



SIMON FRASER UNIVERSITY
ENGAGING THE WORLD

TO: Senate

FROM Joy Johnson
Chair – Senate Committee on Agenda and Rules (SCAR)

DATE: March 27, 2025

SUBJECT: Updates to GP 35 - Named Recognition of Buildings, Academic
Endowments and Academic Units

SCAR has reviewed S.25-64 (Updates to GP 35 - Named Recognition of Buildings, Academic Endowments and Academic Units) and is forwarding it to Senate for information.

EXECUTIVE TEAM MEETING – DECISION BRIEFING NOTE

SUBJECT	Updates to the Named Recognition of Buildings, Academic Endowments and Academic Units (GP35)
DATE	July XXX, 2024
ET SPONSOR	Erin Morantz, VP, AAE
UNIT/DEPARTMENT	Advancement and Alumni Engagement
PREPARED BY	Alex Kouzin, Senior Director, Advancement Services
ET MEMBER(S) CONSULTED PRIOR TO SUBMISSION	<input type="checkbox"/> PROVOST <input checked="" type="checkbox"/> VPAAE <input type="checkbox"/> VPER <input type="checkbox"/> VPFA <input type="checkbox"/> VPPEI <input type="checkbox"/> VPRI
RESOURCE PEOPLE TO ATTEND MEETING	
FINAL REVIEW COMPLETED BY PROVOST	<input type="checkbox"/> PROVOST Approved and Submitted to Office of the President
TO BE SHARED WITH DEANS AFTER ET MEETING?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

TOPIC

- Proposed amendments to Policy GP 35 and consultation initiation

BACKGROUND

Advancement and Alumni Engagement is launching a new comprehensive campaign – Be Bold! - with a fundraising goal of \$500M over the next several years. The number of donations is expected to grow notably in the following months and the range of donations – the type and the value – will have a very broad spectrum. Donations for named recognition are part of the Campaign strategy and present a significant opportunity for major donations.

Amendments are being proposed to GP 35 to reflect the current operating model in Advancement and Alumni Engagement, which has significantly changed since the last revision of the policy in 2012, and ensure that all aspects relevant to the named recognition as part of the planned Campaign are covered in the policy. These include the following:

- Change of the policy's name to remove limitation just to Building and cover a variety of physical assets.
Suggested name **Named Recognition Policy**
- Addition of the named recognition and gifts of names from the Host nations
- Additional information on the honourific naming
- Clarification on the permanent and temporary (termed) named recognition, inventory management and the timing of the recognition
- Addition of the revocation criteria, restrictions and alignment with the BC Government Naming Privileges Policy
- General review of the decade-old document, adding a mandatory review milestone in the future

CONSIDERATIONS

The updates to the policy bring clarity on the acceptance criteria for named recognition mitigating the risk of reputational damages. A notable change has been brought in in regard to the termed recognition and revocation which was missing. Also, an important addition was solicited and coordinated with the representative of the SFU's Host Nations to recognize the gift of names from the First Nations community.

Finally, the language has been aligned with the current operating model of the Advancement and Alumni Engagement department.

OPTIONS AND RECOMMENDATIONS

1. **Recommend** – approve, in principle, the proposed amendments to GP 35 (for consultation).
2. Maintain status quo.
3. Recommend another alternative to ensure we are well-prepared to launch the Go Bold campaign

RISKS

The risks of not updating the policy in time for a public launch of the Campaign include missed opportunities for fundraising. This could impact the success of the Campaign delaying reaching the fundraising annual and final goal.

Another risk is that physical spaces and other assets are named without following proper procedure. The value for which these assets are named may not align, consistency of terms of naming may not be adhered to, and signage or other recognition could be inconsistent.

In addition to the financial impacts there could be reputational risks because the existing policy does not contemplate a procedure for revoking named recognition.

