

Purpose:

This document sets out the University of New Brunswick's policy and processes for granting the naming of the University's faculties, colleges and schools funded by philanthropic support. The purpose of such naming opportunities is to honour individual benefactors whose generous support makes possible the major advancement of our faculties, colleges and schools in service of the University's mission.

Guiding Principles:

1. In naming a faculty, college or school, the naming refers to the overarching teaching, research, and community activities emanating from the faculty, college or school. It does not preclude the naming of a physical asset or space, programs, centres, or institutes within the faculty, college or school by other donors.
2. In determining the threshold amount to be recognized by naming an existing or proposed faculty, college or school, each naming opportunity should be recommended based on a process that includes a comparison of the practices of other universities and UNB's positioning compared with similar faculties, colleges or schools at other universities.
3. Naming a faculty, college or school shall not infringe on academic freedom, as defined in the Article 14 of the Full-Time Collective Agreement between the University of New Brunswick and The Association of University of New Brunswick Teachers (AUNBT).
4. Naming a faculty, college or school will not be deemed to imply the University's endorsement of a partisan political or ideological position or of a commercial product or service. This does not preclude honouring the name of an individual who has at one time held public office or the name of an individual who is associated with manufacturing or distributing commercial products or providing commercial services.
5. A signed Gift Agreement detailing the specifics of the naming gift will be negotiated with the donor, and will include finances, application of the monies to faculty, college or school activities (e.g. scholarships, professorships, research, renovation or construction, etc.) and protection of academic freedom.
6. Notwithstanding any other provision of this policy, no naming will be approved or once approved be continued if such a naming will call into question the integrity or reputation of the University.
7. Naming of faculties, colleges or schools shall not impede the University from maintaining or modifying its academic and research priorities and shall conform to all University policies and guidelines governing the establishment of faculties, colleges, or schools.

8. Naming levels for faculties, colleges and schools shall comply with the standards for each level of naming opportunity or particular assets as specified from time to time by the University and Development and Donor Relation's Stewardship Policies and Guidelines.
9. Naming recognition of a benefactor will only take effect once a significant portion of the donation has been received.
10. Where an endowment has been established with a donation to continue or preserve a faculty, college or school that has been named, the University will use its best efforts to maintain the capital value of the endowment in order to perpetuate what has been named (see Statement of University Investment Objectives and Policy, dated October 2014).
11. Individuals representing the University will make clear to potential benefactors that naming will be subject to final approval by the Board of Governors.

Naming Authority:

1. Authority for the approval of the naming or renaming of a faculty, college or school is vested in the Board of Governors.

Process:

The process to secure approval is multi-step and requires approval to be secured at every level.

1. The Vice-President (Advancement) will first consult with the Dean of the faculty, college or school, the President, and the appropriate campus Vice-President to secure their endorsement for the naming and to determine the strategic use of the funds.
2. The Dean shall undertake timely internal consultation with Faculty Council, as it is defined in the UNB Act, before providing the Vice-President (Advancement) with consent to proceed. The Dean and appropriate campus Vice-President will determine how to ensure that the consultation process respects faculty inclusion and collegiality while still honouring donor confidentiality.
3. If approved by faculty, the Vice-President (Advancement) and the Dean together will then negotiate the specific terms of the naming gift with the donor, including branding, financial considerations, protection of academic freedom in accordance with Guiding Principle 3 of this policy, and the purpose(s) to which the funds will be designated. Said terms will constitute the Gift Agreement.
4. AUNBT shall be consulted as to the conformity of the terms of the Gift Agreement with Article 14 (Academic Freedom) and other relevant provisions of the Collective Agreement.

5. If the conclusion of the above process is successful, the Vice-President (Advancement) will seek endorsement of the President's Executive Team.
6. If endorsed by the President's Executive Team, the Vice-President (Advancement) will inform the Advancement Committee of the Board that the President will be reviewing the proposal with the Executive Committee of the Board of Governors.
7. The President and Vice-President (Advancement) will then review the proposal with the Executive Committee of the Board of Governors.
8. In the event that the President and Executive Committee of the Board conclude that the proposal should be modified, such modifications must be within the parameters agreed to by the faculty, college or school and be acceptable to the Dean, appropriate campus Vice-President and donor before a decision is made to proceed with the naming.
9. The President and Chair of the Board will submit a proposal to the Board of Governors for final approval.
10. If approved, the Gift Agreement will be executed by the President, Dean, appropriate campus Vice-President and the donor.
11. If the commitment of a benefactor, who desires to be recognized by naming a faculty, college or school, does not meet the minimum financial requirement for the naming of the entity, but the University deems the naming desirable and appropriate and is prepared to raise the balance required to meet the minimum financial requirement, the naming may take place once the full funding is achieved. If the University is unable to proceed, the initial benefactor is entitled to redirect his/her support.

Confidentiality:

1. Any naming proposals to honour a benefactor shall be dealt with in the strictest of confidence by all involved in the process until the naming is publicly announced by the University.

Termination or Revocation of Naming:

1. No commitment to a naming shall extend beyond the life or existence of the faculty, college or school named.
2. The University shall retain the discretion to revoke a naming where, in the opinion of the Board of Governors, retention of the name would be prejudicial to the University's reputation. Authority to revoke a naming is vested in the Board of Governors and shall be contingent on fulfillment of the obligation of due diligence by the individuals responsible for recommending the revocation of a naming.
3. In the event of termination or revocation, the benefactor will be entitled to redirect or withdraw their unexpended contributions.

Records:

1. Once final approval of the naming has been granted and the naming has been publicly announced, a copy of the naming proposal, Gift Agreement, record of approval and other relevant documents shall be deposited with the Office of the Secretariat of the University of New Brunswick.
2. The University's Research and Stewardship Office, in Development & Donor Relations shall also keep a complete record of all naming agreements and related documents.

Jurisdiction:

This policy is under the jurisdiction of the Vice-President (Advancement), subject to the approval of the President in regard to all actions under the policy.

Approval of this policy and subsequent revisions to the policy rests with the Board of Governors

UNB Policies Reviewed or Referenced:

UNB Office of Advancement – Strategic Partnerships Initiatives

UNB Statement of University Investment Objectives and Policy, dated October 2014

UNB Stewardship Policies and Guidelines, Section 3, Donor Recognition

UNB POL-P 3 1-Naming of University Property or Space

The Collective Agreement between the University of New Brunswick and The Association of University of New Brunswick Teachers.

Peer Institution Policies Consulted in Developing this Policy

California State University – Policy and Procedure on Naming California State University Colleges, Schools, and Other Academic Entities

Dalhousie University - Donor Recognition Policy – Naming Policy

Indiana University – Institutional Naming

McGill University – Policy Relating to the Naming of University Assets

Ryerson University – Benefactor Naming Policy

University of British Columbia – Board of Governors Naming Policy