

PROCEDURE:

2.1.8p. Naming of College Buildings, Grounds or Programs

Revised: September 19, 2012; September 18, 2013; September 17, 2014; February 15, 2017; September 19, 2018
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Adopted: September 21, 2011

I. PURPOSE

Specific college buildings, interior spaces, grounds, or programs may be named for living or deceased individuals, businesses, or organizations that have had a significant positive impact on the College over an extended period of time; have demonstrated outstanding and distinguished service to society, the community or the College; and/or have engaged in philanthropic giving directly benefiting the College.

The naming of new or existing buildings requires approval by the State Board of the Technical College System of Georgia (TCSG). Buildings, interior spaces or programs named for their general purpose of functions are not subject to this procedure. All namings will be consistent with the best interest of the College and with the TCSG and will maximize fundraising potential of the colleges. Naming requests shall be submitted to the Board in accordance with the procedures and guidelines established by the TCSG Commissioner.

The names of technical colleges will typically reflect the name of a political subdivision, a region, or a geographical feature of Georgia. As honored tradition of higher education, specific college buildings, facilities, grounds, and organizational units of technical colleges may be named for living or deceased individuals, businesses, or organizations that have made significant contributions to society or engaged in philanthropic giving to benefit colleges. All such namings require approval by the TCSG State Board.

Requests for the naming of colleges, buildings, facilities, grounds and organizational units shall be submitted to the Board in accordance with the procedures and guidelines established by the Commissioner. College presidents are expected to maximize the fundraising potential in association with naming requests submitted to the Board.

II. RELATED AUTHORITY

State Board Policy 2.1.8. Naming of College Buildings, Grounds or Programs
TCSG Procedure 2.1.8p. Naming of College Buildings, Grounds or Programs

III. APPLICABILITY

This procedure applies to all buildings of Ogeechee Technical College. It also applies to other facilities, grounds, and organizational units that the College wishes to dedicate in

the name of individuals, businesses or organizations. Buildings named for their general purpose or function are not subject to this procedure.

IV. DEFINITIONS

Cooperative Non-profit Organization: a corporation established under the laws of the state of Georgia and Section 501(c)(3) of the Internal Revenue Code for the purpose of stimulating voluntary private support from individuals, corporations, foundations, and others for the benefit of the College in carrying out its programs and activities. May also be referred to as a "Foundation."

Grounds: outdoor areas of the College campus including pavers, benches, planters, fountains, gardens, statues or other outdoor artwork.

Building: all real estate, structures and facilities on or off a college campus under the custody or control of colleges, including facilities leased from or by affiliated organizations of the college.

Program: an academic unit of the College.

Space of Significant Value: an auditorium, conference center, a major conference room, a specially equipped classroom or laboratory.

Interior Space: rooms, hallways, floors, and features, as well as other enclosed or conditioned space(s) within buildings.

Local Board of Directors: a group of individuals representing business, industry or economic development in a college service area that are appointed by the State Board of the Technical College System of Georgia to assist the State Board in carrying out its mission.

V. ATTACHMENTS

None.

VI. PROCEDURE

A. General Provisions

1. An off-campus facility shall include Ogeechee Technical College in its official name.
2. Official signage identifying Ogeechee Technical College facilities shall include "A Unit of the Technical College System of Georgia."
3. An individual room within a building on the Ogeechee Technical College campus or off-campus facility may be named by the Local Board of Directors as long as such name is in accordance with state law.
4. College presidents should maximize the potential of fund raising in association with any naming. Naming opportunities should be shared with the local college Foundation to assist in their fund raising efforts.
5. No publicity shall be given to a recommended name that requires State Board approval until receipt of the Board's approval.
6. The College will be responsible for all costs associated with the naming of buildings or other College property.
7. Naming requests associated with a former employee may not be submitted prior to one year after the employee has left employment unless special circumstances approved by the Commissioner warrant an earlier naming. A building may not be named for a current employee.
8. A given surname or business/organization name may be assigned to only one building on a specific campus.
9. No building, grounds, programs or other interior space may bear the name of an individual convicted of a felony or who has otherwise engaged in conduct that could bring discredit upon the college or the Technical College System of Georgia. Naming must be reserved for individuals of recognized accomplishment and character and/or entities whose association with the College does not create an appearance of a conflict of interest.
10. Each naming request will be considered on a case-by-case basis taking into account factors that are relevant to the community, the person or entity being honored and fundraising capacity.
11. A naming authorized by the State Board shall not be modified. Board approval is required to remove names that have been previously authorized.
12. Each college shall establish a local procedure describing all naming opportunities, regardless of whether they require approval by the State Board. The local procedure should establish minimums for financial commitments corresponding to various naming opportunities. In setting minimums, colleges should benchmark against higher education institutions similar in size, scope and mission. Each college president shall submit its naming procedure and any modifications thereto, to the Local Board of Directors, the TCSG Office of Stewardship and Development, and Board of Trustees of the local Foundation.
13. All namings will be in compliance with applicable state and federal laws and TCSG Policies and Procedures; colleges are encouraged to consult with the TCSG's Office of Legal Services and Office of Stewardship and Development

