

Policy History
<b>Policy No.</b> AC12
<b>Approving Jurisdiction:</b> President
<b>Administrative Responsibility:</b> Provost and Vice President Academic
<b>Effective Date:</b> August 10, 2012

## Naming, Academic Units Procedure

### A. DEFINITIONS

1. **Academic Unit:** Any unit of activity within the University which offers either teaching or research activities.
2. **College:** An academic administrative unit, similar to a Faculty, but generally used in applied or professional areas of study.
3. **Department:** One sub-unit of a Faculty within a university dealing with a particular field of knowledge.
4. **Faculty:** An academic administrative division constituted by the Board of the University.
5. **Honorific:** Recognition of outstanding individuals distinguished in character or attainments.
6. **Institute:** An area of activity within a university whose prime purpose is for research, educational development or other academic activities.
7. **Philanthropic:** Recognition of gifts to a university which have real or in-kind monetary value.
8. **School:** An academic administrative unit, similar to a Faculty, but generally within a narrower field of study.

### B. PROCEDURES

1. Academic Units wishing to request a name change will complete a Proposal which will include the following information:
  - a. Description of the academic unit listing its programs and other activities
  - b. Background and Context for the new name or name change

- c. History of previous names for the academic unit including timeframes
  - d. Proposed name and rationale for the name change including benefits to the Academic Unit as well as to the broader University community
  - e. If the request is related to an honorific or philanthropic name change, the relevant background to support such a name should be provided
2. If the naming request is of an honorific or philanthropic nature, the Chief Advancement Officer of the Office of Advancement must provide an opinion on the appropriateness of the naming request, with particular reference to the broader objectives of the University's fundraising efforts. A space is provided on the Naming Request Form for that purpose.
  3. If the Academic Unit wishes to use an alternate name for marketing or promotional purposes, a rationale should be provided.
  4. Naming request proposals that are judged by the Provost and Vice-President, Academic to have implications beyond the academic unit will undergo a consultation process with key stakeholder groups that will be determined by the Provost.
  5. The naming request, including, when appropriate, evidence from the Chief Advancement Officer of the Office of Advancement and the consultation process, will require approval by the President.
  6. The office of the Provost and Vice-President Academic will ensure that the appropriate parties within the University are notified.

## **C. RELATED POLICY**

Refer to *AC12 Naming, Academic Units Policy*