KPU | KWANTLEN POLYTECHNIC UNIVERSITY

ER2 Naming of University Assets Procedure

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

A. Definitions

1. **Academic Unit:** Any unit of activity within the University which offers either teaching or research activities.

2. **Asset:** A physical or non-physical resource or property of the University, specifically:

    a. Physical assets: buildings, parts of buildings, common or green spaces, collections, equipment, and other physical infrastructure.

    b. Non-physical assets: Academic Units and scholarship.

3. **Department:** An educational administrative sub-unit of a Faculty and/or School within the University dealing with a particular field of knowledge.

4. **Faculty:** An educational administrative division constituted by the Board of the University.

5. **Gift:** A monetary or in-kind donation to the University and its affiliated organizations, including the KPU Foundation. (See ER1 Fundraising.)

6. **Honorific:** Conferring or implying honour and respect, generally defined as in recognition of outstanding individuals distinguished in character or attainments.

7. **Naming:** The giving of a name to a university Asset under the provisions of this Policy and Procedure.

8. **Philanthropic:** An act of philanthropy, generally defined as in recognition of financial or in-kind monetary contributions.

9. **School:** An educational administrative division that may be constituted by the Board of the University to function in the full capacity of a Faculty.

10. **Research or Teaching Centre/Institute:** An educational administrative division constituted by the Board with particular delegated functions that exceed the normal authority of Departments.

B. Procedures

1. **Roles & Responsibilities**

1.1. The President & Vice Chancellor is responsible for:

1.1.1. approving general Asset Naming proposals, including Naming proposals for Academic Units.

1.1.2. making recommendations and submitting draft Gift agreements to the Board Finance & Audit Committee pertaining to Asset Naming in recognition of a Philanthropic donation, including the Naming of an Academic Unit in recognition of a Philanthropic contribution.

1.1.3. leading the revocation process of a name.

1.2. The Board of Governors is responsible for:

1.2.1. approving the President's recommendation and draft Gift agreement pertaining to Asset Naming.

1.2.2. revoking a name.

1.3. The Provost & Vice-President, Academic is responsible for:

1.3.1. reviewing the Academic Unit Naming proposal.

1.3.2. communicating, in consultation with the Dean, the President's Office and the Office of Communications, the approved name of an Academic Unit to the University community including the impacted units.

1.4. The Vice-President, External Affairs is responsible for:

1.4.1. ensuring compliance with the requirements of the Intellectual Property Program of the BC Ministry of Citizens' Services over the approval process of a Naming recognition of an Honorific nature or a Philanthropic donation.

1.5. The Executive Director, Advancement & Alumni Affairs is responsible for:

1.5.1. providing an opinion on the appropriateness of the Asset Naming request, with particular reference to the broader objectives of the University's fundraising efforts, if the Asset Naming proposal is in recognition of a Philanthropic donation.

1.5.2. supporting the encouragement and review of Asset Naming opportunities in recognition of a Philanthropic contribution.

1.5.3. initiating and overseeing the process of Asset Naming in recognition of a Philanthropic donation.

1.5.4. communicating the approved name of an asset in recognition of a Philanthropic donation to the University community, in consultation with the President's Office, the Office of Communications and, in the case of an Academic Unit, the Office of the Provost & Vice-President, Academic and the Dean.

1.6. The Dean, in consultation with the Provost & Vice-President Academic, is responsible for:

1.6.1. overseeing the completion and submission of the Academic Unit Naming proposal to the President for approval.

1.6.2. conducting a consultation process with key parties.

1.6.3. operationalizing the use of the new name.

1.7. The University Secretariat is responsible for:

1.7.1. maintaining all official records of Naming proposals, Gift agreements (where applicable), and approvals at the University.

1.8. The Office of Communications is responsible for:

1.8.1. providing advice and guidance on communication plans and supporting the communication of Naming, renaming and Naming revocation decisions.

1.9. The Office of the Registrar is responsible for:

1.9.1. maintaining consistency and standards for the relevant University Calendar pages where applicable.

1.10. Facilities Services is responsible for:

1.10.1. maintaining consistency and standards for campus signage.

1.11. The Marketing department is responsible for:

1.11.1. maintaining consistency and standards for marketing materials and relevant webpages.

2. **Asset Naming Proposal**

2.1. Before a Naming proposal is initiated, the Vice-President, External Affairs will inform the BC Ministry of Citizen's Services of opportunities for Naming recognition of an Honorific nature or a Philanthropic donation. After the Naming has been approved by KPU, the Vice-President, External Affairs will then officially submit the Naming proposal to the Ministry for official and final approval.

2.2. Consultations with KPU's Indigenous Advisory Committee (IAC) and the Office of Equity and Inclusive Communities (OEIC) must take place before a Naming proposal can be accepted for consideration by the University.

