

Policy

NAMING OF PHYSICAL ASSETS POLICY

Number: BP 1

Classification: Buildings and Properties

Approving Authority: Board of Governors

Designated Executive Officer: President

Effective Date:

Supersedes: Naming Policy (1998)

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Associated Procedures: Naming of Physical Assets Procedures

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1.0 BACKGROUND

- 1.1 [Section 27 \(1\)](#) of BC's *University Act* states the management, administration and control of the property, revenue, business and affairs of the university are vested in the board of governors.
- 1.2 Without limiting section 27(1) of BC's *University Act*, or the general powers conferred on the board by the Act, [section 27\(2\)\(d\)](#) states that the board has the power, in consultation with the senate, to maintain and keep in proper order and condition the real property of the university, to erect and maintain the buildings and structures on it that in the opinion of the board are necessary and advisable, and to make rules respecting the management, government and control of the real property, buildings and structures.

2.0 PURPOSE

The purpose of this policy is to set out the standards and principles for decisions regarding the naming of University Physical Assets.

2.0 PRINCIPLES

- 2.1 The University is committed to upholding the principles outlined in the *Indigenous Equity and Inclusion Policy* and in creating culturally safe spaces.
- 2.2 UNBC reserves the right to name rooms, buildings, roads or other Physical Assets in honour of individuals or corporations who have made a significant contribution to the University, financial or otherwise.
- 2.3 Naming of Physical Assets must be in accordance with applicable legislation and other University policies.
- 2.4 The names of Physical Assets must align with the strategic direction, vision, mission, and values of the University and preserve the University's integrity.
- 2.5 Naming is normally to be for the useful life of the Physical Asset unless it is Time-Limited.

3.0 SCOPE

This policy applies to the naming of all Physical Assets University-wide.

4.0 DEFINITIONS

- 4.1 **Bestowed** means a name given to the University by one or more regional Indigenous communities, and these communities have consented for the University to use that name.
- 4.2 **Functional** means the actual purpose for which a Physical Asset is designed for, or the specific function to which it is suited.
- 4.3 **Honorific** means bestowing honour or respect in recognition of individuals who have made substantial or long-term contributions to the University. An honorific naming may also be granted in recognition of a concept, word, value, or place that aligns with and reflects the University's mission, vision and values or the history of the lands on which the University stands.
- 4.4 **Philanthropic** means the act of philanthropy which results in gifts to the University which have real or in-kind monetary value.
- 4.5 **Physical Assets** include, but are not limited to, all or portions of buildings or facilities, rooms, physical structures, halls, laboratories, foyers, meeting rooms, lounges, atria, recreation areas, athletic facilities, and residences. Physical assets also include major pieces of equipment, roads, parking lots, walkways, fields, gardens, monuments and other physical resources that the university may wish to name from time to time.
- 4.6 **Time-Limited** means naming of a Physical Asset that has a fixed term for a defined and agreed-to period of time, which may be shorter than the actual life span of the Physical Asset.

5.0 POLICY

5.1 General

- 5.1.1 UNBC conducts all naming activities in compliance with the BC Ministry of Citizens' Services [*Naming Privileges Policy*](#).
- 5.1.2 Naming recommendations may originate from any member of the University community.

- 5.1.3 No member of the University can make a commitment regarding the naming of a Physical Asset until the proposal is approved by the requisite approval authority.
- 5.1.4 The University follows transparent and consistent processes in the naming of its Physical Assets, and the names given to Physical Assets must be compatible with the strategic direction, vision, mission, and values of the university and shall preserve the university's integrity.
- 5.1.5 All Physical Asset Naming Proposals must be submitted to the Office of Research and Innovation and the Facilities Management Department, and receive appropriate approvals in accordance with the procedures associated with this Policy prior to implementation.
- 5.1.6 Individuals negotiating on behalf of the University are responsible for advising potential donors that any agreement to name a Physical Asset is conditional pending approval by the Board of Governors (Board).

5.2 Naming Classifications

The University may name Physical Assets:

- 5.2.1 for Functional purposes;
- 5.2.2 for Honorific purposes;
- 5.2.3 with a name Bestowed by a local Indigenous community;
- 5.2.4 in recognition of Philanthropic support; or
- 5.2.5 for Time-Limited purposes in recognition of sponsorship or other support.

5.3 Approval of Physical Asset Naming Proposals

5.3.1 Functional Purposes

- i. The Facilities Management Department is responsible for confirming the functional purpose of a physical asset.
- ii. The President, in consultation with the members of the President's Executive Council, has the authority to approve the naming of a Physical Asset where the name is solely functional.

5.3.2 Honorific Purposes

- i. For Honorific purposes, using the names of individuals is reserved to honour individuals who have made exceptional and long-lasting contributions to the development or status of the University, including in memoriam when appropriate.

- ii. The President, after consultation with Senate, may recommend that the Board approves the naming of a Physical Asset for Honorific purposes.
- iii. On receipt of the recommendation from the President, the Board may or may not approve.

5.3.3 Bestowed Names

- i. The President, after consultation with Senate, may recommend that the Board approves the decision to request a Bestowed Name.
- ii. On receipt of the recommendation from the President, the Board may or may not approve the recommendation.
- iii. The University does not have the authority to choose the Bestowed name.
- iv. Upon approval to request a Bestowed Name, the University approaches a local Indigenous community or communities in accordance with the procedures and following proper protocol to request a Bestowed name for a Physical Asset.

