

HONORIFIC NAMING AND RECOGNITION PROCEDURES

PURPOSE

The purpose of these procedures is to set out the process to be followed with respect to honorific naming of University assets to support and comply with the Donor Relations, Naming and Recognition Policy.

PART A Identifying assets eligible for honorific naming

1. At the beginning of the academic year, Development and Alumni Relations (“DAR”) will identify a list of assets eligible for honorific naming. Only assets which do not present an opportunity for philanthropic naming, in the opinion of DAR, will be eligible for honorific naming.
2. The President and Vice-Chancellor shall approve the list of eligible assets, in consultation with the Vice-Presidents.

PART B Processing requests for honorific naming

1. Any individual or group may propose an honorific naming.
2. Any request for honorific naming shall be submitted to DAR.
3. Any request for honorific naming shall demonstrate how the proposed honoree satisfies the following criteria;
 - a. Reflect the vision and mission of the University through outstanding achievements in learning, discovery and citizenship
 - b. Reflect the vision and mission of the University through exceptional scholarly distinction,
 - c. Reflect the vision and mission of the University through remarkable service or leadership of lasting value to the University community or society at large,
 - d. Be an individual or organization who bears a special relationship with Brock University, or

- e. Represent highest historical significance to the University or community.
 - f. Have served as President of Brock University for a minimum of one five-year term.
4. DAR will review all requests to ensure sufficient information is provided and to confirm that the proposed naming does not conflict with the following restrictions:
- a. Honorific naming for an individual will not occur while that individual is a regular employee or member of a formal University committee.
 - b. Naming recognition to honour a member of the Brock University community or outstanding individual outside of the University who has a close relationship with Brock University shall not be conferred until at least two years following the individual's retirement or immediately following their death, except under exceptional circumstances.
 - c. Naming will normally be for the useful life of an asset. If an asset must be replaced or substantially altered in its form, nature or use, the University reserves the right to rename the asset as close to the spirit of the original donation as possible. The party for which the asset has been named will be advised of impending change.
5. DAR will arrange for the request to be submitted to the [Senior Administrative Council/President] for review.

PART C
Approval of
honorific
namings

If SAC/the President is satisfied that the request satisfies the criteria set out in Part B above, DAR shall submit the request to the Strategic Planning Committee for recommendation to the Board of Trustees.

PART D
Rescission of
honorific
namings

Naming will be removed where, in the judgment of the President, continuing identification with the recognized individual or organization would constitute a significant and continuing challenge to the reputation of the University.

DEFINITIONS

Tangible assets *- buildings and parts of buildings (e.g., lecture or seminar rooms, laboratories, foyers, lounge areas), equipment, open spaces (e.g., roads, gardens, fields) or other natural spaces or physical improvements.

Non-tangible assets *- academic units (e.g., faculties, departments, schools, institutes, programs, centres, libraries), endowed chairs, lectureships/fellowships/professorships/scholarships or bursaries, events both academic (e.g., lectures, conferences, symposiums) or non-academic (e.g., athletic or extra-curricular events), student services or other services.

*These are examples of University assets but do not comprise a comprehensive list.

RELATED POLICIES & DOCUMENTS

Donor Relations, Naming and Recognition Policy
Honorific Naming Nomination Form