



## UGA Naming Opportunities

### Procedures

POLICY: 2.4.2

Effective Date: 05/15/2015

Last Updated: 05/15/2015

Policy Owner: McAllister, Maggie

Each naming opportunity category on the University of Georgia campus follows unique procedural steps for approvals at the institutional level.

### Guidelines

POLICY: 2.4.2.1

Effective Date: 01/01/2004

Last Updated: 05/15/2015

Policy Owner: McAllister, Maggie

Naming a place or an academic unit is a significant fund raising opportunity. The University of Georgia shall make every effort to maximize the potential of fund raising in association with any naming. Namings authorized without associated philanthropy shall be the exception.

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

- I. The gift must be in irrevocable form to be paid within a five-year period and based upon a signed pledge commitment.
- II. Where possible, namings should be associated with endowment gifts; if a gift is to construct a facility, it is the policy of the University of Georgia to seek at least a portion of the gift for endowment to support the facility or academic programs associated with the facility. Endowment minimum requirements are attached at Appendix A.
- III. Generally, deferred gifts such as life insurance and bequests are not to be used for current naming opportunities. Representatives of the University of Georgia should discuss with the interested donor(s) about the possible naming opportunities that may be available when the gift is actually received. No request for a naming should be made based on a deferred gift.
- IV. In cases where a gift is paid over a period of time, no naming request should be presented until such time as at least half of the total gift has been received by the University of Georgia.

"Outstanding service" and "philanthropic giving" are intended, to a certain extent, to be flexible standards. Each naming situation must be judged on its merits after taking into account the facts that are relevant to the person or entity being honored. The President of the University



of Georgia shall ensure that the proposed naming is consistent with the interest(s) of the University of Georgia and the University System of Georgia.

At such time when it appears that it may be appropriate to name an academic unit, a building, a facility, a street or a portion of a building or facility for a donor or other individual to recognize a philanthropic contribution or other outstanding service to the University of Georgia as well as to remove a name, the Office of Development shall be notified. The notification also should include a profile of the donor(s), if any, and those being honored if not the donor(s), the area of interest with any proposed stipulations, and information about how the gift, if any, will be paid.

After review by the Office of Development, the information will be forwarded to the Vice President for Development and Alumni Affairs. The Vice President for Development and Alumni Affairs will discuss the potential naming or removal of a name with appropriate University officials, including the President and the Provost, and submit it for approval by the University Cabinet.

After internal approvals, the President will submit the proposed naming or a removal of a name of a building, facility or street to the University System of Georgia chief administrative officer, who will then submit the proposed naming for integrated review and, in conjunction with the Chancellor, submit the request to the Board of Regents for action. The naming or removal of a name of a portion of a facility does not require approval of the Board of Regents.

If the related gift is accepted and managed outside of the University, the Board of Trustees of the managing entity will be notified of the naming upon written commitment by the donor(s) and approval of the Board of Regents (if required).

Once a naming is approved by the 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 or events are of institutional and Board of Regents interest and must be handled in an appropriate manner. Notice must be given to the Vice President for Development and Alumni Affairs before any such recognition event is scheduled or planned to assure institution-wide coordination. The Chancellor and the members of the Board of Regents shall be notified as early as is practicable of any planned event or ceremony recognizing a naming of a building, facility, and street or portion thereof.

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## **Contribution Guidelines for Buildings, Facilities, Programs, Centers, etc.**

POLICY: 2.4.2.2

Effective Date: 01/01/2004

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Policy Owner: McAllister, Maggie



The following gift amounts are suggested to establish a naming opportunity for buildings, facilities, colleges, schools, units, departments, institutes, centers, and more:

To name a...	Suggested Gift Amount
<b>Building</b>	
New	At least one-third the cost but determined according to scale.
Existing	At least one-third of the private fund-raising goal.
<b>College/School Unit</b>	\$10,000,000-20,000,000 (At least $\frac{3}{4}$ of the endowment must be unrestricted to ensure flexibility for the overall enhancement of the college, school or unit.)
<b>Department/Center/Institute</b>	\$2,000,000-10,000,000 (At least $\frac{3}{4}$ of the endowment must be unrestricted to flexibility for the overall enhancement of the academic department, center, or institute.)
<b>Streets</b>	\$1,000,000
<b>Lecture Halls, Concert Halls, and Auditoria</b>	
New	At least one-third the cost but determined according to scale.
Existing	\$100,000 minimum but determined according to scale.
<b>Classrooms/Conference Rooms/ Seminar Rooms/Study Rooms</b>	
New	At least one-third the cost but determined according to scale.



