

Augusta University

Policy Library

Philanthropic and Honorary Naming Policy

Policy Manager: VP for Philanthropy & Alumni Engagement

POLICY STATEMENT

Augusta University considers the naming of 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 it can bestow. Namings may be authorized for outstanding and distinguished service, for philanthropic giving, or for both.

The President of Augusta University will ensure that the proposed naming is consistent with the interest of the institution and the USG and is 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 fund raising will be the exception.

Namings of colleges and schools 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 USG Chancellor, the USG Chief Administrative Officer, and the 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.

The 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 prior to seeking Board of Regents' approval.

AFFECTED STAKEHOLDERS

Indicate all entities and persons within the Enterprise that are affected by this policy:

- Alumni Faculty Graduate Students Health Professional Students
 Staff Undergraduate Students Vendors/Contractors Visitors
 Other: Donors

DEFINITIONS

Naming Opportunity: An opportunity for a donor to attach a name to a facility, feature (e.g. space), place, or academic unit based upon their philanthropic support. Honorific namings may also be considered.

PROCESS & PROCEDURES

Naming Gift Approval

The President of an institution is authorized to name and to remove the name of interior spaces and academic units subordinate to colleges and schools, such as departments, without prior approval of the Board. Augusta University shall maintain a report on interior namings and naming removals.

All gifts that include a naming component shall be coordinated with the Vice President for Philanthropy & Alumni Engagement and approved by the President unless other procedures are in place to govern the approved program (i.e. commemorative tree program). The Vice President for Philanthropy & Alumni Engagement will refer proposed namings to the Naming Committee.

Naming Committee

The Naming Committee ensures accountability, uniformity and compliance with AU and USG policies related to philanthropic and honorary naming of units, positions/programs, structures, spaces and objects. The committee, comprised of the Vice President for Philanthropy & Alumni Engagement, the Executive Vice Presidents, Vice President for Facilities, and an AU faculty representative approved by the Faculty Senate, convenes on an ad hoc basis. Naming recommendations by the Committee will be sent to the President of Augusta University for final approval.

Lifespan of a Naming

The namings of facilities and features of an institution will endure only for the useful life of the facility or feature and not continue 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 Board of Regents' approval to transfer the name to a new facility or feature.

Removal of Namings

Namings authorized by the 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. The President of an institution is authorized to name and to remove the name of interior spaces and academic units subordinate to colleges and schools, such as departments, without prior approval of the Board. Augusta University shall maintain a report on interior namings and naming removals.

REFERENCES & SUPPORTING DOCUMENTS

An executive summary of guidelines for recognition levels for facilities and spaces is attached.

RELATED POLICIES

USG Board of Regents Policy 7.4

Private Donations to the USG and its Institutions <https://www.usg.edu/policymanual/section7/C459>

APPROVED BY:

Executive Vice President for Academic Affairs and Provost, Augusta University

Date: 5/6/2021

President, Augusta University

Date: 5/6/2021



AUGUSTA UNIVERSITY

Executive Summary

Recommended Recognition Giving Levels

Logistics	
Campus	<ol style="list-style-type: none"> 1. Major Campus Area: \$10 Million + <ul style="list-style-type: none"> - Dugas Garden Story and Donor Wall 2. Minor Campus Area: \$1 Million - <\$10 Million <ul style="list-style-type: none"> - Gilbert Manor Recognition Feature 3. Large Garden, Feature or Walk: \$500K - <\$1 Million <ul style="list-style-type: none"> - Lawn Plaque Recognition/Sculpture 4. Small Garden, Feature or Walk: \$250K - <\$500K
Building	<p>Medical Campus Giving Levels:</p> <ol style="list-style-type: none"> 1. Major Building Naming: \$25 Million + <ul style="list-style-type: none"> - Medical Center Naming 2. Large Building Naming: \$15 Million - <\$25 Million <ul style="list-style-type: none"> - College of Dental Medicine 3. Medium Building Naming: \$10 Million - <\$15 Million <ul style="list-style-type: none"> - Harrison Education Commons Building; Health Sciences Building 4. Small Building Naming: \$5 Million - <\$10 Million <ul style="list-style-type: none"> - Walter L. Sheppard Building <p>University Campus:</p> <ol style="list-style-type: none"> 1. Large Building Naming: \$5 Million + 2. Medium Building Naming: \$3 Million - <\$5 Million

	<p>3. Small Building Naming: \$1 Million - <\$3 Million</p>
<p>Lobby</p>	<p>Examples: Donor Wall/Lobby Recognition Feature/History Walk/Corporate Recognition/Employee Campaign</p> <ol style="list-style-type: none"> 1. 1 ¼” Engraved Name on wall: \$1 Million + 2. 1” Engraved Name on wall: \$500K - <\$1 Million 3. 5/8” Engraved Name on wall: \$250K - <\$500K 4. ¾” Engraved Name on wall: \$100K - <\$250K 5. ½” Engraved Name on wall: \$50K - <\$100K 6. 3/8” Engraved Name on wall: \$25K - <\$50K 7. Name on electronic screen: \$1K – <25K
<p>Large Space/Area</p>	<p>Examples: Hospital Interior Wing/Hospital Department/Hospital Clinic/Large Chapel/Large Auditorium or Lecture Hall/Open interior atrium space</p> <ol style="list-style-type: none"> 1. \$5 Million + <ul style="list-style-type: none"> - Labor and Delivery Unit <p>Lettering:</p> <p>Donor name – 7 inches tall</p> <p>Space name – 9 inches tall</p> 2. Large Department Level Naming: \$1 Million - <\$5 Million <ul style="list-style-type: none"> - Pediatric Clinic <p>Lettering:</p> <p>Donor name – 4 ¾ inches tall</p> <p>Space name – 6 inches tall</p> 3. Small Department Level Naming: \$500K - <\$1 Million <ul style="list-style-type: none"> - Breast Health Center <p>Lettering:</p> <p>Donor name – 3 inches tall</p> <p>Space name – 4 inches tall</p>

<p>Small Space/Area</p>	<p>Examples: Play Areas/Waiting Areas/Interior Library/Dining Area/Small Chapel</p> <p>1. Engraved Wall Plaque: \$250K - <\$500K</p> <p>Plaque: 1'6" tall by 1' 6 ¾" wide.</p>
<p>Major Room</p>	<p>Examples: Conference Rooms/ICU Suite Rooms/Technology Rooms/Group Study Rooms/Physician or Student Lounges</p> <p>1. Engraved Wall Plaque: \$100K - <\$250K</p> <p>Plaque: 7 inches tall by 10 inches wide.</p>
<p>Minor Room</p>	<p>Examples: Patient Rooms/Exam Rooms/Media Rooms/Small Study Rooms</p> <p>1. Engraved Wall Plaque: \$25K - <\$100K</p> <p>Plaque: 3 ½ inches tall by 10 inches wide.</p>
<p>Artwork</p>	<p>Examples: Paintings/Sculptures/Portraits/Photographs/Patient Art</p> <p>1. Engraved Plaque: \$100K +</p> <p>Plaque: 7 inches tall by 9 inches wide.</p> <p>2. Engraved Plaque \$50K - <\$100K</p> <p>3. Engraved Plaque \$10K - <\$50K</p> <p>4. Engraved Plaque \$5K - <\$10K</p> <p>Plaque: 3 ½ inches tall by 6 ¼ inches wide.</p>
<p>Special</p>	

These are individualized recognition items:	Engraved Wall Plaque or Appropriate Feature: \$10K +
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