3. **Proposing a Naming**

3.1. Naming of an Asset, including Naming recognition of an Honorific nature

3.1.1. The request to name or rename an Asset will be formally initiated by the completion of a Naming proposal, which will include the following information in writing:

3.1.1.1. Proposed name;

3.1.1.2. If an alternate name for marketing or promotional purposes is proposed, a rationale will be provided;

3.1.1.3. A clear description, context and rationale of the Naming recommendation being proposed;

3.1.1.4. Where the Naming recommendation is of an Honorific nature, formal, written permission from the intended honoree, their authorized representative or, if deceased, the authorized representative of their estate as required under law;

3.1.1.5. Any conditions or impacts of the Naming on Academic Units and/or the University;

3.1.1.6. A list of key parties including the Indigenous Advisory Committee and the Office of Equity and Inclusive Communities who have been consulted on the proposal, along with their feedback on the proposal;

3.1.1.7. Comments regarding consideration given to decolonization, anti-racism, gender equity, and disability justice in relation to the Naming proposal;

3.1.1.8. If applicable, a provision acknowledging that due diligence has been conducted;

3.1.1.9. An effective date for the new name;

3.1.1.10. A communication and implementation plan, in consultation with impacted departments or units in the University including but not limited to Facilities, Marketing, Human Resources, the Office of the Registrar, the Office of Communications and the Office of Planning and Accountability;

3.1.1.11. Supporting statement by the Vice-President, Administration and the Vice-President, Office of Equity and Inclusive Communities; and/or

3.1.1.12. If the asset being named has an academic impact, supporting statement by the Provost & Vice-President, Academic in consultation with appropriate Deans.

3.1.2. In addition to the content referred to in Procedure B.3.a.i, a Naming proposal for an Academic Unit will also include the following information in writing:

3.1.2.1. The description, context and rationale of the Naming recommendation being proposed should include academic and strategic alignment to the University, merits and benefits to the Academic Unit as well as to the broader University community;

3.1.2.2. History of previous names for the Academic Unit including timeframes, if applicable;

3.1.2.3. A list of programs and other activities within the Academic Unit;

3.1.3. If the Naming is in recognition of a Philanthropic Donation from individuals, businesses, organizations and others, the Executive Director, Advancement & Alumni Affairs will be consulted and the relevant background to support such a name will be included in the proposal. The Executive Director, Advancement & Alumni Affairs will be responsible for

the process to complete a Gift agreement as described in Procedure B.3.2.

3.2. Asset Naming in recognition of a Philanthropic Donation

3.2.1. All Gifts resulting in potential Naming opportunities will be referred to and overseen by the Executive Director, Advancement & Alumni Affairs, who will first consult with KPU's Indigenous Advisory Committee and the Office of Equity and Inclusive communities.

3.2.2. Structure to support the encouragement and review of Asset Naming opportunities in recognition of a Philanthropic donation:

3.2.2.1. The Executive Director, Advancement & Alumni Affairs co-ordinates the publication of a document (suitable for distribution to potential donors) that identifies and describes the full range of Naming opportunities. The list identifies buildings and other Assets including, but not limited to, wings, rooms, laboratories, roads and other transportation infrastructure, recreational areas and other public spaces, collections of books or art, and equipment of significant value.

3.2.3. Once a discussion has been initiated or a Gift proposal has been agreed upon, the Executive Director, Advancement & Alumni Affairs will meet with the person/organization making the donation in order to fully document the situation including any conditions requested by the prospective donor.

3.2.4. The Executive Director, Advancement & Alumni Affairs will meet with those organizational units of the University whose physical area(s) will be affected by the donation in order to solicit their support and advice, as well as meeting with any other areas of the University that may be able to contribute to a full understanding of the implications of the donation.

3.2.4.1. As part of these discussions, the Executive Director, Advancement & Alumni Affairs will solicit suggestions with regard to any restrictions or conditions that may need to be imposed by the University.

3.2.4.2. If the Naming opportunity concerns an Academic Unit, the advice of the Dean of the Academic Unit must be solicited.

3.2.5. The Executive Director, Advancement & Alumni Affairs will prepare a written proposal of the Gift and recognition, and review this with the Vice-President, External Affairs and the President.

3.2.5.1. The President may review the proposal with various individuals and bodies within the University to further identify issues and assess support for the opportunity.

3.2.5.2. If the Naming opportunity is for an Academic Unit, the advice of the Provost & Vice-President, Academic must be solicited.

3.2.6. The President may form an Ad Hoc Committee to advise them by reviewing the offer of a particular Naming opportunity and providing advice regarding the acceptability of the donation.

3.2.7. If the President decides to proceed with the donation, the Executive Director, Advancement & Alumni Affairs will draft a Gift agreement, in consultation with the donor, reflecting any conditions imposed either by the donor or the University.

