

UNIVERSITY OF THE  
FREE STATE  
UNIVERSITEIT VAN DIE  
VRYSTAAT  
YUNIVESITHI YA  
FREISTATA



# Policy on Naming and Renaming of Assets

*Approved at Council, 23 June 2023*

<b>POLICY STATEMENT</b>	
<b>1. Preamble/ background</b>	<p>This policy arises from the recognition that:</p> <ol style="list-style-type: none"> <li>1.1 The University is committed to evolving as a higher education institution that reflects the characteristics that give effect to the guiding principles of its vision and mission.</li> <li>1.2 Naming and renaming provide opportunities to celebrate traditions, events or symbolic concepts that advance the values and culture of the University of the Free State.</li> <li>1.3 The names bestowed on University of the Free State assets must sustain a harmonious balance between descriptive functions, the University's origins, the rich history and heritage of the University of the Free State, and the constitutionally democratic society it is designed to serve.</li> <li>1.4 Contributions from donors play a vital role in university life by enabling the University of the Free State to enhance its assets and support for students, staff and the public. This policy will provide a transparent framework for recognising these contributions.</li> <li>1.5 This policy will assist the University of the Free State in achieving its goals, which include its transformation objectives; its contribution to local, regional, and global knowledge; its endeavour to support development and social justice through scholarship, and its objective to achieve financial sustainability.</li> </ol>
<b>2. Purpose</b>	<p>This policy seeks to:</p> <ol style="list-style-type: none"> <li>2.1 Provide clear and consistent governance for naming, renaming and revoking names of University of the Free State assets.</li> <li>2.2 Align the naming, renaming and revoking of names of University assets with the objectives, values, strategies and policies of the University of the Free State and community expectations.</li> <li>2.3 Provide a transparent framework for recognising contributions from donors.</li> <li>2.4 Set out a formal approval process for naming, renaming and revoking of names of university assets, and for documenting such decisions and the reasons for them.</li> <li>2.5 Ensure sustainability in that, in pursuit of a symbolically adequate naming landscape, the University of the Free State will apply fiduciary principles with regard to its resources.</li> <li>2.6 Ensure sustainability by recognising that assets for naming are finite and should therefore be used judiciously with future generations in mind.</li> <li>2.7 Ensure fairness when granting and revoking naming opportunities.</li> </ol>
<b>3. Scope</b>	This policy applies to all University of the Free State assets.
<b>4. Definitions and abbreviations</b>	<p><b>Assets</b> include all University of the Free State buildings and/or facilities.</p>

