

TITLE: UNIVERSITY ASSET NAMING POLICY

EFFECTIVE DATE: June 1, 2007

AUTHORITY: Board of Regents

Purpose

The purpose of this policy is to enable The University of Winnipeg to recognize those who have rendered distinguished service, scholarly achievement and/or financial contributions to the University, by the naming of University assets.

Scope

This policy guides the granting of name recognition for physical property, valued at more than \$25,000.00, owned or leased by the University, or to which the University has partial title or legal control, and for divisions, affiliates and other similar assets of the University, including, but not limited to:

- Buildings or substantial parts of buildings (rooms, wings, classrooms, labs, major items of equipment or furniture);
- Landscaped features or roadways including paths, gardens or green space;
- Departments, faculties, academic programs, academic chairs, institutes, centres, schools, and colleges.

Responsibility

The responsibility for the implementation, administration, and interpretation of this policy shall lie with the President.

Procedures

The President's Committee on Asset Naming (the Committee) is responsible for review, recommendation and approval of proposed naming opportunities of university assets, subject to:

- i) Ratification by the Senate in the case of naming or renaming of departments, faculties, academic programs, academic chairs, and the like;
- ii) Ratification by the Board of Regents in the case of naming or

renaming of physical property.

- A name for a university asset may be proposed by a department, foundation, college, institute, individual or organization.
- Proposals shall be submitted in writing to the Committee, and shall include supporting grounds.
- Precautions shall be taken to protect the confidentiality of proposed namings until duly approved and ratified.
- A decision in writing shall be provided to the proposer.
- A decision to name a university asset may be rescinded, in the discretion of the University, acting reasonably, if the continued association of the University with the name would bring the University into disrepute, upon recommendation of the Committee.
- The President's Office shall direct all communications related to the approved naming, including with the public, the media, the University community, and individuals or companies associated with the name.

President's Committee on Asset Naming

Membership:

- President (Chair of the Committee);
- Chair of the Board of Regents;
- Vice-President (Academic);
- Vice-President (Finance & Administration);
- CEO, The University of Winnipeg Foundation; and
- Dean of the faculty or Director of the non-faculty unit most closely associated with the asset proposed to be named.
- Student regent appointed by the UWSA

Criteria for Consideration: Naming will be considered for those whose accomplishments or generosity advances the academic mission of the University; furthers the capacity of the University to meet its teaching and scholarly objectives and serve its community; and enhances the growth and reputation of the University. The committee will take into consideration various factors in reviewing a naming proposal, including, but not limited to:

Financial Contribution:

- the significance of the proposed contribution as it relates to the realization,

success, and/or enhancement of the project or program to the University;

- the eminence, reputation, and integrity of the individual or entity whose name is proposed and the appropriateness of the proposed name in relation to the asset proposed to be named;
- the potential for public confusion about location or function of the asset proposed to be named;
- the assurance that the proposed naming and/or accompanying benefits do not unreasonably limit service or access to service by the University community;
- the impact of the proposed naming on other funders, existing or prospective;
- the element of precedent and consistency with recognition granted to other donors for similar levels of contribution;

Service or Achievement:

- the scope of academic service, scholarly distinction and national or international reputation of the individual or entity whose name is proposed; and/or the scope of administrative service to the welfare of the University;
- the eminence, reputation, and integrity of the individual or entity whose name is proposed and the appropriateness of the proposed name in relation to the asset proposed to be named;
- the extent to which the proposed name advances the reputation of the University and increases understanding and public support for its programs.
- naming of an asset in honour of University administrative officials, faculty, staff will occur only after their employment is concluded.

Review

This policy will be reviewed at least once every two years.