

<b>University of Prince Edward Island Policy</b>		<b>Policy No.</b> admadvgnl0001	<b>Revision No.</b> 2
<b>Policy Title</b> UPEI Named Recognition Policy		<b>Page 1 of 3</b>	
<b>Effective Date:</b> April 11, 2019	<b>Creation Date:</b> November 16, 2006	<b>Review Date:</b> April 11, 2024	
<b>Policy Approval Authority:</b> Board of Governors	<b>Designated Executive Officer(s):</b> President	<b>Access:</b>	W

- 1 **Purpose:** The purpose of this policy is to provide guidance on matters relating to the naming of any University asset or initiative as a form of recognition given by the University.
- 2 **Scope:** This policy applies to the naming of any University asset or initiative as a form of recognition given by the University. It does not replace the naming of academic units, programs or activities that are within the purview of the Senate.
- 3 **Definitions:**
  - 3.1 **Department:** The Department of Development and Alumni Engagement
  - 3.2 **Executive Director:** The Executive Director of Development and Alumni Engagement
  - 3.3 **University asset:** all physical and academic assets of the University including, but not limited to: all physical structures and property, indoor and outdoor physical spaces, endowments, and academic and research units and programs.
  - 3.4 **University initiative:** any University-supported initiative or activity, including but not limited to, lecture series, awards, scholarships or other forms of recognition, and non-academic programs.
- 4 **Responsibilities:** The Board of Governors has the authority to approve named recognition of University assets or initiatives, subject to this policy and all other University policies and procedures.
  - 4.1 This Policy is authorized by the Board of Governors.
  - 4.2 The overall authority of this Policy shall be the President.
  - 4.3 The development and maintenance of this policy are the responsibilities of the Executive Director.
  - 4.4 The Department, under the direction of the Executive Director, is responsible for:
    - 4.4.1 The administration of this policy.
    - 4.4.2 The development of operational procedures to support the named recognition process in compliance with this policy.
    - 4.4.3 Providing guidance to the Board of Governors on matters relating to named recognition.

- 4.5 When applying this policy, the Board of Governors may consult with other relevant University stakeholders.

## 5 Policy

### 5.1 Policy

- 5.1.1 The Board of Governors is responsible for approving the naming of any University assets and initiatives as a form of recognition given by the University.
- 5.1.2 The Department, through its Executive Director, must be consulted by any faculty, staff, students, alumni, or other representatives regarding any named recognition opportunities.
- 5.1.3 Provisions in this policy that refer to naming for a benefactor also apply to named recognition for a third party at the wish of a benefactor.
- 5.1.3 The Board of Governors has the ultimate authority to discontinue the naming of any University asset or initiative, to change the naming of any University asset or initiative, or to transfer the name of any University asset or initiative to another asset or initiative.
- 5.1.4 Named recognition shall be made independent of, and shall not influence, any decisions made by the University in relation to internal academic, administrative, or operational matters.
- 5.1.5 No named recognition will be approved that will compromise the University's public image or its commitment to its academic mission, vision and values.
- 5.1.6 When named recognition has been extended for a gift received that creates an endowment fund for an award or program, it will be honoured in perpetuity. In the event of changes in circumstances, e.g. the award criteria can no longer be filled or the program no longer exists, the University will make every effort to contact the donor or fund representative to discuss revisions to the gift agreement. If no donor or contact exists, the University reserves the right to determine the use of the fund in a manner consonant with the spirit and intent of the original gift if at all possible.
- 5.1.7 In the case of named recognition extended for a limited period of time, the University shall honor the name for that period of time.
- 5.1.8 The University may choose to extend recognition through a naming (e.g. named after a building) after a donor/donors provided that the donor provide all or a major part of the funding for the asset or initiative, according to the procedures.

- 5.1.9 Only in exceptional circumstances, as determined by the Board of Governors, shall University assets or initiatives be named to honor outstanding service of members of faculty or staff while the honoree remains in the employment of the University. Members of faculty and staff making philanthropic donations remain eligible for named recognition.
- 5.1.10 The Department shall be responsible for maintain and updating a *Campus Naming Inventory*.
- 5.1.11 The Registrar shall advise Senate of named scholarships, awards and prizes.
- 5.1.12 The Manager of Donor Relations shall advise the Board of Governors on consistent application of this policy with respect to recognition of philanthropic donations.
- 5.1.13 The Executive Director shall advise the Board of Governors on consistent application of this policy with respect to recognition of outstanding service.
- 5.1.14 The University reserves the right to decide on the physical displays which may accompany named recognition.

## **6 Review**

- 6.1 This policy is to be reviewed every five (5) years.

## **7 Related Policies**

- 7.1 *UPEI & UPEI (US) Foundation Inc. Gift Acceptancy Policy*

## **8 References**

- 8.1 Dalhousie University Donor Recognition *Naming Policy*