



THE COPPERBELT UNIVERSITY

POLICY ON THE NAMING OF THE COPPERBELT UNIVERSITY BUILDINGS, LOCATIONS, ROADWAYS AND OTHER MAJOR FACILITIES

7TH AUGUST, 2012



THE COPPERBELT UNIVERSITY COUNCIL

POLICY ON THE NAMING OF COPPERBELT UNIVERSITY BUILDINGS, LOCATIONS, ROADWAYS AND OTHER MAJOR FACILITIES

A. BACKGROUND

The naming of property is not a well-established custom at the Copperbelt University. There is no policy in this regard. Many University buildings carry names which reflect the discipline contained therein (e.g. the School of Business). Generally, University buildings, locations, roadways and other major facilities have been named in a non-systematic and uncoordinated manner. Nevertheless, it is recognized that there is need to honour those who have rendered outstanding service to the University, to the City of Kitwe, to Zambia, and internationally. Furthermore, need has been recognized to honour individuals whose generous philanthropic benefactions make possible the construction or restoration of buildings, the establishment of endowed chairs and the development of programs. The Policy has been developed in order to guide the naming of University buildings, locations, roadways and other major facilities in a coordinated manner.

1. The naming of facilities is associated with the following:
 - to facilitate orientation and movement around the campus;
 - the need to ensure appropriate utilization of the very limited number of naming opportunities;
 - the need to promote consistency in the tributes paid by the University to its supporters;
 - to honour individuals for particular achievement; and
 - to recognize significant benefaction.

2. The principle of naming buildings has implications for:
 - the naming of rooms and facilities within buildings;
 - the naming of events, such as specific lectures;

- the expectations that donors may have in terms of recognition of their gifts (where clarity in advance is of the utmost importance); and
 - the management of donors and stewardship of their gifts.
3. The Scope for granting of named recognition at the Copperbelt University shall include:
- buildings or substantial parts of buildings (wings, rooms, laboratories) or other location University campuses such as roadways;
 - special research, teaching, recreational, service or other facilities;
 - programs of research, teaching;
 - departments, schools, institutes and directorates;
 - programs of service or recreation;
 - lectureships, special lecture series, awards for excellence in teaching, research, or performance of other academic responsibilities;
 - fellowships, scholarships, bursaries, prizes and other student awards;
 - endowed chairs, professorships;
 - library collections of books or other materials;
 - series of publications produced by a division or department; endowed publication grants for books not designated as part of a series; awards for outstanding publications;
 - collections of works of art;
 - trophies and other awards for extracurricular achievement;
 - such other entities as the University may from time to time see fit to name in order to recognize service or philanthropic donations.
4. Changing the name of a building, location, roadway or other major facility should not be entered into lightly, because of:
- the cost of new signage;
 - the cost of updating maps, brochures, prospectuses and other literature;
 - the confusion arising from the need to re-orientate staff, students and visitors;
 - the relatively small number of opportunities for naming; and
 - the potential embarrassment arising from changing an existing name.

Changing a name under any of these circumstances can serve to compound the problem by drawing undue attention, leaving the institution no choice but to retain an undesirable name.

5. The use of a person's name for a building, location, roadway or other major facility can be problematic:
 - the strong sentimental attachment to the name of a recently retired institutional personality can evaporate in a relatively short period of time;
 - individuals with whom the institution is proud to be associated, or from whom benefaction has been gained, in good faith at the time of the naming can become an embarrassment when their circumstances change, e.g. bankruptcy or criminal prosecution.
6. Company names have relatively short life spans and should be avoided in order to minimize renaming and the associated costs identified above.
7. The Copperbelt University will not allow the policy of naming buildings, locations, roadways or other major facilities based on discipline because occupancy can be relatively short-term, especially with the anticipated future growth, and buildings may end up with inappropriate names.
8. In the same way the physical appearance of the campuses of the University and the behavior of its staff and students can add to or detract from the institutional brand, so too can the naming of buildings, facilities and events.
9. In the light of these issues, the following policy on the naming of buildings, locations, roadways and other major facilities is proposed.

B. GUIDELINES

1. Ultimate responsibility for approving proposals brought forward under this policy lies with the University Council.
2. Ultimate responsibility for discontinuing the designated name of a building, room, or area, or to transfer the name to another building, room or area under this policy lies with the University Council.