NEXT STEPS

Following approval by the Executive Team, we will move forward with the consultation process as outlined below

1. Mid-July to [plus one month]: commence targeted initial consultation (primarily with Labour Relations (APSA, CUPE, TSSU, PolyParty) and Faculty Relations (SFUFA) and in parallel initial consultation with Senior Directors Finance/Admin., Senior Leadership Team, Deans' Council.
2. [Then] to [plus one month]: commence general consultation, feedback is taken into account for the policy's final draft policy/procedures to Senate/SCAR for information and presentation.
3. [Then] to [plus one month]: update policy and procedures as necessary based on consultation feedback and resubmit to Executive Table.
4. [Then]: submit policy and procedures to Board for approval.

ATTACHMENTS

- Proposed amendments to GP 35

Named Recognition

Date
July 30, 2024

**Date of Last
Review/Revision**
September 27, 2012

Number
GP 35

**Mandated
Review**
September 2029

Policy Authority: VP Advancement and Alumni Engagement

EXECUTIVE SUMMARY

The Named Recognition Policy at Simon Fraser University is designed to celebrate and honor the significant contributions of donors while maintaining the integrity and values of the institution. By adhering to the principles outlined in this policy, the university aims to foster a culture of philanthropy, ensure transparent and respectful recognition of donors, and support its long-term mission and strategic goals.

This policy establishes guidelines for the naming of university assets and other entities such as academic chairs or academic units in recognition of significant philanthropic contributions from donors. This policy ensures that naming opportunities honor the intentions of donors while aligning with the university's values, mission, and strategic goals.

The policy also acknowledges other types of contributions for granting named recognition. They include the receipt of gifts of names from Host Nations various honorific categories based on academic achievements or service to the University.

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1.0 PRINCIPLES

1.1 The Named Recognition Policy at the University is designed to celebrate and honor the significant philanthropic contributions of donors and ~~other types~~accomplishments of individual and organizations of contributions while maintaining the integrity and values of the institution. By adhering to the principles outlined in this policy, the university aims to ensure that naming practices reflect the university's values and positively contribute to its reputation and support its long-term mission and strategic goals.

1.2 More specifically the University will adhere and follow these principles:

1.2.1 **Alignment with Institutional Values and Mission:** naming recognition should reflect and uphold the core values, mission, and strategic goals of the university, names should be associated with positive contributions to society and the academic community.

~~1.2.1~~1.2.2

1.2.3 **Transparency and Accountability:** the process for granting naming rights will be clear, open, and accessible to all stakeholders while decisions will be documented and communicated effectively to maintain trust and credibility.

~~1.2.2~~1.2.4

1.2.5 **Sustainability and Longevity:** consideration will be given to the long-term implications of naming rights, including duration and conditions for review, renewal, or revocation where naming agreements will include terms that allow for future adjustments if necessary.

~~1.2.3~~1.2.6

1.2.7 **Respect and Recognition:** the policy will ensure that all names are honored in a manner that is respectful and appropriate where the recognition practices will be designed to celebrate ~~the donors' and other contributions~~philanthropic contributions and individual and organizational accomplishments and foster a positive relationship with the university.

~~1.2.4~~1.2.8

1.2.9 **Ethical Standards and Integrity:** the University will adhere to high ethical standards in all naming recognition decisions making sure that philanthropic econtributions that conflict with the institution's values or which could harm its reputation will not be accepted.

~~1.2.5~~1.2.10

1.2.11 **Diversity and Inclusion:** the policy will promote diversity and inclusion in naming practices, ensuring that a wide range of philanthropic contributions and individual and organizational accomplishments are recognized and to reflect the diversity of the university community in naming decisions as well.

~~1.2.6~~1.2.12

1.2.71.2.13 **Strategic Alignment:** naming opportunities will be strategically aligned with the university's development priorities and needs and the decisions will consider how naming rights can support the university's goals and enhance its facilities, programs, and initiatives.