prior to submitting naming requests for: Grounds, Interior Spaces and Programs.

- a. The College president is authorized to name and remove a name of grounds, interior spaces and programs without prior approval of the State Board.
- b. Sections of buildings are generally named for donors who have played major roles in equipping, renovating, or constructing that portion of the building.
- c. Naming must be consistent with the General Provisions outlined above.
- d. Upon request, presidents will provide a report to the Commissioner on interior namings and/or removal of names.

B. New or Existing Buildings

1. Requests should be submitted to the Commissioner for review and further submission to the State Board of the Technical College System of Georgia. The submission of naming requests without associated fund raising should be the exception.
2. When possible, presidents should seek a portion of the gift associated with the naming of a new or existing building for endowment to support the facility or academic programs associated with the facility.
3. A naming request based upon philanthropic contributions must include proof that the gift is irrevocable and is to be paid within a five-year period. The request must be accompanied with a pledge commitment executed by the donor. In cases where a gift is to be paid over a period of time, the request may not be submitted until at least half of the total gift has been received by the College or Cooperative Non-profit Organization on the College's behalf. Failure to fulfill a pledge will result in the revocation of the donor's name for the building.
4. Requests for current naming opportunities should not be based upon deferred gifts such as life insurance and bequests. Colleges should discuss with the interested donor(s) possible naming opportunities that may be available when the gift is actually received.
5. Approved building names will remain for the useful life of the facility and not in perpetuity, unless removal is otherwise authorized by the State Board.
6. If a building is significantly modified, a named building or grounds may no longer exist. In that event, the College president may request that the name be transferred to another building and seek State Board approval.
7. Requests for naming college buildings for individuals, businesses, and organizations, whether or not such naming is associated with philanthropic contributions, should provide information regarding the following:
 - a. The historical significance of the contribution of the individual, business or group to the College;
 - b. The association of the individual, business, or group with the building to be named;

- c. Any financial contribution of the individual, business or group to the College, whether or not associated with a specific building or area;
 - d. State, regional, national, or international recognition of the contributions and achievements of the individual or organization.
 - e. Demonstrated community support for the recommended naming.
 - f. Any other factors relevant to the request.
8. Each naming request will be evaluated by the Commissioner or designee(s) and a recommendation will be made to the Board by the Commissioner. All namings will be consistent with the interest of the College and with the Technical College System of Georgia.

C. Naming or Re-Naming a College:

1. In determining the name of a newly acquired/merged college or to change the current name of a college, the College president or if applicable, the Commissioner, will appoint a committee which should consist of representatives of college employees, students, the community and businesses in the service area. The committee will consider and recommend to the president a college name.
2. Any individual or group associated with the College may suggest a name for consideration by the committee.
3. The committee will submit a report to the president or Commissioner, if applicable, which includes a recommendation for the college name, documentation of all suggestions considered, and justification of its recommendation. The name should not be such that it is likely to cause confusion with another entity.
4. The president will consult with the TCSG Office of Legal Services to ensure the recommended name is in compliance with applicable state and federal laws.
5. The president will then present the recommended name to the Local Board and submit their recommendation, along with the committee's report and any additional supporting information deemed appropriate, to the State Board through the Commissioner.
6. The Commissioner may return the recommendation to the president for selection of an alternate name or submit the suggested name to the State Board for action.
7. The College President will be responsible for ensuring the Board-approved name is a widely publicized and incorporated into all college operations.

D. Space of Significant Value

1. Auditoriums, conference centers, major conference rooms, and classrooms or laboratories frequented by visitors to the College represent a significant fundraising opportunity for colleges.
2. Regularly utilized by a specially equipped classroom or laboratory New or Existing Buildings should be based upon significant philanthropic contributions with long-term support of the College; however, requests may also be based upon an individual's or organizations' significant positive

impact or outstanding and distinguished service with or without a significant gift.

