

Complete Policy Title:
Naming Policy & Procedures

Policy Number (if applicable):

Approved by:
Board Of Governors

Date of Most Recent Approval:
December 16, 2010

Date of Original Approval(s):
December 16, 2010

Supersedes/Amends Policy dated:
Campus Names Policy – 1993
Campus Names Procedure - 2004

Responsible Executive:
**Vice-President (University
Advancement)**

Enquiries:
[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*

1. Background

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 McMaster community.

This policy governs naming opportunities at McMaster University. The Board of Governors may recognize exceptional contributions, be they philanthropic or in the form of honorable service, as follows:

- to recognize distinguished members of the McMaster University community or
- to recognize major benefactors of the university, including individuals, corporations and foundations, or
- to recognize individuals who bear a special relationship to McMaster University, Hamilton or surrounding community.

2. Scope

This policy applies to all units and individuals at McMaster University who seek recognition for a donor's generosity and/or exceptional service by a member of the McMaster community. This policy guides the granting of named recognition at McMaster University for:

- buildings (new and existing) or substantial parts of buildings (wings, floors, segments),
- streets, walkways and outside spaces,
- rooms and spaces within existing and new buildings,
- faculties, departments, schools,
- programs of service or recreation,
- lectureships, special lecture series, fellowships, library collections
- research programs, or
- other suitable naming opportunities

3. General Naming Policy

- 3.1 Ultimate authority to approve any naming request at McMaster University rests with the Board of Governors.
- 3.2 The Board of Governors reserves the right to revoke a naming decision if it constitutes a significant and continuing impairment to the University's reputation or if the agreed-upon philanthropic contributions are significantly reduced. In these instances, the approval process in section 4 of this policy will apply.
- 3.3 When a naming is for a limited period of time, the University reserves the right to rename the entity on the expiration of that time.
- 3.4 When permanent named recognition has been offered, it will be honoured in perpetuity, subject to 3.2 above.
- 3.5 When a named space is proposed for renaming because of a change in purpose, etc, reasonable efforts will be made to inform the original honoree or donor in advance. If the honoree or donor is deceased, reasonable efforts will be made to inform the next generation of family members in advance of the renaming.
- 3.6 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.
- 3.7 Recommendations for the naming of a new building or major segment of it should flow from:

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- 3.7.1 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
 - 3.7.2 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. 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.
- 3.8 Naming recognition to honour a member of the McMaster University community or outstanding scholars outside of the university who have a close relationship with McMaster 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).

4. Approval Procedure

- 4.1 Naming recommendations may originate from any member of the McMaster community.
- 4.2 Individuals contemplating a naming opportunity to recognize outstanding service and/or philanthropic donations are to consult first with the Office of University Advancement for information and advice.
- 4.3 The Vice-President of University Advancement shall submit naming requests in writing to the President for review.
- 4.4 The President once satisfied that the naming recognition conforms to this Policy and that the recommendation deserves support, will forward his/her recommendation to the University Planning Committee for approval.
- 4.5 The University Planning Committee will then forward approved names to the Board of Governors for final University approval.
- 4.6 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.
- 4.7 Namings of an academic nature may require additional approval from Senate.

5. Plaques and Naming Signage

- 5.1 Plaques or other signs recognizing donors 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.
- 5.2 External corporate logos and/or wordmarks will not be permitted on University recognition signage.