

Original Approval Date: March 23, 2007

Most Recent Approval Date: February 8, 2013

Naming Policy

Office of Accountability:	Office of the President
Office of Administrative Responsibility:	Office of the Provost & Vice-President (Academic) Office of Vice-President (Advancement) Office of the Vice-President (Facilities and Operations) Office of the Vice-President (University Relations)
Approver:	Board of Governors
Scope:	Compliance with University policy extends to all members of the University community and to any organization that intends to raise funds in the name of, or on behalf of, the University.

Overview

The naming of **physical entities** and **academic entities** provides the University of Alberta with the opportunity to recognize exceptional contributions, be they **philanthropic**, **honourific** or **functional**.

Purpose

This policy addresses the philanthropic, honourific, and/or functional naming of physical entities and academic entities (other than student awards) owned and/or operated by the University of Alberta

Responsibility for naming is as follows:

- For the philanthropic naming of physical entities, responsibility rests with the Office of the Vice-President (Advancement);
- For the honourific naming of physical entities, responsibility rests with the Office of the Vice-President (University Relations);
- For the functional naming of physical entities, responsibility rests with the Office of the Vice-President (Facilities and Operations); and,
- For the naming of academic entities, the responsibility rests with the Office of the Provost and Vice-President (Academic) in consultation with the appropriate Vice-Presidents as it pertains to philanthropic, honourific or functional naming.

Facilities and Operations (F&O) is also responsible for maintaining consistency and standards for campus signage. F&O will work collaboratively with University Relations and Advancement where the Naming Policy and Signage Policy have interdependencies. F&O will strive to ensure that signage across all campuses contributes to a safe, attractive and well-maintained and interoperable environment.

POLICY

The University of Alberta may name physical and/or academic entities to recognize philanthropic support or to honour eminent persons or personal contributions to the University, or for functional purposes. For Philanthropic Namings, a donation may only be recognized with one physical, academic or endowment naming opportunity.

Namings must be congruent with the overall strategic direction, academic mission, vision and values of the institution. Organizations that are affiliated with the University through formal agreements such as joint ventures, affiliation agreements or tenancy are subject to the University's Naming Policy and associated procedures, to the extent that the naming involves a University facility or academic unit.

For Philanthropic Namings, the minimum donation level must be met by donations and may not include external or internal matching funds unless otherwise approved by the Board of Governors.

Prior to the commencement of any naming activities, the appropriate Office of Administrative Responsibility must be contacted.

In each instance, the Office of Responsibility will ensure the procedure allows for sufficient due diligence and leads to outcomes that reflect the values and integrity of the institution. All namings must go through the appropriate University approvals process, as detailed in the associated Procedures, with the proper supporting documentation and endorsement.

For philanthropic, honourific, and functional naming criteria, see the *Naming Policy – Appendix A: Naming Criteria*

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, foundation or other similar entity will be considered with the early knowledge and prior approval of the President and Vice-Chancellor, in consultation with the Provost and Vice-President (Academic), Vice-President (Advancement) and Vice-President (Research), the responsible Dean and the associated Faculty Council.

For academic, endowed chairs and professorships, namings must meet specific investment criteria, as detailed in the *Naming of Academic Entities – Appendix B: Academic Criteria, Terms and Responsibilities*.

All philanthropic namings must adhere to the *Donation Acceptance Policy*.

Namings may be time limited and/or subject to regular review.

DEFINITIONS

Any definitions listed in the following table apply to this document only with no implied or intended institution-wide use. ▲Top	
Physical entities	Physical structures (i.e. buildings) and their internal components including, but not limited to, wings, floors, classrooms, lecture theatres, laboratories and common areas. Also includes common and special purpose grounds and agricultural and horticultural lands, parking facilities, roadways, etc.; any identifiable landmark. Physical entities are determined by the Office of the University Architect.
Academic entities	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.
Philanthropic	The act of philanthropy; generally defined as gifts to the University which have real or in-kind monetary value.
Honourific	Conferring or implying honour or respect; generally defined as recognizing outstanding individuals distinguished in character or attainments.
Functional	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.

RELATED LINKS

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[Donation Acceptance Policy](#) (UAPPOL)

[Philanthropic Naming Opportunities Plan](#) (form)

[Philanthropic or Honourific Naming Proposal](#) (form)

[Signage Policy](#)

PUBLISHED PROCEDURES OF THIS POLICY

[Functional Naming of Physical Entities Procedure](#)

[Honourific Naming of Physical Entities Procedure](#)

[Naming of Academic Entities Procedure](#)

[Naming Policy Appendix A: Naming Criteria](#)

[Naming of Academic Entities Procedure Appendix B: Endowed Chairs Professorships](#)

[Philanthropic Naming of Physical Entities Procedure](#)