

# Ryerson Renaming: Survey of Community Members

Welcome to the survey!

On August 26, 2021 the university's Board of Governors accepted the 22 recommendations put forward by the Standing Strong (Mash Koh Wee Kah Pooh Win) Task Force to guide commemoration at the university and to address the legacy of Egerton Ryerson. **One of the recommendations was to rename the university through a process that engaged with community members.**

This survey invites you to share your perspectives and ideas about a new name for the university – one that will reflect its aspirations and vision for the future. It will take most people about 10 minutes to complete. All of your responses will be anonymous.

The survey findings will help the University Renaming Advisory Committee (URAC) with the development of a shortlist of possible names. High-level findings and participation statistics will be shared through a community update from the URAC in January 2022.

## Legal Disclaimer

By completing this survey you acknowledge that Ryerson University may freely utilize any suggestions, ideas or advice provided by you through the survey, including any potential name(s) for the University that you may put forward for consideration, without any further obligation to you.

## Section 1: University Values

1. The university's new name will reflect its aspirations and vision for the future. Which one of the following values, identified in its Strategic Vision 2020-2030, do you most closely associate with the university?
- <sup>1</sup> Unapologetically bold
  - <sup>2</sup> Intentionally diverse and inclusive
  - <sup>3</sup> Dedicated to excellence
  - <sup>4</sup> Respectfully collaborative
  - <sup>5</sup> Champions of sustainability
  - <sup>98</sup> Other, please specify: \_\_\_\_\_
  - <sup>97</sup> None of these
  - <sup>99</sup> Don't know

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## Section 2: Naming Categories

Most university names fall into one or more of several broad categories relating to: place or location; a notable person; mission or values.

In the next few questions we ask you to consider which of these categories, if any, you prefer for a new name that is aspirational and looks to the future. You may also suggest other categories.

2A. Do you want the university's new name to reflect its place or location?

- <sup>1</sup> Yes
- <sup>2</sup> No
- <sup>96</sup> No preference
- <sup>99</sup> Don't know

2B. Do you want the university's new name to honour a notable person?

- <sup>1</sup> Yes
- <sup>2</sup> No
- <sup>96</sup> No preference
- <sup>99</sup> Don't know

2C. Do you want the university's new name to reflect an aspect of its mission or values?

- <sup>1</sup> Yes
- <sup>2</sup> No
- <sup>96</sup> No preference
- <sup>99</sup> Don't know



## Section 2: Naming Categories

3. Which one of these broad categories do you most prefer for the university's new name? Please select only one.

- <sup>1</sup> Place or location
- <sup>2</sup> A notable person
- <sup>3</sup> Mission or values
- <sup>98</sup> Other, please specify \_\_\_\_\_
- <sup>96</sup> No preference
- <sup>97</sup> None of these
- <sup>99</sup> Don't know

4. What is the main reason that you prefer the category you selected at the previous question for the new name?

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- <sup>99</sup> Don't know

5. If the university's new name was based on its place or location, which if the following would you most prefer that it convey?

- <sup>1</sup> Neighbourhood or district
- <sup>2</sup> City
- <sup>3</sup> Traditional territory
- <sup>4</sup> Region
- <sup>5</sup> Province
- <sup>6</sup> Natural/environmental landmark or feature
- <sup>98</sup> Other, please specify: \_\_\_\_\_
- <sup>96</sup> No preference
- <sup>97</sup> None of these
- <sup>99</sup> Don't know

## Section 2: Naming Categories

6. If the university's new name was based on one or more of its **values or commitments**, which of the following would you most prefer that it convey?

The list below includes the university's values and commitments as identified in its Strategic Vision 2020-2030.