	<p><b>Buildings</b> means structures within which academic, service and administrative operations are run on land owned or leased by the University of the Free State.</p> <p><b>Facilities</b> are the whole or part of spaces within or related to buildings or structures. They include sites, blocks, floors, spaces, zones, rooms, systems, components and subcomponents.</p> <p><b>Benefactor</b> is a generic term used when referring to donors or philanthropic funders.</p> <p><b>Contribution</b> refers to a financial contribution that is received by the University of the Free State for the benefit of the University for either unrestricted or restricted use, and requires no reciprocal benefit beyond the assurance that the intent of the contribution shall be honoured. If there are no conditions to the contribution, it is a bona fide donation and donors may be entitled to a tax rebate under the Income Tax Act.</p> <p><b>Descriptive Naming</b> refers to functional names that indicate the use or purpose of an asset or outdoor space and/or identify a location. Functional names should be dignified, suitable for long-term usage, appropriate for the institution and, if possible, have some evident link to the asset.</p> <p><b>Donor</b> is any person or entity who makes a gratuitous contribution by transferring money or other assets to the University of the Free State. Donors include students, staff, alumni, friends, trusts, foundations, corporations, government bodies or non-government organisations.</p> <p><b>Naming In Consideration</b> means naming in consideration of financial contributions, sponsorship and/or other commercial transactions.</p> <p><b>Naming In Honour</b> means naming after an individual.</p> <p><b>Naming In Recognition</b> means naming after traditions, events and/or symbolic concepts.</p> <p><b>Sponsor</b> is any person or entity entering sponsorship.</p> <p><b>Sponsorship</b> is funding or support given to the University in which the sponsor receives material benefit, such as public acknowledgement or a promotional opportunity. As sponsors regard their contribution as a commercial transaction and expect a return, sponsorships are not bona fide donations and are not eligible for a tax rebate under the Income Tax Act.</p>
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<p><b>5. Guiding principles</b></p>	<p>This policy seeks to:</p> <ul style="list-style-type: none"> <li>5.1 Facilitate wayfinding and the marking of landmarks.</li> <li>5.2 Contribute to the dignity, equality and freedom principles enshrined in the Constitution of South Africa, including the Bill of Rights, which (when read in conjunction with the University of the Free State's values) promotes a non-racial and non-sexist democratic University and society.</li> <li>5.3 Take into consideration the history and character of the University of the Free State and the diversity of its communities in the context of its transformation objectives.</li> <li>5.4 Integrate diverse and inclusive traditions and languages that emanate from the African continent and South Africa to honour cosmologies and epistemologies, and where applicable, to name assets after symbolic events and/or evocative descriptions of a particular space.</li> </ul>
<p><b>6. Policy</b></p>	<ul style="list-style-type: none"> <li>6.1 The policy recognises that: <ul style="list-style-type: none"> <li>6.1.1 Naming may either be Descriptive, In Honour, In Recognition, or In Consideration.</li> <li>6.1.2 The Council is vested with the sole authority to approve the naming, renaming and revoking of Names in Honour and delegates all other naming, renaming and revoking to the Rectorate.</li> <li>6.1.3 Naming of assets should advance the vision, values, goals and mission of the University.</li> </ul> </li> <li><b>6.2 Descriptive Naming</b> <ul style="list-style-type: none"> <li>6.2.1 In all instances, Descriptive Naming is to be given preference to advance wayfinding and to make sustainable use of naming resources (as noted in points 2.5 and 2.6 of this policy).</li> </ul> </li> <li><b>6.3 Naming In Honour</b> <ul style="list-style-type: none"> <li>6.3.1 Only under exceptional and extraordinary circumstances will an asset be named after an individual attached to the University of the Free State (e.g. employees or holders of elected or appointed offices). These circumstances include that: <ul style="list-style-type: none"> <li>6.3.1.1 the award may only be granted two years after the death of the individual.</li> </ul> </li> </ul> </li> <li><b>6.4 Naming In Recognition</b> <ul style="list-style-type: none"> <li>6.4.1 Assets may be named to celebrate traditions, events or symbolic concepts in recognition of: <ul style="list-style-type: none"> <li>6.4.1.1 Distinguished epistemological or cosmological meaning to the University of the Free State.</li> <li>6.4.1.2 Distinguished meaning to higher education, the community or the country.</li> </ul> </li> </ul> </li> </ul>