2.0 PURPOSE

- 2.1 This policy governs the granting of named recognition for individuals and/or organizations whose accomplishments or philanthropic contributions advance the mission and vision of the University and contribute to its growth and reputation.
- 2.2 Named recognition may be offered for the naming of physical assets (i.e., campus buildings, large rooms and spaces, libraries and outdoor spaces). Named recognition may also be offered for academic endowments, and units including, but not limited to, faculties, schools, programs, classrooms, labs, activities, centres and institutes.

3.0 SCOPE AND JURISDICTION

- 3.1 This policy applies to administering named recognition associated with accomplishments or philanthropic donations to the University as outlined in the Purpose.

4.0 DEFINITIONS

- 4.1 Please see Appendix A for the definitions of words used in this policy and its associated procedures.

5.0 POLICY

- 5.1 Capital projects and academic programming (including the establishment of specially funded chairs and professorships) will continue to be based on established academic and other operational criteria and approved in keeping with the University's policies and academic mission.
- 5.2 **SFU Host Nations Naming**
 - 5.2.1 A gift of a name may be offered by a Host Nation(s) of our campuses as gift to the University to honor and respect the inherent rights of the Host Nations and to create safe and welcoming spaces for all. Naming practices vary across cultures and nations. Having appropriate names is important and will help protect the Host Nations rights and title, as well as reaffirm the Nation's connection to the land and seas in their homelands. Names reflect the culture, history and landscape of a people, help tell stories about where we are now and how things came to be.
 - 5.2.2 Gifts of names received from SFU's Host Nations shall be used in perpetuity unless withdrawn by the Host Nations. In the event of changed circumstances, e.g. when the physical space or program no longer exists, the Indigenous Host Nation reserves the right to terminate or alter the gifted name, in consultation with the University.

5.2.3 The University will respect that all rights are reserved by the Host Nation(s) and acknowledges that all rights to the name are reserved by the holders of that Indigenous name.

5.2.4 The University will recognize that the Indigenous Language and name that is shared with the institution has been passed down through generations. When using the language, SFU will acknowledge that it comes from the respected First Nation community.

5.3 Permanent and Limited Term Named Recognition

5.3.1 Permanent or limited term named recognition may be offered for a ~~gift~~philanthropic contribution received, for exemplary service or to provide an honour to the recipient.

5.3.2 An offer of financial or in-kind philanthropic contribution does not guarantee that naming recognition will be granted.

5.3.3 Each opportunity for naming recognition must be considered on its merits.

5.3.4 In the event of changed circumstances, e.g. when a facility or program no longer exists, the University reserves the right to terminate or alter the named recognition, in consultation with the donor or honouree, where possible.

5.3.5 Limited term named recognition of a building, ~~part of a building~~physical space, or academic unit may be offered for a gift received in recognition of a specific event, occasion, or temporary contribution to the university.

5.3.6 Temporary names shall be valid for a specified period as determined by the university administration. The process for temporary naming follows the same nomination, review, and approval process as permanent naming, with the understanding that the naming is for a temporary period.

5.3.7 Agreements with donors that include terms relating to philanthropic naming must be in writing. The specific procedures for naming recognition workflow and assigned roles are summarized in the operational documentation within the VP Advancement and Alumni Engagement portfolio.

5.3.8 At the expiration of the term, the donor will be given the first opportunity to extend the named recognition upon such terms and conditions as may be agreed between the donor and the University.

5.3.9 Advancement and Alumni Engagement follow a process to receive nominations from the SFU community for honorific naming recognition that will ensure building and space naming across SFU campuses are reflective of the diverse community that makes up Simon Fraser University. The process is part of the operational documentation within the VP Advancement and Alumni Engagement portfolio.

5.4 Naming After a Donor and Honourary Naming

5.4.1 Facilities or activities supported by charitable gifts may be named after a donor, or a third party at the wish of a donor, provided that the associated donation represents a significant part of the cost

or is regarded as central to the completion of the facility or activity or provides a material increase of the amount available for spending annually in support of the activities carried out in connection with the asset to be named.

