



NAMING OPPORTUNITY POLICY

Area: University Advancement	Number: TBD
Subject: Naming University Assets	Issued: 2015
Applies To: Donors	Revised:
Sources:	Updated:
Responsible Party: Vice President for University Advancement	Page(s): Page 1 of 3

I. Purpose

The purpose of this policy is to establish general guidance for naming opportunities at Georgia Southern University (the “University”). The Board of Regents of the University System of Georgia (the “Board of Regents”) considers 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 as described in Policy 7.4.1, as amended from time-to-time.

When questions or problems arise regarding any of the following guidelines, the Georgia Southern University Foundation Gift Acceptance Committee shall be consulted. In the event of any disagreement within that committee, the University President shall be the final on-campus arbiter.

II. Policy Statement

Authority to name buildings, facilities and streets rests with the Board of Regents. The following policy shall apply to the naming of all physical facilities and streets on all campuses within the University System of Georgia (the “University System”) (Board of Regents Policy Section 9.1). The term “physical facility” is intended to include buildings of all types. It is also intended to include all outdoor areas that may not have physical walls but are nonetheless identifiable areas of campus landscape, such as quadrangles, gardens, lakes, recreation fields, etc.

In order to allow for the individual being honored to enjoy and take part in the honor when it is bestowed, the Board of Regents will allow facilities and streets to be named after a living individual if the person being honored has provided outstanding service to the institution, to the nation, or to society, and has served with distinction.

When naming is to honor a person for outstanding and distinguished service as a public servant, that person must have been disassociated from employment by the University System or from state and federal government for at least two years prior to the naming.

In light of the fact that every institution within the University System is different, “outstanding service” is intended, to a certain extent, to be a flexible standard. Each naming situation must be judged on its own merits after taking into account the facts that are relevant to

the person being honored and the institution involved. The University President shall endeavor to ensure that the proposed naming is consistent with the interests of the University and the University System and that the value of service warrants the action proposed.

III. Exclusions (if applicable)

None.

IV. Procedures

When it appears that a financial contribution to benefit the University will result in a request to name a building, a facility or a portion of a facility or a street, the University's Associate Vice President for Major Gifts and the Campaign shall be notified. A profile of the donor(s) and those being honored if not the donor(s), the area of interest with any proposed stipulations, and information about how the gift will be paid should be provided.

After appropriate review, the information will be forwarded to the Vice President for University Advancement, who will discuss the potential naming with the appropriate University officials, including the President and Cabinet. After internal approvals, the University President will submit the proposed naming to the Chancellor of the Board of Regents or his or her designee, who will then submit the recommendation to the Board of Regents for approval.

The University President and Cabinet will approve the naming of portions of facilities.

Once a naming is approved by the University Cabinet and the Board of Regents (if required), it is customary to have a ceremony or event announcing and celebrating such naming. Such recognition ceremonies and events are of institutional and Board of Regents interest and must be handled in an appropriate manner. Advance notice must be given to the Vice President for University Advancement before any such recognition event is scheduled or planned to assure University-wide coordination.

GUIDELINES

Naming a place or an academic unit is a significant fundraising opportunity. The University President and his or her staff should maximize the potential of fundraising in association with any naming. Namings authorized without associated fundraising should be the exception.

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

- The gift must be in irrevocable form.
- A current irrevocable gift should be paid within a five year timeframe unless the Board of Regents authorizes an exception to this limitation.
- Where possible, namings should be associated with endowment gifts; if a gift is to construct a facility, a portion of the gift for endowment is suggested to support the facility or academic programs associated with the facility.
- Generally, deferred gifts such as life insurance, bequests, charitable remainder trusts, and charitable gift agreements, are not to be used for current naming opportunities. The University should instead discuss with the interested donor(s) the naming opportunities that may be available when the gift is actually received.

- In cases where a gift is paid over a period of time, the University President should make the formal naming request to the Board of Regents only when at least half of the total gift has been received by the University.

NAMED FACULTY

No endowed Chair, Professorship, or Fellowship may be established or announced without prior approval of the Board of Regents and shall be in accord with Board of Regents procedures and guidelines described in Policy 8.3.2.2, as amended from time-to-time. No initial appointment will be made to a Chair, Professorship or Fellowship without prior approval by the Board of Regents.

SUGGESTED GIFT AMOUNTS

Suggested Gift amounts are as follows:

- To name a new building - \$10,000,000 - \$20,000,000
- To name an existing building - \$500,000 - \$1,000,000
- To name a College - \$2,500,000 - \$10,000,000
- To name a School - \$1,000,000 - \$2,500,000
- To name a Center - \$500,000 - \$1,500,000

REMOVAL OF NAMES ASSOCIATED WITH BUILDINGS, FACILITIES, STREETS, PROGRAMS, COLLEGES, CENTERS, ETC.

The University President 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 University 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 space(s) within buildings. The University shall provide a report on interior namings and naming removals for informational purposes to the University System's Chief External Affairs Officer at the end of each calendar year.

The namings of facilities and grounds at the University will endure only for the useful life of the facility or feature and not in perpetuity (Board of Regents Policy 7.4.1). If a facility or area is substantially changed, a named building or area may no longer exist. In that event, the University President may determine if maintaining the name for transfer to a new facility area is appropriate and seek Board of Regents approval.

Situations may occur that would warrant the removal of a name. Where naming authority lies with the Board of Regents, so does the authority and responsibility to remove a name. As these cases are extremely sensitive, it is the policy of the Board of Regents and the University to judge each naming removal situation on its own merits. No decision shall be made without taking into account all of the facts that are relevant to the decision. The Board of Regents and the University President shall endeavor to ensure that the removal of the name is consistent with the interests of the University and the University System.