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Naming Policy

Office of Administrative Responsibility:	Office of the Vice-President (External Relations)
Office of Accountability:	Office of the Vice-President (External Relations)
Approving Authority:	The Governors of The University of Alberta

Purpose

Naming at the University of Alberta (hereinafter the “university”) serves as a mechanism to honour and recognize outstanding Philanthropic contributions to the university community and to confer honorific recognition. It also provides a clear means of wayfinding and identification.

The purpose of this policy is to articulate the university’s approach in applying names, recognizing that conferring honorific and Philanthropic Namings requires the university to carefully consider how all proposed namings reflect its values and contribute to its overall reputation.

Definitions

The attached definitions table outlines the terms used in this policy that are not otherwise defined herein and any specific rules of interpretation that apply.

Scope

This policy applies to all members of the University Community participating in activities or functions governed by this policy and its associated procedures.

This policy governs all Philanthropic, Honorific and Functional Namings at the university, including but not limited to those applied to Infrastructure Assets, academic entities and Endowments. This policy does not apply to sponsorships or non-Philanthropic grants, unless such arrangements include a specific naming component.

Policy Statement

1. PRINCIPLES

The University of Alberta's naming practices are guided by the following core principles:

- a. The university seeks to recognize and celebrate significant Philanthropic and honorific contributions that advance the university's mission and strategic priorities.
- b. The university reserves the right to approve, implement and revoke all namings, ensuring each decision is made with appropriate rigour and reflects contemporary learnings.
- c. All namings must unequivocally align with the university's values, ethical standards and strategic objectives and be contextually appropriate.
- d. The university is committed to achieving an appropriate balance between the diverse roles naming plays and the comprehensive benefits it brings. This includes, but is not limited to:
 - i. Fostering a welcoming and inclusive environment for all members of the university community.
 - ii. Actively advancing and promoting Indigenous reconciliation through respectful and meaningful naming initiatives.
 - iii. Driving the achievement of the university's strategic objectives and long-term vision while reflecting its values.
 - iv. Facilitating transformative change by supporting initiatives that lead to significant advancements in research, education, community engagement or societal impact, fostering innovation and addressing critical global challenges.
 - v. Preserving academic freedom and the ability for the university to set its teaching, research and operational priorities.
- e. Namings conferred for Functional purposes (not those providing Philanthropic or honorific recognition) will abide by university conventions.
- f. All namings for Infrastructure Assets, academic entities or Endowments must comply with and be consistent with all other university policies and procedures governing their creation and management.

2. NAMING REVIEW AND ALIGNMENT

- a. The university will review proposed namings to confirm their alignment with the principles outlined in this policy. This review is necessary to uphold the university's mission, preserves its integrity and reputation and prevents actual or perceived conflicts of interest.

- b. For all proposed namings, a review process will be undertaken, including consultation with relevant internal and external groups. Special consideration will be undertaken for the following namings:
 - i. Indigenous Namings: The university will give special consideration to the unique cultural protocols and significance of Indigenous names.
 - ii. Equity-Denied Groups: The university is committed to respectful and culturally informed consultation with community leaders and advisors for namings associated with Equity-Denied Groups to ensure the naming fosters an inclusive environment.
 - iii. Corporate Namings: Namings involving corporations or businesses will undergo an enhanced review to safeguard public trust and mitigate any potential reputational risks.
- c. The university will seek, where possible, the permission from the intended Honouree, or, if deceased, the intended Honouree's legal representative and/or family.

3. PHILANTHROPIC NAMINGS

- a. All Philanthropic Namings must adhere to the *Gift Acceptance Policy* and may be subject to additional terms and conditions as outlined in the establishing Gift Agreement.
- b. Established minimum financial requirements for a Philanthropic Naming must be met.

4. LIMITATIONS

- a. Not all assets that the university owns, operates or maintains are suitable for Philanthropic and/or Honorific Namings. The appropriateness of naming any asset will be considered alongside the proposed naming opportunity.