- <sup>1</sup> Unapologetically bold
- <sup>2</sup> Intentionally diverse and inclusive
- <sup>3</sup> Dedicated to excellence
- <sup>4</sup> Respectfully collaborative
- <sup>5</sup> Champions of sustainability
- <sup>6</sup> Engaging communities
- <sup>7</sup> Cultivating and protecting wellbeing
- <sup>8</sup> Advancing Indigenous initiatives
- <sup>9</sup> Fostering a welcoming culture
- <sup>10</sup> Inspiring culture and creativity
- <sup>11</sup> Taking a global view
- <sup>12</sup> Building relevant skills
  
- <sup>98</sup> Other, please specify: \_\_\_\_\_
- <sup>96</sup> No preference
- <sup>97</sup> None of these
- <sup>99</sup> Don't know

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## Section 2: Naming Categories

7. If the university's new name was based on one or more of its **strengths or aspirations**, which of the following would you most prefer that it convey?

The list below includes many of the university's strengths and aspirations as identified in its Strategic Vision 2020-2030.

- <sup>1</sup> Being an innovator
- <sup>2</sup> Serving societal need
- <sup>3</sup> Preparing students for careers
- <sup>4</sup> Commitment to ground breaking thinking
- <sup>5</sup> Driven by curiosity
- <sup>6</sup> Creating a bright, just and caring future
- <sup>7</sup> Forging strong partnerships
- <sup>8</sup> Empowering people to be agents of positive change
- <sup>9</sup> Embracing city building
- <sup>10</sup> Embracing its place in the heart of Canada's busiest city
- <sup>11</sup> Bring together highly skills, creative thinkers
  
- <sup>98</sup> Other, please specify: \_\_\_\_\_
- <sup>96</sup> No preference
- <sup>97</sup> None of these
- <sup>99</sup> Don't know

8. If you wish to, please briefly describe why you think the new name should convey the values, commitments, strengths or aspirations you selected at the previous two questions.

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- <sup>99</sup> Don't know

### Section 3: Name Suggestion

9. Would you like to suggest a new name for the university?

<sup>98</sup> Yes, suggested name(s): \_\_\_\_\_

<sup>99</sup> No suggestion

<sup>95</sup> Prefer not to answer

10B. If you wish to, please briefly describe your reasons for your name suggestion(s).

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<sup>95</sup> Prefer not to answer

11. Please share any other thoughts or ideas about a new name that you want taken into consideration.

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<sup>97</sup> No additional comments

## Section 4: About You

The final few questions ask you to share more about yourself, which will help us understand who responded to the survey. All of your responses are anonymous. These questions reflect the ones contained in the university's Diversity Self-Identification.

12. Which of the following Ryerson groups, if any, do you identify with? Select all that apply.

- <sup>1</sup> Ryerson student
- <sup>2</sup> Ryerson staff
- <sup>3</sup> Ryerson faculty
- <sup>4</sup> Ryerson alum/graduate
- <sup>5</sup> Ryerson volunteer and/or donor
- <sup>97</sup> I do not identify with any of these groups
- <sup>95</sup> Prefer not to answer

13. This question is for people who identify as a Ryerson alum/graduate.

In which decade did you graduate or last attend?

- <sup>1</sup> Before 1970
- <sup>2</sup> 1970-1979
- <sup>3</sup> 1980-1989
- <sup>4</sup> 1990-1999
- <sup>5</sup> 2000-2009
- <sup>6</sup> 2010-2019
- <sup>7</sup> 2020 or later
- <sup>95</sup> Prefer not to answer

## Section 4: About You

14. This question is for people who do **not** identify as a Ryerson student, staff member, faculty member, alum, volunteer or donor.

Which of the following best describe your reasons for completing this survey?  
Select as many as apply.

- <sup>1</sup> I am a friend or family member of a Ryerson community member
- <sup>2</sup> I am a colleague of a Ryerson community member
- <sup>3</sup> My organization partners with Ryerson
- <sup>4</sup> My organization employs Ryerson students and/or graduates
- <sup>5</sup> I am affected by Ryerson's renaming
- <sup>6</sup> I am curious about Ryerson's renaming
- <sup>7</sup> I used to work at Ryerson
- <sup>8</sup> I attended Ryerson
- <sup>9</sup> I want to have a say in Ryerson's renaming
- <sup>10</sup> I work in government
- <sup>98</sup> Other, please specify: \_\_\_\_\_
- <sup>96</sup> No preference
- <sup>97</sup> None of these
- <sup>95</sup> Prefer not to answer

15. This question is for people who do **not** identify as a Ryerson student, staff member, or faculty member.

Where do you live?

