New Procedure for Naming of Academic Units
Report to Senate
January 21, 2014

Background

A new procedure for the Naming of Academic Units was approved by the External Relations and Development Committee of the Board of Trustees on October 3, 2013 and brought to the Board for information on December 6, 2013. This item is being brought to the Senate for information owing to Senate's role in the approvals process.

Summary

The procedure, which is appended to this report, sets out a detailed protocol for the naming of academic units requiring approvals at the departmental, faculty and Senate levels. The name is thus to be approved by the academic community, but the terms of the gift (including amount and duration of recognition) will be subject to Board approval.

This procedure strengthens the Naming Policy by clearly outlining a procedure for the approval of named academic units. While a procedure exists for the naming approval of physical spaces and student awards, no formal procedure has previously existed for the naming of academic units.

The procedure ensures that all parties, including potential donors, understand the various levels of consultation and approval required. It also maintains consistency and transparency so that the university community and the donor have the assurance that any approved naming has been duly reviewed and supported by all parties.

Respectfully submitted,

Daniel R. Woolf
Principal and Vice-Chancellor

PROCEDURE

Naming of Academic Units

Contact Officer Executive Director, Office of the Vice-Principal (Advancement)

PROCEDURE	**Purpose**	This procedure outlines the necessary steps when an academic unit naming is proposed to recognize a philanthropic gift. This procedure references the Naming Policy and the Gift Acceptance Policy.
	Procedure	
	Responsible Officer or Section Faculty Dean	*Step 1* Bring to the attention of the VP Advancement and the Gift Review Committee in the Office of Advancement any negotiation with a donor that involves the naming of an academic unit. Bring the matter to the External Relations and Development Committee (ERD) for initial discussion. The proposed gift amount and donor name must be included and whether naming is in perpetuity or for a defined term. Once the ERD and VP Advancement are satisfied that the proposed naming will not diminish Queen's reputation and brand (per Naming Policy and Gift Acceptance), and that there are no operational concerns, the proposal to name can proceed.
	Responsible Officer or Section As applicable	*Step 2* Submit the proposed name at the relevant Department meeting for approval. The proposed naming can originate with the Faculty/School Dean, Principal, Provost or VP Advancement. The Principal or Provost may bring a proposed naming to the Department or Faculty/School Board.

	Responsible Officer or Section Faculty Dean	*Step 3* Submit the proposal to name to the relevant Faculty Board for their approval.
	Responsible Officer or Section VP (Adv)	*Step 4* Submit the proposal to name to the Vice-Principals' Operations Committee (VPOC).
	Responsible Officer or Section Faculty Dean	*Step 5* Submit the proposal to name to the Senate Committee on Academic Development (SCAD), which will review the proposed name of the academic unit and make a recommendation to Senate.
	VP (Adv) office	*Step 6* Submit the proposal to name to the ERD, which will review the terms of the gift and make a recommendation to the Board of Trustees.
		Step 7 Vote for approval taken at Board of Trustees.
		Step 8 Communications strategy to be determined upon approval of the naming.

Date Approved	October 3, 2013
Approval Authority	External Relations and Development Committee
Date of Commencement	October 3, 2013
Amendment Dates	N/A
Date for Next Review	October 3, 2016
Related Policies, Procedures and Guidelines	Naming Policy http://www.queensu.ca/secretariat/policies/senateandtrustees/naming.html Gift Acceptance Policy http://www.queensu.ca/secretariat/policies/senateandtrustees/gift.html