



Policy Source: Gwinnett Tech	Owner: President	Effective: 5/14/2009
Division: Office of the President	Reviewed: 3/2019,12/2020 Revised: 3/2019	

2.1.8 GT TCSG Naming of Facilities

I. Purpose

This policy serves as a guideline for the Gwinnett Technical College foundation trustees, the president, the members of the Board of Directors of the College, and other staff, volunteers, and outside advisors who assist in the solicitation of gifts. It is establishing to assure an appropriate reflection of the history of the College as well as consistency, fairness, fitting recognition and good value in exchange for the honor or privilege of name association with a program, fund, or physical aspect of the College. As gifts can encourage others to give or do the opposite, this policy is intended only as a guide and allows for flexibility on a case-by-case basis.

II. Scope

This policy is effective as of the date of approval and will supersede all prior policies relating to this matter.

III. General Philanthropy at Gwinnett Technical College

Gwinnett Technical College (hereafter referred to as “the College”) members of the Board of Directors and President, as well as the Trustees of the College Foundation, seek private funds to enhance the College’s ability to meet the higher education needs of its community, particularly toward a level of excellence that would otherwise not be possible given state funding levels and restraints on student tuition and fees. To that end, the College seeks to provide appropriate recognition to donors for their generosity. Although such recognition may take many forms (thank you letters, press conferences, etc.), this policy seeks to establish guidelines for the naming of facilities, campus spaces and programs as donor recognition.

This policy is to establish the criteria to guide the process for naming facilities at Gwinnett Technical College.

- A. Guidelines for Naming Tributes
 - a. Naming in recognition of distinguished service may honor a gift of time or talent that has had a significant positive impact on the institution over an extended period of years. This honor is usually reserved for a College President or member of the College Board of Directors.
 - b. A period of not less than one year shall lapse between the end of the individual's service to Gwinnett Technical College and consideration by the Board of Directors.
 - c. The President of the College, or a committee appointed by the President, is charged with determining whether the person proposed is worthy of the honor, as well as the degree of internal and external support for the proposed naming, prior to submitting to the Board of Directors for approval.
 - d. The Board will generally not name buildings for living political figures or for current employees of the College.
- B. A significant monetary contribution to the actual construction cost, if for new construction; a major portion of the replacement or major renovation cost, if for an existing building or facility; or the fundraising goal.
 - a. The donation may be made in cash or a legally binding pledge and should be paid within five years of naming the facility, unless other arrangements are made.
 - b. A portion of the gift may be in the form of an irrevocable trust or a contractual bequest.
 - c. The Board of Directors reserves the right to remove names from facilities when the gift remains unpaid beyond the five-year limit or the agreed upon date. Should this occur the Board may seek a naming opportunity that would be proportionate to the value of the gift received.
 - d. The Board requires that the following information be submitted:
 - 1. Donor name and amount of gift.
 - 2. Current and proposed name of facility or room.
 - 3. Justification, including the nature and duration of the individual's affiliation with the College.
 - 4. If the naming is a stipulation of the gift, the request must explain the proposed arrangement.
- C. Specific contribution levels may be established with either fixed or minimum dollar amounts for sponsorship of other physical property on campus.
 - a. Such property may include, but is not limited to pavers, benches, planters, fountains, gardens, equipment, musical instruments, artwork, and outdoor plazas.
 - b. Amounts for these naming opportunities shall be reviewed periodically by the Gwinnett Technical College Foundation and the College Board of Directors.

D. Guidelines for naming based on monetary contributions

Facility Commemoration Opportunities	Gift Minimums and Ranges
New Building	51 % of cost of construction
Existing Building	\$2,000,000 minimum
Classroom or Laboratory	\$50,000 to \$250,000, a range of options is available
Entrance hall, lobby, student lounge, staff or faculty office	\$100,000 to \$250,000, a range of options is available
Athletic facility (or parts of)	\$50,000 to \$500,000, a range of options is available
Endowed Chair or Faculty member	\$500,000
Endowed Scholarship	\$25,000 minimum
Conference Room, Divisional offices or Departments	\$25,000 to \$100,000, a range of options is available
Outdoor area, bench, commemorative tree	\$500 to \$25,000, a range of options is available

***This list will be reviewed for currency periodically.**

E. Permanency of Names

- a. When a gift from an individual or family is involved, a facility receives a designation that shall last the lifetime of the facility, subject to paragraph 4 of this rule.
 1. Demolition or significant renovation shall terminate the designation.
 2. The individual or family involved in the initial naming may be offered an opportunity to retain the naming before any other naming gifts are considered.
- b. When a gift from a corporation is involved, the corporation shall be given the opportunity to purchase a naming license with a name subject to approval by the Board of Directors for a period of time to be negotiated between the College and the Donor.
- c. When a name is to be removed from an existing facility, approval shall be sought through the same procedures as are required for naming a facility.
- d. Any legal impropriety or other act which brings dishonor to the College on the part of the donor or a corporate donor who is no longer in existence shall make the gift and naming subject to reconsideration by the College.