

Georgia College Naming Policy

Policy Statement

The purpose of the Naming Policy at Georgia College & State University (“Georgia College” or “University”) is to provide guidance on the naming of a facility, fund or faculty position at Georgia College.

Reason for the Policy

The act of naming a facility, fund, or faculty position at Georgia College is the conferral of a high and conspicuous honor. It publicly exhibits the judgment and standards of Georgia College and the Board of Regents of the University System of Georgia and signifies lasting approval of the actions of the honoree.

Proposed Outcome

Georgia College considers the naming of real estate and facilities, funds, and faculty positions in honor of an individual, corporation, foundation or organization to be one of the highest distinctions it can bestow. In light of the importance and magnitude of this honor, the following guidelines and process shall apply to all place naming on all property owned or leased by the Board of Regents under the auspices of Georgia College.

The President of Georgia College is the final arbiter of all decisions related to place naming at Georgia College prior to submittal to the Board of Regents for approval in accordance with Board Policy and procedures.

Applicability of the Policy

This Policy applies to all members of the Georgia College community, including but not limited to faculty, staff, students, volunteers, visitors, vendors, and invited guests, as well as the general public.

Related Policies

[USG Naming of Places, Colleges, or Schools](#)

Procedures

I. Process for Place Naming

When the desire for a naming is apparent and/or it appears that a contribution (gift) to benefit Georgia College will result in a naming request for a donor or other individual, Georgia College’s Office of University Advancement will provide the President a profile of the donor or individual being honored, the area of interest along with any proposed stipulations, and information about how the contribution will be paid. All gifts must meet the Georgia College Foundation Gift Acceptance Policy guidelines. If required, the President will submit the naming recommendation to the Board of Regents for approval in accordance with Board policy and procedures. The President of Georgia College is the final arbiter of decisions at the local level and submittal to the Board of Regents for approval must be under the signature of the President.

II. Naming Recognition

Naming recognition events and publicity will be coordinated between the Office of the President and University Advancement.

III. Signage

All signage shall be consistent with Georgia College and University Advancement design and donor recognition criteria. No signage shall be approved or erected in contravention of Board of Regents policy.

IV. Contribution Guidelines

When the naming of a facility at Georgia College is based on a monetary contribution, the following guidelines apply:

A. Naming of Facilities and Outdoor Areas

• Capital Construction-New Facilities	25% of Estimated Cost
• Naming of Existing Building	\$1,000,000 and above
• Support for Facilities Renovations	25% of Estimated Cost
• Auditorium and Areas within Buildings	\$1,000,000 and above
• Classrooms	\$500,000 and above
• Outside Areas	\$250,000 and above
• Other Areas	\$10,000 and above

B. Named Endowed Funds

Many donors choose to establish named endowments as a way of creating lasting legacies and ongoing resources supporting the education of future generations. Endowments begin with a minimum gift commitment of \$10,000. This gift commitment can be given in a lump sum or over an established period of time as determined by the Foundation Trustees. A portion of the fund's principal is invested and a portion of the fund's accrued interest is applied in support of the fund criteria. Here are some examples:

1. Named Colleges and Departments

• Colleges	\$1,000,000 minimum
• Departments	\$500,000 minimum
• Units	\$250,000 minimum

2. Endowed Chairs, Professorships, and other positions

• Named Endowed Chair	\$1,000,000
• Named Endowed Distinguished Professorship	\$500,000
• Named Endowed Professorship	\$250,000
• Name Coaching Position	\$1,000,000

3. Endowed Lectureships

• Named Master Lectureship Series	\$250,000
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- Named Distinguished Lectureship Series \$150,000
 - Named Distinguished Lecture \$50,000
- 4. Endowed Scholarships**
- Named Full Scholarship \$100,000
 - Endowed Scholarship \$10,000

The gift, or a signed pledge for the gift, must have been received by the institution before the naming is completed. Deferred or estate gifts are preferred to be irrevocable and defined in writing. Deferred gifts such as bequests, charitable gift annuities, charitable trusts, and life insurance policies may be appropriate for current naming opportunities. Options should be discussed with donors and appropriate assurances secured by the institution. Any gift, for a place naming shall be paid over a period of no longer than 5 years and outlined in writing in a commitment signed by the donor. The gift may be unrestricted or to establish a program endowment or in other ways selected by the donor and is not intended to be restricted to construction and/or facilities related costs. All gifts must be accepted according to the gift acceptance policy of the Georgia College & State University Foundation.

V. Removal of Names

From time to time, situations may occur which would warrant the removal of a name from a building or other place on the campuses of Georgia College. When the naming authority lies with the Board of Regents, so does the authority and responsibility to remove a name when appropriate. Circumstances may dictate that the parameters under which a place name was bestowed at the institution have changed to the extent that consideration must be given to removing the name. These circumstances may include, but are not limited to the following circumstances: The honoree does not follow through on a financial commitment; The honoree fails to maintain the high standards of Georgia College or the Board of Regents; or the honoree, person or entity, engages in conduct that constitutes an act of moral turpitude; or for other appropriate reasons. Georgia College judges each naming removal situation individually based on the facts. No decision will be made without taking into account all of the facts that are relevant to the decision. The President of Georgia College will endeavor to ensure that the removal of a name is consistent with the interests of Georgia College and the University System of Georgia. Georgia College makes no assurances that a naming will remain beyond the useful life of the facility.

VI. Procedures for the Removal of Names

When it becomes apparent that there may be a reason to consider the removal of a name from a facility at Georgia College, the Vice President for University Advancement shall be supplied with the original naming history and all salient circumstances surrounding the removal recommendation. The Vice President for University Advancement presents the naming history to the President who shall make a determination as to whether a name shall be removed. If the naming was within the President’s delegated authority, his/her ruling is final. If the naming is outside the President’s delegated authority and the President recommends the name removal, then the President will submit the proposal for removal of the name of said facility to the University System chief facilities officer basically in the same process called for in naming. The removal of a name from a room or other interior space(s) of a facility may be approved by the President.

VII. Non-Compliance

Failure to comply with the requirements of this policy may result in disciplinary action up to and including termination or expulsion in accordance with relevant University policies and may result in prosecution in accordance with state and federal law.

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Responsible Department: The President's Office

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