

ACADEMIC COUNCIL REPORT

SESSION:

Public
Non-Public

ACTION REQUESTED:

Decision
Consultation
Information

TO: Academic Council

DATE: November 26, 2019

FROM: Richard Seres, Executive Director, Communications & Marketing
Sehrish Saeedi, Policy and Compliance Advisor

SUBJECT: UNIVERSITY BUILDING NAMING POLICY

ACADEMIC COUNCIL MANDATE:

- Under the Policy Framework, Policy Owners must consult with Academic Council before presenting draft policy instruments to the Approval Authority for approval.
- We are seeking Academic Council's written feedback on the proposed policy instrument before it is presented to the relevant Approval Authority.

BACKGROUND/CONTEXT & RATIONALE:

- Building names at Ontario Tech do not follow a consistent approach and are not always very intuitive. This creates a campus that can be confusing for newcomers and is difficult to navigate.
- Over the years as the campus has grown, there has been no consistent naming conventions for buildings. This has created a messy landscape (ie. Science Building, but building codes use the construction name UA; Energy Systems and Nuclear Science Research Centre but uses ERC as a building code; SIRC uses a 4-letter building code and is home to the Office of the Registrar; etc.).
- New campus wayfinding signage in development will require building names to be finalized by February 2020.
- The new building under construction requires a name. The new building name will fit within the overall building naming approach identified through the new policy and related consultations.
- A multi-stakeholder committee has been working with C&M over the past several months on the development of potential naming approaches for University buildings as well as the development of a new policy for Building Naming.
- No decisions have been made regarding new building names.

- Presentations have been made throughout October and November as part of the consultation process to engage the campus and provide feedback. The presentation has included various examples and potential building names for illustrative and consultative purposes. Name changes to any building would come as a result of Approval authority designated by this new policy.
- The policy, and authority provided, has been deemed an Administrative Policy by the University Secretary. Final policy Approval Authority will come from the President.

CONSULTATION:

List of Consultation Dates:

Completed:

- Online Consultation: October 8 to 29, 2019
- Consultation Presentations: October 18, 21 & 22, 2019
- Administrative Leadership Team: October 19, 2019 – in person consultation
- Policy Advisory Committee: October 15, 2019 – in person consultation
- Various stakeholder meetings and Faculty Council presentations: October – November

To come:

- Academic Council – November 26, 2019 (written feedback deadline: December 3, 2019)
- Indigenous Educational Advisory Circle (IEAC), December 5, 2019
- Administrative Leadership Team, December 10, 2019 – deliberation prior to final approval by Approval Authority

A final set of highly visible and engaging consultation for building names will be held in January 2020 (dates TBC). These consultations will showcase potential new building names for feedback together with new campus signage system designs and will follow a similar format used during our new brand in-person feedback sessions (i.e. visuals on boards, in atrium spaces, face-to-face discussion, etc.). Feedback from these sessions will inform the finalization of, and any changes to, building names as well as signage designs.

Comments received and response:

Summary of feedback and comments received to date through the consultation process (responses will be provided to ALT for deliberation once the consultation process has been completed):

1. Campus consultation process

- Ensure policy includes a requirement for broad consultation on any new building name or renaming before any recommendations are put forward for approval.
- Names for buildings should be selected from a pre-established list of acceptable names determined through the approach identified in the policy.

2. Indigenous consultation, inclusivity, and considerations

- Extensive consultation process for both building names and building codes is important if an Indigenous name is to be considered for any building.
- Keep policy open to the possibility of non-english names to send message of inclusivity with indigenous community.
- Incorporate appropriate references to (and use of) Indigenous Education Advisory Circle (IEAC) Consultation and Communication Protocols. Include in list of required consultation before any indigenous names are to be recommended.

- Any building using an indigenous name should be protected from renaming for any purpose. Consultation would need to take place with the IEAC should an indigenous-named building be considered for renaming for any reason. Should a philanthropic gift require recognition in a building name with an indigenous reference, indigenous name should be maintained along with new philanthropic name (for example, “*Smith*” Baagwating Indigenous Student Centre).
 - The IEAC should be consulted on the appropriate use of any building codes (or short forms) for buildings with indigenous names.
3. Building designation
- Suggestion to continue using names that describe activities going on within the building as a way of conveying range of programming offered at the University. Suggest “Building” or “Centre” as a way of conveying the range of programming on offer at Ontario Tech.
 - Alternatively, many express desire not to use activities in buildings to name buildings due to changes in building usage over time and wide variety of users within many buildings.
4. Philanthropic considerations
- Provide clarity that philanthropic names, determined through the University’s established Gift Acceptance Policy, would maintain appropriate priority, where required.
5. Authority
- Desire to elevate authority on naming recommendations to go directly to the President.

The attached draft policy has not been updated from the original used in the consultation process. A revised policy will be provided incorporating all feedback when the policy goes to the Administrative Leadership Team for deliberation on December 10, 2019, prior to final approval.

IMPLICATIONS:

- New building names are required to help make the campus easier to navigate and will streamline wayfinding across campus as new signage is implemented across campus over the next several years.
- Names on existing buildings may need to change as a result of this policy.
- A name within this new building naming system is also required for the new A5 building under construction.

COMPLIANCE WITH POLICY/LEGISLATION:

- University Building Naming Policy

POLICY INSTRUMENT(S) AVAILABLE FOR CONSULTATION:

- Renting Automobiles for University Business Directive

HOW TO COMMENT:

- Academic Council members can provide written comments by email to policy@uoit.ca. Comments will be shared with the relevant Policy Owner for consideration. The comment period will be open until 3:00 pm on December 3, 2019.

