

Procedure: 2.1.8p (I.C.3.)

The Naming of College Buildings, Grounds, or Programs

Revised: May 17, 2016; and April 2, 2009.

Last Reviewed: April 11, 2023; September 6, 2022; September 23, 2020; September 16, 2019; September 6, 2018; and May 17, 2016.

Adopted: May 3, 2007.



I. PURPOSE:

Specific College buildings, interior spaces, grounds, or programs may be named for living or deceased individuals, businesses, or organizations that have had a significant positive impact on the College over an extended time; have demonstrated outstanding and distinguished service to society, the community or the College; and/or have engaged in philanthropic giving directly benefiting the College. Namings of new or existing buildings require approval by the State Board of the Technical College System of Georgia (TCSG). This procedure is not subject to buildings, interior spaces, or programs named for their general purpose or functions. All namings will be consistent with the College's best interest and with the Technical College System of Georgia and will maximize the fundraising potential of the Colleges.

II. RELATED AUTHORITY:

TCSG State Board Policy 2.1.8. – The Naming of College Buildings, Grounds, or Programs.
O.C.G.A. § 20-4-11- Powers of Board.
O.C.G.A. § 20-4-14 – TCSG Established; Powers and Duties.

III. APPLICABILITY:

All work units and Technical Colleges are associated with the Technical College System of Georgia.

IV. DEFINITIONS:

- A. **Cooperative Non-profit Organization:** a corporation established under the laws of the state of Georgia and Section 501(c)(3) of the Internal Revenue Code to stimulate voluntary private support from individuals, corporations, foundations, and others for the benefit of the College in conducting its programs and activities. It may also be referred to as a "Foundation."
- B. **Grounds:** outdoor areas of the College campus, including pavers, benches, planters, fountains, gardens, statues, or any other outdoor artwork.
- C. **Building:** all real estate, structures, and facilities on or off a College campus under the custody or control of Colleges, including facilities leased from or by affiliated organizations of the College.
- D. **Program:** an academic unit of the College.
- E. **Space of significant value:** an auditorium, conference center, primary conference room, specially equipped classroom, or laboratory.

- F. **Interior space:** rooms, hallways, floors, and features, as well as other enclosed or conditioned space(s) within buildings.
- G. **Local Board of Directors:** a group of individuals representing business, industry, or economic development in a College service area appointed by the State Board of the Technical College System of Georgia to assist the State Board in conducting its mission.

V. ATTACHMENTS: N/A

VI. PROCEDURE:

A. General Provisions:

1. College presidents should maximize the potential of fundraising in association with any naming. In addition, naming opportunities should be shared with the local College Foundation to assist their fundraising efforts.
2. No publicity should be given to a recommended name that requires State Board approval until the Board's approval is received.
3. Colleges will be responsible for all costs associated with namings.
4. Naming requests associated with a former employee may not be submitted prior to one year after the employee has left employment unless exceptional circumstances approved by the Commissioner warrant an earlier naming. For example, a building may not be named for a current employee.
5. A given surname or business/organization name may be assigned to only one building on a specific campus.
6. No building, grounds, programs, or other interior space may bear the name of an individual convicted of a felony or who has otherwise engaged in conduct that could bring discredit upon the College or the Technical College System of Georgia. Namings must be reserved for individuals of recognized accomplishment and character and/or entities whose association with the College does not create an appearance of a conflict of interest.
7. Each naming request will be considered case-by-case, considering factors relevant to the community, the person or entity being honored, and fundraising capacity.
8. A name authorized by the State Board shall not be modified. Board approval is required to remove names that have been previously authorized.
9. Each College shall establish a local procedure describing all naming opportunities, regardless of whether they require approval by the State Board. The local procedure should establish minimums for financial commitments corresponding to various naming opportunities. In setting minimums, Colleges should benchmark against higher education institutions similar in size, scope, and mission. Each College president shall submit its naming procedure and any modifications to the Local Board of Directors, the TCSG Office of Stewardship and Development, and the Board of Trustees of the local Foundation.
10. All namings will comply with applicable state and federal laws and TCSG Policies and Procedures; Colleges are encouraged to consult with the TCSG's Office of Legal Services and Office of Stewardship and Development before submitting naming requests for Grounds, Interior Spaces, and Programs.
 - a. The College president is authorized to name and remove a name of grounds, interior spaces, and programs without prior approval of the State Board.
 - b. Sections of buildings are named for donors who have played significant roles in equipping, renovating, or constructing that portion of the building.

