



Policy on Naming University Facilities

This policy will serve as a guideline for the naming of buildings, segments of buildings, specific rooms or any other type of facility or area within or external to Mount Saint Vincent University campus buildings, including roads.

The Mount Saint Vincent University Board of Governors has the responsibility for naming buildings, parts of buildings, administrative units such as institutes, large landscapes and roads on campus. A name serves a threefold purpose. It honours the individual/location concerned, it serves to remind students of the contribution and achievements of the individual(s) and, finally, it provides a convenient label for distinguishing and referring to a particular building, unit or area. Care must be taken to select individual(s) whose contribution is judged to be of lasting value.

Names may be chosen from two groups as follows:

- Persons intimately connected with the University such as substantial donors* or benefactors, former Chancellors, Presidents, Governors, Senators, officers of administration, staff, students, faculty and alumnae;
- Geographic locations such as names that describe a particular area, a natural feature or a historical connection.

It should be noted that no naming will be approved or maintained that will call into serious question the public respect of the University. No name will be approved that will imply the University endorses a partisan political or ideological position. This, however, does not preclude the naming of a building after an individual who has at one time held public office.

Process

For instances where a project is identified or the University community deems naming of space to be valuable and where no donation is associated, submissions can be made through the Advancement & External Relations Committee.

All suggestions from the University community to the Advancement & External Relations Committee should be accompanied by a brief description of the reason for selecting the name. The Advancement & External Relations Committee will review the names and prepare a short list for submission to the Board of Governors for final approval. Once approved by the Board of Governors, the decision will be communicated to Mount community and then to the community at large.

For names associated with a gift to the University, the name proposed, in consultation with the donor, will be submitted to the Board of Governors for approval. Announcement to the Mount community and the community at large will be upon donor consent.

Naming is subject to the final approval of the Board of Governors in compliance with the Gift Acceptance Policy, and the other sections of this policy.

Generic Naming Facilities not named in honor of a person(s) or organization shall be given use-related (generic) names that will assist people in identifying the general functions contained within. Such names will be determined by the Board of Governors, with recommendations from the Department of Facilities Management.

Guidelines for Naming

- Campus space can be named for a donor provided an appropriate gift or planned gift is in place. This policy will take into consideration the donor's past financial, volunteer and other contributions to the University.
- When the naming of a facility, such as a classroom or building, has been extended for a gift received, and if a time period for the naming has not been predetermined it will be honoured in perpetuity. In the event of changed circumstances, e.g. a facility no longer exists, or the name is no longer deemed appropriate, the University reserves the right to determine the form which such permanence may take or take appropriate measures should a naming be no longer suitable
- The University will ensure that donors understand that when a physical space is named for them, they do not control the details of the administration of the gift including construction, furnishings, etc.
- The naming of facilities and equipment will recognize the value of a gift and is not necessarily related to purchase or construction costs.
- Naming opportunities most frequently arise during major fund raising campaigns, in connection with new construction projects or renovations of existing facilities. When buildings or facilities have the potential to attract gifts, a plan for specific naming opportunities and appropriate gift levels will be approved in consultation with other University Administrators in order to facilitate discussions with prospective donors.
- For fundraising initiatives involving the addition or expansion of facilities, a list of naming opportunities will be developed and approved in advance to facilitate discussion with donors.
- Namings are subject to satisfactory funding arrangements for the specific cost of the project or fund. Naming will only become official after completion of satisfactory funding arrangements are achieved.

- If there is a change in a donor's name or branding and the donor wishes to have the named opportunity reflect this change, the donor will bear the costs of the new signage.
- All signage and/or plaques will complement consistent interior design and décor of the building and will be keeping with the University's Stewardship Policy.

*In the case of donors, the naming could be reflective of an individual, an organization, a corporation or a foundation.

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Approved by the Board of Governors May 26, 2011

Approved by the Development Committee April 11, 2012

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Reviewed by Advancement & External Relations Committee January 28, 2014 (no changes)

Approved by Advancement & External Relations Committee June 3, 2016

Approved by Board of Governors June 30, 2016

Approved by Advancement & External Relations Committee September 25, 2018 (no changes)

Approved by Board of Governors - September 27, 2018