

Policy for Naming of Buildings & Spaces of the University

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.

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 assets;
- to provide a context for discussions with external persons and organisations seeking the naming of a University asset.

2.0 Definitions

- 'Assets' shall include any place, building, space or physical entity, being the property of the University;
- 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 protocol;
- '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;
- 'Proposal to name' is any circumstance of request or enquiry, formal or informal, regarding the naming of an asset of the University;
- 'the University' shall include all the historic identities of UCC, its component parts (whatever their function), and subordinate organisations;
- 'Unit' shall include all academic, research, commercial and administrative elements of the University, however described, titled or organised.

3.0 General Principles

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

A naming shall enhance the University's ability to achieve our mission and priorities while preserving UCC's integrity and our 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 must take into account the University's commitment to be diverse and inclusive.
- Individuals or organisations after which University assets are proposed to be named must be of such a reputation and standing that an association with that individual or organisation 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.
- While not every honorific naming need increase the diversity of campus names, naming decisions should, overall, have this effect. Given the absence of buildings and the limited number of spaces named after women on the campus, and given that women comprise 50% of the university staff and student body, priority should be given at this juncture to increasing the number of buildings named after women.

In the operation of its naming policy UCC shall have regard to 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)

Operation of the Policy

The University will form a Working Group which shall have overall responsibility for this protocol. The following units shall form the Working Group:

Deputy President and Registrar (Chair)
Executive Director, Development & Alumni Relations
Director of Buildings & Estates
Two Nominees of Academic Council
Director of Equality, Diversity & Inclusion Unit
Nominee of President of the Students Union
Member of Bord na Gaeilge
Two nominees of UMTO (1x HOC and 1 x HOS)
Administrative Manager, Buildings & Estates
University Curator

Building & Estates Office shall act as Secretary of the Working Group.

The Working Group shall maintain such records as are appropriate to:

- Record the names of assets (and this shall be the definitive record);
- Record the naming decisions taken, and the basis of those decisions;
- Maintain an up to date version of the Protocol;
- Record the changes to the Protocol;

and shall 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 Working Group may:

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

The Working Group 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 Working Group over time.

Procedures for Naming

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 or specific commercial product. Where retention of a name would be prejudicial to the University's reputation, that naming may be revoked without consultation.

A proposal to name any 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. In this context, any such naming shall be subject to written agreement in all cases

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

The University may classify its assets as it deems appropriate.

The University shall define the duration of a naming as it deems appropriate. In general 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.

No Unit of the University shall have absolute rights or veto over the use of any 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 Secretary of the Working Group 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 Working Group has considered a proposal, it shall make a recommendation to University Management Team - Operations (UMTO). If UMTO considers it appropriate and/or necessary it will refer the matter to Finance Committee.

The UMTO shall direct whether the proposal is accepted, rejected or the submission returned to the Working Group for further consideration. The President shall notify Governing Body of such naming decisions.

An approved name shall become the official name of that asset for all University purposes, from a date nominated by the President. The Working Group on naming shall produce an annual report to UMTO. The Asset Naming Working Group will undertake a formal review of all asset naming decisions every 3 years.

Renaming University Assets

A naming will normally be for the useful life of an asset. No commitment to a naming shall extend beyond the life or existence of the asset named. If an asset must be replaced or 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 to rename the asset on the expiration of that time, or to ask the donor for renewed support.

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

Revocation of the Naming of University Assets

The University reserves the right to revoke a naming decision if it constitutes a significant and continuing impairment to the University's reputation or if the agreed-upon philanthropic contributions are significantly reduced.

Delegation

At the level of an academic unit department or school, College approval shall be required for the naming of a space within that unit's remit. College Executive Management Committee shall

1. Consider the proposal within the college context and
2. Consult with the Development Office on consistency with fundraising initiatives and other University commitments.

Colleges shall report annually to the working group on such naming proposals as have been approved.

In relation to all buildings, a proposal has to be taken to the Asset Naming Working Group in accordance with the protocol. In all cases there has to be consultation with internal and external stake holders.

Operational use of Names

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

Signage

Buildings & Estates Office shall be responsible for managing the commissioning, production and installation of signage of any kind, in accordance with University policy and normal procedures.

Communications & Events

The University reserves the right to decide on the timing, nature and extent of any communications regarding the naming of an asset, and of any event or other activity, public or private, marking the naming of an 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 asset by any such communication or event.