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## **The University of Guyana Naming and Naming Rights Policy<sup>i</sup>**

*Deputy Vice Chancellery,  
Philanthropy, Alumni and Civic Engagement  
December, 2017*

**Responsible Officers:** Deputy Vice Chancellery, Philanthropy, Alumni and Civic Engagement (PACE)

**To be Approved by:** Vice Chancellor, VC-cabinet, University Council, Academic Board

**Approval commenced:** February 2018

**Relevant Legislation, Ordinance,**

**Rule and/or Governance Level Principle:** University of Guyana Act 1963

**Responsible Organizational Unit :** Deputy Vice Chancellery, Philanthropy, Alumni and Civic Engagement (PACE)

### **A. Goal**

The objective of this Policy is to establish the principles for the naming, for a fixed period or indefinitely, of University:

1. structures
2. outdoor facilities

3. collections, and
4. named positions
5. Lectures and lecture series.

## **B. Objectives**

In order to:

1. honor a person for outstanding service to the University ;
2. or for outstanding service consistent with the University's mission, or
3. acknowledge publicly the financial support to the University by a donor

## **C. Scope**

This Policy applies to all sites, facilities and collections owned by the University of Guyana and all named academic positions, lectures and lecture series.

## **D. General Provisions**

In as far as The University of Guyana intends to recognize people or sponsors who have supported the University, either through distinguished effort or substantial financial endowment, by naming facilities, collections, academic positions or academic activities in their honor the following will be the key principles governing such opportunities:

1. The University will only recognize outstanding contributions.
2. The recognition will balance the significance of the object or activity being named with the contribution made.
3. Where a facility has been funded or partially funded by government, organization or individuals, the University will comply with any associated contractual requirements relating to acknowledgement of that contribution (for example: erection of a plaque, name on the building or similar public branding in accordance also with the University's branding policies).

## **E. Naming Opportunities**

### **Structures**

A building may be known by its function (current example: the Chemistry Building) where this is evident, but may also be given a chosen name. Where a building is multipurpose, this should be viewed as an opportunity to give a name not based on specific function. Dedicated areas within the building may be named as a wing or annex (current examples: Sir Shridath Ramphal Centre; Prof. C.Y Thomas Annexe).

1. Entire buildings may be given a chosen name ( current example the George Walcott Lecture Theatre).
2. Parts of buildings that may be named are wings, floors, hall, galleries, rooms and laboratories. This would require the installation of commemorative plaques or branding of the building should the gift be commensurate with this.

### **Outdoor Facilities**

Names may be given to gardens, parks, lawns, quadrangles, courtyards, squares, ovals or playing fields, roads and walkways.

### **Libraries and Special Collections**

Names may be given to libraries or parts of libraries and other collections of significant size and continuing scientific, historic, artistic or cultural value .

### **Academic Positions**

Names may also be given to endowed academic positions or sponsored lectures or lecture series.

### **Specific Events**

Names may be given to specific events.

### **Programme Development**

Names by be attached to the funding of a full development of a University academic or non academic programme.

### **Honoring Individuals**

Naming honors people with a record of distinguished service to the University – including philanthropy - or for outstanding service consistent with the University's mission.

The University may consider honoring people who have given such distinguished service to the University that their names should be recognized by a later generation.

### **F. Procedure**

A naming proposal should be submitted to the Deputy Vice Chancellery for Philanthropy, Alumni and Civic Engagement (PACE ). PACE will seek appropriate advice before making recommendations to The Vice Chancellor to the Council on naming proposals.

A plaque may be placed on a facility to acknowledge a named person. The design, wording and location of the plaque will be agreed beforehand and included in the proposals for approval of the necessary bodies.

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### **G. Sponsorship and Donations**

Naming may be in honor of sponsors or donors, who may be individuals, groups or corporations.

Negotiations for naming rights will be conducted in the first instance by the Vice-Chancellor or the Deputy Vice Chancellor for Philanthropy, Alumni and Civic Engagement (PACE ), on behalf of the University, who seek appropriate advice and make a recommendation to Council on any naming decisions.

The Deputy Vice Chancellor for Philanthropy, Alumni and Civic Engagement (PACE ) will develop and maintain a list of naming opportunities and in collaboration with others in The University seek to present these opportunities to potential donors.

