

East Georgia State College Naming Policy

Approved by President's Cabinet 7/30/14

Introduction

The Board of Regents considers the naming of a place or academic unit in honor of a living or deceased individual, corporation, foundation or organization to be one of the highest and most distinct honors that it can bestow. Naming a place, college or school requires prior authorization by the Board of Regents and shall be in accordance with the Board of Regents procedures and guidelines.

The naming policy shall apply to the naming of all Board of Regents real estate and facilities, as defined in the Board of Regents Policy Manual. This includes all property owned or leased by USG, including facilities constructed, donated, or acquired by affiliated organizations of the institutions. The term "facilities" includes buildings of all types, as well as institution grounds and athletic venues. It includes all outdoor areas of a USG institution including streets, entrances, gates, and landscape features such as quadrangles, gardens, lakes, fountains, and fields.

The naming policy shall also apply to the naming of colleges and schools of all USG institutions.

The president of an institution is authorized to name, without prior approval of the Board of Regents, interior spaces and academic units subordinate to colleges and schools, such as departments. The president is also authorized to remove such names. The term "interior space" includes rooms, hallways, floors and features as well as other enclosed or conditioned spaces(s) within buildings. Institutions shall provide a report on interior naming and naming removals, as information only, to the USG chief external affairs officer, at the end of each calendar year. The President shall provide for the annual review of the within institutional guidelines to ensure that the policies contained herein are consistent with the interests of East Georgia State College. Additional naming opportunities that do not require Board of Regents approval, such as scholarships and endowments, are managed by the Director of External Affairs and are not covered in this policy.

Naming Review Committee

East Georgia State College's Naming Review Committee (hereinafter referred to as the "Committee") is composed of the President, Vice President for Business Affairs, Vice President for Academic Affairs, Vice President for Student Affairs, Director of Facilities and the Director of External Affairs. The purpose of the Committee is to evaluate honorees for the naming of places or academic units, streets and interior spaces and name removal, using the guidelines set forth below. The Committee's evaluation will include consideration of the current service and/ or financial contribution and future financial commitment of the honoree, as appropriate. For all proposed namings that require Board of Regents approval, the Committee will submit the proposed naming recommendation to the USG chief administrative officer who will distribute for integrated review and in conjunction with the chancellor submit the request to the Board of Regents for action. The Committee shall annually review all named places, academic units, streets and interior spaces to ensure the names remain consistent with the interests of East Georgia State College and the University System of Georgia.

Honoree's Eligibility

Namings may be authorized for outstanding and distinguished service, for philanthropic giving, or both according to the below standards. Outstanding service and philanthropic giving are flexible standards and will require consideration of the facts relevant to the person being honored and implementation of standards developed by East Georgia State College and the Committee. The President of East Georgia State College and the Committee will strive to ensure that the value of the service warrants the action proposed and that the naming is consistent with the interests of East Georgia State College and the University System.

Service: Places, academic units and interior spaces may be named for living or deceased persons who have provided outstanding service to East Georgia State College, to the state, to the nation, or to society in general, and who served with distinction. When naming is to honor a living person for outstanding and distinguished service as a public servant, that person must have been dissociated from employment by the University System, local, state or federal government employment for at least two years prior to seeking Board approval. In the event that the individual being honored is no longer living, the two (2) year wait period may be waived.

Philanthropic Giving: Places, academic units and interior spaces may also be named for individuals, corporations, foundations or organizations making monetary donations to East Georgia State College or its Foundation; examples include:

East Georgia State College building or complex*	\$500,000
East Georgia State College campus street	\$250,000
East Georgia State College stadium	\$150,000
East Georgia State College athletic field	\$ 75,000
Interior Spaces	\$ 25,000 and above

*A "complex" is defined as an interconnected group of buildings with indoor and/or outdoor facilities and any other related auxiliary structures, forming one contiguous unit. This definition is intended define a facility that encompasses one or more of the following uses: athletic, academic and/ or recreational.

The Director of External Affairs maintains the minimum gift levels as noted above.

To the extent possible, fund raising opportunities shall be maximized to attain namings covered by this policy.

In order for a place or academic unit to be named based upon a contribution, the gift will comply with the following guidelines:

1. The gift must be in irrevocable form to be paid within a five year period based upon a signed pledge commitment.
2. Namings should be associated with endowment gifts that include at least a portion of the gift for endowment to support the facility or academic programs associated with the facility.

3. Deferred gifts should generally not be used for current naming opportunities; discussions may ensue with interested donors about possible naming opportunities that would be available when the gift is actually received
4. When a gift is pledged over a period of time, presidents should make a formal naming request to the Board when at least half of the total gift has been received by the institution.

When considering the honoree's monetary contributions, whether an individual, corporation, or foundation, the Committee will evaluate cumulative contributions. An individual may be honored by naming with a combination of cumulative donations and outstanding service to East Georgia State College, as defined above. Prior to the President's recommendation of naming to the Board of Regents, a monetary gift or pledge equal to seventy-five percent of the respective limit as noted above, must be received by the President.

Naming Ceremony

After the approval of the naming, East Georgia State College will hold a recognition ceremony to publicly acknowledge the naming and the donor. East Georgia State College will notify the Chancellor and the Board of Regents of the ceremony date as soon as it is determined so as to encourage attendance of representatives of the University System of Georgia.

Termination of Naming or Renaming

Board authorized namings shall not be modified. The namings of facilities and grounds of an institution shall endure for the useful life of the facility and not in perpetuity. If a facility or area is substantially changed, a named building or area may no longer exist. In that event, the President may determine if maintaining the name for transfer to a new facility or area is appropriate and seek Board approval as appropriate.

Outdoor Signage Standards

All signage for streets and buildings named herein will be of a character that is attractive, complimentary and harmonious with the existing architectural style of campus buildings and landscape grounds. The signage shall be consistent with the East Georgia State College's Master Plan and specifically the campus's landscape plan regarding common outdoor space usage such as hardscape and signage, to achieve a cohesive and sustainable campus. These standards shall ensure that the campus grounds convey an attractive and inviting college/university character.

Building Plaques

In accordance with Board policy, a plaque of bronze cast metal or other appropriate material will be installed in all major construction projects including new buildings, additions, and renovations, noting the year completed, the Governor and members of the Board at the time of completion and other Regents serving since the project was first approved, the architect and the contractor. If deemed appropriate by the President, major contributor(s) may be recognized by inclusion on the plaque or a separate plaque.

Name Removal

The removal of a name from an East Georgia State College facility, street or interior space may become necessary due to the failure of the honoree to meet a pledged financial commitment, failure to maintain the high standards of East Georgia State College or the University System of Georgia or for other appropriate reasons. Once the Committee is aware of a situation that may warrant removal of the name the Committee will convene and consider all relevant information. If the Committee determines it is necessary to remove the honoree's name from a place, academic unit or street, the Committee will seek Board approval for the name removal through submission of the request to the chief administrative officer. Removal of names from interior spaces is at the discretion of the president and the removal will be reported to the chief external affairs officer at the end of the calendar year. The President will provide written notification of the name removal decision to the honoree.

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For an up-to-date copy, go to the policies and procedures page on the EGSC website.