Existing	\$10,000 minimum but determined according to scale.
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## Request to Name or Rename a Place, College, or School

POLICY: 2.4.2.3

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Policy Owner: McAllister, Maggie

- I. Detail the request on the "**Request to Name/Rename a Place, College or School**" form which includes a brief justification for the naming;
- II. Submit the form to the appropriate dean, unit director, associate vice president or vice president for approval;
- III. Forward to Development and Alumni Relations for verification that philanthropic giving criteria has been satisfied and confirmed by signature of VPDAR (see below for guidelines on philanthropic giving);
- IV. Forward for administrative approvals by the Provost, VPFA;
- V. The Secretary of the University Cabinet will present for Cabinet approval, obtain President's signature, and submit to the BOR for final consideration

Form for naming a place or unit in honor of a living or deceased individual, corporation, foundation or organization:

[http://www.busfin.uga.edu/forms/PlaceCollegeSchool\\_Naming\\_Form.pdf](http://www.busfin.uga.edu/forms/PlaceCollegeSchool_Naming_Form.pdf)

## Request to Name or Rename an Interior Space

POLICY: 2.4.2.4

Effective Date: 05/15/2015

Last Updated: 05/15/2015

Policy Owner: McAllister, Maggie

- I. Detail the request on the "**Request to Name/Rename an Interior Space**" form which includes a brief justification for the naming;
- II. Submit the form to the appropriate dean, unit director, associate vice president or vice president for approval;



- III. Forward to Development and Alumni Relations for verification that philanthropic giving criteria has been satisfied and confirmed by signature of VPDAR (see below for guidelines on philanthropic giving);
- IV. Forward for administrative approvals by the Provost, VPFA;
- V. The Secretary of the University Cabinet will present for Cabinet approval, and obtain President's signature.

Form for naming an interior space:

[http://www.busfin.uga.edu/forms/Interior\\_Space\\_Naming\\_Form.pdf](http://www.busfin.uga.edu/forms/Interior_Space_Naming_Form.pdf)

### **Signage for Named Buildings, Facilities, Programs, Centers, etc.**

POLICY: 2.4.2.5

Effective Date: 05/15/2015

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Policy Owner: McAllister, Maggie

At such time after a naming has been approved, appropriate signage recognizing such naming shall be put in place. Such signage shall be consistent with the master plan for the University of Georgia and Board of Regents policy. No signage shall be approved, and /or erected that is in contravention of Board of Regents policy.

### **Named Faculty**

POLICY: 2.4.2.6

Effective Date: 01/10/2004

Last Updated: 05/15/2015

Policy Owner: McAllister, Maggie

To establish an endowment for a faculty position, a formal written agreement between the donor(s), the University and any Foundation managing the endowment must be executed which outlines the objectives of the endowment fund. In establishing a named endowment fund, the principal must be sufficient to meet the stated objectives of the endowment agreement. Minimum Endowment Requirements are attached at Appendix A.

Final authority to establish a Specially Designated Faculty Position rests with the Board of Regents. In order to establish a Specially Designated Faculty Position, recommendations for these positions must be made to the Board of Regents. These recommendations shall be



made through the Chancellor to the Board. The recommendations will be referred to the Finance and Business Operations Committee and the Education, Research and Extension Committee for their review before the final action of the Board.

No endowed chair, professorship or fellowship will be established or announced without prior approval of the Board of Regents, and no initial appointment will be made to a chair, professorship or fellowship without prior approval by the Board.

Once a named faculty endowment position is approved by the Board of Regents, it is customary to have a ceremony or event announcing and celebrating such naming. Such recognition ceremonies or events are of institutional and Board of Regents interest and must be handled in an appropriate manner. Notice must be given to the Vice President for Development and Alumni Affairs before any such recognition event is scheduled or planned to assure institution wide coordination. The Chancellor and the members of the Board of Regents shall be notified as early as is practicable of any planned event or ceremony recognizing a named faculty position.

