

Policy Name:	Naming of Campus Assets		
Policy No:	1.7.2018.B	Approval Authority:	Board of Governors
Review Date:	2027	Responsible Executive:	Vice-President, Finance & Administration
Last Updated:	June 2025	Responsible Office:	Advancement Office
Originally issued:	February 2011	Policy Category:	General

Policy Statement

A policy for the philanthropic, honorific or functional naming or renaming of Nipissing University physical assets, academic entities and awards.

Reason for Policy

Nipissing University welcomes the opportunity to honour individuals, companies or organizations whose contributions enhance the University's facilities, academic programs and/or reputation. This policy addresses the principles and procedures for the approval, establishment and maintenance of naming opportunities.

Policy Applies to

This policy applies equally to all Nipissing University campuses, departments, faculties and initiatives.

Who Should Read this Policy

All members of the university community.

Contacts

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Definitions

The following definitions shall apply in this policy:

- **Functional naming:** Naming to signify a relationship between the University asset, the academic entity or award and particular activities, functions or uses.
- **Honorific naming:** Naming to confer or imply honour or respect, generally involving recognition of outstanding individuals distinguished in character or attainments. Gifts associated with honorific naming may be contributed by individuals or groups or may be supported by designated funds. It may include a major contribution to the development of Nipissing University, which enhances its status as an academic institution. It also may be in honour of a person who has given extraordinary, distinguished service to the University.
- **Philanthropic naming:** Naming in recognition of an act of philanthropy, generally defined as a charitable gift to the University.
- **Sponsorship Naming:** Naming in recognition of a business agreement where a company, organization, or individual provides financial or in-kind support to the University in exchange for naming rights. This form of naming involves a contractual agreement that outlines the terms, duration, and nature of the sponsorship. Sponsorship naming is intended to advance the University's goals, enhance its programs or facilities, and provide mutual benefit to both parties while maintaining alignment with the University's values, reputation, and mission.
- **Assets include:**
 - Buildings (new and existing) or substantial parts of buildings (wings, floors, theatres, lounges, segments etc.)

- Streets, walkways, gardens and other common and green spaces
- Rooms and spaces within existing and new buildings
- Faculties, Departments, Schools
- Programs of service or recreation
- Lectureships, special lecture series, fellowships
- Collections of books, artifacts, manuscripts, maps, works of art and any other collection
- Research programs
- Endowed academic positions
- Scholarships, bursaries and other student awards.
- Any relevant digital asset where naming may be appropriate.
- Other naming opportunities as may be reasonably considered suitable

The Policy

1. Principles

The following principles shall govern judgments about the naming or re-naming of University campus assets. They reflect and reinforce principles expressed in the University's Gift Acceptance Policy.

- Regardless of any other provisions set forth in this policy, no naming will be approved, or once approved, be continued if it is found that such action may harm the reputation of the University or interfere with the achievement of its goals and priorities.
- Each naming or renaming shall advance the reputation, mission and priorities of the University in accordance with its values and preserving its commitment to academic freedom, autonomy and integrity.
- Consistency will be sought in making naming choices such that similar service or support of the University will result in comparable levels of naming recognition. Given Nipissing's shared campus, care should be taken with ensuring relative consistency with campus co-tenants.
- Market value principles should be applied in assessing the worth of naming rights to University campus assets.
- Preference will be given to naming that avoids the necessity of change in recognition in light of the possibility that activities associated with the University asset may change over time.

- Naming or renaming is established for a defined period of time to be determined in discussion with the donor and the University. Special or unique requests may be considered.
- Should Indigenous names be involved in any potential naming, The University will thoroughly consult with the Office of Indigenous Initiatives and the Nipissing University Indigenous Council on Education (NUICE).
- Individuals or organizations after which University Assets are proposed to be named must be of such a reputation and standing that an association with that individual or organization would not reasonably compromise the University's reputation, mission, priorities, values, guiding principles, autonomy, integrity or legal compliance.
- Corporate namings may be made but should be reviewed with additional care. To avoid the appearance of commercial influence or conflict of interest, the University will conduct additional due diligence. An assessment of the corporate history, business practices, reputation, long-term trajectory and any other factor appropriate to considering a long-term naming will be done. Namings that involve corporations shall be limited to 10 years and shall not normally involve the naming of a Faculty or Department. The size, design, and wording of plaques or other signs acknowledging corporate generosity should avoid creating any appearance of advertising and be appropriately tailored to the nature of the facilities or properties being considered. Namings to honour an individual associated with a corporate gift should be consistent with the principles for honouring an individual.

2. Authority to Approve

The following procedures have been developed in order to implement the above-noted principles and to provide opportunity for careful and systematic reflection prior to the naming of campus assets by the University:

2.1 The authority for the approval of the naming or re-naming of campus assets is vested in the Board of Governors.

2.2 The Board is the final approval authority for naming associated with gifts in excess of \$5 million.

2.3 For naming associated with gifts in excess of \$500,000 and less than \$5 million, the Board of Governors delegates authority jointly to:

- the President, and
- at least one of:
 - the Vice-President, Finance & Administration, or
 - the Provost & Vice-President, Academic

2.4 For gifts up to and including \$500,000, the Board of Governors delegates authority for naming jointly to:

- the President, and
- at least one of:
 - the Vice-President, Finance & Administration, or
 - the Provost & Vice-President, Academic, or
 - the Head of Advancement

2.5 Additionally, prior approval by specific resolution or motion of the Board is required for naming associated with:

- any gift which, in the opinion of the President, Vice-Presidents, or Head of Advancement, exposes the University to uncertain and potentially significant liability;
- any gift which, in the opinion of the President, Vice-Presidents, or Head of Advancement, is precedent setting and/or involves sensitive issues;
- any gift which, in the opinion of the President, Vice-Presidents, or Head of Advancement, is of unusual complexity, including potentially gifts involving real property, residual interests, charitable remainder trusts, assets with limited liquidity, or cultural property.

