Policy Name: Commemorative Naming Policy
Originating/Responsible Department: University Advancement
Approval Authority: Board of Governors
Date of Original Policy: January 2009
Last Updated: February, 2016
Mandatory Revision Date: February 2021
Contact: 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and maintenance of commemorative naming opportunities and circumstances under which the naming opportunity may be withdrawn.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, or;
- 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:

- Exceptional service of lasting value to Carleton, community or country;
- Longstanding, meritorious contributions to Carleton University (for example, Chancellors, Presidents, Governors, Senators, and officers of Administration); or
- An historical and distinguished relationship with the University.

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.

The President will review commemorative naming proposals for precedent, appropriateness, consistency and significance with the Senior Management Committee and present them, with his or her 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 in collaboration with the Department of University Advancement 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.

A named space will normally retain the name for the useful life of the space. If a space must be replaced, or substantially altered in its form, nature or use, the University reserves the right to re-name the asset.

Carleton University additionally reserves the right to withdraw or change a commemorative naming at the President’s discretion if it constitutes a significant and continuing impairment to the university’s reputation or if there are other naming opportunities which take precedence.