E. Criteria

1. In general, individuals, businesses, and groups for whom buildings are named must have made a significant contribution to the field of education, government, science, or human betterment. In the case of philanthropic gifts, The Ogeechee Technical College Local Board of Directors has adopted the following schedule allowing for buildings to be named for individuals, businesses, or groups as recommended by the Board of Trustees of the Ogeechee Technical College Foundation, Inc., provided the donor or donors are qualified based on defined criteria in VI.A.9 of this Procedure:

New or Existing Buildings

\$500,000

A minimum donation of \$500,000 or donation of a least one-half of the cost of the new building or one-half of the replacement value of an existing building made to the Ogeechee Technical College Foundation, Inc., is required to name a new or existing building. The College reserves the right to require an additional premium contribution based on the size, location, and importance of the building to be named.

Campus Road or Drive

\$150,000

A minimum donation of \$150,000 to the Ogeechee Technical College Foundation, Inc., is required to name a campus, road, or drive. The College reserves the right to require an additional premium contribution based on the location, prominence, and importance of the campus road or drive to be named.

Interior Building Component

\$50,000

A minimum donation of \$50,000 to the Ogeechee Technical College Foundation, Inc., is required for the naming of a classroom, laboratory, conference room, lobby, hallway, or other interior or exterior space. The College reserves the right to require an additional premium contribution based on the location, prominence, and importance of the classroom, laboratory, conference room, lobby, hallway, or other interior or exterior space.

2. To preserve the integrity of all buildings named at Ogeechee Technical College, this honor must be reserved for individuals of recognized

- accomplishment and character; no building may bear the name of an individual convicted of a felony.
3. With respect to the naming of buildings, special consideration shall be given to:
 - a. The historical significance of the contribution of the individual or group to the College;
 - b. The association of the individual, business, or group with the building to be named;
 - c. Any financial contribution of the individual, business or group to the College; and
 - d. State, regional, national, or international recognition of the individual's, business's or group's contributions and achievements.
 4. A given surname may be assigned to only one building on a specific campus.

F. Process

1. The Ogeechee Technical College president shall charge a committee to consider and make recommendations for the naming of a building. This committee shall generally be comprised of members of the college's Executive Council and Board of Trustees of the Ogeechee Technical College Foundation, Inc.
2. The committee shall consider all suggested namings that satisfy the criteria cited above. Any individual or group associated with the College may suggest a name for consideration by the committee.
3. The committee shall submit a report to the Board of Trustees of the Ogeechee Technical College Foundation, Inc. and the College President, which includes a recommendation for the naming, documentation of all suggestions considered, and justification of its recommendation.
4. The President shall seek an endorsement from the Ogeechee Technical College Local Board of Directors for the recommendation.
5. The President shall submit the recommendation, along with the committee's report and any additional supporting information deemed appropriate, to the State Board of the Technical College of Georgia through the Commissioner.
6. No building may be named after a current employee of Ogeechee Technical College or the Technical College System of Georgia. A building may be named after a former employee one year after the employee has left employment with Ogeechee Technical College or the Technical College System of Georgia unless there are special circumstances making an earlier naming appropriate. Such special circumstances will be subject to the approval of the State Board of the Technical College System of Georgia.
7. No publicity shall be given to the recommendation for naming until it is approved by the State Board.

G. Process of Removing Name from Building

1. The Ogeechee Technical College President, the Commissioner of the Technical College System of Georgia, any State or Local Board Member may raise the subject of the continued appropriateness of the name of any

- building, facility, ground or unit of Ogeechee Technical College to the Local Board of Directors to consider renaming.
2. After the Local Board of Directors receives such request, they shall vote on whether or not the building, facility, ground or unit should be renamed.
 3. The President shall submit the Local Board's vote and recommendation, along with any minutes of discussion, to the State Board through the Commissioner.
 4. No publicity shall be given to the recommendation for renaming until it is approved by the State Board.

H. Responsibility

The Vice President for College Advancement has the overall responsibility for ensuring this procedure is implemented.

VII. RECORD RETENTION

All records relating to this procedure shall be maintained in accordance with the Georgia Records Retention Schedules maintained by Georgia Archives, University System of Georgia. Public disclosures of records identifying donors are subject to the provisions of Georgia's Open Records Act.