

Naming policy for facilities, endowment funds, trust funds and other entities at the Université de Moncton

Preamble

From time to time, the university wants to name facilities, endowment funds, trust funds or other entities in honour of individuals, organizations, foundations or corporations who have distinguished themselves in the eyes of the institution or in society either by contributing in an exceptional manner to their development and fulfilment or by making a significant donation to the university. This policy establishes the ways in which such designations may be permitted.

Guidelines

1. HONORARY NAMING FOR EXCEPTIONAL SOCIAL CONTRIBUTION

1.1 Nominations received must respect at least one of following criteria:

- The individual contributed in an exceptional manner to the university's development on a volunteer basis;
- The individual, through their work at the university, has distinguished themselves by their exceptional engagement to the development or influence of the university;
- The individual, organization, foundation or corporation contributed in an exceptional manner to the development of society.

1.2 Outside of exceptional circumstances, a period of two years should pass following the death of an individual before their nomination would be considered for naming.

1.3 An individual's nomination will not be considered during the time in which they are involved in political activity either in the Parliament of Canada, a provincial or territorial legislative assembly, or the equivalent in another country, or they actively support the ideology of a political party.

1.4 Other than in exceptional circumstances, the attribution of a name of an employee to a facility will not be done while the individual is still an employee of the university.

1.5 The trade name of an organization, foundation or a corporation cannot be considered unless it is clearly demonstrated that the name presents benefits for the university and does not contravene conflict of interest or ethics guidelines.

Honorific designation categories include the following, in addition to any others deemed necessary:

- Facilities: Buildings, sections of buildings, rooms, areas for sports activities, interior spaces, streets.
- Endowment funds, trust funds and other entities: Studies chairs, research centres or institutes, scholarship funds, special projects, awards of merit, large conferences, services to students, art collections, book collections, etc.

In principle, an honorary name remains in effect for the lifecycle of the entity in question. Insofar as facilities go, honorary names are permanent as long as the physical infrastructure serves the original functions at the time of designation. When a facility must be modified, renovated, demolished or reconstructed, the university, by approval of the Board of Governors, reserves the right to keep the honorific name or remove it.

2. HONORARY NAMES FOR CHARITABLE CONTRIBUTION

- 2.1 When judged appropriate, the Université de Moncton may accept that a physical location or entity attached to the institution bear the name of an individual or group in recognition of a substantial donation to the university. The donations must conform to the university's donation acceptance policy.
- 2.2 The trade name of an organization, foundation or corporation may be accepted as long as it is clearly demonstrated that the name presents benefits for the university and does not contravene conflict and of interest or ethics guidelines.
- 2.3 Only the president or executive director of university relations and philanthropic development (or their delegate who has been expressly authorized in writing) may negotiate with the benefactor regarding the designation of physical infrastructure, an endowment or trust fund.

The party representing the Université de Moncton is responsible for informing the benefactors that acceptance of the proposed name is subject to the following conditions:

- a) Names for philanthropic donations of more than \$1 million for physical infrastructure or for more than \$3 million for endowment or trust funds must be approved by the Board of Governors. The version of the policy which applies is the one in effect at the moment when negotiations for the donation begin.
- b) Naming for philanthropic donations between \$500,000 and \$1 million for physical infrastructure and of \$500,000 to \$2,999,999 for endowment or trust funds must be approved by the president.
- c) Naming for philanthropic donations between \$10,000 and \$499,999 must be approved by the executive director of university relations and philanthropic development following consultation with one or more of the vice-presidents and the applicable deans. Approval of the president may also be required.

2.4 Designation categories:

Naming for a charitable donation is permanent. The donation must be targeted toward the requested purpose.

a) Donations for physical infrastructure

Before a name of a location comes into effect, a significant portion of the total value of the commitment must have been submitted to the Université de Moncton. Any exceptions will be at the discretion of the president.

Buildings

New building

The donation must correspond to the highest of these two amounts:

- at least 20% of the value of the cost of construction;
- a minimum of \$2 million.

Existing building

The donation must correspond to the highest of these three amounts:

- at least 20% of the estimated value;
- at least 50% of the building's renovation costs;
- a minimum of \$2 million.