2.6 Notwithstanding any authority delegated via this policy, the Board of Governors may specify that the naming associated with gifts from certain donors or donor constituencies be reserved for its direct approval.

2.7 The President, Vice-Presidents, and Head of Advancement may also seek input from the Fundraising Committee of the Board of Governors pertaining to naming associated with a proposed gift.

- All naming must be in accordance with this policy and with accountability to the Board.

The President may bring a particular naming or re-naming proposal to the Board of Governors for its direct approval, and nothing in this policy shall be interpreted as preventing them from doing so.

3. Authority for Change or Discontinuation of Naming of Campus Assets

3.1 Where no time commitments or limitations are specified in connection with a naming, consistent with the principles of this policy and that of the Gift Acceptance Policy, the University reserves the right to rename an asset at any time, in keeping with the authority specified in Section 2 of this policy. In the

event of the death of a benefactor or liquidation of a corporation or organization, a period of one year shall lapse prior to a change of name, unless the donor agreement specifies otherwise.

3.2 If the University Executive team determines, in their sole discretion, that the naming of a University asset may directly or indirectly have a negative impact on the University's mission, priorities, commitment to academic freedom, autonomy, and integrity, (e.g., conviction of a serious offense by the donor), the President will bring forward to the Board of Governors to decide whether the naming of the University asset may be changed or discontinued irrespective of time commitments in related gift agreements, decision support documents or announcements in keeping with the authority specified in Section 2 of this policy.

3.3 Notwithstanding any other provision of this policy, no naming shall be approved or continued that calls into question or constitutes a significant challenge to the public respect or reputation of the University.

3.4 Should key elements of a donor agreement associated with a naming commitment not be fulfilled, discontinuance of the naming and/or renaming may be required in keeping with the authority specified in Section 2 of the policy.

3.5 When a University asset is proposed for renaming or discontinuance, reasonable efforts will be made to inform any related benefactor or honoree in advance. If the benefactor or honoree is deceased, reasonable efforts will be made to inform the closest family members in advance of the change.

4. Procedures for Naming Campus Assets

4.1 Procedures for Naming

The following procedures have been developed to support this policy:

Honorific Naming or Renaming:

Proposals may originate from any member of the University community. Members shall forward their recommendation in writing to the appropriate executive leader (President, Vice-President, Dean, Associate Vice-President, Head of Advancement) in accordance with the terms of the policy.

- The executive leader, receiving such a proposal, shall evaluate it, and consider concerns that stakeholders may have. If deemed worthy of further consideration in accordance with proposed or existing gift acceptance policies, the proposal shall be forwarded to the Fundraising Committee for deliberation.

- Upon review by the Fundraising Committee, the proposal will either be:
 - Declined
 - Returned to the executive leader who originated the proposal for further consideration or consultation
 - Forwarded to the Advancement Office for additional input and consultation;
 - Forwarded to Senate with respect to endowed chairs, professorships, fellowships and lectureships in accordance with Senate requirements
 - Recommended for approval as defined in keeping with Section 3.2 of this policy

Philanthropic Naming:

- In the context of major campaigns and annual fundraising, from time to time the Advancement Office shall propose a schedule of naming opportunities to the Fundraising Committee.
- In all instances, the President shall advise all members of the University Board of Governors, in confidence, of naming opportunities prior to a final decision or any public announcement.
- The President shall ensure that appropriate agreements with external parties are in place prior to any public naming announcements. The terms of such agreements concerning naming shall be consistent with this policy, and open to review by the Board.

Sponsorship Naming:

Proposals for sponsorship naming will originate from the University's Advancement Office, Athletics Office, or through formal sponsorship opportunities identified by the University. The following steps shall apply:

- The Advancement Office, Executive Team, and relevant departments (Finance, Facilities, Athletics) will conduct due diligence to assess the sponsor's reputation, business practices, and aligned with the University's values. The financial terms, obligations, duration, valuation, scope and appropriateness of the sponsorship naming will be assessed as well.
- Upon review by the Fundraising Committee, the proposal will either be:
 - Declined
 - Returned to executive leader or Advancement Office for further consideration
 - Recommended for approval as defined in keeping with Section 3.2 of this policy

5. Maintenance, Reporting and Review

5.1 Maintenance & Reporting

- The Advancement Office shall oversee the maintenance of all named asset records, agreements and supporting documents. The Office will also oversee and maintain all records pertaining to valuation.
- The Finance Department shall be responsible for maintaining and updating a complete inventory of named University assets.
- At any time, the Fundraising Committee and/or the Board of Governors may request that the President provide a report on a specific named asset or a report of a general nature.

5.2 Review Process

In order to ensure that this Policy continues to be effective, it shall be reviewed bi-annually by the Fundraising Committee of the Board of Governors. The Head of Advancement is responsible for initiating this review.

Resolution 2011-02-03: Moved by P. Goulet, seconded by C. Dennis that the Board of Governors accept the recommendation of the Advancement Committee that the Board approve the revised *Naming of Campus Assets Policy* dated January 2011. **CARRIED.**

Revised and approved by the Board of Governors: May 3, 2018 – Resolution 2018-05-08

Revised and approved by the Board of Governors: June 9, 2022 – Resolution 2022-06-07

Revised and approved by the Board of Governors: June 14, 2025 – Resolution 2025-06-14