	<p><b>6.5 Naming In Consideration</b></p> <p>6.5.1 Naming In Consideration is granted at the discretion of the Rectorate, with the agreement of the individual or entity to be named or their representatives.</p> <p>6.5.2 No more than one asset of the University of the Free State shall be named after any one individual or entity.</p> <p>6.5.3 An individual or entity that is granted Naming In Consideration will not be permitted to dictate the naming of the asset.</p> <p><b>6.6 Renaming and Revoking</b></p> <p>6.6.1 The renaming and revoking of the names of assets is:</p> <p>6.6.1.1 At the discretion of the Council when the name is In Honour.</p> <p>6.6.1.2 At the discretion of the Rectorate when the name is Descriptive, In Recognition or In Consideration.</p> <p>6.6.2 A named asset may be renamed, or the name may be revoked when:</p> <p>6.6.2.1 The name does not conform to the present orthography of the language concerned.</p> <p>6.6.2.2 The proposed name or renaming advances the University of the Free State's values and culture.</p> <p>6.6.2.3 The name represents risk or harm to the reputation of the University of the Free State.</p> <p>6.6.2.4 The function of an asset changes.</p> <p>6.6.2.5 An honouree or benefactor or their representatives request a change in the name.</p> <p>6.6.3 In renaming In Consideration, an existing name may be converted into a joint name:</p> <p>6.6.3.1 when conditions for the naming are breached.</p> <p>6.6.3.2 to advance the values, vision and mission of the University of the Free State.</p> <p>6.6.3.3 when the benefactor for whom the asset is currently named has been consulted.</p> <p><b>6.7 Duration and Other Conditions Attached to Naming</b></p> <p>6.7.1 The University of the Free State reserves the right to decide on the duration and other conditions attached to the naming of an asset.</p> <p><b>6.8 Format and Physical Display of Naming</b></p> <p>6.8.1 The University of the Free State reserves the right to decide on the format and physical display of named recognition.</p>
<p><b>7. Responsibility</b></p>	<p>7.1.1 The Naming Committee is responsible for oversight of the policy.</p> <p>7.1.2 UFS Legal Services and Compliance is responsible for the vetting of the policy.</p>

<b>8. Accountability and Authority:</b>	
<b>8.1 Implementation:</b>	8.1.1 The Unit for Institutional Change and Social Justice is responsible for the institutionalisation of the policy.
<b>8.2 Compliance:</b>	8.2.1 The Naming Committee is responsible for ensuring compliance with the policy.
<b>8.3 Monitoring and evaluation:</b>	8.3.1 The Deputy Vice-Chancellor: Institutional Change, Strategic Partnerships and Societal Impact is responsible for monitoring and the Senate and Council are responsible for annually evaluating the performance of the Naming Committee.
<b>8.4 Development/review:</b>	8.4.1 A review of the efficacy and efficiency of the University of the Free State in implementing this policy must be conducted by the Naming Committee every three years, or earlier if an urgent matter arises. Any changes resulting from processes that review the policy must be recommended to the Council for its consideration and approval.
<b>8.5 Approval authority:</b>	8.5.1 Rectorate 8.5.2 UMC 8.5.3 Naming Committee and Senate 8.5.4 Council
<b>8.6 Interpretation and advice:</b>	8.6.1 The Naming Committee may request interpretation and advice on the policy from experts in Law, History, Heritage, Architecture, Physical Planning, Languages and Governance (among others).
<b>9. Who should know this policy?</b>	
9.1 UFS Finance Department 9.2 Office of the Deputy Registrar: Legal Services and Compliance 9.3 Office of the Deputy Registrar: Governance and Policy 9.4 Institutional Advancement 9.5 Housing and Residence Affairs 9.6 Division of Student Affairs 9.7 Faculties 9.8 University Estates 9.9 Research Development 9.10 Community Engagement	
<b>10. Policy/procedure implementation plan</b>	10.1 As provided.
<b>11. Resources required</b>	11.1 There are costs associated with the naming and renaming of assets. When proposals are approved, the timing and the implementation of decisions must be based on the available operational budgets of those required to give effect to them.
<b>12. Answers to FAQs</b>	
	12.1 Who is responsible for the naming of a newly constructed asset on a campus of the University of the Free State? The revised policy vests the Council with the authority to approve the naming, renaming and revoking of Names in Honour and to delegate all other naming, renaming and revoking of names to the authority of the Rectorate.

	<p>12.2 Who can request that a name of an asset be reviewed and what processes should be followed? Any person(s) may request a review, provided that they comply with the relevant policy and procedure on naming and renaming of assets of the University of the Free State.</p>
<b>EFFECTIVENESS OF THE POLICY</b>	
<b>Performance Indicator(s):</b>	The use of asset names to promote the creation of diverse and inclusive campus environments that reflect the vision and values of the University of the Free State.