



Savannah State University

A Unit of The University System of Georgia

Policy and Procedures

For

Naming of Institutional Facilities/Place Naming

1. GENERAL

Savannah State University seeks to recognize persons who have either supported the University through distinguished effort or substantial financial endowment by naming facilities in their honor. This policy governs the procedure for such naming and will adhere to **Board of Regents of the University System of Georgia Policy and Procedure 901.07**. Facilities encompassed by the Naming Policy include:

- Buildings or parts of buildings such as wings where the identification focuses on the external feature;
- Parts of buildings, such as theatres, laboratories, classrooms where the identification deals with an internal feature;
- Outdoor areas, which may be gardens, courtyards, ovals and playing fields, roads or walkways;
- Other facilities may be recommended for naming after consultation with the President.

When recognition is on account of a financial donation or endowment, the facility may be named directly after the benefactor, or it may retain or be given a functional title following which the benefactor will be recorded as its sponsor. Proposals for naming facilities should be submitted to the University President and should contain specific information in support thereof. If endorsed by the President to move this process forward, the proposal will be forwarded to an established Naming Rights Committee selected by the President. This committee will make a recommendation to the President. 51% of gift/pledge must be physically secured before the President recommends a naming.

2. GUIDELINES FOR NAMING

2.1 Buildings

A proposal for naming a building (or significant and identifiable part of a building) in honor of a person will normally be considered when that person has given extraordinary distinguished service to the University that merits recognition in the University's history or is a major benefactor who is prepared to support a major facility by donating no less than 51% of its cost; or supports the University or a faculty with endowments in excess of \$1 million.

Naming a building in honor of a person who has given extraordinary distinguished service to the University will not normally be considered or recommended by the president until after that member's substantive formal relationship with the University has concluded or a minimum gift of 51% of the cost of the building has been secured.

2.1.1 SSU will consider the naming of a building in recognition of a corporation which is a benefactor when that corporation:

- Provides not less than 51% of the capital cost of the building; or
- Supports the University, faculties or other divisions (e.g. the football stadium) with endowments exceeding \$5 million.

Naming rights will normally not extend beyond the normal life of the building. Naming rights will normally remain in place for a period of no longer than twenty-five (25) years.

2.2 Lecture Theatres, Laboratories, Walks, Gardens, Gates and Other Facilities

Proposals may be considered for naming parts of buildings or outdoor areas on receiving assurance of endowments or continuing funds, at an appropriate level, from individuals or corporations. The minimum donation will be \$500,000.

A proposal for naming part of a building or outdoor area in honor of a person will also be considered when that person has given distinguished service to the University that merits recognition in the University's history.

2.2.1 Generally, naming rights for benefactors would be granted where there is a minimum commitment of five years. Naming rights will normally remain in place for a period of no longer than twenty-five (25) years.

2.2.2 Where donations are less than the amount specified above, the University may acknowledge the donors by means of a "commemorative plaque."

2.2.3 Indexation

The donations quoted above **may** be adjusted in accordance with changes in the University's commercial rental charges.

2.2.4 Deferred Gifts

All deferred gifts will be considered as irrevocable.

3. GENERAL GUIDELINES

3.1 Facilities will not normally be named to honor persons who have no formal connection with the University unless they are substantial benefactors.

3.2 Unless the President determines otherwise, a person or corporation's name may be used in naming a University's facility only once.

3.3 Negotiations for the naming rights for a particular facility may be initiated by the President or with the Attorney by a benefactor or other interested parties.

3.4 Commemorative plaques will be used to recognize endowments in appropriate locations. The style of naming facilities will be consistent with BOR policy and the university's image initiative.

3.5 When a proposal involves the use of the name of a deceased person, approval is contingent on the agreement of that person's next of kin.

3.6 In the event that the flow of funds agreed to constitute an endowment ceases before the agreed time, the Vice President for Advancement may recommend to the President that the use of the benefactor's name for a building, etc., be discontinued.

3.7 Where a major building project is to be undertaken a tailored naming policy may be proposed for the building, or parts of the building and its environs. Such a policy will require the endorsement of the President for recommendation to the BOR.

3.8 If an individual or organization, after which a facility has been named, comes into disrepute in the University or in the community at large the Office of University Advancement may recommend to the President that the use of the name be discontinued.

