

UWG Foundation – Naming Policy

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Revision History:

Governance Oversight by: Resource Development Committee and Executive Committee

I. Purpose

The University of West 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 Board of Regents (BOR) and shall be in accord with BOR procedures and guidelines as described in Policy 7.4.1.

Recognition may be provided for major gifts by associating the name of the donor or some other person specified by the donor, with a campus facility, a unit of the University, a faculty position, a scholarship or fellowship, or a specific program supported by the donor.

The President, and in some cases the BOR, must approve in advance, the solicitation and acceptance of any gift which includes a naming commitment. Any naming proposal involving a commercial enterprise will be closely examined to ensure that it does not imply an endorsement of the enterprise on the part of UWG.

The UWG Foundation Fundraising Committee serves as the Board's advisory/review committee for proposed gifts as the Executive Committee may designate.

II. Definitions

The following guidelines are suggested for the development of proposals involving naming opportunities, and are intended to permit flexibility in view of circumstances, including the honoree's past support and record of service to the University.

The Guidelines established herein shall not apply to any named endowments (pledged or paid) established prior to the adoption of same unless said application is mutually agreed upon by the donor(s), UWG, and the UWG Foundation.

Namings may be authorized for outstanding and distinguished service, for philanthropic giving, or both. Non-gift-related naming should be reserved for individuals who have made a significant contribution to the field of education, government, science, or human betterment and who are of recognized accomplishment and character.

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That said, naming a place or an academic unit is a significant fund raising opportunity, and UWG will prioritize maximizing the fund raising potential in association with any naming. Namings without associated fund raising will be the exception.

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 designated for construction of a facility, at least a portion of the gift should be used to establish an endowment to support the facility or academic programs associated with the facility.
3. Generally, deferred gifts are not to be used for current naming opportunities. UWG may consider naming opportunities that would be available when the gift is actually received. No naming requests will be made to the BOR based on a deferred gift.
4. In cases where a gift is paid over a period of time, UWG will make the formal naming request to the Board of Regents only when at least half of the total gift has been received.

Situations may occur that would warrant the removal of a name. Circumstances that may lead to consideration of a name removal/change may include, but are not limited to such items as:

- Significant renovation or addition to a previously named space -- the replaced or renovated structure may be renamed in recognition of another donor. Appropriate recognition of earlier donors and honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas,
- Actions by an honored person and/or company that are no longer in alignment with UWG's mission and fundamental values and/or brings discredit to the University,
- Failure of an honored person and/or company to fulfill agreed upon obligations,
- The demolition of a facility or the discontinuation of a program or activity, or
- A corporate or individual name change.

When a facility, activity, or program is proposed for renaming, UWG will make all reasonable efforts to inform in advance the original donor/honoree and/or their immediate families.

The President reserves the right to deny the naming of a scholarship, professorship, fellowship, chair, lectureship, or other naming opportunity even when a sufficient gift has been received.

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III. Applicability

Policy Regarding Specific Naming Opportunities

Facilities

The policy in regards to facilities shall apply to the naming of all BOR real estate and facilities, as defined in Section 7.4.1 of the Board of Regents Policy Manual. This includes all property owned or leased by the USG, including facilities constructed, donated, or acquired by affiliated organizations of the institutions.

The namings of facilities and grounds 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 President will determine if maintaining the name for transfer to a new facility or area is appropriate and seek BOR approval as appropriate.

The President is authorized to name, without prior approval of the BOR, interior spaces and academic units, such as departments and programs. The president is also authorized to remove such names. The term “interior space” includes classrooms, conference rooms, laboratories, reception/lobby areas, hallways, floors, and features, as well as other enclosed or conditioned spaces within buildings. The president must present to the BOR requests to name a college or school.

Academic Units

The naming of a college, school, or center at UWG will require the concurrence of the President and the Vice President for Academic Affairs, as well as approval from the BOR. 75% of the gift associated with the naming of an academic unit will be made for the purpose of establishing an endowment for the general support of the University or the specific unit, but may include components which provide for the support of specific programs within the unit. Again, at least 50% of the gift must be completed prior to submitting the naming opportunity to the Board of Regents.

Faculty Positions

No endowed Chair, Professorship, or Fellowship may be established or announced without prior approval of the BOR and shall be in accord with BOR procedures and guidelines as described in Policy 8.3.2.2. Consequently, any proposal which contemplates a named endowed Chair, Professorship, or Fellowship must be conditioned upon BOR approval. Endowments for Chairs, Professors, and Fellows are used for salary supplementation and other professional support including assistance in the research of the holder.

Excellence Funds

Gifts beginning at the \$100,000 level are suggested to endow a “Named Excellence Fund” (General Endowment Fund), which strengthens UWG’s margin of excellence by enabling the

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University to use the Fund’s earnings in areas of greatest need. Gifts smaller than \$100,000 are certainly welcome; they cannot be separately named, but will be acknowledged as contributions to the UWG Excellence Fund. Named Excellence Funds do not require BOR approval.

Scholarship Endowments

Support may be provided to graduate or undergraduate students through a named Scholarship by establishing a permanent endowment (at a minimum of \$25,000) for the support of the Scholarship. Gifts of less than \$25,000 are certainly welcome; they cannot be separately named, but will be individually acknowledged as contributions to the UWG scholarship fund. Named Scholarship Endowments do not require BOR approval.

Other University Programs

Gift levels for naming other university programs should be suggested by the director of the program in consultation with the President. Ongoing costs for operating the program will be a primary consideration. The normal minimum contribution level for any named program at UWG is \$25,000. The President is authorized by the Foundation to set a lesser amount if he/she believes it is in the best interest of the University. Named university programs that do not have an associated curriculum do not require BOR approval.

Additional Naming Opportunities

Additional minor naming opportunities (walkway brick, recognition plaque, nameplate on a theatre seat, etc.) may be developed and implemented by UWG staff with the approval of the President or designee. Minor naming opportunities do not require BOR approval.

Summary of Minimum Gift Levels

College	\$5 million
School	\$3 million
Department	\$1 million
New building	30% of Construction Cost/minimum \$2 million
Newly renovated building	25% of the Renovated Value/minimum \$1 million
Existing unnamed building	\$1 million
Academic Center	\$1 million
Distinguished Chair	\$1 million
Endowed Chair	\$500,000
Distinguished Professor	\$400,000
Endowed Professor	\$300,000
Distinguished Scholar	\$100,000
Fellowship	\$50,000
Endowed Lecture Series	\$50,000
Endowed scholarship	\$25,000
Interior space	\$25,000