

3 Naming Facilities

Policy Statement

The University of Georgia considers the naming of a place or an academic unit in honor of a living or deceased individual, corporation, foundation, or organization to be one of the highest and most distinct honors that it can bestow. Naming a place or an academic unit requires prior authorization by the University of Georgia and the Board of Regents and shall be in accord with Board of Regents procedures and guidelines and those of the University of Georgia.

This policy shall apply to the naming of all University of Georgia real estate and facilities, as defined in Section 9.1.1 of the Board of Regents Policy Manual. This includes all property owned or leased by the University of Georgia, including facilities constructed, donated, or acquired by affiliated organizations of the institution. This policy shall also apply to the naming of colleges and schools at the University of Georgia.

The University of Georgia is authorized to name, without prior approval of the Board of Regents, interior spaces and academic units subordinate to colleges and schools, such as departments. The University of Georgia is also authorized to remove such names. The term "interior space" includes rooms, hallways, floors, and features, as well as other enclosed or conditioned space(s) within buildings. The University of Georgia shall provide a report on interior namings and naming removals as information only to the chief external affairs officer at the end of each calendar year.

Namings authorized by the Board of Regents shall not be modified. The namings of facilities and grounds of an institution will endure only for the useful life of the facility or feature and not in perpetuity. If a facility or area is substantially changed, a named building or area may no longer exist. In that event, the University of Georgia may determine if maintaining the name for transfer to a new facility or area is appropriate and seek Board approval as appropriate.

The naming of an interior space of the University of Georgia will endure only for the useful life of the space and not in perpetuity. If an interior space is substantially changed or needs to be repurposed, the named interior space may no longer exist. In that event, the University of Georgia will determine if maintaining the name for transfer to a different interior space or area is appropriate, and if so, will seek approval of the University Cabinet.

To further emphasize the significance of Regents approved places and academic units, the namings of interior spaces shall appear only within the confines of the boundaries of the facility and shall not be applied to the facility exterior or permanent exterior signage. Both interior and exterior naming signage shall be executed in a font consistent with the Uniform Sign Design Policy. Organizational logos and branded typeface are not allowed. In certain cases, the Office of President may approve a variance to allow the use of organizational logos on interior donor recognition plaques only. The variance should be requested through Central Development prior to discussing the opportunity with the donor corporation. Organizational logos shall not be affixed on or adjacent to any building, facility, or interior space other than a donor recognition plaque and must be approved by the President (in consultation with the donor). All signage shall be consistent with UGA's master plan and design criteria. No signage shall be approved and/or erected that is in contravention of Board of Regents policy.

Please refer to the Uniform Sign Design Policy https://policies.uga.edu/pdf/uniform_sign_design.pdf for additional information related to interior and exterior signage standards.

Situations may occur that would warrant the removal of a name. Where naming authority lies with the Board of Regents, so does the authority and responsibility to remove a name. Similarly, where the sole naming authority lies with the University of Georgia, so does the authority and responsibility to remove a name.

Namings may be authorized for outstanding and distinguished service, for philanthropic giving, or both. The University of Georgia will authorize namings for facilities, grounds, colleges or schools to honor a living person only when that person has been disassociated from employment by the University of Georgia or from local, state, or federal government employment for at least two years prior to seeking Board approval. In the event that the individual being honored is no longer living, the two year waiting period may be waived.

Reason for policy

The University System of Georgia (USG) Board of Regents approved a revised Policy on Place Naming at its October 2013 meeting. The new Policy 7.4.1, "Naming of Places, Colleges or Schools"

(<http://www.usg.edu/policymanual/section7/policy/C459/>) applies to the naming of all Board of Regents real estate and facilities and includes all property owned or leased by the USG, including facilities constructed, donated or acquired by affiliated organizations of the institution.

(For additional details on affiliated organizations please visit: http://www.usg.edu/business_procedures_manual/section17/)

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

Namings may be authorized for outstanding and distinguished service, for philanthropic giving or both.

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

1. The gift must be in irrevocable form to be paid within a five-year period and based upon a signed pledge commitment.
2. Where possible, namings should be associated with endowment gifts; if a gift is to construct a facility, presidents are encouraged to seek at least a portion of the gift for endowment to support the facility or academic programs associated with the facility.
3. Generally, deferred gifts such as life insurance and bequests are not to be used for current naming opportunities. Institutions 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 to the Board based on a deferred gift.
4. In cases where a gift is paid over a period of time, presidents should make the formal naming request to the Board only when at least half of the total gift has been received by the institution.

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

- A. Detail the request on the "**Request to Name/Rename a Place, College or School**" form which includes a brief justification for the naming;
- B. Submit the form to the appropriate dean, unit director, associate vice president or vice president for approval;
- C. Forward to Development and Alumni Relations for review and confirmation that philanthropic giving criteria have been satisfied (see above for guidelines on philanthropic giving);
- D. Forward for physical facilities review by Finance & Administration;

The Secretary of the University Cabinet will present for Cabinet approval and submit to the BOR for final consideration.

For naming an **interior space**:

- A. Detail the request on the "**Request to Name/Rename an Interior Space**" form which includes a brief justification for the naming;
- B. Submit the form to the appropriate dean, unit director, associate vice president or vice president for approval;
- C. Forward to Development and Alumni Relations for review and confirmation that philanthropic giving criteria have been satisfied (see above for guidelines on philanthropic giving);
- D. Forward for physical facilities review by Finance & Administration;

The Secretary of the University Cabinet will present for Cabinet approval.

For **functional building** naming:

- A. Detail the request on the attached "**Request to Name/Rename Building**" form which includes a brief justification for the naming;
- B. Submit the form to the appropriate dean, unit director, associate vice president or vice president for approval;
- C. Forward to the Office of the Vice President for Finance & Administration;
- D. Final approval shall be given by the Provost, VPFA and VPDAR.

The Office of the Vice President for Finance and Administration will coordinate with other campus departments to ensure that the new building name is reflected in all records and publications.

Forms/Instructions

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

For naming an interior space:

http://www.busfin.uga.edu/forms/Interior_Space_Naming_Form.pdf

For functional building naming:

http://www.busfin.uga.edu/forms/Functional_Building_naming_form.pdf

Responsibilities

Responsible University Senior Administrator: Vice President for Finance & Administration

Responsible University Administrator: Assistant Vice President

Policy Contact: [Krista Coleman-Silvers](#)

Phone Number: 706-583-0312

Related information

Per USG Policy 9.1 (<http://www.usg.edu/policymanual/section9/C503>): The term "Real Estate" will have the same meaning as "Real Property" and includes:

1. Land and anything permanently affixed to or growing upon the land;
2. All rights issuing out of, annexed to, and exercisable within or about land;
3. Any estate or interest in land.

The term "Facility" or "Facilities" includes buildings and structures and improvements of all types, outdoor areas, campus grounds and athletic venues.

USG Policy 7.4.1:

1. requires Board of Regents approval of all proposed namings of Places, Colleges or Schools to be named in honor of a living or deceased individual, corporation, foundation or organization.
2. grants authority to System presidents to name certain interior spaces.
3. does not address the naming of functional buildings on campus-utilitarian spaces which are not to be named in honor or memory of a particular person, but which nonetheless need to be uniformly identified.

DAR Policy: UGA Naming Opportunities (<https://dar.uga.edu/wp-content/uploads/DAR-Naming-Policy.pdf>)

Policy Dates

Effective Date:

Date Last Updated: 01/28/2021

Date of Last Review:

Date of Approval:

Previous Version of Policy: