



Policy Approval/Review Form

This form is used for the approval, amendment, removal or review of a Gordon State College policy. Once authorized with the President's Signature, the policy will be posted to the Gordon State Website. This approval form will be filed in the Office of the President with Cabinet minutes noting approval.

Policy Title *	
Department/Organization	
Policy Editor	
Request Type	New ☐ Amended/Edited ☐ Removed ☐ Reviewed Only ☐

OBJECTIVE (Briefly state your purpose.)

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RESOURCES AND CONSULTATION (Briefly describe the resources (i.e. website, link) used in developing, amending, removing, or reviewing the policy. Include names of other individuals who assisted with this change.)

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COMMUNICATION PLAN (Identify how information about how the policy will be communicated to the college as well as training plans if applicable.)

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Authorizations

Chair/Dean/or Supervisor Signature and Date: _____

Cabinet Sponsor (VP) Signature and Date: _____

President Signature and Date: _____

***Policy Template must be submitted with this form.**



Gordon State College Naming Policy
(Adopted 7/26/2014 - Revised 02/18/2025)
SEE PENDING EDITS - HIGHLIGHTED

Preamble

Gordon State College (GSC) and the University System of Georgia (USG) consider naming a place or an academic unit in honor of an individual, corporation, foundation, or organization to be one of the highest and most distinct honors that can be bestowed. Namings may be authorized for outstanding and distinguished service, philanthropic giving, or both. The President of Gordon State College should ensure that the proposed naming is consistent with the interest of the institution and the USG. It should be commensurate with the level of service or philanthropic giving from the person, persons, group, or groups for which the naming will be made. Namings authorized without associated fundraising should be the exception.

The naming of colleges and schools of all USG institutions and all real estate, facilities, and property owned or leased by the USG, including facilities constructed, donated, or acquired by affiliated organizations of the institutions, requires prior authorization by the Chancellor, the USG Chief Administrative Officer, and the USG Board of Regents. All proposed namings shall be submitted to the USG Chief Administrative Officer, who shall distribute the proposal for integrated review and, in conjunction with the Chancellor, submit the request to the Board of Regents for approval.

Namings authorized by the USG Board of Regents shall not be modified without approval of the Board. If a situation occurs that may warrant the removal of a name that was previously approved by the Board of Regents, the decision whether to remove the name lies in the sole discretion of the Board in consultation with the Chancellor.

Gordon State College's President is authorized to name and remove the name of interior spaces and academic units subordinate to schools, such as departments, without prior approval of the Board. Institutions shall maintain a report on interior namings and naming removals.

The namings of facilities and features of an institution will endure only for the useful life of the facility or feature and not in perpetuity. If a facility or feature is substantially changed, a named facility or feature may no longer exist and the President, in his or her discretion, may seek the USG Board of Regents' approval to transfer the name to a new facility or feature as appropriate.

The USG Board of Regents will authorize external namings (places, colleges, and schools) to honor a living person only when that person has been disassociated from employment by the USG or from local, state, or federal government employment for at least two years before seeking the USG Board of Regents approval.

Support of Positions from Gifts and Endowments

No endowed chair or professorship will be established or announced without prior approval of the USG Board of Regents, and no initial appointment will be made to a chair or professorship without prior approval by the Board.

Recommendations to the Board concerning specially designated positions will be made through the Chancellor to the Board. Before the final action of the Board, such recommendations will be referred to the Finance and Business Operations Committee and the Academic Affairs Committee (adapted from USG Board of Regents Minutes, August 2007; October 2013.)

The categories of endowed academic positions for Gordon State College are as follows:

- Chairs
- Professorships
- Lecture or Seminar Series

Specially Designated Faculty Positions Funded By Endowments

The endowed chairs and professorships will be established by the USG Board of Regents upon request of the President of Gordon State College and recommendation of the Chancellor only after it is assured and documented that the endowment is properly funded and that the investment strategy of the endowment, wherever held, will meet the continuing demands of the chair or professorship. This assurance must address the proper mix of capital growth, income production, and liquidity. The institution will pay from its resources such amounts as are necessary to set the salary of the holder at a level commensurate with his or her record, experience, and position in the faculty. The endowment income will be used for salary supplementation and other professional support of the holder of the endowed position, including assistance in the research of the holder.

Financial Minimums for Naming Opportunities

The following are gift opportunities for named opportunities at Gordon State College. The principal responsibility for soliciting and arranging naming opportunities resides with the Vice President for Advancement, External Relations, and Marketing with the knowledge and consent of the President. While such funds should adhere to the funding ranges defined in this guideline in their preliminary negotiations, there may be circumstances that warrant special consideration and that deviate from these guidelines. In such circumstances when the consideration of other funding arrangements will best serve the wishes of the donor and the needs of the College, the final approval of amounts is subject to the acceptance by the Board of Trustees of the Gordon College Foundation upon the recommendation of the President of the College.

The following criteria will be included in the consideration:

- **Named Schools and Academic Departments - \$1,000,000 to \$5,000,000**

Associating an individual, corporation, or foundation name with a school or an academic department indicates a great commitment on the part of the donor, acknowledging the highest level of partnership between the College and the donor.

A donor may establish a named academic department with a transformational outright gift whose net present value is deemed appropriate to the current anticipated cost of operating the school or academic division. Funds received in keeping with USG policy will be set aside for an endowment to support the school/academic division. In addition to a fully endowed chair, the funds generated by the endowment will provide resources for student scholarships within the discipline (following scholarship guidelines through the advancement department), an annual symposium, research, library resources, and equipment. Named endowed lectureships, faculty development funds, scholarships, and lecture series may be named by additional donors within each academic division.

