



THE UNIVERSITY OF WINNIPEG

POLICY TITLE: Asset Naming Policy

EFFECTIVE DATE: May 6, 2019

APPROVAL BODY: Board of Regents

POLICY PURPOSE

1. Purpose of the Policy

- 1.1. The purpose of this Policy is to outline the principles and parameters for the naming of University Assets.

APPLICABILITY

2. Scope

- 2.1. This Policy applies to the naming of all University Assets, whether existing or proposed.

RESPONSIBILITY

The President and Vice-Chancellor is responsible for the development and administration of this Policy.

KEY DEFINITIONS

Assets include:

- a) Intangible Assets: academic units (faculties, departments, etc.) and endowed chairs.
- b) Tangible Assets: buildings and substantial parts of buildings, collections of books, archives, art, equipment, roads, and landscaped features such as gardens.



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UW Community: Refers to students, employees, anyone holding a University appointment, post-doctoral fellows, visiting scholars, contractors, volunteers, members of the Board of Regents and Senate, and anyone who resides on University property.

POLICY ELEMENTS

3. Principles

- 3.1. The University may name Assets for functional purposes, honorific purposes, or in recognition of philanthropic support towards the University or a specific University project or program.
- 3.2. Each naming shall enhance the mission, functioning, or priorities of the University. Naming of academic units and programs shall not impede the University from altering its academic and research priorities.
- 3.3. No corporate logos or symbols may be featured on the exterior of any building that houses an academic unit, and any Asset named in recognition of a corporation, foundation, or other similar entity shall be for a defined period of time.
- 3.4. The University shall only name Assets after current public officials, or current members of the UW Community in exceptional circumstances.

4. Roles and Responsibilities

- 4.1. To carry out this policy, the President and Vice-Chancellor may establish and chair an ad-hoc Advisory Committee on naming Assets, (herein referred to as the “Committee”).



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- 4.2. The Committee shall be comprised of:
 - a) the President and Vice Chancellor;
 - b) chair of the Board of Regents;
 - c) two additional members of the Board of Regents;
 - d) Provost and Vice-President, Academic;
 - e) Associate Vice-President, Indigenous Engagement;
 - f) CEO of the University of Winnipeg Foundation;
 - g) Dean of the faculty or Director of the non-faculty unit most closely associated with the asset proposed to be named;
 - h) a registered full-time student;
 - i) faculty member;
 - j) any other individual(s) at the discretion of the President and Vice-Chancellor.

- 4.3. If the proposed naming is of an Intangible Asset and relates to the naming of an academic unit or endowed chair, the President and Vice-Chancellor may seek the advice of Senate prior to approval.

- 4.4. The Committee shall be formed by the University Secretary at the discretion of the President and Vice-Chancellor on an ad-hoc basis as proposals or opportunities for named Assets come forward.

- 4.5. The Committee may advise the President and Vice-Chancellor on the naming of any particular Asset.

- 4.6. Namings valued at \$250,000 or more by the University of Winnipeg Foundation are required to be approved by the Board of Regents on the recommendation of the President and Vice-Chancellor. Namings valued at under \$250,000 by the University of Winnipeg Foundation are required to be approved by the President and Vice-Chancellor. The Board of Regents will be notified of all namings.



5. Proposals for Naming Assets

- 5.1. Any member of the UW Community may propose the naming of an Asset.
- 5.2. Proposals for naming an Asset shall be sent to the University Secretary, and shall include:
 - a) a clear description of the proposed name;
 - b) a clear indication of the importance of the naming to the University;
 - c) for honorific namings a summary of the contribution of the individual(s) to the mission and priorities of the University; and
 - d) for philanthropic namings, a clear summary of the proposed gift from the individual or entity, a timeline of that gift, and a summary of how the individual or entity enhances the mission and priorities of the University.
- 5.3. The University Secretary will ensure all proposals are complete and will forward proposals on to the President and Vice-Chancellor.
- 5.4. If the proposal is considered to have merit, the President and Vice-Chancellor may at their discretion, convene a meeting of the Committee to consider the proposal.

6. Criteria for Consideration

- 6.1. A review of a proposal shall be based on the following criteria:
 - a) the significance of any proposed financial contribution as it relates to the realization, success, or enhancement of the project or program to the University;
 - b) the eminence, reputation, and integrity of the individual or entity whose name is proposed;



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- c) whether the proposed naming may impact, or may appear to impact, the academic integrity or freedom of those at the University;
- d) the impact of the proposed naming on other funders, existing or prospective;
- e) the proposed duration of the naming and its short and long term implications; and
- f) the extent to which the proposed name advances the reputation of the University and increases understanding and public support for its programs.

7. Renaming Assets or Revocation of Named Assets

- 7.1. A naming will normally be for the useful life of an Asset. The useful life of an Asset is the estimation of the length of time the Asset can reasonably be used to be of benefit to the University. It does not refer to the length of time the Asset will actually last.
- 7.2. If a Tangible Asset must be replaced or substantially altered in its form, nature, or use, the University reserves the right to rename the asset. If an Intangible Asset no longer meets the mission or priorities of the University, the University reserves the right to revoke the naming, or the non-tangible asset itself.
- 7.3. Any proposal to rename, add a second name, or revoke a named Asset shall be brought to the Board of Regents for approval.

8. Records and Recordkeeping

- 8.1. Naming proposals and all other records created in conjunction with this policy are confidential and shall only be used and disclosed as necessary to accomplish policy objectives.
- 8.2. The office of the University Secretary shall retain copies of all



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naming proposals, any memorandum of understanding or agreements, and related records.

- 8.3. Information relating to approved naming proposals may be disclosed at the discretion of the President and Vice-Chancellor.

RELATED POLICIES

Campus Advertising and Corporate Sponsorship Policy

RELEVANT DATES

Originally Issued: June 1, 2007

Revised: May, 2019

Effective: May 6, 2019

Scheduled Review: 2023-2024