

# University Renaming

November 2, 2021

# Agenda

- Background and context
- Process of renaming
- Community engagement
- Discussion questions

# Background and context



# Recommendation to rename

**“Recognizing the harm caused to community members by the commemoration of Egerton Ryerson, the impossibility of upholding our institutional values while commemorating Egerton Ryerson and the necessity of advancing reconciliation” the Standing Strong Task Force recommended that “the university rename the institution in a process that engages with community members and university stakeholders”.**

# Renaming framework

- Executive leadership
- Internal project support (Marketing, Communications, Project Management)
- University Renaming Advisory Committee
- External firms (Research and Branding)

# Renaming considerations

- Cost
- Marketing and promotion of new name
- Degree credibility and recognizability

# Process and approach



# Process phases

- Community engagement with research firm (**October - December**)
- Develop extensive list of name possibilities and community informed naming considerations (**January**)
- Iterative process to curate list of possible names (**January - March**)
- Legal (**February - March**)
- Shortlist of names to the President (**March**)

# Hearing from all stakeholders

- All community members can participate
- Three week period (Nov. 15 - Dec 3)
- Multiple methods of engagement
  - Survey
  - Email
  - Social Media
- Comprehensive outreach to all stakeholders
  - Communication plan
  - Community champions
- Analysis will capture themes and ideas

# Discussion Questions

# Engagement questions

1. The university's new name will reflect its aspirations and vision for the future.  
Most university names fall into one or more of several broad categories relating to: place or location; a notable person; mission, values or character.

Do you feel the university's new name should reflect or relate to

- a) Its place or location?
- b) A notable person?
- c) An aspect of its mission, values, or character?

**Why or why not?**

# Engagement questions

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

- Being an innovator
- Serving societal need
- Preparing students for careers
- Commitment to ground breaking thinking
- Driven by curiosity
- Creating a bright, just and caring future
- Forging strong partnerships
- Empowering people to be agents of positive change
- Embracing city building
- Embracing its place in the heart of Canada's busiest city
- Bringing together highly skilled, creative thinkers
- Other, please specify: \_\_\_\_\_