

## Policies, Procedures and Guidelines

Complete Policy Title

**Naming Policy & Procedures**

Policy Number (if applicable):

Approved by

**Board of Governors**

Date of Most Recent Approval

**December 17, 2020**

Date of Original Approval(s)

**December 16, 2010**

Supersedes/Amends Policy dated

**December 16, 2010**

**Campus Names Policy – 1993**

**Campus Names Procedure - 2004**

Responsible Executive

**Vice-President (University Advancement)**

Policy Specific Enquiries

[Vice-President \(University Advancement\)](#)

General Policy Enquiries

[Policy \(University Secretariat\)](#)

**DISCLAIMER:**

*If there is a Discrepancy between this electronic policy and the written copy held by the policy owner, the written copy prevails.*

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## PREAMBLE

1. The naming of physical space and academic entities is a well-established custom at McMaster University. Naming provides meaningful opportunities for the recognition of outstanding contributions by those who serve as inspiration for future generations of students, graduates and members of the University community.
2. This Policy governs naming opportunities at the University. The Board of Governors may recognize exceptional contributions, be they financial support or in the form of honorable service, as follows:
  - a) to recognize distinguished members of the University community;
  - b) to recognize major funders of the university, including individuals, corporations, and foundations; or
  - c) to recognize individuals who bear a special relationship to the University, Hamilton, or surrounding community.

## SCOPE

3. This policy applies to all units and individuals at the University who seek recognition for a funder's generosity and/or exceptional service by a member of the McMaster community. This Policy guides the granting of named recognition at the University for:
  - a) buildings (new and existing) or substantial parts of buildings (wings, floors, segments);
  - b) streets, walkways and outside spaces;
  - c) rooms and spaces within existing and new buildings;
  - d) gifts in kind such as library collections, art, and other appropriate items;
  - e) academic entities: Faculties, departments, schools, institutes and centres;
  - f) academic programs, lectureships, speaker series, programs of research, service or recreation; or
  - g) other suitable naming opportunities as determined by the University.
4. Minimum funding requirements for naming recognition will be established by the President and Vice-Presidents and be reviewed on an ongoing basis.
5. Naming of a chair or professorship in honour of an individual, corporation or foundation will be subject to the requirements and process as outlined in the McMaster University Policy Guidelines for Establishing Named Chairs and Professorships.

## GENERAL NAMING POLICY

6. Naming terms will normally be outlined in documentation such as a gift agreement. Naming may be offered for a limited time or for the useful life of the space/building or may be offered in perpetuity.
7. Ultimate authority to approve or revoke any naming request at the University rests with the Board of Governors.
8. The Board of Governors reserves the right to revoke a naming decision if it constitutes a significant and/or continuing impairment to the University's reputation or if the agreed-upon financial contributions are significantly reduced. In these instances, the approval procedure of this Policy will apply.
9. 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 honoree, funder, or appropriate family members in advance of changes to naming recognition
10. Naming of academic units shall not impede the University from altering its academic and research priorities and shall conform to all University policies and guidelines governing the establishment of such entities.
11. Recommendations for the naming of a new building, or major segment of it, should flow from:
  - a) a sense of very broad support in the University community for the naming in recognition of the person's leadership contribution to the growth and reputation of the University; or
  - b) an individual's (or corporation's) significant financial or in-kind contribution towards the capital or continuing operating cost of the facility within the context of the University's development strategy. The University will consider a funder's overall contributions in naming discussions/decisions. Normally "significant" will be interpreted as meaning 30%, or more of costs. Namings as a result of future gifts (bequests, etc.) will not normally be granted until such time as the gift is realized.
12. Naming recognition to honour a member of the University community or outstanding external scholars who have a close relationship with the University 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).

## APPROVAL PROCEDURE

13. Naming recommendations may originate from any member of the University community.
14. Individuals contemplating a naming opportunity to recognize outstanding service and/or financial support are to consult first with the office of University Advancement for information and advice.
15. The Vice-President of University Advancement shall submit naming requests in writing to the President and Vice-Presidents for review.

16. The President, once satisfied that the naming recognition conforms to this Policy and that the recommendation deserves support, will forward their recommendation to the University Planning Committee for approval.
17. The University Planning Committee will then forward approved names to the Board of Governors for final University approval.
18. If the University Planning Committee does not approve the recommendation it will be sent back to the office of University Advancement who will inform the party who made the submission.
19. Namings of an academic nature may require additional approval from the Senate.

### **PLAQUES AND NAMING SIGNAGE**

20. Plaques and signage recognizing funders and named spaces shall be of a generally uniform design and consistent with the University's branding guidelines. The office of University Advancement should be consulted on all named space recognition signage.
21. External corporate logos and/or wordmarks will not be permitted on University recognition signage.