Contents

Policy Name

1.1090 Organization Segment Naming Policy (non-Advancement)

Purpose and Scope

The purpose of this policy is to define how Alvernia University manages and approves proposals for the naming or renaming of a Department, Office, Institute, Center, School, College, or non-academic program.

This policy applies to Alvernia University, all employees, departments, divisions, non-academic programs, and offices except for those naming opportunities identified and defined in Alvernia's 8.8110 Naming Policy, Academic programs, courses of study, general education, majors, minors, and certificates must follow the current Alvernia Faculty Handbook and shared governance process.

Responsibilities

Title or Role	Definition and What They are Responsible For
President	Maintains and enforces this policy. Receives exceptions to the policy.
Senior Leadership Team	Serves as final approval for policy and assists with reviewing exceptions to the policy.

Policy

Naming is one of the ways in which the University acknowledges the confluence of institutional history, relevancy of the area, and current market trends. It is the responsibility of the President and Senior Leadership to nurture, preserve, and protect the institutional legacy.

In general, the President and Senior Leadership, will not approve proposals for naming which, in their judgment, doing so:
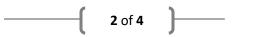
- is not aligned with Alvernia's mission,
- could inflict damage on the University's reputation, standing, or integrity, or
- could be contrary to the University's mission or values.

Naming a University Segment

Proposals for the naming or renaming a division, department, non-academic program or office shall be submitted to the office for the Senior Vice President of Operations. The proposal must be completed using the digital application form linked below include (see application on the facilities website):

- A description of the department, office or non-academic program to be named,
- the current use and any relevant information regarding the history
- A rationale with appropriate data as to the need for the name change,
- A description of the name proposed.
- Identified financial impact (marketing materials, banners, signage etc…)

The appropriate Divisional Vice President must support the proposal with a signature prior to submission to the office of Senior Vice President of Operations. Divisions may have additional signature approvals (for example,

deans or chairs). Approval by the president and senior leadership team is required.   Approval shall occur one time per year in line with the budgeting process identified annually, but generally in the months of December and January.

Any approved change of names will be instituted in the following year's budget cycle.

Naming an Office, Center, Institute, School or College

Proposals for the naming of a University non-academic program, center, department, institute, school, or college must adhere to the following naming conventions:

- Office OF

- Department OF

- Center FOR

- Institute FOR

- School OF

- College OF

- Divisions OF

Removal of Naming

The University reserves the right, on reasonable grounds, to revoke a name if the University determines the name could cause damage to the University's reputation, standing, or integrity or be contrary to University values as vernacular meaning may change over time. This determination will be guided by Alvernia's mission.

The appropriate University Vice President will make all reasonable efforts to inform the entity should need removal and provide an opportunity for input into the name change.

A College, Department, Office, or Institute, will generally not create a name in honor of a current faculty or staff member, alum, public figure, or external community member, which is an advancement function per Alvernia's 8.8110 Naming Policy and Alvernia's internal Honorific Naming Guidelines.

Approved versions of this policy will be posted on the AU Portal.

Exceptions to Policy

Exceptions to this policy must be requested in writing by filling out the Policy Exception form (linked below) and submitting it to the individual named in the Responsibilities section who assists with reviewing exceptions to this policy.

Policy Review

The Office of the President policies should be reviewed on a 5-year cycle and updated when institutional needs or goals change.

References and Related Policies

This section contains any other policies, 3rd party standards, or guidelines referenced by this policy.

References

Related Policies

8.8110 Naming Policy

Exhibits

This section contains any forms or exhibits referenced by this policy.

- Policy and Procedure Exception Form

Document Review Log

Date Reviewed	Description of Changes
11/07/2024	Senior Leadership Approved