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## **Other**

POLICY: 2.4.2.7

Effective Date: 01/01/2004

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Policy Owner: McAllister, Maggie

When it appears that a contribution to benefit the University of Georgia will result in a request to name a college, school, department, program, center, etc., the Central Development Office 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 with the notification.

After review by the Central Development Office, the information will be forwarded to the Vice President for Development and Alumni Relations. The Vice President for Development and Alumni Relations will discuss the potential naming with appropriate University officials including the President and Cabinet. After internal approvals, the President will submit the proposed naming of a college or school to the Chancellor of the Board of Regents or his designee, who will then submit the recommendations to the Board of Regents for their approval.

The President and Cabinet will approve the naming of programs, centers, etc.

If the related gift is accepted and managed outside of the University, then upon written commitment by the donor(s) and approval of the Board of Regents, if required, the Board of Trustees of the managing entity will be notified of the naming.



Once a naming is approved by the 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 or events are of institutional and Board of Regents interest and must be handled in an appropriate manner. Notice must be given to the Vice President for Development and Alumni Relations before any such recognition event is scheduled or planned to assure institution wide coordination.

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## **Removal**

POLICY: 2.4.2.8

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Policy Owner: McAllister, Maggie

Unfortunately, there may be situations under which a name already associated with Buildings, Facilities, Streets, Programs, Centers, etc. may need to be removed. In these situations, the final authority for the decision to remove the name rests with the entity that initially had authority to associate the name.

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## **Buildings, Facilities, and Streets**

POLICY: 2.4.2.8.1

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Policy Owner: McAllister, Maggie

As authority to name buildings, facilities and streets rests with the Board of Regents of the University System of Georgia, so does the authority and responsibility to remove a name. The following policy shall apply to the removal of a name from all physical facilities and streets on all campuses within the University of Georgia.

Circumstances may dictate that the parameters under which a name was bestowed on a building, facility or street within the University of Georgia have changed to the extent that consideration must be given to removing the name. As the naming honor is based on a flexible standard regarding "outstanding service to the University of Georgia, to the nation, or to society," new information may become available that changes the complexion of the original decision. This new information may include, but not be limited to, the failure of a financial commitment to be satisfied or the reemployment of an individual whose name is on a building, facility or street. The new information also may cover certain personal aspects of an individual or corporation for which a building, facility or street is named.



As these cases are extremely sensitive, it is the policy of the University of Georgia 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 President of the University of Georgia shall endeavor to ensure that the removal of the name is consistent with the interests of the University of Georgia and the University System.

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## **Procedure**

POLICY: 2.4.2.8.1.1

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When it appears that there may be reason to consider the removal of a name at the University of Georgia on a building, a facility or a portion of a facility or a street, the Vice President for Development and Alumni Relations should be notified. The original naming history and all salient circumstances surrounding the recommendation of the removal of the name shall be provided to the Vice President for Development and Alumni Relations.

The Vice President for Development and Alumni Relations will discuss the removal of the name with appropriate University officials including the President and Cabinet. In the case of a building, facility or street, after internal approvals, the President will submit the proposed removal of the name to the Chancellor of the Board of Regents or his designee, who will then submit the recommendations to the Board of Regents for their approval.

The President and Cabinet will approve the removal of a name from portions of facilities.

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## **Other**

POLICY: 2.4.2.8.2

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Policy Owner: McAllister, Maggie





When it appears that there may be reason to consider the removal of a name at the University of Georgia from a college, school, department, program, center or other naming within the University of Georgia, the Vice President for Development and Alumni Relations should be notified. The original naming history and all salient circumstances surrounding the recommendation of the removal of the name shall be provided to the Vice President for Development and Alumni Relations.

The Vice President for Development and Alumni Relations will discuss the removal of the name with appropriate University officials including the President and Cabinet. In the case of a college or school, after internal approvals, the President will submit the proposed removal of the name to the Chancellor of the Board of Regents or his designee, who will then submit the recommendations to the Board of Regents for their approval.

The President and Cabinet will approve the removal of a name from a department, program, center or other naming not otherwise covered under this section.