

College of Coastal Georgia
Policy and Procedures
Naming of Campus Facilities and Infrastructure

POLICY:

The naming of a College of Coastal Georgia (hereinafter, the College) facility, street, landscape, or interior space is a high and conspicuous honor. Namings at College of Coastal Georgia shall be consistent with the interests of the institution and the University System, and shall be commensurate with the honoree's service or philanthropy to the same. College of Coastal Georgia considers the naming of University System real estate and facilities in honor of an individual, corporation, foundation, or other organization to be one of the highest distinctions it can bestow. In light of the importance and magnitude of this action, the following guidelines and process shall apply to all namings of property owned or leased by the Board of Regents under the auspices of College of Coastal Georgia.

PROCEDURES:

I. Notification. When the desire for a naming is apparent or it appears that a gift to benefit the institution will result in a naming request for a donor or other individual, the Office of Institutional Advancement shall compile a profile of the donor or honoree, the area of interest along with any proposed stipulations, and information about how the gift will be paid. A current listing of institutional naming opportunities is attached to this policy.

The donor information shall be forwarded to the President for consideration. The President shall submit the naming recommendation in writing to the Board of Regents for approval in accordance with Board policy and procedures. Submission of the naming shall be under the President's signature. In order to assure System- and institution-wide coordination of naming ceremonies, such events shall be planned through the Office of the President and the Office of Institutional Advancement in coordination with the associated University System Offices.

II. Signage. All signage to be affixed on or adjacent to any building, facility, or interior space shall be approved by the President in consultation with the donor. All signage shall be consistent with the College master plan and design criteria.

III. General Contribution Guidelines. When the naming of a facility at the College is based on a gift to the institution or the Foundation, the following guidelines shall apply:

Building: Any person or entity desiring to have a College of Coastal Georgia building named shall be able to pursue this in consideration of a gift of at least 20% of the cost to construct the building or of the estimated value of an existing building. The announcement of the naming shall occur only in accordance with the approval of the Board of Regents.

Street or landscape feature: Any person or entity desiring to have a street or landscape feature at the College named shall be able to pursue this end in consideration of a cash

gift or pledge. The announcement of the naming shall occur only in accordance with the approval of the Board of Regents.

Interior space: Any person or entity desiring to have an interior space such as an auditorium, classroom, laboratory, conference room, or office space at the College named shall be able to pursue this end in consideration of a cash gift or pledge at a specified level. The announcement of the naming shall occur only in accordance with the approval of the President.

In all cases, the institution or its Foundation shall have received at least 50% of the gift prior to the announcement of the naming. In instances where the gift is required to initiate or complete construction, the institution or its Foundation shall have received 100% of the gift prior to the announcement of the naming.

At the discretion of the President, there may be reasonable exceptions to the foregoing criteria.

IV. Receipt of Contributions. In all cases, the Institution or its Foundation shall have received at least 50% of the gift prior to the announcement of the naming. Deferred or estate gifts shall be irrevocable, defined in writing, and accepted by and agreed to by the President. Irrevocable deferred gifts may be considered appropriate for naming purposes at the discretion of the president. All non-cash gifts are subject to review prior to acceptance by the Gift Acceptance Committee of the College of Coastal Georgia Foundation.

Any gift for a naming shall be paid over a period of five or fewer years and defined in writing in a commitment signed by the donor. Depending on the interests of the donor and the purpose of the gift, the donation may be unrestricted or restricted to construction and/or facilities related costs. The President shall forward the naming request to the Board of Regents upon receipt of the gift in full.

In the event a donor desires to confer a deferred gift on the institution or its Foundation, the Director of Institutional Advancement shall make an appropriate recommendation to the President regarding the practicality of such a naming.

V. Removal.

1. Bases for Removal. From time to time, the removal of a naming from a building, street, landscape, or interior space may be warranted. When the naming authority lies with the Board of Regents, so shall the authority and responsibility to remove a naming when appropriate.

Circumstances may dictate that the parameters under which a naming was bestowed at the institution have changed to the extent that consideration must be given to removing the naming. These circumstances may include, but are not limited to, failure to honor the financial commitment; failure to maintain the high standards of the Board of Regents or College of Coastal Georgia; or engaging in conduct that constitutes an act of moral turpitude.

College of Coastal Georgia judges each naming removal situation based on the facts of the matter. No decision shall be made without taking into account all of the facts that are relevant to the decision. The President shall endeavor to ensure that the removal of the naming is consistent with the interest of the institution and the University System of Georgia.

College of Coastal Georgia shall make no assurances to the donor or honoree that a naming will endure beyond the useful life of the building, street, landscape, or interior space. Should a naming be removed due to the expiration of the named venue's useful life, the naming donor shall have the right of first refusal to provide a new naming gift for the replacement venue.

2. Process for Removal. When it becomes apparent that the removal of a naming is warranted, the Office of Institutional Advancement shall be supplied with the original naming history and all relevant facts regarding the removal recommendation.

The Office of Institutional Advancement shall present the naming history to the President who shall determine whether a naming shall be removed. If the naming was within the President's authority, he/she may remove the naming. If the naming was within the Board of Regents' authority, the President shall recommend in writing the removal of the naming to the University System's chief facilities officer.

VI. Additional Naming Opportunities. In addition to the naming of a campus facility, street, landscape, or interior space, the College may name academic or administrative programs (e.g., Schools, Departments, or Centers), or faculty chairs or professorships. The College shall adhere to the requirements and minimum amounts stated in Board of Regents policy regarding such namings.

VII. Review of Policy and Procedures. The President may establish an ad hoc or standing advisory committee to make naming recommendations to his/her office. The committee may be comprised of the Director of Institutional Advancement; the Chair of the College Foundation; the Vice President for Business Affairs; one faculty member appointed by the Vice President for Academic Affairs; and one student representative, appointed by the President. The President is the final arbiter of all decisions related to namings at the institution prior to submittal to the Board of Regents for approval in accordance with Board policy and procedure.

The President and/or his/her designated naming advisory committee shall review these policy and procedures at least annually to ensure continued currency with the campus design and master plan as well as compliance with Board of Regents policy.