3.9 The President may approve interior spaces, such as rooms, hallways, etc., within buildings and sports facilities. (Consistent with BOR policy) The President will notify the Board of Regents for informational purposes only on any such interior space naming within thirty (30) days from actual naming.

3.10 The Board of Regents and the Chancellor will be notified at an early date of any recognition or dedication ceremony to insure BOR attendance and participation.

3.11 This policy will be reviewed and updated as necessary every two years. **(Reviewed & Revised 2008)**

Savannah State University

Policy and Procedures for the Naming of Institutional Facilities:

Policy Statement:

Savannah State University (SSU) welcomes the opportunity to honor those who have rendered distinguished service or support to the university. The conferring of a naming honor should advance the reputation of SSU as well as increase the awareness, understanding and public support for the university and its programs. Facilities and interior spaces may be named for individuals or entities whose accomplishments or generosity advance and/or increase the capacity of SSU to meet its overall mission of education. To insure the appropriateness of the honor, SSU will adhere to the following guidelines to make decisions on the merits of each opportunity with regard to naming facilities and interior spaces. All naming guidelines at SSU will adhere to ***Board of Regents of the University System of Georgia Policy and Procedure 901.07.***

Facilities:

The term facility will include buildings of all types, as well as all sports facilities. Facilities will include all outdoor areas that may not have physical walls but are nonetheless identifiable areas of campus landscape, such as quadrangles, gardens, lakes, recreation fields, etc. Facilities will not include interior spaces, such as rooms, hallways, etc., within buildings and sports facilities. Naming rights will normally remain in place for a period of no longer than twenty-five (25) years.

Reason for Policy:

The Board of Regents (BOR) considers the naming of a University System of Georgia (USG) facility or street in honor or memory of a living or deceased individual, corporation, foundation, or organization to be one of the highest distinctions it can bestow. “Names of Facilities or Streets” vests the prerogative and privilege of naming USG institution facilities and streets with Board of Regents for all property owned or leased by the USG including facilities constructed by affiliated organizations of the institutions. The term “facility” includes buildings of all types, as well as athletic facilities and outdoor areas of the campus landscape.

The Board of Regents grants administrative authority to the institution presidents to name all interior facility and/or building spaces.

Entities Affected By This Policy:

All Savannah State University and related entities to include: Administrative units and affiliated organizations are covered by this policy.

Contact

VP for Advancement

Phone

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E-mail/URL

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Request Procedure:

The President shall charge an ad-hoc committee to review and make recommendations to him/her for naming opportunities. The membership of the committee will include the Vice President for Administration, the Vice President for Fiscal Affairs, the Vice President for University Advancement, Vice President for Student Affairs, Student Government President, and the Vice Chairman of the Faculty Senate and any other representatives of the University community may serve on the committee, as deemed appropriate by the President. The President shall appoint the chairperson of the committee.

All requests for facility naming shall be submitted to the University President in writing. The request shall contain justification compliant with the criteria and objectives outlined in the Board of Regents and Savannah State University policies. The committee will review and research each submitted facility-naming nomination on its individual merits. The Facility Naming Advisory Committee as a part of deliberative review and research process may consult with others outside its membership when appropriate and necessary. The Committee will make a recommendation to the President.

The President shall submit his/her recommendation, along with the committee's report and any additional supporting information deemed appropriate, to the Board through the Chancellor only after 51% of the gift/pledge has been secured by the university.

No publicity shall be given the recommendation for naming until it is approved by the BOR.

Exception: *Per BOR policy*, the naming of interior spaces such as rooms, hallways, etc., within buildings and sports facilities. The Board of Regents delegates authority to the institution presidents to name such interior spaces. The Board of Regents will be notified for information purposes only on any such interior space naming on a timely basis.

Notification: Written communication to the BOR will be completed in thirty (30) days from actual naming.

Policy Process/Procedures:**Naming Criteria:**

SSU will consider the following two general categories of naming opportunities.

Philanthropic Naming:

A naming honor may recognize a substantial financial contribution consistent with the interests and institutional missions of SSU. A facility naming conferred in recognition of a philanthropic pledge will be judged on its own merit; is contingent on fulfillment of that pledge and will be approved on that condition.