Amphitheatres or auditoriums

Up to 400 seats	\$500,000
Up to 200 seats	\$250,000

<u>Sections of buildings (entrances, wings, annexes, common rooms)</u>	\$500,000
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<u>Classrooms</u>	\$100,000
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<u>Seminar rooms</u>	\$50,000
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<u>Reading rooms</u> (library)	\$25,000
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Interior spaces

The amount of the donation must cover the total construction fees and the creation of a maintenance fund (to be determined per project), for example: square, campus street, park, statue, fountain, areas for sports activities, outdoor areas, etc.

b. Donations for faculties

Faculty name

Minimum donation of \$10 million for the creation of an endowment fund for the designated faculty.

The decision to adopt a name is not based solely on the value of the donation offered. Consultation must take place with members of the faculty in order to ensure that the name is in the best interest of the faculty. Meanwhile, the dean must take into particular consideration the positive or negative factors expressed during consultation.

Studies or research chair, institute

Minimum donation of \$5 million to ensure the complete financing of an endowment fund in pure and applied sciences.

Minimum donation of \$4 million to ensure the complete financing of an endowment fund in the humanities.

Minimum donation of \$750,000 spread over a period of five consecutive years – \$150,000 per year – to ensure the complete financing of a chair which is in trust.

c. Donations for students

Creation of permanent scholarship fund: minimum donation of \$25,000 which must be provided in its entirety before the first scholarship is awarded from interest generated by the endowment fund.

Creation of a permanent prize: minimum donation of \$10,000 for the creation of an endowment fund which will finance the prize. The donation must be provided in its entirety before the first prize is awarded from interest generated.

Naming of an annual scholarship: annual minimum donation of \$500

Naming of an annual prize: annual minimum donation of \$250

Donations for other special projects

To be determined based on the nature of the project

3. EVALUATION OF NOMINATIONS

3.1 Presentation of nominations

Anyone can suggest a candidate by presenting a carefully documented case. These proposals will be submitted to the General Secretariat responsible for submitting these applications to the Université de Moncton Naming Committee for Facilities, Endowment Funds, Trust Funds and Other Entities (“Committee”).

3.2 Committee responsibilities:

for honorific names for exceptional social contribution

- a) Evaluate submitted nominations;
- b) Proceed to consultations if necessary, including notice to the specific unit affected by the naming process;
- c) Retain nominations judged to be excellent;
- d) Present a report to the Executive Committee of the Board of Governors.

for honorific names for charitable contribution

- a) Review commitments report prepared by the executive director of university relations and philanthropic development for all donations of more than \$1 million regarding designation of physical infrastructure and of more than \$3 million for endowment funds other than scholarship funds.
- b) Confirm to the Executive Committee of the Board of Governors that it has studied the commitments report of the donation in question.

The Committee meets when it receives one or several proposals. Committee discussions are held in camera and its members must maintain absolute discretion.

3.3 Committee composition

- President, ex officio
- Executive director of university relations and philanthropic development, ex officio
- Vice-president of education and research, ex officio
- Vice-president of administration and human resources, ex officio
- Vice-president of the campus where the naming process is being carried out, ex officio
- One professor from the campus where the naming process is being carried out, appointed by their association
- One member of non-teaching staff, appointed by the president
- One student from the campus where the naming process is being carried out, appointed by their student association
- The chair of the Board of Governors or their delegate, ex officio and Committee chair

3.4 Role of the Board of Governors

- a) Receive the Committee report, commentaries and Executive Committee recommendation(s);
- b) Discuss the content of the report;
- c) Adopt or deny the recommendations of the Executive Committee.

4. PRIVILEGES

4.1 The name of a facility or of an endowment or trust fund will become the name regularly used in Université de Moncton publications and correspondence.

5. NAME CHANGE

5.1 The Board of Governors reserves the right to study, adopt or refuse a proposed name change or withdrawal of a name when particular circumstances justify it. The following factors will guide such a process:

- a) the tradition, heritage, past agreements, existing commitments, the purpose of the facility's use, and the lifespan of the entity;
- b) costs associated with the change;
- c) legal and social implications deriving from the name change;
- d) evaluation of the impact received from the already-attributed recognition;
- e) the best interests of the Université de Moncton.

5.2 If a request for a name change or withdrawal is accepted, reasonable efforts will be made in advance to advise the person, benefactor or their descendants (if applicable).

6. RECOGNITION CEREMONY

6.1 The university organizes a special ceremony or chooses another special occasion which is appropriate in order to recognize individuals, benefactors, organizations, foundations and corporations whose names will appear in the various categories.

6.2 The university will ensure that information regarding the event will be distributed to the media.

Adopted by the Board of Governors
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