5. NAMING DURATION

- a. All namings will be established for a specified fixed term except for Endowments which are normally named in perpetuity.
- b. Namings may be eligible for renewal upon mutual agreement between the University of Alberta and the donor/Honouree at the end of their fixed term.
- c. The university reserves the right to review, modify or revoke a naming. The process for any such review, modification or revocation is set out in the procedure.

6. APPROVALS

- a. The Board of Governors has ultimate authority to approve, modify or revoke the naming of academic entities and Infrastructure Assets and may delegate that authority.

Definitions Table

<i>Unless otherwise specified, these definitions apply to this policy and its associated procedures. Defined terms include their plural and grammatical variations.</i>	
Academic Entity	Academic entities are those non-physical entities that represent components of the academic mission, including but not limited to, faculties, departments, divisions, centres, institutes, chairs, professorships, lectureships, fellowships and student awards and financial supports.
Donation or Gift	A voluntary and irrevocable transfer of property by a donor to the university without any expectation of return or benefit.
Endowment	An Endowment is held in trust by The Governors of the University of Alberta as trustee and not in its own right. Endowment capital is invested in perpetuity. A portion of the investment earnings is used to support those specific purposes that were agreed to when the Endowment was created.
Functional Naming	Refers to a naming not covered by Philanthropic or Honorific Naming opportunities; is a naming that reflects the overarching activity with consideration given to placement on campus and history of the building/space.
Gift Agreement	A Gift Agreement is a written document that formalizes the terms of a donation between a donor and the university. Terms are limited and generally used to support the identification of the purpose of the gift, the asset(s) being gifted, the payment schedule and where appropriate naming of an Infrastructure Asset, Academic Entity or Endowment.
Honouree	Any individual, business, corporation or entity otherwise not specified that is the recipient of a Philanthropic or Honorific Naming.
Honorific Naming	Naming in recognition of exceptional contributions to society, the university community or the university mirroring the university's values and mission.
Infrastructure Assets	The terms "Infrastructure," "Assets" and "Infrastructure Asset" refer to the buildings, facilities, utilities, transportation infrastructure and open spaces that are owned or leased by the university on all five campuses.
Philanthropic	The act of philanthropy; generally defined as gifts to the university which have real or in-kind monetary value.

Philanthropic Naming	Naming resulting from, and in recognition of, Philanthropic gifts that have a real or in-kind monetary value to the university.
University Community	Academic, excluded and support staff, academic colleagues and postdoctoral scholars as outlined and defined in the <i>Recruitment Policy Appendix A: Definitions and Categories of Staff</i>; undergraduate, graduate, continuing education students and post-graduate learners; emeriti; contractors; visitors; volunteers; and members of the Board of Governors. For the purposes of this policy, the following are also included in the University Community: • University of Alberta Foundation USA, Inc., Chapel & York UK Foundation Ltd. and third party contractors. • Any organizations that are affiliated with the university through formal agreements such as joint ventures, affiliation agreements or tenancy.

Parent Policy Suite

- [Naming Policy](#)
- [Naming Policy Appendix A: Naming Criteria](#)
- [Functional Naming of Physical Entities Procedure](#)
- [Honourific Naming of Physical Entities Procedure](#)
- [Naming of Academic Entities Procedure](#)
- [Naming of Academic Entities Procedure Appendix B: Endowed Chairs and Professorships Criteria Terms and Responsibilities](#)
- [Philanthropic Naming of Physical Entities Procedure](#)

Related Policy Documents

- [Contract Review and Signing Authority Policy](#)
- [Contract Review and Signing Authority Schedule A: Signing Authority for Contractual Obligations on Behalf of the Board of Governors of the University of Alberta](#)
- [Gift Acceptance Policy](#)
- [Endowment Management Policy](#)

Related Links

- [Development and Alumni Relations](#)
- [University of Alberta Institutional Values](#)

History

March 23, 2007	Approved.
February 28, 2013	Approved.

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Approved.

*For questions surrounding policy document interpretation or implementation,
please contact the Office of Administrative Responsibility.*

The official version of this document may be obtained from <https://www.ualberta.ca/policies-procedures/index.html>