A substantial gift is defined as:

- 51% of the private funds necessary for the project;
- 51% of the estimated costs of new construction and 75% of renovation costs

Naming Opportunities as an Honorarium for Service:

A facility naming shall honor or memorialize an individual who has achieved exceptional distinction in higher education and/or other areas of public service or who has served SSU in an academic capacity and has earned a national or international reputation for preeminent achievements in teaching, research or civic service while employed by SSU or associated with municipal, state or federal government. The credentials, character, and reputation of each individual shall be appropriately reviewed as part of the nomination process.

The University System policy 901.07 on Naming of Facilities and Streets requires a two year waiting period for consideration of those eligible persons formerly employed by the USG, state, or federal government service. This requirement may be waived in the instance where the individual to be honored or memorialized has passed away. SSU will adhere to this policy.

Gift Recognition Replacement-Special Considerations:

A request to rename, add a second name or remove a name from a facility shall conform to the following principles:

- A. Any request to rename, add or remove a name from an SSU facility should include documentation pertaining to the original approval and subsequent name change proposal. In the event that donor names must be removed for new construction, or in the event a building is destroyed by natural disaster and is rebuilt to be used for its original purpose, recognition shall be replaced per the original agreement.
- B. In the event a building is drastically altered through construction, SSU shall reserve the right to add/alter gift recognition, including the building naming. Any donors displaced as a result of this will be rededicated in an alternative location.
- C. When a named facility has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated facility may be renamed in recognition of a new donor or honoree. Appropriate recognition of earlier donors or honorees shall be included in or adjacent to new, renovated or redeveloped facilities.
- D. When a facility is requested to be renamed, add a second name or remove a name from a facility, SSU representatives will make all reasonable efforts to inform in advance the original donor or honoree and or their immediate family.
- E. Savannah State reserves the right to remove any gift recognition as a result of the non-payment of a pledge, or the failure to fulfill the terms of a gift-acceptance agreement.

Dedication Ceremony and Plaque:

Upon approval on the naming by the Board, an appropriate dedication ceremony may be planned and conducted. The Board of Regents and the Chancellor will be notified at an early date to insure attendance and participation. A dedication plaque or comparable marking may be erected at the ceremony. All building plaques must conform to USG and campus guidelines in size, design, location, materials and content. In addition to the individual or group for whom the building is named, the plaque will identify the President, the Chancellor and the Chairman of the Board at the time the naming was approved.

FUNDING LEVELS TO PROVIDE NAMED OPPORTUNITIES

The University’s policy complies with the Regents recommended levels.

ACADEMIC SUPPORT

MINIMUM GIFT REQUIREMENT

Name of School or College	To be determined
The President’s Fund for Excellence	To be determined
The Dean’s Fund for Excellence	To be determined
Named Department Funds for Excellence	To be determined
Named Center or Institute	To be determined

LIBRARIES

MINIMUM GIFT REQUIREMENT

Named Campus Library	To be determined
Named Major Library Collection	To be determined
Named Curatorship	\$500,000
Named Library Fund for Excellence	\$500,000
Named Library Research Fellow	\$100,000

FACULTY SUPPORT

MINIMUM GIFT REQUIREMENT

Named Distinguished Chair	\$500,000
Named Endowed Chair	\$300,000
Named Distinguished College Professor	\$200,000
Named Professorship	\$100,000
Named Distinguished Scholar	\$50,000
Named Faculty Fellowship	\$30,000
Named Lecture or Seminar Series	\$30,000

STUDENTS SUPPORT

MINIMUM GIFT REQUIREMENT

Named College Fellowship	\$100,000
Named Endowed Undergraduate Fund	\$100,000
Named University Scholarship	\$10,000

FACILITIES

MINIMUM GIFT REQUIREMENT

Named Existing Building*To provide funds to rehabilitate building to establish a maintenance endowment, or for general support.

Named Renovated Buildings	51% of estimated cost
Named Future Buildings	TBD by building cost
Named Laboratory	\$500,000

PUBLIC SERVICE

MINIMUM GIFT REQUIREMENT

Named Community Service Program	\$200,000
Named Cultural Program	\$100,000

This policy will be reviewed every two years.