KPU | KWANTLEN POLYTECHNIC UNIVERSITY

ER2 Naming of University Assets Policy

Category: ER (External Relations)
Effective Date: January 30, 2025
Approving Jurisdiction: Board of Governors, with Senate advice
Administrative Responsibility: President

A. Context and Purpose

Kwantlen Polytechnic University (KPU) ("the University") acknowledges that it is situated on the unceded, traditional and ancestral First Nations territories of the Musqueam, Katzie, Semiahmoo, Tsawwassen, Qayqayt, and Kwikwetlem; and with the lands of the Kwantlen First Nation, which gifted its name to this University. The University respects and honours the rights of those communities to participate in the Naming process.

KPU is committed to establish a formal, transparent process to guide the Naming and renaming of Academic Units and university Assets in accordance with KPU's mission and values. The Naming process will ensure that names of Academic Units and University Assets reflect the academic activities that take place within them, align with academic and strategic purposes, and support reputational enhancement and equity commitments. The Naming process may provide meaningful opportunities to recognize outstanding contributions by those who serve as an inspiration to the University's community.

The University supports Philanthropic donation from prospective donors by providing the opportunity to name a building, portion of a building, rooms, collections, equipment or other forms of physical and non-physical Assets, such as an Academic Unit.

B. Scope and Limits

1. Naming of Assets

1.1. This Policy applies to the Naming and renaming of Assets in the University including the Naming and renaming of Assets of an Honorific nature or in recognition of a Philanthropic donation from individuals, businesses, organizations and others, regardless of value.

1.2. The Naming of an Asset will be limited to new Naming opportunities and renaming of existing arrangements at the time of renewal.

1.3. Except Academic Units, this Policy does not apply to Naming or renaming of other non-physical Assets such as chairs and professorships.

2. Naming of Academic Units

2.1. This Policy applies to the Naming and renaming of all Academic Units within the University comprising both teaching and research activities, e.g. Faculties, Departments, Schools, Research or Teaching Centres/Institutes. This includes the Naming and renaming of Academic Units of an Honorific nature or in recognition of a Philanthropic donation from individuals, businesses, organizations and others, regardless of value.

2.2. The Naming of an Academic Unit will be limited to the names of individuals, and not businesses, organizations, foundations or other entities that are not individuals.

C. Statement of Policy Principles

1. General guiding principles on Naming at KPU

1.1. The Naming of an Academic Unit and other Assets at KPU must be made in accordance with this Policy and related Procedure, and will adhere to the following principles:

1.1.1. Consultations with KPU's Indigenous Advisory Committee must take place before a Naming proposal can be considered. Naming decisions will reflect the results of any engagement, either regarding a specific Naming opportunity or a broader plan of Naming opportunities, between the University and the First Nations on whose traditional and ancestral territories the physical or non-physical Assets to be named are located.

1.1.2. In all cases, consideration will be given to the appropriateness of the proposed name, consistency with the mission, overall strategic direction, academic mission, vision and values of the University and the purpose of the Asset proposed for Naming.

1.1.3. A Naming will be consistent with the University's commitment to foster decolonization and reconciliation, and advance antiracism, accessibility, equity, diversity, and inclusion across KPU.

1.1.4. The University reserves the right to decline a Naming proposal or revoke a name if there is a potential for the Naming opportunity or name to bring

the University into disrepute, alter its academic and research priorities, or if it does not align with its vision and values.

1.1.5. A Naming will not be approved in a way that implies or reflects the University's endorsement of a political position, organization, product or service.

1.1.6. Naming opportunities will be dealt with independently of all University academic and/or operational decisions; more specifically, Naming opportunities will be dealt with independently of building or renovation decisions which will be made according to the normal University protocol for making such decisions.

2. Naming on Assets

2.1. Any Asset in its entirety may be named by a donor, or portions of an Asset may be named to reflect contributions made by different donors.

2.2. In the case of a building or other physical facility, the entire structure or discrete and functional portions of the structure may be considered for Naming recognition.

2.3. In order to qualify for a Naming opportunity, contributions should represent a significant portion of the total value of the Asset being named.

2.4. An offer of Philanthropic donation does not guarantee that Naming recognition will be granted. Each opportunity for Naming recognition must be considered on its merits.

2.5. A Naming opportunity will be recognized in a formal Gift agreement between the donor and the University and will include, where applicable, the timeframe to be covered by the Naming opportunity as well as other, pertinent issues.

2.6. The Naming opportunity will be subject to an internal approval process as well as the approval process within the BC Ministry of Citizens' Services Intellectual Property Program or prevailing equivalent authority.

2.7. Should the purpose for which the Asset is used change, the University reserves the right to modify the Naming arrangement, in consultation with the donor where possible.

2.8. An opportunity for Naming recognition must not result in an employee of the government or an employee of a government body or an elected official receiving any benefit or personal gain.

3. Naming on an Academic Unit

3.1. The name of an Academic Unit will normally be reflective of its primary functional purpose.

3.2. Where the Naming of an Academic Unit is of an Honorific or Philanthropic nature:

3.2.1. the University will seek formal, written permission from the intended honoree, their authorized representative or, if deceased, the authorized representative of their estate as required under law.

3.2.2. the Office of Advancement and Alumni Affairs and the Office of General Counsel may be requested to assist the proponent in ensuring that the appropriate due diligence is performed in order to maintain KPU's reputation.

3.2.3. if the Naming is of a Philanthropic nature, the procedures on Asset Naming in recognition of a Philanthropic donation will also be followed.

3.3. The Academic Unit will engage in a consultation process to ensure that the proposed name is supported by members of the University community in accordance with the supporting Procedure.

3.4. The approved name(s) will be used for all official University purposes such as contracts, all academic recognition (degrees, diplomas, certificates, transcripts, etc.), research proposals, awards and similar documents; however, Academic Units may, with permission, use an alternative name for marketing or promotion purposes; procedures for using an alternative name are included in the related Procedure document.

D. Definitions

Refer to Section A of ER2 Naming of University Assets Procedure for a list of definitions in support of this Policy.

E. Related Policies and Legislation

BC Ministry of Citizens' Services, Intellectual Property Program, *Naming Privileges Policy*

Freedom of Information and Protection of Privacy Act [RSBC 1996] Chapter 165

GV6 Use of Institutional Name, Coat of Arms, Crest, Log, Seal & Other Graphic Images Policy

IM8 Privacy Policy and Procedure

F. Related Procedure

ER2 Naming of University Assets Procedure