The nature of the gift or collaboration will bear upon the nature of the naming opportunity available.

## H. Conditions:

1. Meeting over 50 percent of the University's capital cost of a building or smaller facility warrants consideration of granting naming rights to the sponsor;
2. For Lecture Series and Academic Positions: A term position may be named in honor of a sponsor who has contributed all or a substantial part of the full costs relating to its establishment, and who has agreed to contribute sufficient recurrent funding to maintain it (or substantially maintain it) for at least five years.
3. The option of funding a position in perpetuity is negotiable and would require evidence and commitment of sufficient recurrent funding to cover the cost of a salary and an appropriate percentage of non-salary costs.
4. If the cost of a lecture or series of lectures is met by a sponsor, consideration will be given to naming the lecture or series after the sponsor or other specified person ;
5. Naming rights carry no power of direction to the University on matters of appointment of persons, academic policy, management or any other University processes.

### i. Other Provisions

For all gift levels a signed letter of intent and payment must be received before the gift will be included in any recognition materials or any campaign publications.

Gifts will be mentioned in the first update to be published after the gift or pledge is received and then in the final donor honor-roll listing.

All plaque language must be approved by the donor before ordering, but it should conform to basic standards adopted by the University.

**Naming of Structures ( Over US\$300, 000):** The gift can be made as a multiple-year pledge, but must be 100% completed before any signage will be installed. The donor will be recognized with signage on the property, such as "ABC Psychology Center." Naming rights would be secured in perpetuity. Recognition would include signage on the property and prominent mention in the annual report and on the website. Once the signage is in place, the building will then be referred to in all organization publications by the appropriate name, for example, the "ABC Corporation Child Development Center."

In cases of a section the donor will be recognized with signage in the renovated wing of the building. Language for the plaque must be approved by the donor, but should be along the lines of: “The renovation of this space was made possible by the generosity of The Donor”

Additionally, the gift will be listed on all other campaign-recognition materials, such as campaign reports and updates and in any cumulative campaign recognition efforts.

### **Program Development (Over US\$100,000)**

Such gifts can be made as a multiple-year pledge, but must be 100% completed before any signage will be installed. The donor will be recognized with signage on the property, such as “ABC Psychology Center.” Naming rights would be secured in perpetuity. Recognition would include signage on the property and prominent mention in the annual report and on the website.

### **Fellowship Programs (Over US\$ 50,000)**

For a one-time gift to establish a named endowed fund to support an academic or non-academic University programme, recognition would include prominent mention in all materials related to the fellowship program, the annual report and on the website. Once the fund is established, participants in the program would be referred to as the “(Donor name) Fellows.”

## **Research**

### **Over \$US150,000 Named Research Fund**

A one-time gift to establish a named research fund to focus on a specific area of greatest need identified by the donor organization. Recognition would include prominent mention in all print materials related to the research, the annual report and on the website.

## **Scholarships**

### **US\$10,000 (minimum) Named Endowment Scholarship**

A one-time gift to establish a named scholarship fund. Recognition would include prominent mention in the annual report, in scholarship program materials and participation in any scholarship awarding, graduation ceremonies and receptions.

### **Naming Events:**

**US\$ 20, 000 (minimum)** as a onetime gift to fund an event. Recognition would include prominent mention in all print materials related to the research, the annual report and on the website and speaking participation in the event and mention in any publicity or spin offs ensuing from it.

### **j. Responsibilities**

University Council is responsible for decisions on the naming of University structures, facilities, collections, positions and events.

The Vice-Chancellor and Deputy Vice Chancellor PACE are directly responsible for undertaking initial negotiations on naming rights; reviewing proposals for the naming of University structures, facilities, collections, positions and events; and Making recommendations to Council in relation those proposals.

Deputy Vice Chancellor PACE is responsible for undertaking negotiations on naming rights as directed by the Vice Chancellor, and for retaining a list of naming opportunities; and execution of facilities' signage with the Public Relations Office.

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<sup>i</sup> This draft policy is heavily based on several documents from Universities and Professional organizations reviewed in the process of its development. It is a hybrid of The CASE- Naming Policy; University of Tasmania Naming Policy , The Association of Fund Raising professionals Development of Fund Raising Policies and Procedures; Trent University Philanthropic Naming Policy and Harvard University Naming Policy.