

Policy for Naming of Intangible Assets of the University

1.0 Background and Purpose

The naming of University assets is a well-established custom in centres of learning worldwide. This policy will regulate the process within the University in respect of intangible assets of the University as defined below.

The Policy for Naming of Buildings & Spaces of the University shall apply to the naming of any place, building, space or physical entity, being the property of the University.

University College Cork welcomes the opportunity to honour those who have rendered outstanding service to the University, to the community and to the advancement of knowledge, in Ireland and internationally. UCC also welcomes the opportunity to recognise those whose generous philanthropic benefactions support and enhance the operation and continued evolution of the University.

Purpose of the policy:

- to provide a framework for the recognition of those that have given notable service to the community or to the advancement of knowledge or philanthropic benefaction to the University;
- to support the preservation of the University's heritage;
- to support the University's engagement with alumni and friends;
- to ensure the appropriate utilisation of naming opportunities;
- to provide a clear and consistent administrative process for the naming of intangible assets;
- to provide a context for discussions with external persons and organisations seeking the naming of a University intangible asset.

2.0 Definitions

2.1 Intangible Assets: are university assets that are not physical in nature, including but not limited to:

- Academic units (e.g. colleges, faculties, departments, schools, institutes centres and research units);
- Academic programs;
- Lectureships, chairs, professorships, fellowships;

- Administrative posts (deanships, chairs, directorships, etc.);
- Student services and other services;
- Prizes and other awards to recognise outstanding achievements by members of the University community.

2.2 University Assets: means tangible and intangible assets of the University, existing or proposed.

2.3 The “Name” of any asset of the University shall be the form of identifying title applied to it (or being considered) by the University subject to this policy and the Policy for Naming of Buildings & Spaces of the University and 'Naming' shall include the application, retention, deletion, revocation or change of any name or part of a name of/to any asset of the University.

2.4 'Proposal to name' is any circumstance of request or enquiry, formal or informal, regarding the naming of an asset of the University.

2.5 'the University' shall include all the historic identities of UCC, its component parts (whatever their function), and subordinate organisations.

3.0 General Principles

The University shall regulate the naming of intangible assets, whether existing or proposed, by means of this policy.

A naming shall enhance the University's ability to achieve its mission and priorities while preserving UCC's integrity and academic freedom.

- A naming to honour an individual person must advance the University's values, mission, priorities and policies. The individual honoured should embody achievements or virtues that the University hopes its students would seek to emulate.
- A naming may be bestowed in honour of an individual person, living or deceased, in recognition of their dedication or meritorious service to the University, to scholarship or to society, or in response to philanthropic benefaction.
- The University in naming decisions should take into account the University's aspiration to be diverse and inclusive.
- Naming recommendations of the Intangible Assets Naming Committee will be based on appropriate due diligence, including consultation with

those impacted where appropriate, as well as the standards for each level of naming opportunity or particular asset as determined from time to time by the University.

- Individuals or organizations after which University assets are proposed to be named must be of such a reputation and standing that an association with that individual or organization would not reasonably compromise the University's reputation, mission, priorities, values, guiding principles, autonomy, integrity or legal compliance.
- Decisions under this policy are independent of appointment, admission, curriculum and other academic and business decisions.
- Decisions under this policy are strictly confidential until the University makes an announcement or communication to the University community in respect of the naming.

In the operation of this naming policy UCC shall have regard to the provision in the Universities Act 1997 which states that the objects of a university shall include:

" s.12(k) to promote gender balance and quality of opportunity among students and employees of the university."

(Restated in the Principal Statute of University College Cork, A.2(k))

In addition, the University notes the Irish Human Rights and Equality Commission Act 2014, provides that a public body shall, in the performance of its function, have regard to the need to:

- a) Eliminate discrimination;
- b) Promote equality of opportunity and treatment of its staff and the persons to whom it provides services, and;
- c) Protect the human rights of its members, staff and the persons to whom it provides services. (s.42)

This policy recognises the need to promote the Irish language in the naming of assets.

Intangible assets which have existing established names as at the date of approval of this policy, shall continue under such names unless and until either section 5.1 or section 5.2 of this policy are invoked.

4.0 Operation of the Policy

The University will form a Committee which shall have overall responsibility for this policy.

The following shall form the Intangible Assets Naming Committee:

- Deputy President & Registrar (Chair)
- Executive Director, Development & Alumni Relations
- Vice President External Relations
- Heads of Colleges (4)
- President of Students' Union (or nominee)
- Academic Council nominees (x2)

The quorum for meetings shall be the chair plus President of Students' Union (or nominee), two heads of college and Executive Director and Development & Alumni Relations.

Where a vacancy in the Committee arises by virtue of a vacancy in an ex-officio role listed above, that position may be filled by the individual acting in such role on an interim basis as a temporary member of the Committee.

The Committee shall maintain such records as are appropriate to:

- record the names of intangible assets (and this shall be the definitive record);
- record the naming recommendations made by the Committee to UMTO, and the basis of those recommendations;
- record the outcome of the UMTO decision on foot of a Committee recommendation for naming of an intangible asset;
- record the date of naming of an intangible asset, as determined by the President pursuant to Section 5.0 below;
- maintain an up to date version of the policy;
- record the changes to the policy;

and liaise as appropriate with University Archives regarding the maintenance and care of those records.

