

**Policy Title:** Naming  
Policy Approver: Board of Governors  
Policy Holder: Board of Governors  
Category: Board Policy  
Original Date: April 2019  
Last Revised: June 2022  
Next Review: June 2025

---

### Policy Statement

Yukon University may name facilities and academic entities to recognize support that it has accepted from individuals, corporations, organizations and foundations, (“philanthropic naming” and “sponsorship naming”) and honour legacy contributions from individuals who have had a pivotal impact on the history and evolution of the institution (“honorific naming”).

The naming opportunity will coincide with a new or renovated facility, when possible.

### Approval Statement

With the consent of the Board of Governors and approval of the Chair of the Board of Governors, this policy is hereby deemed in effect the 10<sup>th</sup> day of June 2022.



---

David Morrison  
Chair, Board of Governors

June 10, 2022

---

Date

## 1. Purpose

This policy ensures a consistent framework for naming facilities and physical assets on the campuses of Yukon University.

All donations must meet the requirements of the Philanthropic Gift Acceptance Policy (CR-07) and support Yukon University's vision, mission and values, while enhancing the institution's National presence, connection to a wider community and preserving the institution's integrity.

All naming shall be consistent with the University's mission, vision, values and objectives, and must uphold the integrity and reputation of the institution.

## 2. Governing Legislation and Relevant Documents

Canada Revenue Agency's relevant guidelines

Donor Bill of Rights

CR 08 Gift -in-Kind policy

CR-06 Fundraising policy

CR-07 Philanthropic Gift Acceptance policy

CR-01 Visual Identity policy

CR-04 Student Awards policy

Exempt from Yukon government Naming Policy but naming of YG-owned facilities must be approved by Cabinet.

## 3. Scope

This policy governs naming of all Yukon University campuses, facilities and physical assets.

The University may grant naming recognition to a range of physical assets including, but not limited to, buildings, wings, rooms, laboratories, roads, public spaces, collections, and equipment.

The University can also attribute naming to student awards, scholarships and bursaries, lecture series, conferences, special events, endowed chair positions, and non-academic programs.

The University may name an entire asset or a portion of an asset to reflect contributions made by different benefactors.

The Government of Yukon, Yukon University Foundation Board, and Senate may provide comment on the naming of facilities. The Board of Governors has final approval for the naming of facilities.

The naming of student awards is at the discretion of the Development Office under the guidance of the President's Office, Registrar and Enrolment Services and Student Awards Policy (CR-04). No further approval processes are required.

#### 4. Definitions

**Philanthropic naming** – recognizes the donations (cash in-kind) to the University from individuals, corporations, organizations and foundations. Philanthropic naming is typically for a defined period.

**Honorific naming** – names of individuals who have made an exceptional or long-term contribution to the development or status of the institution, or whom the University deems appropriate to recognize in memoriam. Honorific naming is typically for a defined period.

**Sponsorship naming** - naming rights are a financial transaction and form of advertising whereby a corporation or other entity purchases the right to name a facility or event, typically for a defined period.

**Academic entities** – Academic units other than Departments (school, centre, institute, initiative, program). Naming is typically for a defined period.

#### 5. Procedures

##### Principles Governing Naming

The University will execute due diligence to ensure prospects and their business practices, actions, beliefs and values align with the institution's mission, vision and values.

A proposal to re-name or to add an additional name to a facility or physical asset shall adhere to the same principles and processes as set out in this policy and its associated procedures.

**Process**

The Development Office will draft proposals with the support of the Yukon University Foundation Board, and First Nations Initiatives. President's Office will obtain the appropriate internal approvals.

The Cabinet of the Government of Yukon will also approve the naming of any government-owned facility or portion thereof.

Once the Board of Governors provides a final decision in writing on a naming proposal, the Development Office will inform the donor and if appropriate, work with them on the launch details.

