

1. POLICY TITLE: MAGEE CAMPUS NAMING

2. PURPOSE

This policy sets out Ulster University Students' Union's (UUSU) position on the continued recognition and use of the name Magee Campus. The policy affirms students' right to be consulted on decisions that affect the identity of their campus.

UUSU recognises that the name of a campus is not simply branding; it reflects heritage, belonging, and the lived experience of students, staff, alumni, and the wider North West community.

3. DEFINITIONS

Magee - The historic name of our campus, called after Martha Magee, whose 19th-century act of philanthropy founded Magee College to expand access to higher education in the Northwest. The name reflects a long tradition of learning, inclusivity, and community.

Referendum - A democratic vote of students to determine their preferred view on major issues relating to campus identity.

4. POLICY PRINCIPLES / COMMITMENTS

Student Democracy

To ensure that any decisions relating to campus naming and identity are subject to meaningful student consultation and democratic procedures/processes with student voice remaining central to all stages.

Heritage and Identity

To recognise, protect and promote the historical significance of the name Magee as a reflection of the campus's longstanding educational legacy and its connection to the Northwest community.

Neutrality

To uphold the use of Magee as a neutral and inclusive campus name that centres shared educational heritage rather than wider political/geographical debates.

Representation

To ensure that student perspectives on campus identity are actively represented in discussions with the university and external stakeholders.

Transparency

To promote open clear and accountable processes in any discussions or decisions relating to campus naming or branding,

Partnership

To work collaboratively with students, university leadership, alumni and the wider community to ensure inclusive dialogue and shared understanding on matters of campus identity.

5. OBJECTIVES

- Strengthen campus pride, belonging, Identity and community spirit during campus growth and expansion.
- To ensure that any changes to campus naming or branding are conducted in partnership with students and stakeholders.

6. ACTIONS

- UUSU will continue to use "Magee" in its official communications, campaigns, and officer title to reflect student opinion and protect campus identity- unless changed through democratic student mandate.
- UUSU will empower students to confidently and respectfully challenge the use of "Derry/ Londonderry Campus" by staff or university representatives where it replaces "Magee Campus"
- Organisation of a Referendum on the future naming of the campus
- Calling on the University to respect and recognise the outcome of any legitimate student vote on this matter.
- UUSU will advocate that no student club, sports team, or society is disadvantaged in funding, support, or recognition on the basis of retaining the Magee identity or declining to adopt imposed branding.
- To communicate, enhance and celebrate the awareness, understanding and appreciation of the history of the Magee campus, particularly regarding the origin of its name.

7. ROLES & RESPONSIBILITIES

Policy Lead: Vice President Magee

8. MONITORING & EVALUATION

Any referendum process will be independently monitored in line with UUSU democratic procedures.

Proposer: Lee Doran (On Behalf of Student Executive)
Seconder: Meabh McConalogue

Policy Passed: 06.05.26
Lapse Date: May 2027