

Policy on Campus Names

Category: External Relations

Approval: Board of Governors

Responsibility: President and Vice-Chancellor

Date Initially Approved: March 25, 2011

Date of last revision: June 16, 2017, June 24, 2022

This policy does not apply to naming opportunities related to benefactors and philanthropy, which are addressed under separate Gift Acceptance and Philanthropic Naming policies, or sponsorship arrangements. Nor does it apply to recognition provided under Senate policies governing Honorary Degrees and Eminent Service Awards, or administrative namings such as those required for wayfinding or functional descriptions of University assets.

Definitions:

Honorific Naming: A term, title or description indicating respect conferred upon a meritorious person, notable place or thing for the purpose of signaling esteem, gratitude or significance to Trent.

Naming: The process of conferring a name upon a physical, academic or programmatic asset. (Note this is distinct from naming related to philanthropic gifts).

Denaming: The process of revoking an honorific or wayfinding name initially conferred upon a physical, academic or programmatic asset.

Philanthropic Naming: The recognition of donors who have made a gift to the University, in accordance with the Philanthropic Naming Policy.

Wayfinding: Names provided to physical spaces to assist the campus community in locating places on campus (e.g. Chemical Sciences Building), roadways or other access routes/ points.

Purpose/Reason for Policy:

The naming of university activities or property is a long-established custom at Trent University, dating back to its inception. Trent University may name physical spaces, structures, , programs or projects of the University in recognition of individuals who have greatly distinguished themselves through meritorious and significant service and exceptional contributions to Trent University, our host communities, Canada or internationally, or to recognize places or values that align with Trent's mission and vision.

Scope of this Policy:

This policy outlines principles regarding decisions about naming of Trent University assets including, but not limited to:

- Physical assets such as:

- buildings or parts of buildings e.g. (wings, floors, atriums, rooms, laboratories)
- special research, teaching, recreational, service or other facilities roadways, discrete spaces, structures
- common or green spaces

- Nonphysical assets such as:

- faculties, departments, schools or other academic units
- research centers, institutes or programs
- programs of service or recreation
- lectureships, special lecture series, and awards
- fellowships, scholarships, bursaries, prizes and other student awards
- endowed or limited duration chairs, professorships
- collections of books, art or other materials
- such other entities as the University may from time to time see fit to name

Policy Statement:

This policy and its related procedures govern non-philanthropic naming, renaming and denaming at Trent University.

Authority and Responsibilities:

- Ultimate authority to accept or decline any proposal to name at Trent University rests with the Board of Governors or as delegated to the president, where provided for. In the case of named academic appointments (i.e. Chairs, Professorships) or other named academic initiatives (e.g. lecture series or major scholarships) or programs/schools, the naming proposal should be developed in consultation with appropriate academic representatives.
- Ultimate authority to discontinue the designated name of a University asset (i.e. denaming), or to transfer the name to another asset at Trent University rests with the Board of Governors or as delegated to the president, where provided for.
- Input from the Office of Advancement must be sought on the location/ focus of proposed naming's to offer a perspective on how this may impact the ability to attract funds, with associated philanthropic naming
- When major academic facilities, programs, schools, projects or areas of the University are being named, denamed or renamed, the advisory committee will consult with the program/ school/ appropriate academic group prior to making its recommendation to the President. The Research Office may be consulted for labs and research centers that have received external funding that may have guidelines with respect to naming.
- The University retains the right to determine how the naming is displayed. Plaques, signs or other physical displays recognizing naming will be of generally uniform design and consistent with recognition and branding guidelines.

Principles:

- Decisions about naming and renaming must be equitable and consistent, and consider the limited inventory of assets to be named.
- Naming's should enhance the mission and vision of the University and reflect the values of Trent as a diverse, inclusive and respectful community
- Naming at the University shall be independent of program, curriculum, appointment and admission decisions, and shall preserve academic freedom.
- Persons recognized in a naming must be of sound reputation
- Only in exceptional circumstances will University assets be named to honour outstanding service of members of faculty or staff while the honouree remains in the full-time employment of the University.

Duration of Naming:

- When a naming is granted, it may be for the useful life of the asset, or for a limited duration. This should be explicit at the time of approving the recommendation.

Due Diligence

- The individual seeking approval for a proposed Naming shall conduct appropriate due diligence to reasonably assure the Board of Governors, or its delegates, that the person to be honoured by the Naming is of sound Reputation and that the proposed Naming complies with this Policy. The Office of Advancement or University Legal Counsel may be requested to assist with such due diligence from time to time.
- Naming's not associated with an individual should also be assessed for any cultural issues that may have unintended interpretations or meanings adverse to the intended meaning.

Denaming

- A Naming may be revoked where retention of the Naming would be prejudicial to the University and its community, its evolving mission, or its values, in the opinion of the Board of Governors or its delegates.
- Any revocation shall be contingent on fulfillment of the obligation of due diligence by the individual(s) responsible for recommending the revocation of the Naming.
- The revocation process shall generally parallel the approval process

Renaming

- When, for whatever reason, a named building or space is to be demolished or rebuilt, or a program discontinued, the University shall have discretion over the decision to retain, transfer, or discontinue the use of the Naming.

Record Keeping

- Once final approval of a naming has been granted, the record of approval and other relevant documents shall be deposited with and retained by the University Secretariat.
- The Office of Advancement shall be responsible for maintaining an inventory of named University assets

Procedure:

- Excluding naming opportunities reserved for philanthropic purposes (as determined by the President in consultation with the Vice-President, External Relations and Development), individuals or groups wishing to suggest a name or a change of name for a facility, project, program or area of the University shall firstly submit a written proposal in confidence to the President and the Vice President External Relations and Development
- The President shall direct the proposal to the Presidential Advisory Committee on Campus Names for its recommendation. The President may, at their discretion, forward the recommendation of the advisory committee through the Executive Committee to the Board of Governors for approval, especially in the case of high profile programs or buildings.
- The committee shall consider a variety of factors in assessing any proposals for naming, denaming or renaming:
 - Potential for future philanthropic naming of the recommended space/program etc. and the appropriate utilization of a limited number of naming opportunities
 - Value and prominence of the space/program relative to the contributions of the person to be honoured
 - Honorific recognition given to others with similar contributions to promote consistency in the tributes paid by the University
 - Alignment between the accomplishments/ traits etc. of the individual and the space/program to be named
 - Language, cultural and other verbal or visual elements that may affect the integrity of the naming or reputation of the University when spoken, printed or otherwise communicated

Presidential Advisory Committee on Honorific and Wayfinding Campus Names

(Terms of Reference)

- To receive nominations, research and recommend to the President, names that may be applied to facilities, projects, programs or areas of the University in accordance with the Policy on Campus Names.

Composition: President, Vice-President External Relations and Development, Vice President Communications & Enrolment, Chair of the Board of Governors, a member of the Board of Governors, President of the Trent Central Student Association or President of the Trent Durham Student Association (dependent upon which campus the naming will appear), President of the Alumni Association, faculty member from Senate, AVP Facilities President of the Graduate Students' Association (or designates for any of the roles listed here).

Contact Officer:

Vice President External Relations and Development

Date for Next Review:

June 2027

Related Policies, Procedures & Guidelines

- Endowed Chairs and Professorships Program
- Gift Acceptance Policy and related procedures
- Philanthropic Naming Policy
- Procedure on Negotiation and Approval of Philanthropic Naming, Renaming and Denaming.