

# **Naming and Renaming Project (N&R) Roll-out Process & Schedule 2019**

## **Annexure A**

### **1) Introduction**

The Naming and Renaming Project is a very important transformational and identity building programme of the University. The approval of the revised Naming and Renaming institutional policy document in 2018 makes provision for all stakeholders to actively participate in this process to create a shared and inclusive institutional culture. Given the magnitude of this project, a phased approach will be employed to ensure smooth implementation across all campuses and precincts (areas identified for renaming).

This document include a roll-out schedule for name change sites for 2019; guiding principles and tasks for the consultative processes as well as a communication and engagement framework to ensure that stakeholders understand the rationale and procedures to get names approved.

### **2) Name changes for 2019**

The following precincts have been identified: Port Elizabeth student residences; Bird Street Campus; George Campus; New Engineering buildings; Science building; Education buildings; SRMO building. This list, however, does not exclude any other name change proposals that could be made in the period, which is in line with the policy and process and gets approved by MANCO via the Arts, Culture and Heritage Committee (ACHC) and its Naming and Renaming subcommittee. The Naming and Renaming project roll-out will be launched with the renaming of the Residences on a date approved by VC's Office within the Mandela Centenary period.

### **3) Guiding principles and tasks for the consultative processes**

This roll-out process will offer all stakeholders a say in the naming of buildings, rooms, roads and other components of the University that are of specific relevance to them. The consultative process will be conducted thoroughly and will be done through dialogue and discussion and not just be about compliance and mechanical driven processes. Stakeholder engagement will be key in ensuring that the names considered are mutually acceptable decisions. Cases for name changes should be made in an articulate and democratic fashion within the time constraints of the project. The process should be seen as an opportunity for students, and the University community to engage in deeper dialogue with regard to name changes. Although the University is cognisant of the time constraints attached to naming and renaming project it should not be a hurried process.

#### **a) Consultative process for each precinct**

A phased consultative process will be conducted in each precinct which will include the following steps:

- i. Establishment of a precinct naming working group involving relevant stakeholder representatives' e.g. students, alumni, staff and management.

- ii. The precinct naming working group will be guided by the Naming and Renaming Policy of the University in its deliberations with regard to the criteria for naming to be applied and its role in the operationalization of the policy.
- iii. Each precinct naming working group, through consultation with the relevant stakeholders, can recommend names for the identified buildings, spaces etc. with a detailed motivation, to the Naming and Renaming subcommittee of the Arts, Culture and Heritage Committee (ACHC).
- iv. The working group should submit detailed motivation/s for each name proposed and indicate how it is consistent with the guiding principles of the policy and meet all legal requirements, including family authorization that the name can be considered for use, pending final institutional approval.
- v. The working group can consult with the Arts, Culture and Heritage (ACH) Department of the University with regard the relevant content requirements for their submission to the Naming and Renaming subcommittee.
- vi. The Naming and Renaming subcommittee will ensure that due process was followed and that the principles and naming criteria of the policy were applied before submission to the ACHC.
- vii. The ACHC will in turn make recommendations to MANCO for approval consideration.

#### **4) Communication and Engagement Framework**

Upon approval of the Naming and Renaming policy in 2018, the University informed staff, students and alumni of the naming and renaming policy review and invited the stakeholders to make submissions to the Arts, Culture and Heritage Department which is responsible for operationalising the process on behalf of the Naming and Renaming subcommittee of the Arts, Culture and Heritage Committee (ACHC). The information was shared via MEMO (students and staff), opinion articles, newsletters (alumni) and on the website as part of creating awareness of the process.

Key messages of the communication plan include inclusivity of the process, transparency and consultation; transformation and the social cohesion value of the name changes; popularising the brand and new name and how the name changes contribute to name building and its link to the institutional ethos and culture; narratives of the names and its relationship to the University name are important for stakeholders to be informed about the story of e.g. individuals whose names have been chosen or e.g. in cases of other categories of names, the significance of fauna and flora names to the institution.

This communication strategy must further ensure effective information sharing with targeted stakeholders, demonstrate the roll-out and success of the process and contribute to perception and behaviour changes, where possible. This process will require regular communication with all stakeholders via digital platforms including social media and a dedicated website presence sharing information with regard to the name change process and narratives related to all the approved names; the commissioning of stories related to specific names and precincts as well as invitations for the submission of opinion articles related to the process and the importance of names and their meaning relevant to its application. The engagement with stakeholders online and in different forums form a very important part of the plan.

A detailed communication plan linked to the finalised programmes of the various precincts will be developed and implemented as part of the broader institutional transformational and identity building strategy. The process roll-out can be further promoted through exhibitions and special online publications featuring images of the buildings and sites and stories related to the names of the sites. There are exciting possibilities that can evolve through the various consultation processes and which are unique to the sites and the relevant stakeholders.

## 5) Roll out schedule

The 2019 N&R project will be subdivided into the following components:

### 1<sup>st</sup> Semester

#### Port Elizabeth student Residences

The PE residence renaming process has been underway since 2017 and the new names will be launched in a ceremony in early 2019. A consultative process conducted by the SRC was held on multi-campus sites as well as at most off-campus and on-campus residences including the George campus. The ideas exchanged had a consensus embedded on making the new MANDELA UNIVERSITY change the living and learning experiences of students and giving buildings and infrastructure new names that seek to promote and redress past imbalances and deliver a celebration of the cultural identity and geographical location of the University within Africa, South Africa and the Eastern Cape.

#### 1. The Residences launch

The launch will be held at an appropriate venue at the PE campus. Family and Trust members associated with the new names will be invited to the launch. Family and trust members will be hosted at a local Hotel and travel costs (for a representative) will be covered by the University. A booklet will be produced which tells the story of the new names. The University choir and a host of other entertainers will perform at the launch ceremony and the VC will address the audience. This event will launch the Naming and Renaming process and prepare the way for all other subsequent name changes at the University.

#### 2. Bird Street Campus

The Launch of the Bird Street Campus name event is scheduled to take place in 2019 and will coincide with Africa month and the Nelson Mandela Centenary celebrations. The launch will take place at the Bird Street Campus in the art gallery or at the Music conservatoire. The consultative process started in 2018 and a Campus based working group (composed of students, staff and the management team) has been formed. This working group will debate and discuss the name change and consultative workshops have been planned. The Arts faculty (the chief users of the campus) is a key stakeholder in this process. The SRC and other departments (Crishet) are involved in the process.

#### 3. Buildings

Various University buildings must still be named. A process of naming will be driven through the Faculty most utilising the building. Deans of faculties along with a representative working group will drive the naming process.

- The “New New” engineering building
- Science Buildings
- Ocean science (SMRO Building )

### 2<sup>nd</sup> semester

The following sites has been identified for the Naming and Renaming during the 2<sup>nd</sup> semester:

#### 4. George Campus

#### 5. Buildings

- Law faculty
- Education building
- Unnamed Buildings (e.g. 123)