- <sup>1</sup> City of Toronto
- <sup>2</sup> GTA, outside of Toronto
- <sup>3</sup> Ontario, outside of the GTA
- <sup>4</sup> A different province or territory in Canada
- <sup>5</sup> A different country, please specify: \_\_\_\_\_
- <sup>95</sup> Prefer not to answer

## Section 4: About You

16. This question is for people who do **not** identify as a Ryerson student, staff member, faculty member, alum, volunteer or donor.

Into which of the following categories does your age fall?

- <sup>1</sup> Under 20
- <sup>2</sup> 20-29
- <sup>3</sup> 30-39
- <sup>4</sup> 40-49
- <sup>5</sup> 50-59
- <sup>6</sup> 60-69
- <sup>7</sup> 70-79
- <sup>8</sup> 80 and older
- <sup>95</sup> Prefer not to answer

17. First Nations, Inuit and Métis Peoples, sometimes referred to as Indigenous or Aboriginal Peoples, are from communities that are the original inhabitants on the lands now called Canada or the United States. Do you identify as a First Nations, Inuit or Métis person in Canada or the United States?

- <sup>1</sup> Yes
- <sup>2</sup> No
- <sup>95</sup> Prefer not to answer

## Section 4: About You

18. This question is for people who do **not** identify as First Nations, Inuit or Métis.

Please select any of the following equity-deserving groups with which you identify, or indicate that you do not identify as a member of any of these groups.

- <sup>1</sup> South Asian
- <sup>2</sup> Chinese
- <sup>3</sup> Black
- <sup>4</sup> Filipino
- <sup>5</sup> Arab
- <sup>6</sup> Latin American
- <sup>7</sup> Southeast Asian
- <sup>8</sup> West Asian
- <sup>9</sup> Korean
- <sup>10</sup> Japanese
- <sup>98</sup> Other, please specify: \_\_\_\_\_
- <sup>97</sup> I do not identify as a member of any of these groups
- <sup>95</sup> Prefer not to answer

19. 2SLGBTQ+ is an acronym used to refer to people, as a group, who identify as Two Spirit, Lesbian, Gay, Bisexual, Trans and Queer. The plus sign acknowledges the many sexual and gender minority people who don't see themselves in the umbrella acronym and prefer other identity terms such as pan-sexual, non-binary, or intersex.

Do you identify as a 2SLGBTQ+ person?

- <sup>1</sup> Yes
- <sup>2</sup> No
- <sup>95</sup> Prefer not to answer

## Section 4: About You

20. Persons with disabilities include those who experience economic or educational disadvantage due to attitudes and barriers related to long term or episodic conditions, chronic illnesses or physical, sensory, mental/emotional health, psychiatric or learning disabilities. It should be noted that the social model of disability recognizes that disability is not created by any particular medical or physical condition, but rather by societal barriers.

Do you identify as a person with a disability?

- <sup>1</sup> Yes  
<sup>2</sup> No  
<sup>95</sup> Prefer not to answer

21. The purpose of this question is to ask about gender identity, and encompasses both transgender (i.e., transgender women and transgender men) and cisgender people.

What is your gender identity?

- <sup>1</sup> Woman  
<sup>2</sup> Man  
<sup>3</sup> Non-binary  
<sup>4</sup> Other  
<sup>95</sup> Prefer not to answer

Please mail your completed survey to:

The Strategic Counsel  
1 St. Clair Avenue West, Suite 1200  
Toronto, ON  
M4V 1K6

Thank you for your participation in this survey.