- c. Namings must be consistent with the General Provisions outlined above.
- d. Upon request, presidents will report interior namings and/or removals to the Commissioner.

B. New or Existing Buildings:

1. Requests should be submitted to the Commissioner for review and further submission to the State Board of the Technical College System of Georgia. The submission of naming requests without associated fundraising should be the exception.
2. When possible, presidents should seek a portion of the gift associated with the naming of a new or existing building for an endowment to support the facility or academic programs associated with the facility.
3. A naming request based upon philanthropic contributions must include proof that the gift is irrevocable and will be paid within five years. In addition, the request must be accompanied by a pledge commitment executed by the donor. In cases where a gift is to be paid over some time, the request may not be submitted until at least half of the total gift has been received by the College or Cooperative Non-profit Organization on the College's behalf. Failure to fulfill a pledge will revoke the donor's name for the building.
4. Requests for current naming opportunities should not be based upon deferred gifts such as life insurance and bequests. Instead, Colleges should discuss with the interested donor(s) naming opportunities that may be available when the gift is received.
5. Approved building names will remain for the facility's useful life and not in perpetuity unless the State Board authorizes removal.
6. A named building or grounds may no longer exist if a building is significantly modified. In that event, the College president may request that the name be transferred to another building and seek State Board approval.
7. Requests for naming College buildings for individuals, businesses, and organizations, whether or not such naming is associated with philanthropic contributions, should provide information regarding the following:
 - a. The historical significance of the contribution of the individual, business, or group to the College;
 - b. The association of the individual, business, or group with the building to be named;
 - c. Any financial contribution of the individual, business, or group to the College, whether or not associated with a specific building or area;
 - d. State, regional, national, or international recognition of the contributions and achievements of the individual or organization.
 - e. They have demonstrated community support for the recommended name.
 - f. Any other factors are relevant to the request.
8. Each naming request will be evaluated by the Commissioner or designee(s), and a recommendation will be made to the Board by the Commissioner. All namings will be consistent with the interest of the College and with the Technical College System of Georgia.

C. Naming or Re-Naming a College:

1. To determine the name of a newly acquired/merged College or to change the current name of a College, the College president, or if applicable, the Commissioner will appoint a committee consisting of representatives of College

employees, students, the community, and businesses in the service area. The committee will consider and recommend a College name to the president.

2. Any individual or group associated with the College may suggest a name for consideration by the committee.
3. The committee will submit a report to the president or Commissioner, if applicable, which includes a recommendation for the College name, documentation of all suggestions considered, and justification of its recommendation. The name should not be such that it will be confused with another entity.
4. The president will consult with the TCSG Office of Legal Services to ensure the recommended name complies with applicable state and federal laws.
5. The president will then present the recommended name to the Local Board and submit their recommendation, along with the committee's report and any additional supporting information deemed appropriate, to the State Board through the Commissioner.
6. The Commissioner may return the recommendation to the president for selection of an alternate name or submit the suggested name to the State Board for action.
7. The College President will be responsible for ensuring the Board-approved name is widely publicized and incorporated into all College operations.

D. Space of Significant Value:

1. Auditoriums, conference centers, principal conference rooms, and classrooms or laboratories, which visitors to the College may frequent, represent a significant fundraising opportunity for Colleges.
2. The naming of such spaces is subject to the General Provisions outlined in this procedure and each College's local procedures.

VII. RECORD RETENTION:

All records relating to this procedure shall be maintained per the Georgia Records Retention Schedules maintained by Georgia Archives, University System of Georgia. Public disclosures of records identifying donors are subject to the provisions of Georgia's Open Records Act.