

**POLICY ON THE NAMING OF UNIVERSITY SPACES, BUILDINGS AND OTHER
ASSETS, PROGRAMS OR ACTIVITIES**

Effective Date: December 16, 2021

Approval Authority: Board of Governors

Supersedes /Amends: December 14, 2016

Policy Number: VPA-3

SCOPE

This Policy shall apply to all individuals, corporations, foundations or organizations:

- whose generous support make possible the construction or renovation of Concordia University (the “University”) facilities or buildings; or
- whose generous support make possible the establishment or enhancements of programs aimed at supporting students and/or University activities; or
- who have made exemplary or meritorious service contributions to the University or to society.

PURPOSE

The University welcomes the opportunity to extend recognition through the naming of its assets. The purpose of the Policy and its related Naming Minima Guidelines is to establish the principles to which the naming must adhere.

DEFINITIONS

For the purposes of this Policy, the following definitions shall apply:

“Academic Entities” mean all non-physical entities of an academic nature, which may include, but are not limited to: faculties, schools, academic departments, academic and research centres, academic institutes, academic programs, chairs, professorships, academic lectureships, fellowships, teaching awards and prizes.

“Collections” mean libraries or parts of libraries and other collections of significant size and of continuing scientific, historic, artistic or cultural value.

“Physical Entities” mean all physical facilities and buildings including, but not limited to: buildings or portions thereof including laboratories, classrooms, seminar rooms, meeting rooms, lounges, atria, wings, halls, floors, galleries; structures, including, but not limited to: athletic fields, athletic facilities and other facilities such as wings of buildings or substantial

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parts of buildings, residence halls, large auditoria, concert halls, gardens, natural landmarks, lawns, courtyards, walkways, pathways, parking facilities and roadways.

POLICY

Principles

1. The naming of University assets shall conform to the following principles:
 - a. Each naming shall enhance the mission and priorities of the University while preserving the University's integrity and academic freedom;
 - b. No naming shall have any influence on the University's academic and research priorities;
 - c. Buildings and academic units and programs shall be named only after individuals;
 - d. An individual, corporation, foundation or organization who benefits from a naming must be of sound reputation;
 - e. Naming of University assets in recognition of a corporation, foundation or organization shall be for a defined and limited period of time;
 - f. Naming of University assets shall comply with the University's *Naming Minima Guidelines* updated by the University as required;
 - g. Normally, commemorative naming of a University asset in honour of a member of the University community shall not be conferred until two years have elapsed since the member's retirement or death;
 - h. When a University asset is named in honour of a member of the University community, where no donation is involved, the University reserves the right to remove the designation if a donor is found at some point in the future for that space. In such a case, the University will endeavor to find a suitable alternate location for the honoured member;

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- i. Naming in recognition of a donor will only take effect once a significant portion of the donation has been received. In certain instances, which shall be outlined in a gift agreement, a specific amount of the gift commitment must be received prior to the actual naming taking effect;
- j. Any naming shall be confirmed through a gift agreement which shall stipulate the duration of the naming opportunity as well as the specifics of any public acknowledgement, such as a plaque and/or announcement. The agreement shall conform to the provisions of this Policy;
- k. No naming nor public acknowledgement of the naming shall allow for the inclusion of private or commercial logos or symbols;
- l. Irrespective of a naming agreement in force, the University reserves the right to subsequently modify or remove an existing name in cases where the individual, corporation, foundation or organization being acknowledged is linked or associated with an activity that might damage the University's reputation;
- m. When, for whatever reason, a named building or space is to be demolished, substantially renovated or rebuilt, the University shall have discretion over the decision to: retain the use of the name, transfer the name to another comparable facility or space, or discontinue the use of the name. Depending upon the original approving body, the discontinuation of a name shall require the approval of the Vice-President, Advancement, the President, or the Board of Governors.

Naming authority

2. No verbal or written commitment shall be made by a member of the University community to any person for the naming of any University asset without the prior written approval of the Vice-President, Advancement, the President, or the Board of Governors as outlined in this Policy.
3. Where a naming is proposed within the context of a single academic department/unit of the University, the proposal shall have the approval of the appropriate authority within that department/unit as well of the relevant Faculty Dean.

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4. All proposals for naming shall be forwarded to the Vice-President, Advancement who shall make a determination as to whether the proposed naming conforms to this Policy, is otherwise appropriate and is of sufficient merit.
5. The Vice-President, Advancement has the authority to approve the naming of buildings, spaces and assets, in recognition of gifts of less than \$1,000,000, following consultation with the appropriate Vice-President and/or Dean.
6. The President has the authority to approve the naming of buildings, spaces and assets, in recognition of gifts of between \$1,000,000 and \$5,000,000 upon the recommendation of the Vice-President, Advancement, following consultation with the relevant Vice-President and/or Dean.
7. The Board of Governors has the authority to approve the naming of new or substantially renovated buildings, in recognition of gifts of more than \$5,000,000 upon the recommendations of the President and the Vice-President, Advancement.
8. The naming of faculties, departments, institutes, centres, colleges and any other academic unit shall be approved by the Board of Governors in accordance with University By-Laws.
9. Honorific recognition through naming may also be extended to individuals who have made an exceptional personal contribution to the University or to society in general. In such cases, written proposals shall be submitted to the Vice-President, Advancement, who shall, following consultation with the relevant Vice-President and/or Dean, make a recommendation to the President for final approval.
10. The Vice-President, Advancement shall be responsible for ensuring that appropriate naming records are maintained.
11. The Vice-President, Advancement shall report all naming recognition to the Board of Governors on an annual basis.
12. In rare and exceptional circumstances, if maintaining the name of someone who has been recognized under this Policy, may harm, or undermine the University's reputation, or whose behaviour, or conduct is found to be inconsistent with the mission and values of

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the University, the naming may be revoked in accordance with the *Policy on Revocation of Awards and Other Types of Recognition* ([SG-15](#)).

Policy Responsibility and Review

13. The overall responsibility for implementing and recommending amendments to this Policy shall rest with the Vice-President, Advancement.

Approved by the Board of Governors on June 27, 2008; and amended on December 14, 2016, and December 16, 2021.