate governance approval process</li> </ul>	<ul style="list-style-type: none"> <li>Provost &amp; VP (Academic) approves the Philanthropic or Honourific Naming Proposal; except requests for Faculties, Departments, Divisions, which are submitted by the Provost to the appropriate governance approval process</li> </ul>
<b>COMMUNICATION</b> <i><b>**Confirmation of the approved Philanthropic or Honourific Naming Proposal is required prior to public announcements or formal celebrations of named gifts**</b></i>	<ul style="list-style-type: none"> <li>The Office of the Provost &amp; VP (Academic) is responsible for notifying the appropriate academic units when an academic entity naming has been approved</li> <li>The Office of the Provost &amp; VP (Academic) and the Office of the VP (Advancement) facilitate the notification of all impacted service units on campus using the <a href="#">Communication Master List</a></li> </ul>	<ul style="list-style-type: none"> <li>The Office of the Provost &amp; VP (Academic) ) is responsible for notifying the appropriate academic units when an honourific naming has been approved</li> <li>The Office of the Provost &amp; VP (Academic) facilitates the notification of all impacted service units on campus using the <a href="#">Communication Master List</a></li> </ul>	<ul style="list-style-type: none"> <li>The Office of the Provost &amp; VP (Academic) ) is responsible for notifying the appropriate academic units when a philanthropic naming has been approved</li> <li>The Office of the Provost &amp; VP (Academic) facilitates the notification of all impacted service units on campus using the <a href="#">Communication Master List</a></li> </ul>
<b>TIME LIMITS / REVOCATION OF NAMINGS</b>		<ul style="list-style-type: none"> <li>Academic or administrative units must ensure that honourees/donors and their families understand that namings may be time limited – this limitation is at the discretion of the University, the academic or administrative unit, or the honouree/donor</li> <li>Honourees/Donors and/or their families will indicate in a letter to the academic or administrative unit that they understand and agree that namings may be time limited (this understanding may also be captured within the Gift Agreement) and confirm the specifics of the limitation. These limitations generally do not apply to endowments.</li> <li>Namings will be in the best interest of both the University and the honouree/donor; if a naming is deemed to no longer be in the best interest of either party, consultation with the VP (UR) and VP (Advancement) is required</li> <li>Revoking of a name is approved by the Provost &amp; VP (Academic); except for Faculties, Departments &amp; Divisions, which are approved by the Board of Governors</li> </ul>	
		<ul style="list-style-type: none"> <li>The Provost &amp; VP (Academic) approves any request for an academic entity to be relocated within the same building</li> </ul>	<ul style="list-style-type: none"> <li>The expected timeframe for the naming of a facility is 30 years.</li> <li>The Provost &amp; VP</li> </ul>

		or to a different building and the new facility or room serves the same original purpose	<p>(Academic) approves any proposal to acknowledge the former namesake in some way in the new, refurbished or repurposed building (i.e. plaque, name on a part of the building)</p> <ul style="list-style-type: none"> <li>the Provost &amp; VP (Academic) approves any request for an academic entity to be relocated within the same building or to a different building when the new facility or room serves the same original purpose</li> </ul>
<b>SIGNAGE</b>	The University Architect approves all permanent signage affixed to any University buildings, structure or landscape feature or any free-standing signage on University land. The cost of signage is the responsibility of the Faculty, Department, or Unit initiating the name change and/or the Faculty, Department, or Unit receiving the donation.		

## **DEFINITIONS**

Any definitions listed in the following table apply to this document only with no implied or intended institution-wide use. [[▲Top](#)]

<b>Academic Entities</b>	Faculties/schools or components therein, including, but not limited to departments, divisions, research centres/institutes, as well as chairs, professorships, lectureships and fellowships, and teaching awards and prizes.
<b>Philanthropic</b>	The act of philanthropy; generally defined as gifts to the University which have real or in-kind monetary value.
<b>Honourific</b>	Conferring or implying honour or respect; generally defined as recognizing outstanding individuals distinguished in character or attainments, or by success in any walk of life.
<b>Functional</b>	Refers to a naming not covered by Philanthropic or Honourific naming opportunities; is a naming that reflects the over-arching activity with consideration given to placement on campus and history of the building/space.
<b>Philanthropic or Honourific Naming Proposal</b>	A proposal outlining the request for an honourific or philanthropic naming that includes a range of criteria reflected in the Philanthropic or Honourific Naming Proposal Form.
<b>President's executive committee</b>	A committee comprised of the president, the vice-presidents of each portfolio and General Counsel.
<b>Key Stakeholder Groups</b>	Any committee, group, association (AASUA/NASA) or portfolio that is identified as having an interest in the topic for consultation. (e.g. Deans' Council, Students' Union, GSA)

<b>Official Name</b>	The name for the Faculty as approved by the Board of Governors.
<b>GFC-Approved Alternate Name</b>	Other title or designation approved by GFC for Faculty use for specific purposes.
<b>President's executive committee</b>	A committee comprised of the president, the vice-presidents of each portfolio, and General Counsel

## **FORMS**

Should a link fail, please contact [uappol@ualberta.ca](mailto:uappol@ualberta.ca). [[▲Top](#)]

Communication Master List (To be Developed)

[Naming Opportunities Plan](#)

[Philanthropic or Honourific Naming Proposal Form](#)

## **RELATED LINKS**

Should a link fail, please contact [uappol@ualberta.ca](mailto:uappol@ualberta.ca). [[▲Top](#)]

[Appendix A - Naming Criteria](#)

[Appendix B – Endowed Chairs and Professorships – Criteria, Terms and Responsibilities](#)

[Centres and Institutes Policy](#)

[Donation Acceptance Policy](#)

[Naming Policy](#)

[Signage Policy](#)