- 5.4.2 This recognition can also happen as capital naming after the facility has been built and can also be done on a permanent or a termed basis.
- 5.4.3 Where a third party is involved, written agreement of that third party is required.
- 5.4.4 Minimum funding requirements in each category will be set by the Vice-President, Advancement & Alumni Engagement in consultation with the appropriate Vice President or Dean and approved by the President. The specific procedures for naming recognition workflow and assigned roles are summarized in the operational documentation within the VP Advancement and Alumni Engagement portfolio.
- 5.4.5 Only in exceptional circumstances will facilities or activities be named to honour outstanding service of faculty or staff while they are employed at the University, ~~the-as~~ honorary namings ~~would-are~~ typically ~~be~~ considered after ~~an-the~~ individual's appointment or employment with SFU comes to an end. However, a faculty or staff member may receive named recognition in recognition of a ~~gift-philanthropic gift~~ while employed at the University.

5.5 Declining or Revoking a Recognition

- 5.5.1 Named recognition will be declined or revoked if, in the opinion of the Board of Governors, circumstances respecting the donor or honouree contradict the mission, ethics and/or values of the University or bring its reputation into disrepute.
- 5.5.2 More information on standard restrictions and revocations is provided in the BC Government [Naming Privileges Policy](#).
- 5.5.3 In addition, in order to initiate revocation of a named recognition a proposal must be made to the President in writing, make a strong stand-alone case for why that name should be removed, and include:
 - proposer's name(s) and relationship to the University;
 - the name that is proposed to be removed;
 - the rationale for removing the name, including:
 - a) the specific behaviors or course of conduct by the honouree
 - b) why the proposer believes that the legacy of the honouree is fundamentally at odds with the University principles and environment
 - c) the sources and strength of the evidence of that behavior;
 - d) the likely harm if the name is retained; and any other relevant information or arguments.

5.6 Filing, Announcements, Adjustments and Effective Dates of a Recognition

- 5.6.1 All new names shall be filed with the Secretary to the Board of Governors and the Associate Vice President, Facilities and Capital Planning as part of the AAE named recognition procedures. Consultation with Advancement & Alumni Engagement's Recognition and Stewardship team is

required to update the University's Named Recognition Inventory and to support the production and installation of new or replacement donor recognition signage.

- 5.6.2 Public announcements regarding Naming will not be made until all applicable approvals have been obtained. The President's Office, or designate, shall be responsible for informing the University community of such new names. The announcements will be provided via official Marketing and Communications departments and through applicable channels.
- 5.6.3 Adjustment or cancellation of a recognition is handled on a case-by-case basis if the gift is unfulfilled according to the initial signed agreement. The recognition becomes effective after all the approvals, including from the government have been obtained and the recognition is announced.

5.7 Approvals of Named Recognition - General

- 5.7.1 All fundraising inquiries, campaigns and proposals to the private sector (individuals, corporations, foundations and organizations) offering named recognition, are to be approved by the Vice- President, Advancement & Alumni Engagement, or his/her designate following consultation with the President, Vice-Presidents and Deans in accordance with Policy GP 03, Fundraising and Donations.

5.8 Approvals - Named Recognition of Campus Facilities

- 5.8.1 Board of Governors vetting for reputation risk and approval is required for named recognition of buildings, complexes of buildings, roads, walkways, playing fields, parks, gardens etc. upon recommendation from the President in consultation with the Senate Committee on University Priorities (SCUP) and Senate.
- 5.8.2 Advancement and Alumni Engagement will oversee the process of securing any approvals that may be required from the provincial government for capital naming.
- 5.8.3 Presidential approval is required for named recognition of facilities that are part of the University's inside space including rooms, laboratories, lounges, recreational courts, etc. upon the recommendation of the Vice-President who has responsibility for the use or functional purpose of the facility, together with the Vice-President, Advancement & Alumni Engagement and the appropriate Dean where an academic area is involved.
- 5.8.4 Indigenous Host Nation approval, through appropriate channels, is required for Indigenous names used on campus(es), buildings, and spaces.