In order to be prepared for naming opportunities and potential naming proposals, the Committee may:

- Compile and maintain a list of persons after whom intangible assets may be named, with a brief summary of the main achievements of each person on the list;
- Compile and maintain a list of intangible assets suitable for naming ;
and
- Prioritise such lists as they deem appropriate.

The Committee may develop policies and guidance notes to assist decision-making in the assessment of proposals, to develop efficient procedures and to effectively brief new members or temporary members of the Committee over time.

5.0 Procedures

Assessment of a naming proposal shall particularly consider the long-term appropriateness of a name. No name shall be approved that will imply the University's endorsement of a political or ideological position. Where retention of a name would be prejudicial to the University's reputation, that naming may be revoked without consultation on recommendation of the Committee and decision of UMTO.

A proposal to name any intangible asset of the University may be made by any member or unit of the University, any member of the wider University community, or by any external person or organisation through discussions with the University.

Each naming shall attempt to achieve a close match between the perceived value of the intangible asset and the perceived importance or impact of the name proposed.

The University may classify its intangible assets as it deems appropriate.

The University shall define the duration of a naming as it deems appropriate. Normally, a philanthropic naming will be in perpetuity. In the case of a corporate or foundation philanthropic gift, a naming will be for a period of ten years unless otherwise determined by the University.

Any such naming arising from corporate or foundation philanthropic gift, shall be subject to written agreement in all cases.

No unit of the University shall have absolute rights or veto over the use of any intangible asset as a result of any name applied to that asset.

The University shall not be obliged to name any particular asset.

Once received by any person or unit of the University, the proposal in writing shall be notified to the Chair of the Committee and all proposals shall be dealt with at the best practicable speed, subject to the need to give each proposal an appropriate level of consideration.

Where a proposal to name is connected with a philanthropic benefaction to the University, it shall be given an appropriate level of priority for consideration.

When the Committee has considered a proposal, it shall make a recommendation to University Management Team (Operations) - UMT. If UMT considers it appropriate and/or necessary, it will refer the matter to Finance Committee (e.g. in the case of a significant corporate philanthropic donation intended to give rise to a naming in excess of ten years in duration).

The UMT shall direct whether the proposal is accepted, rejected or the submission returned to the Committee for further consideration and re-submission to UMT. The President shall notify Governing Body of such naming decisions reached by UMT.

An approved name shall become the official name of that intangible asset for all University purposes, from a date nominated by the President. The Committee on naming shall produce an annual report to UMT.

5.1 Renaming University Intangible Assets

No commitment to a naming shall extend beyond the life or existence of the intangible asset named. If an intangible asset must be substantially altered in its form, nature or use, the University reserves the right to rename the asset. The University may retain the use of the name, name another comparable asset, or discontinue the use of the name.

Without limiting the generality of the above, if a named asset is supported by an endowment and the endowment income is no longer sufficient to support the asset, the University is not obliged to support the asset out of its funds and may replace, alter, dispose of or discontinue the asset.

Where a naming is for a limited period of time, the University reserves the right, at its discretion, to rename the asset on the expiration of that time, or to ask the donor for renewed support.

Any renaming of a University intangible asset shall adhere to the principles of naming as outlined in this policy and its associated procedures.

5.2 Revocation of the Naming of University Intangible Assets

The University reserves the right to revoke a naming decision if retention of the name would be prejudicial to the University's reputation, if the name ceases to be consistent with the general principles on naming which are outlined in this policy or if the agreed-upon philanthropic contributions are significantly reduced.

The authority to revoke a naming decision rests with the UMTO upon recommendation of the Intangible Assets Naming Committee.

5.3 Delegation

At the level of an academic unit, department or school, College approval shall be required for the naming of an intangible asset within that unit's remit. In the context of the delegation in this section 5.3, intangible assets shall also refer to scholarships, bursaries and events (e.g. lectures, symposia, conferences, etc.).

College Council shall:

1. Consider the proposal within the college context;
2. Ensure adherence to the general principles on naming of intangible assets which are outlined in this policy; and
3. Consult (where appropriate) with the University level Intangible Assets Naming Committee on consistency with fundraising initiatives and other University commitments.

The Scholarship unit on behalf of the colleges will report annually to the Committee on such naming proposals as have been approved.

5.4 Operational use of Names

The Committee shall oversee the use of intangible asset names by all units of the University, and by associated bodies including contracted service providers, to ensure the accuracy of same.

5.5 Communications & Events

The University reserves the right to decide on the timing, nature and extent of any communications regarding the naming of an intangible asset, and of any event or other activity, public or private, marking the naming of an intangible asset. Communication to University staff and students should be a priority in advance of any public communication. Any such communications or event shall be organised by the University in accordance with normal procedures and the standards and practices set by the relevant units.

The University shall not be obliged to mark the naming of any intangible asset by any such communication or event.

5.6 Subsidiary Companies of the University

The formal approval process in the policy herein for naming of intangible assets shall not apply to intangible assets of subsidiary companies of the University provided they adhere to the general principles on naming of intangible assets which are outlined in this policy when naming intangible assets of the subsidiary company.