5.3.4 Recognition of Philanthropic Support

- i. The naming of a Physical Asset in recognition of Philanthropic support is reserved to honour substantial contributions to the development or status of the University made through gifts.
- ii. Naming in honour of benefactors is in addition to other forms of donor recognition including, but not limited to, letters of thanks, ceremonies, plaques, and recognition gifts.
- iii. The University's preference is to name Physical Assets after individuals, but naming after organizations may be considered.
- iv. The President, after consultation with Senate, may recommend that the Board approves the naming of a Physical Asset for Philanthropic purposes when a gift or bequest is made to the University that:
 - a. represents all or a significant portion of the cost;
 - b. is central to the completion of the Physical Asset; or
 - c. could be recognized through the re-naming of an existing Physical Asset.
- v. On receipt of the recommendation from the President, the Board may or may not approve the recommendation.
- vi. Gifts the University receive are recognized in accordance with written agreements made with the donor(s) subject to the required approvals as per the associated procedures.
- vii. Funding requirements for naming a Physical Asset for Philanthropic purposes are established by the Office of Research and Innovation and prior to submission to the President for approval.

5.3.5 Time-Limited Naming

- i. Proposals for naming a Physical Asset for Time-Limited purposes must ensure prospects, and their business practices, align with the University's mission, vision and values.
- ii. Time-limited names that imply the University's endorsement of a commercial product are not approved. This does not preclude opportunities with companies that manufacture or distribute commercial products.
- iv. The President, after consultation with Senate, may recommend that the Board approve the naming of a Physical Asset for Time-Limited purposes.
- v. On receipt of the recommendation from the President, the Board may or may not approve the recommendation.

5.3.6 Renaming Physical Assets

- i. The University only considers renaming Physical Assets that have been named for Honorific or Philanthropic purposes under exceptional circumstances, including the following:
 - a. the primary use of the Physical Asset has changed;
 - b. the Physical Asset will no longer be used;
 - c. the Physical Asset has been substantially altered;
 - d. subsequent circumstances pertaining to an individual or organization that has been recognized through naming, contradicts the University's mission, vision or values, or brings its reputation into disrepute; and/or
 - e. other exceptional circumstances occur where re-naming or revoking a name is warranted.
- ii. The University may re-name Physical Assets named for Time-Limited purposes at the expiration of the term, or in the event of revocation or mutually agreed cancellation.
- iii. The President, in consultation with Senate, may recommend the Board approves the re-naming of Physical Assets for Honorific, Philanthropic, or Time-Limited purposes in accordance with the associated procedures.
- iv. On receipt of the recommendation from the President, the Board may or may not approve the recommendation.
- v. When appropriate, individuals or organizations named previously on the Physical Asset are recognized.
- vi. When there is a proposal to rename a Physical Asset, reasonable efforts are made in advance to inform the original namesake or next-of-kin, as appropriate.
- vii. A proposal to re-name or add an additional name to a Physical Asset must adhere to the same principles and process set out in this policy and its associated procedures.

5.4 Renaming or Revoking the Name of a Physical Asset

- 5.4.1 The President, after consultation with Senate, may recommend that the Board renames or revokes the name of a physical asset.
- 5.4.2 On receipt of the recommendation from the President, the Board may or may not approve the recommendation.

5.5 Confidentiality

- 5.5.1 All naming request proposals must remain confidential until the naming is publicly announced by the University. Everyone involved in the process is responsible for maintaining confidentiality until such time.
- 5.5.2 The Office of Research and Innovation makes a public announcement only after the final approval of the proposed name.

5.6 Signage

- 5.6.1 Signage recognizing the naming of a Physical Asset must be of uniform design and in accordance with University policies and graphic standards.
- 5.6.2 Signage or other types of recognition must not impact the quality, integrity, or safety of any area, facility, property or land.
- 5.6.3 Signage associated with a name in an Indigenous language must include the name in the appropriate Indigenous language(s) and must be developed in collaboration with the appropriate nation/Indigenous group.
- 5.6.4 Signage associated with naming of a Physical Asset may include an organization's logo if appropriate, as part of the design.

5.7 Management of Related Records

- 5.7.1 The Office of University Governance is responsible for keeping all records related to Physical Asset naming proposals and decisions.
- 5.7.2 The Facilities Management Department is responsible for maintaining an inventory of all named Physical Assets.
- 5.7.3 The Office of Research and Innovation is responsible for maintaining a copy of all gift and sponsorship agreements involving naming recognition.

6.0 REPORTING

N/A

7.0 AUTHORITIES AND OFFICERS

The authorities and officers for this policy are as follows:

Approving Authority: Board of Governors

Designated Executive Officer: President

Procedural Authority: President

Procedural Officer: Vice-President, Research and Innovation and Director, Facilities Management and Capital Planning, and Associate Vice-President, Indigenous

8.0 RELEVANT LEGISLATION

[BC University Act](#)

9.0 RELATED POLICIES AND OTHER ASSOCIATED DOCUMENTS

9.1 Fundraising and Gift Acceptance Policy and Procedures

9.2 [BC Ministry of Citizens' Services Naming Privileges Policy](#)

9.3 Indigenous Equity and Inclusion Policy and Procedures