Minimum Annual Gift: 20 percent of the determined total required endowment

- **Named Chair - \$300,000 minimum**

A donor may establish a fully endowed chair with an outright or irrevocable gift whose net present value equals or exceeds \$300,000 for a chair. In addition to the salary supplement provided, these funds may provide additional support for the following (non-inclusive):

- Teaching and research
- Equipment, laboratory resources, and computer resources
- Library resources
- Research assistants' stipends
- Conference attendance and travel
- Course development
- Relocation expenses
- Publishing, patent application, or artistic creation

The parameters of the usage of the funds will be determined by the department with the approval of the Gordon State College Provost and Vice President of Finance and Administration when the gift has been received.

Minimum Endowment Gift: \$300,000

Minimum Annual Gift: \$100,000

- **Named Endowed Professorship - \$100,000 minimum**

A donor may endow and name a professorship. These funds may provide a supplement to the available salary for an existing faculty member, or provide honoraria and expenses for visiting faculty or extended residences of up to one academic year.

Minimum Endowment Gift: \$100,000

Minimum Annual Gift: \$40,000

- **Named Center - \$100,000 minimum**

With a gift of \$100,000, a donor may endow a center such as the College's Student Success Center to bring distinguished speakers to campus associated with that center.

Minimum Endowment Gift: \$100,000

Minimum Annual Gift: \$20,000

- **Named Lecture or Lecture Series - \$30,000 minimum**

With a gift of \$30,000, a donor may endow a lecture or lecture series fund to bring distinguished speakers to campus.

Minimum Endowment Gift: \$30,000

Minimum Annual Gift: \$15,000

- **Named Scholarships - \$25,000 minimum**

These endowments generate income to provide annual awards to a student. Most are generally based on a combination of financial need and academic performance. Funds may also be established to support student-athletes. The donor may state preferences under college guidelines.

Minimum Endowment Gift: \$25,000

Suggested Annual Gift: \$5,000

- **Buildings - \$1,000,000 to \$5,000,000**

Gordon State College has many existing buildings on campus that are available for naming under the USG guidelines. The minimum range for naming a building on the Gordon State College campus will consider several factors: the age and size of the building, the cost of construction, and the significance of the building. An annual gift minimum of 20 percent will be expected for any naming and the total gift pledged should be realized within five years. A portion of this gift will be set aside as an endowment in keeping with USG policy.

Among the naming opportunities on the Gordon State College campus are the following buildings:

BUILDING	Naming Opportunity Amount
Academic Building	\$1,200,000
Alumni House	\$100,000
Alumni Memorial Hall	\$1,300,000
Fine Arts Building	\$1,620,000
Gordon Commons 1	\$1,700,000
Gordon Commons 2	\$1,700,000
Gordon Commons 3	\$1,700,000
Gordon Village	\$4,000,000
Honors House	\$50,000
Instructional Complex	\$5,000,000
Nursing & Health Sciences Building	\$2,800,000
Student Center	\$2,300,000
Student Recreation and Activity Center	\$2,700,000
Student Services Center	\$500,000
Office of Strategic Initiatives and Community Education (301 Spencer St.)	\$50,000

- **Outdoor Naming Opportunities - \$50,000 to \$250,000**

Outdoor areas on the campus may be named. Determination of the cost will be made based on location, size of the area, and its significance.

The following is a sampling of potential outdoor naming opportunities:

OUTDOOR SPACES	AMOUNT
Alumni House Courtyard	\$100,000
Amphitheater	\$250,000
Athletic Fields (Baseball, Softball, or Soccer)	\$75,000
Baseball Field	\$75,000
Basketball Courts	\$75,000
Challenge Course	\$50,000
Athletics Complex	\$100,000
Pavilion (at Sports Complex)	\$50,000
Quad Areas	\$25,000
New Scoreboard (in the Arena)	\$50,000
Soccer Field	\$75,000
Softball Field	\$75,000
Tennis Courts	\$50,000
Tunnel	\$50,000

- **Interior Naming Opportunities - \$25,000 to \$500,000**

Interior namings do not require the approval of the USG and are allowed at the discretion of the GSC President. Classrooms, computer labs, lecture halls, auditoriums, conference rooms, offices, and gathering places/informal areas may all be named. Depending on the size and significance of the facility, the gift amount for such a naming may range from \$25,000 to \$250,000.

The following is a sampling of potential interior naming opportunities:

INTERIOR SPACES	AMOUNT
The Legacy Room	\$75,000
The Highlander Room	\$75,000
The Russell Hall Seminar Room	\$75,000
Academic Building Computer Lab	\$100,000
Creative Media Lab	\$100,000
Student Center Auditorium	\$100,000
Fine Arts Auditorium	\$500,000
Student Activity and Recreation Center Arena Floor	\$500,000
Classroom / Lecture Hall with 50 seats or more	\$50,000
Classroom with 25 Seats or more	\$25,000

- **Recognition Ceremonies**

Recognition Ceremonies may be held on the occasion of a naming once that naming has been approved by the USG Board of Regents and after consultation with the College, the donor, and the Board of Regents. The Chancellor and the Board of Regents will be notified of the date and time of such an event as soon as possible.