

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

Naming of College Buildings, Grounds or Programs

Revised: May 17, 2016; April 2, 2009

Last Reviewed: September 23, 2020, September 16, 2019, September 6, 2018, 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 period of 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]. Buildings, interior spaces or programs named for their general purpose or functions are not subject to this procedure. All namings will be consistent with the best interest of the college and with the Technical College System of Georgia and will maximize fundraising potential of the colleges.

II. RELATED AUTHORITY:

State Board Policy 2.1.8

O.C.G.A. § 20-4-11

O.C.G.A. § 20-4-14

III. APPLICABILITY:

All work units and technical colleges 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 for the purpose of stimulating voluntary private support from individuals, corporations, foundations, and others for the benefit of the College in carrying out its programs and activities. May also be referred to as a "Foundation."
- B. **Grounds:** outdoor areas of the college campus including pavers, benches, planters, fountains, gardens, statues or 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, a major conference room, a 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 that are appointed by the State Board of the Technical College System of Georgia to assist the State Board in carrying out its mission.

V. ATTACHMENTS:

Sample Pledge Commitment
Sample Local Naming Procedure

VI. PROCEDURE:

A. General Provisions:

1. College presidents should maximize the potential of fund raising in association with any naming. Naming opportunities should be shared with the local college Foundation to assist in their fund raising efforts.
2. No publicity shall be given to a recommended name that requires State Board approval until receipt of the Board's approval.
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 special circumstances approved by the Commissioner warrant an earlier naming. 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 on a case-by-case basis taking into account factors that are relevant to the community, the person or entity being honored and fundraising capacity.
8. A naming 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 thereto, to the Local Board of Directors, the TCSG Office of Stewardship and Development, and Board of Trustees of the local Foundation.
10. All namings will be in compliance 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 prior to 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 generally named for donors who have played major 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 provide a report to the Commissioner on interior namings and/or removals.

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 fund raising 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 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 is to be paid within a five-year period. The request must be accompanied with a pledge commitment executed by the donor. In cases where a gift is to be paid over a period of 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 result in the revocation of 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. Colleges should discuss with the interested donor(s) possible naming opportunities that may be available when the gift is actually received.
5. Approved building names will remain for the useful life of the facility and not in perpetuity, unless removal is otherwise authorized by the State Board.
6. If a building is significantly modified, a named building or grounds may no longer exist. 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. Demonstrated community support for the recommended naming.
 - f. Any other factors 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. In determining 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 which should consist of representatives of college employees, students, the community and businesses in the service area. The committee will consider and recommend to the president a college name.
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 is likely to cause confusion with another entity.
4. The president will consult with the TCSG Office of Legal Services to ensure the recommended name is in compliance 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, major conference rooms, and classrooms or laboratories which may be frequented by visitors to the college 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 in accordance with 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.