

# SFU'S NAMED RECOGNITION POLICY (GP35) FREQUENTLY ASKED QUESTIONS

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SFU's Named Recognition Policy (GP 35) was recently revised and, following approval by the Board of Governors, is now being implemented. This policy establishes guidelines for the naming of university assets and other entities such as academic chairs or academic units in recognition of significant philanthropic contributions from donors. This policy ensures that naming opportunities honor the intentions of donors while aligning with the university's values, mission, and strategic goals. The policy also acknowledges other types of contributions for granting named recognition such as the receipt of gifts of names from Host Nations, and various honorific categories based on academic achievements or service to the University.

## What is "Named Recognition"?

Named Recognition means the naming of academic units, activities and facilities in recognition of individuals or organizations whose accomplishments or generosity advance the mission of the University and contribute to its growth and reputation.

## Why was GP 35 revised?

Amendments were made to GP 35 to reflect the current operating model in Advancement and Alumni Engagement (AAE), which has significantly changed since the last revision of the policy in 2012. This ensures that the policy is in line with current industry best practices, and mitigates reputational and financial risks for the university.

## What are the most significant changes to GP20?

They include the following:

- Update of the policy's name to remove limitation just to Building so that it will cover a variety of physical assets.
- Addition of the named recognition and gifts of names from Indigenous Host Nations.
- Additional information on Honorific Naming.
- Clarification on the permanent and temporary (termed) named recognition, inventory management and the timing of the recognition.
- Addition of the revocation criteria, restrictions and alignment with the BC Government Naming Privileges Policy.

## What is the intended impact of these changes?

The updates to policy GP 35 bring clarity to the acceptance criteria for named recognition, mitigating reputational and financial risks. These risks include:

- If physical spaces and other assets are named without following proper procedure, the value for which these assets are named may not align, naming standards may not be adhered to, and signage or other recognition could be inconsistent.
- The previous policy does not contemplate a procedure for revoking named recognition which puts the university at reputational risk.

Newly-added provisions for Indigenous Host Nation naming are in furtherance of SFU's strategic priority to honour the title and rights of Indigenous people, and uphold Truth and Reconciliation. Host Nation naming enables SFU to better learn and reflect the deep history and connection to the lands on which our three campuses are situated, and cultivate an authentic sense of belonging among Indigenous students, faculty, staff, and community members. Learn more about Indigenous Naming at SFU by visiting this [Office for Aboriginal Peoples page](#).

Honorific Naming, the process for meaningfully recognizing individuals or organizations whose significant *non-monetary contributions* have made a lasting impact on Simon Fraser University, will ensure that building and space naming across SFU campuses reflect the university's values around equity, diversity, and inclusion.