

## **10.2 Naming of Places**

It is the policy of the Georgia State University (University) to follow the University System of Georgia Board of Regents (BOR) policy regarding "Names of Places, Colleges or School", as defined by Section 7.4.1 of the BOR Policy Manual.

### **Applicability/Eligibility**

This policy applies to naming of all real estate and facilities, as defined by Section 9.1 of the BOR Policy Manual. This policy shall also apply to the naming of colleges and schools. Namings may be authorized for outstanding and distinguished service, for philanthropic giving, or both.

### **Naming Committee**

The University naming committee consists of the University President, Provost, and Vice President for Development/GSU Foundation President. The Vice President for Development will chair the committee.

### **Contact**

Vice President for Development, 100 Auburn Avenue, Ext. 3-3401

### **Recommendation Process**

All proposed naming requests, and requests to remove a name, shall be submitted to the naming committee chair.

When it appears that a philanthropic contribution to benefit the University may result in a naming request; information about the donor, the proposed name, details of the gift and any related payment schedule is submitted to the naming committee chair.

If it becomes apparent that there may be a reason to request the removal of a name at the University, the naming history and all salient circumstances surrounding the removal recommendation is submitted to the naming committee chair.

The naming committee chair shall convene the naming committee to review the details of the request, insuring that the request is in compliance with the BOR policy and it is in the best interest of the university. The naming committee will determine whether to recommend the naming, or name removal, to the University President.

If the University President approves a naming or name removal recommendation of a place or academic unit, the University President will submit the naming or name removal request to the University System of Georgia (USG) Chief Administrative Officer for review.

The University President is authorized to approve the naming of interior spaces, departments and units subordinate to colleges and schools. The University President is also authorized to remove such names. At the end of each calendar year, the naming committee will provide an information report on interior namings and naming removals to the USG Chief External Affairs Officer.

### **Philanthropic Financial Commitment Guidelines**

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

- The contribution commitment must be irrevocable and fully paid within a five year period based on a signed pledge commitment.
- Where possible, namings should be associated with funding an endowment gift. If a gift is to construct a facility, it is encouraged to have a portion of the gift fund an endowment to support the facility or academic programs associated with the facility.
- If a gift commitment is to be paid over a period of time, five years or less, the formal naming request will not be submitted to the BOR until at least half of the total gift commitment has been received by the University (or the GSU Foundation).
- No request for a naming should be made based on a deferred gift, such as life insurance or bequest.

### **Financial Commitment Minimums**

For the established financial commitment minimums corresponding to naming opportunities, see section 10.2.1 Place Naming Financial Commitment Minimums.

### **Ceremonies and Announcements**

No announcements or ceremonies to name a place or academic unit shall be planned until the BOR has given its approval. Any recognition ceremony to honor donors should include early notice to the chancellor and members of the BOR as appropriate.

### **Exceptions**

Where legal or compliance imperatives demand an immediate modification (or suspension) of policy (and practice), an interim policy (and or procedures) will be developed and enacted, pending formal review and approval.

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