NEXT STEPS:

- The proposed policy instruments will be presented to the relevant Approval Authority.

SUPPORTING REFERENCE MATERIALS:

- Draft University Building Naming Policy (original version used throughout consultations)



Classification Number	
Framework Category	Administrative
Approving Authority	President
Policy Owner	VP, External Relations
Approval Date	DRAFT-for review
Review Date	DRAFT-for review
Supersedes	

DRAFT - ADMINISTRATIVE BUILDING NAMING POLICY

PURPOSE

The purpose of this Policy is to define the principles and criteria that lead to the naming of the University’s buildings. Naming opportunities are assessed in a judicious and consistent manner, and in a way that serves the strategic goals and longer-term interests of the University and the community. At the same time, building names that are understandable and inclusive of usages help create an inclusive, welcoming, and consistently branded campus that is easy to navigate.

DEFINITIONS

For the purposes of this Policy the following definitions apply:

“**Administrative Building Name**” means the descriptive name assigned to buildings.

“**Administrative Building Code**” means the first 3 letters of the Administrative Building Name.

“**Building**” means an enclosed structure with a roof and walls, including temporary buildings.

SCOPE AND AUTHORITY

1. This Policy applies to the naming (and re-naming) of the University’s buildings (existing and new).
2. Naming recognition associated with Building Components, Outdoor Facilities, Indoor Facilities, Memorial or Tribute Indicators, and any other physical asset as the University may from to time see fit to name in order to recognize philanthropic donations, service contributions or other distinguished contributions of the University and the broader community are guided by separate policies and procedures.
3. The Vice-President External Relations and Advancement, or successor thereof, is the Policy Owner and is responsible for overseeing the implementation, administration and interpretation of this Policy.
4. In accordance with this Policy, no university officer, faculty or department is authorized to name or affix a permanent title, plaque, inscription or other signage to any of the University’s buildings without prior approval as outlined in this Policy.
5. A database of all naming opportunities and an inventory of Administrative Building Names and Codes shall be maintained and updated by the External Relations & Advancement Office and will be considered the master list of all building names for all usages, including scheduling and facilities management.

POLICY

6. Authority and Responsibility

6.1. Administrative Building Name and Code

- a) **Vice-President, External Relations and Advancement.** The vice-president, External Relations and Advancement, in accordance with this policy, the Gift Acceptance policy, the Policy on Naming Physical University Assets, and in consultation with the President and the Provost and Vice-President, Academic, will have the authority to recommend Administrative Building Names and Administrative Building Codes to the Strategy and Planning Committee.
- b) **Strategy and Planning Committee** will have delegated authority from the Board of Governors to consider and approve Administrative Building Names and Administrative Building Codes for buildings, and report for information to the board on approved naming proposals.
- c) **Board of Governors** will have ultimate authority to accept or decline any proposal to name a building as appropriate. Naming of buildings with references to any individual, individual who has previously held public office, or company that manufactures and/or distributes commercial products must be approved by the full Board of Governors.

7. Naming Requirements

7.1. Naming of buildings should enhance the profile and image of the University, ensuring that names are consistent with the mission, values and goals of the University.

- a) Regardless of any other provision set forth in this policy, no naming will be approved or, once approved, be continued if it is found that such action may harm the reputation of the University or interfere with the achievement of its goals and priorities.

7.2. Naming should be created with consideration for the future, acknowledging that space purposes may change.

- a) Buildings are to be named utilizing landmarks, historical references and/or indigenous references with significance to the university.
- b) Names should avoid referencing concepts, technologies, or constructs that risk becoming outdated over time.
- c) Names should be inclusive of all foreseen building usages. Functions or units operating in a given building will likely change over time so should not be used in the name of a building. Units operating in buildings are to be referenced in signage as outlined in related signage policies.
- d) Purpose-built buildings (such as ACE, Library, CWRC, Campus Ice Centre) with a clear and singular usage in perpetuity are permitted to have functional names as Administrative Building Names.

- e) University buildings are to be designated as a “Hall” where there is no dedicated singular purpose to the building for the foreseeable future. This creates a common nomenclature across the campus.
 - f) Re-naming of buildings can be undertaken in situations where a significant gift is made to the university. Naming under these circumstances would be governed by related gift acceptance and recognition policies and procedures.
- 7.3. Names should be intuitive and welcoming, making it easy to navigate the campus.
- 7.4. Leased buildings can be named but consideration must be made to the length of the lease agreement. It is acceptable for leased buildings to be identified through their street address rather than using an Administrative Building Name and Code. Units operating in leased buildings are to be referenced in signage as outlined in related signage policies.

8. Administrative Building Name and Administrative Building Code

- 8.1. The University will set out procedures and directives for the standard administrative naming and coding of buildings. Together, these ensure the following:
- a) Administrative Building Name and Code are consistent across all physical assets.
 - b) Appropriate input and consultation is sought leading to the recommendation of an Administrative Building Name and Code for approval.
- 8.2. The Administrative Building Name and Code will be distinct from any Honorific, Philanthropic, or Corporate Name.

MONITORING AND REVIEW

9. This Policy will be reviewed as necessary and at least every three years. The Strategy and Planning Committee, or successor thereof, is responsible to monitor and review this Policy.

RELEVANT LEGISLATION

10. This section intentionally left blank

RELATED POLICIES, PROCEDURES & DOCUMENTS

11. Policy on Naming Physical University Assets
Endowment Management Policy and Procedures
Gift Acceptance Policy
Signage Policy (to be developed)