



Canada's Capital University

<b>Policy Name:</b>	Commemorative Naming Policy
<b>Originating/Responsible Department:</b>	University Advancement
<b>Approval Authority:</b>	Board of Governors
<b>Date of Original Policy:</b>	January 2009
<b>Last Updated:</b>	February, 2021
<b>Mandatory Revision Date:</b>	February, 2026
<b>Contact:</b>	Chief Advancement Officer

### **Purpose**

This policy sets out procedures for the approval, establishment and maintenance of commemorative naming opportunities and circumstances under which the naming opportunity may be withdrawn.

### **Scope**

This policy applies to all departments and individuals at Carleton University, in application to the commemorative naming of:

- Buildings, parts of buildings, facilities or physical infrastructure of other types;
- Common spaces and green spaces;
- Other naming opportunities as may be reasonably thought suitable.

### **Procedure**

All commemorative naming proposals must be submitted for approval, in writing, to the Chief Advancement Officer, and forwarded to the Office of the President. Proposals must include the intended name, the entity to be named and the criteria under which the honour is being proposed.

Appropriate criteria for a commemorative naming include recognition of:

- The values, priorities and goals of Carleton as represented in strategic documents (e.g. Strategic Integrated Plan).
- Exceptional service of lasting value to the community and/or country.
- An historical and distinguished relationship with the University.
- In exceptional circumstances, longstanding, meritorious contributions to Carleton University, such as truly remarkably academic, research or leadership contributions.

Concerns from any member of the Carleton community regarding a commemorative naming opportunity may be submitted, in writing, through the Chief Advancement Officer to the Office of the President.

University Advancement will review all proposals to ensure that there are no conflicts with prospective proposed or offered philanthropic namings. University Advancement will also ensure that all necessary consents have been obtained, notably from the family.

The President will review commemorative naming proposals for precedent, appropriateness, consistency and significance with the Senior Management Committee and may present the naming, with their recommendation, to the Executive Committee of the Board of Governors.

The Executive Committee of the Board of Governors shall then consider the matter and forward any recommendation it decides upon to the Board of Governors for consideration and action. Once approved, Facilities Management and Planning will oversee the installation and maintenance of all commemorative naming opportunities. Plaques or signage for commemorative named spaces shall conform to the approved University design and be consistent with the University's branding and signage policies.

There is no obligation on the part of the University to preserve a commemorative naming in perpetuity. Carleton University reserves the right to change a commemorative naming if circumstances warrant it or if there are other naming opportunities which take precedence.