4. **Approval Process**

4.1. General Asset Naming, including Naming recognition of an Honorific nature.

4.1.1. Naming proposals should be submitted to the President for approval.

4.1.1.1. In the case of a Naming proposal for an Academic Unit:

4.1.1.1.1. The Dean will consult with members of the Academic Unit involved and the Faculty to ensure that there is support for the naming.

4.1.1.1.2. The Dean, in collaboration with the Academic Unit, will submit a Naming proposal to the Provost & Vice-President, Academic for review and endorsement.

4.1.1.1.3. If the Provost & Vice-President, Academic endorses the Naming proposal, the Dean will submit the Naming proposal to the President for approval.

4.2. Asset Naming in recognition of a Philanthropic donation:

4.2.1. The President will submit their recommendation, and the related draft Gift agreement to the Board Finance & Audit Committee for review and recommendation.

4.2.2. The Board Finance & Audit Committee will consider the recommendation and draft Gift agreement, and make their recommendation to the Board.

4.2.3. The Board will consider the recommendation and draft Gift agreement and approve/reject the recommendation. If the Board approves the recommendation, the Executive Director, Advancement & Alumni Affairs will:

4.2.3.1. modify the Gift agreement to reflect changes requested by the Board, if required, and prepare a letter of acceptance for signature by the President.

4.2.3.2. ensure that the Gift agreement is signed by the donor and the University.

4.3. For Asset Naming in recognition of an Honorific nature or a Philanthropic donation, the Vice-President, External Affairs will officially submit the Naming proposal to the Ministry for official and final approval.

5. **Implementation**

5.1. General Asset Naming, including Naming recognition of an Honorific nature

5.1.1. If the President approves the Naming proposal, the Vice-President, Administration or designate, in consultation with the Office of Communications, will ensure that the communication plan within the Naming proposal is followed.

5.1.1.1. If the President approves the Naming proposal for an Academic Unit, the following communication will take place:

5.1.1.1.1. The President will inform the Senate and the Board of Governors of the new name of the academic unit.

5.1.1.1.2. The Office of the Provost & Vice-President, Academic, in consultation with the Dean, the Office of Communications and the Office of

External Affairs, will notify the University community.

5.2. Asset Naming in recognition of a Philanthropic donation

5.2.1. The Executive Director, Advancement & Alumni Affairs, in consultation with the President's Office and the Office of Communications, will notify the University community.

5.2.1.1. In the case of the Naming of an Academic Unit in recognition of a Philanthropic contribution, the Office of the Provost & Vice-President Academic and the Dean of the Academic Unit will also be consulted prior to the communication.

5.2.2. The Executive Director, Advancement & Alumni Affairs will liaise with various University departments to ensure that the appropriate signage, plaques, etc. are ordered and put in place.

5.2.3. The Executive Director, Advancement & Alumni Affairs and the Office of Communications will ensure that the Naming opportunity is appropriately recognized through the methods identified in the communications plan.

6. **Renaming**

6.1. Proposals for the renaming of an Asset will follow the same principles, requirements and processes for Naming as outlined in this Policy and Procedure.

7. **Time Limit and Revocation**

7.1. The University must ensure that the relevant organizational unit, the donor, the honouree and/or their authorized representatives, where applicable, recognize that the Naming of an Asset may be time limited.

7.2. The time limit will be agreed upon by the University, the organizational unit, the honouree, the donor and/or their authorized representatives.

7.3. The Board of Governors reserves the right to revoke a name at its sole discretion, if:

7.3.1. retention of the name would negatively impact the University's reputation or found to be in contradiction to the University's mission, vision, commitments or values, or

7.3.2. obligations in the Gift agreement are not fulfilled.

7.4. Upon reasonable notice to the University, the donor, the honouree and/or their authorized representatives may revoke the right of the University to use the name of the donor or the honouree.

7.5. Any member of the University community (current students, alumni, employees, and Board members) may submit a formal written letter to the President with a rationale and a demonstrated case of support requesting to revoke a name pursuant to Procedure B.7.3.

7.5.1. In exceptional circumstances, the President may initiate the revocation process at their own discretion.

7.6. The President may consult the Office of Advancement, the Office of Equity and Inclusive Communities, and the Indigenous Advisory Committee before determining if the request warrants further consideration.

7.7. If the President decides that the request warrants further consideration, the President will determine the process to be used to consider the merits of the request.

7.7.1. The President will ensure that the Office of Advancement, the Office of Equity and Inclusive Communities, and the Indigenous Advisory Committee are consulted during the process.

7.8. With a written summary of the opinions of the individuals consulted during the consideration process and any other relevant information, the President will make a recommendation to the Board of Governors for a final decision.

8. **Record**

8.1. Once the Naming proposal and/or Gift agreement has been approved and the Naming has been publicly announced, the official Naming proposal and all related documents will be forwarded to the University Secretariat.

8.2. The Office of Advancement will maintain all files relating to Asset Naming opportunities.

C. Related Policy

ER2 Naming of University Assets Policy