



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

Effective Date: June 27, 2008	Originating Office: Office of Vice-President, Advancement and Alumni Relations
Supersedes /Amends Policy dated: n/a	Policy Number: VPAAR-3

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PREAMBLE

Concordia University welcomes the opportunity to extend recognition through naming to those individuals whose generous support make possible the construction or renovation of buildings or the establishment of programs aimed at supporting students and/or University activities. Further, with the naming of other University spaces such as classrooms, hallways, laboratories and programs, the University wishes to recognize that varying levels of support are welcomed.

SCOPE

This policy applies to naming opportunities throughout the University.

PURPOSE

The purpose of this policy is to provide guidelines for the naming of buildings or substantial parts of buildings (atria, classrooms, laboratories, etc.) or other facilities as deemed appropriate. It shall also be applied in the naming of such other things as the University may from time to time see fit to name in order to recognize significant support of the University's mission.

POLICY

1. Any decision to construct or renovate a building, or other facility, shall be based on the established strategic and/or academic plan of the University.
2. Following the receipt of a gift, and in accordance with the procedures set forth in this policy, the University may wish to extend recognition through naming.
3. The Vice-President, Advancement and Alumni Relations has the authority to approve the naming of buildings, spaces and assets, in recognition of gifts of less than \$1 Million, following consultation with the appropriate Vice-President and/or Dean.

4. The President has the authority to approve the naming of buildings, spaces and assets, in recognition of gifts of between \$1 Million and \$5 Million upon the recommendation of the Vice-President, Advancement and Alumni Relations, following consultation with the appropriate Vice-President and/or Dean.
5. The Vice-President, Advancement and Alumni Relations shall report all recognition through naming opportunities to the Advancement Committee of the Board of Governors.
6. 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 Million upon the recommendation of the Advancement Committee. The Advancement Committee shall receive the recommendation from the Vice-President, Advancement and Alumni Relations, following the approval of the President.
7. The naming of faculties, departments, institutes, centres, colleges and any other academic unit shall be approved by the Board of Governors in accordance with Article 33 f) of the University By-Laws.
8. 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, Services or Vice-President Advancement and Alumni Relations, who shall make a recommendation to the President for final approval.
9. Any recognition through naming shall be confirmed through an agreement that 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.
10. Recognition through naming as well as any public acknowledgement shall not allow for the inclusion of private or commercial logos, symbols or trademarks.
11. 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 or corporation acknowledged is linked or associated with an activity that might damage the University's reputation.
12. When, for whatever reason, a named building or space is to be demolished, substantially renovated or rebuilt, the University shall have complete 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 and Alumni Relations, the President or the Board of Governors.

Adopted by the Board of Governors on June 27, 2008