5.9 Approvals - Named Recognition of Chairs and Professorships

- 5.9.1 Presidential approval together with the approval of the Board of Governors, the Dean, Provost, and Vice-President, Advancement & Alumni Engagement in consultation with the Senate Committee on University Priorities (SCUP) and Senate is required for the naming of Chairs and Professorships.
- 5.9.2 The Chairs and Professorships are to be established in accordance with Policy A 10.06, Appointment of Specially Funded University Chairs, University Professors and Research Fellows, and Policy A 10.03, Endowments for Academic Appointments.

5.10 Approvals - Named Recognition of Academic Units

- 5.10.1 Board of Governors approval is required for named recognition of academic units.
- 5.10.2 Proposals for the naming of academic units are to be made to the Board of Governors by the President, on the advice of the Provost, and, for the naming of Research Centres and Institutes, the Vice-President, Research, the Vice-President, Advancement & Alumni Engagement, the Deans of the Faculties involved, SCUP and Senate.
- 5.10.3 The Provost and Dean of the Faculty shall consult with the members of the leadership of the academic unit involved to ensure the majority are in support of the naming.
- 5.10.4 Every effort shall be taken to ensure the proposed recognition name is compatible with the broader purposes of the University.
- 5.10.5 Academic units may be named for a donor under the condition that the donor will have no influence over decisions, or the decision-making processes associated with the teaching, research or service elements of the unit in question.

6.0 ROLES AND RESPONSIBILITIES

6.1 Advancement and Alumni Engagement

- 6.1.1 Working within priorities, policies and procedures approved by the Board of Governors, the President and the Vice-Presidents and Deans, Advancement and Alumni Engagement is responsible for securing all approvals for all named recognitions as outlined in this policy.

7.0 RELATED LEGAL, POLICY AUTHORITIES AND AGREEMENTS

- 7.1 The legal and other University Policy authorities and agreements that may bear on the administration of this policy and may be consulted as needed include but are not limited to:
 - 7.1.1 *University Act*, R.S.B.C. 1996, c. 468
 - 7.1.2 *Freedom of Information and Protection of Privacy Act*, R.S.B.C. 1996, c. 165
 - 7.1.3 *GP 03 Donations*
 - 7.1.4 *A 10.06, Appointment of Specially Funded University Chairs, University Professors and Research Fellows*
 - 7.1.5 *A 10.03, Endowments for Academic Appointments*
 - 7.1.6 *BC Government Naming Privileges Policy*

8.0 ACCESS TO INFORMATION AND PROTECTION OF PRIVACY

- 8.1 The information and records made and received to administer this policy are subject to the access to information and protection of privacy provisions of British Columbia's *Freedom of Information and Protection of Privacy Act* and the University's Information Policy series.

9.0 RETENTION AND DISPOSAL OF RECORDS

- 9.1 Information and records made and received to administer this policy are evidence of the University's actions to [describe actions]. Information and records must be retained and disposed of in accordance with a records retention schedule approved by the University Archivist.

10.0 POLICY REVIEW

- 10.1 This policy must be reviewed every five years and may always be reviewed as needed.

11.0 POLICY AUTHORITY

- 11.1 This policy is administered under the authority of the VP Advancement and Alumni Engagement.

12.0 INTERPRETATION

- 12.1 Questions of interpretation or application of this policy or its procedures shall be referred to the office of VP Advancement and Alumni Engagement whose decision shall be final.

13.0 PROCEDURES AND OTHER ASSOCIATED DOCUMENTS

- 13.1 Appendix A contains the definitions applicable to this policy and its associated procedures.