



8.C-2024 Naming Opportunities

1. Overview

- 1.1 The naming of physical and virtual spaces and programs will become an accepted custom at St. Mary’s University (StMU). Naming provides meaningful opportunities for the recognition of outstanding contributions by those who serve as inspiration to the community.

- 1.2 This policy governs naming opportunities at StMU. The Board of Governors may recognize exceptional contributions, be they philanthropic or in the form of honourable service, as follows:
 - 1.2.1 to recognize distinguished members of the StMU community, or
 - 1.2.2 to recognize major benefactors of StMU, including individuals, corporations and foundations.

2. Scope

- 2.1 This policy applies to all namings to recognize a donor’s generosity and/or exceptional service by a member of StMU’s internal or external community. Namings can include and are not limited to the examples below:
 - a. buildings (new and existing)
 - b. substantial parts of buildings (wings, floors, segments)
 - c. equipment
 - d. streets and walkways
 - e. outside spaces
 - f. rooms and spaces within existing and new buildings
 - g. virtual spaces
 - h. departments, faculties, and schools

Approval Authority	Responsible Office	Effective Date	Date Last Revisited	Review Frequency
Board of Governors	External Relations	April 11, 2024		Every 5 years

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- i. naming of a chair or professorship
 - j. programs
 - k. classes
 - l. intellectual property
 - m. lectures
 - n. other suitable naming opportunities as determined by the University.
- 2.2 Minimum funding requirements for naming recognition will be recommended by the President Vice Presidents, and Associate Vice Presidents for endorsement of the Funding/Development Committee of the Board. Final approval rests with the Board of Governors.
- 2.3 This policy excludes temporary naming associated with sponsorship recognition.

3. General Naming Policy

- 3.1 Naming terms will normally be outlined in documentation such as a gift agreement.
- 3.2 Naming may be offered for a limited time or for the useful life of the space/building or may be offered in perpetuity.
- 3.3 Ultimate authority to approve or revoke any naming request at the University rests with the Board of Governors.
- 3.4 The Board of Governors reserves the right to revoke a naming decision if it constitutes a significant and continuing impairment to StMU's reputation or if the agreed-upon philanthropic contributions are significantly reduced. In these instances, the approval process in Section four of this policy will apply.
- 3.5 From time to time, a named space may need to be altered due to a change in purpose, etc. The University will make all reasonable efforts to consult with the honouree, funder, or appropriate family members in advance of changes to naming recognition.
- 3.6 Naming of programs or departments shall not impede StMU's mission and shall conform to all StMU guidelines governing the establishment of such entities.
- 3.7 Recommendations for the naming of a new building or a major segment of it should flow from:

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- i. a sense of very broad support in the StMU community for the naming in recognition of the person's leadership contribution to the growth and reputation of StMU; or
- ii. an individual's (or corporation's) significant financial or in-kind contributions toward capital or continuing operating costs of the University within the context of StMU's strategy priorities. Normally, "significant" will be interpreted as meaning 30%, or more of costs.
- iii. Namings, as a result of future gifts (bequests, etc.), will not normally be granted until such time as the gift is realized.

3.8 Naming recognition to honour a member of StMU's community shall not be conferred until at least two years following the individual's retirement or death, except under the most unusual circumstances (such as the awarding of a Nobel Prize or similar world-wide recognition). These exceptions will be determined by the Board of Governors.

4. Approval Procedure

4.1 Individuals contemplating a naming opportunity to recognize outstanding service and/or philanthropic donations must have the Vice President External Relations' approval prior. The Vice President will present namings to the President and Funding/Development Committee of the Board for consideration.

4.2 The Funding/Development Committee will review naming requests and make recommendations to the Board of Governors.

4.3 If the Funding/Development Committee does not approve the recommendation, it will be sent back to the Vice President External Relations who will inform the party who made the submission.

5. Plaques and Naming Signage

Plaques or other signs recognizing donors and named spaces shall be of a generally uniform design and consistent with StMU's branding guidelines.