3. The Registrar shall be responsible for maintaining and updating the inventory of named facilities.
4. Notwithstanding any other provision of this policy, no naming will be approved or (once approved) continued that will call into serious question the public respect of the University.
5. No name will be approved that will imply the University's endorsement of a partisan political or ideological position. This does not preclude a naming with the name of an individual who has at one time held public office or with the name of an individual or a company.
6. Facility names should enhance the University's brand, ensuring that names are compatible with the aims, values and goals of the University.
7. Facility names must have clarity and simplicity, aiding orientation and movement around the campus. Compound names should be avoided.
8. Support facilities such as sewerage plant, water plant, etc., should be designated by function.
9. Names used for existing structures such as building or facilities, in the University campuses or in surrounding areas, should not be re-used.
10. No more than one building, location, road or major facility shall be named to honour an individual.
11. Care should be taken when using names for facilities which are also associated with major events to avoid confusion.
12. The naming of a facility must comply with any legal agreements entered into by the University, for example, with funding bodies or planning authorities, or written agreements reached with benefactors.
13. Facility names should not cause offence to the University community or external stakeholders.

14. Names of staff, students or lay-members of the University should not normally be used to name buildings, locations, roadways or other major facilities unless associated with major change within the University or academic achievement of the highest excellence. In either case, it is expected that names would feature prominently as part of the historical record of the University or be associated with significant, landmark achievement in the relevant academic discipline. It would normally be expected that such achievements would have clear recognition outside the University, for example, by the award of a Nobel Prize or recognition of an equivalent status. Such names should not be used whilst the individual remains an active member of the University.
15. Names of people from outside the University can be used as building, location, roadway or other major facility names only where they have been associated with events or achievements of major significance, such as a landmark achievement in an academic discipline or major humanitarian contribution, compatible with the University's mission and goals. It would normally be expected that such achievements would have clear recognition outside the University, for example, by the award of a Nobel Prize or recognition of an equivalent status.
16. Buildings, locations, roadways or other major facilities named in recognition of a major benefaction linked to that building should normally be made only when 50% or more of the cost of the building has been met by the donor. Facilities within the building may be more appropriate for lower-level benefactions. It may very occasionally be appropriate to name a building in recognition of extraordinary contributions made by long-standing benefactors to the University, where no gift has been made towards the cost of the specific building in question.
17. Provisions in this policy that refer to naming for a benefactor also in general apply to naming for a third party at the wish of a benefactor.
18. A plaque citing the distinctive service record of the honoree shall be fixed in the building, location, road or other major facility.

19. Buildings, locations, roadways or other major facilities should not be named after companies unless part of a contractual agreement which clearly brings other benefits to the University, taking due account of the other principles above.
20. The placement, establishment or designation of statues and other landmarks on University property, as well as the naming thereof, requires approval of the University Council.
21. Proposals for naming of buildings, locations, roadways or other major facilities should be submitted to the Registrar for consideration.

C APPROVAL PROCESS

- i. Individuals contemplating a naming opportunity to recognize outstanding service are to consult with the Registrar for information and expertise.
- ii. Individuals/organisations contemplating a naming opportunity to recognize philanthropic donations are to consult with the Vice Chancellor's Office for information and expertise.
- iii. The Registrar and the Vice Chancellor are to consult for all proposed naming.
- iv. If a building, room, or area is to be named, the Registrar shall determine whether the recommendation has the support of the occupants of the building or users of the area and the University community.
- v. If the Registrar is satisfied that the proposal falls within the policy guidelines, or is sufficiently unique to justify special consideration, the Registrar shall submit to the University Council the proposed naming, outlining the reasons for the proposal.
- vi. The same procedure as outlined above shall be followed when there is a recommendation to discontinue the designated name of a building, room, or area, or to transfer the name to another building, room, or area.
- vii. There shall be a standing committee appointed by the Registrar to advise regarding a proposed naming. The Committee will include representation from:
 - Deputy Registrar (Establishment);
 - Public Relations Office;

- Strategic Planning Office;
- Resident Engineer's Office;
- Business Development Manager; and
- Others as required.

The Registrar may elect to endorse or reject the Committee's recommendation.