**Authority for Naming**

1. The Development Office will submit proposals for philanthropic, honorific or sponsorship naming to the President's Executive Committee, followed by the Board of Governors for approval.
  - I. If the proposal suggests naming a faculty, school, research unit, centre, or institute, the Development Office must obtain comments from Senate prior to submission to the Senior Leadership Team and the Board.
2. The Board of Governors has final responsibility for all naming decisions and revocations apart from facilities.
  - I. Facility naming recommendation will be made by the Board of Governors and require approval by the Cabinet of the Government of Yukon.
3. The Development Office will provide the final decision to the donor in writing.

**Restrictions**

The expected timeframe of naming a Yukon University asset is 10 years, unless otherwise agreed. Naming in perpetuity is not permitted. Donors will be advised that naming is time-limited and can be revoked under the circumstances outlined below.

The Yukon University Board of Governors reserves the right to revoke any name in its sole discretion under the following circumstances:

- The primary usage or occupancy of the facility or physical asset has changed;
- The facility or physical asset will no longer be used;
- Subsequent circumstances pertaining to an individual or organization that a facility or physical asset has been named after contradicts the University's mission, vision, or values or brings its reputation into disrepute;
- The donor and/or the donor's family request in writing that the name be revoked;
- The donor fails to complete financial or contractual agreements;
- Other exceptional circumstances occur where renaming or revoking a name is warranted.

Naming may not:

- be considered for academic programs;
- be considered for a public official in office, reflect endorsement of partisan political or ideological position or of a commercial product;
- convey a message that might be deemed prejudicial to race, ethnicity, religion, gender or sexual orientation;
- promote, drug, alcohol or other addictive substances where association would bring the University's reputation into disrepute;
- provide the benefactor/honoree with any involvement/influence in the institution's affairs as a consequence of the naming;
- involve businesses or organizations whose products or services include the sale of sexually explicit material, illegal products or substances.

### **Valuation**

The Development Office is responsible for preparing costed naming proposals. The proposal must be submitted to the Senior Leadership Team and then the Board along with the request.

### **Confidentiality**

All Honorific, Philanthropic and Sponsorship naming proposals will be treated as confidential and announcements regarding the naming shall be done in partnership with the donor, only after the President's Office has obtained required approvals.

The Development Office will oversee any naming announcements.

### **Management of Naming Records**

The President's Office shall keep records of all naming proposals and decisions.

Student Infrastructure Support shall maintain an inventory of all named facilities and physical assets.

A copy of all gift and sponsorship agreements involving naming recognition shall be maintained in the Development Office.

## **6. Problem Solving**

Any concerns arising out of the intent, content, implementation or application of this policy should be reported to the Development Director and reviewed by the Yukon University Foundation Board of Directors.

Issues that cannot be resolved will be brought to Board of Governors.

## **7. Forms**

TBD

## **8. Appendices**

N/A

## **9. ADDENDUMS**

Addendum A - Policy Communication Checklist

**Addendum A - Policy Communication Checklist**

Policy Name: Naming Policy

Number: BOG 19.0

Submitted by: Kelly Proudfoot

List those consulted with in preparation of this policy:

<b>Name</b>	<b>Department</b>	<b>Date</b>
Colleen Wirth	SIS	
Jacqueline Bedard	University and External Relations	Feb. 27, 2019
Michael Kulachkosky	Policy Analyst	Feb. 20, 2019
Kendra Black	Finance	Feb. 27, 2019
Lacia Kinnear	Governance	Feb. 20, 2019
Karen Barnes	President's Office	

The order for communication and/or consultation for a new or revised policy is as follows:

1. SLT – initial review and recommendations from SLT membership;
2. Identified stakeholders within Yukon University in order of priority – see below;
3. SLT – to be briefed on any issues arising out of stakeholder consultations;
4. Staff – SLT members to bring policy to their staff for feedback (*SLT member introducing this policy is responsible for sending to SLT, requesting that it be circulated to their staff for feedback*);
5. SLT – final draft supported by SLT membership and approved by the President.

This checklist must be completed prior to the final draft of a policy being presented to SLT for presidential approval.

<b>Body</b>	<b>Communication Planned</b>	<b>Completed</b>	<b>Comments</b>
SLT			
Student Union			
Employee's Union			

Occupational Health and Safety			
Senate			
Board or a Board subcommittee			
<i>Other</i>			
SLT for Final Review			