




MEMORANDUM

TO: Academic Council

FROM: Brian McGee, Provost 

DATE: September 22, 2016

SUBJECT: Naming Opportunities on Campus

On occasion, a proposal is advanced that would have the College of Charleston name a building, academic program, campus space, administrative program, school, or fund in honor of a donor or a person recommended by a donor. Such proposals are reviewed by the College's Gift Naming Council, as described in College Policy 4.2, "Gift Acceptance Policy." These naming proposals receive careful screening before they ultimately are considered for approval, consistent with the provisions of College Policy 4.2.

There has been some discussion about how such proposals, when emanating from the Academic Affairs Division, should be brought to the Gift Naming Council. Before any proposal is finalized, anyone contemplating such a proposal will likely want to speak with relevant stakeholders as a source of insight and guidance, including the professionals in Institutional Advancement. Further, Department Chairs, Program Directors, divisional Vice Presidents, faculty, and other employees in the division often will be well positioned to develop a naming proposal of some sort, given their knowledge of the individual(s) for whom a naming proposal is suggested. However, to avoid confusion and backtracking, **I now require, effective immediately, that all such naming proposals, when originating from Academic Affairs, be submitted to Institutional Advancement only by the Provost and Executive Vice President for Academic Affairs or by one of the Academic Deans.** This requirement will ensure we have the necessary evidence of support for the proposal and will avoid any confusion about the extent of consultation and coordination among senior staff in Academic Affairs. This direction is binding on the employees of the Academic Affairs Division unless revoked by the President of the College, by me, or by my successor.

Please convey this information to your direct reports and to other relevant parties in your school, department, program, or office.

Finally, in light of the rigor that is essential to the naming process, I remind all parties that naming proposals reflect the willingness of accomplished individuals to contribute in some important and meaningful way to the success of the College. I am always grateful for the support provided by such individuals to the College, and for their work to make the College a better place.

cc: Glenn F. McConnell, President  
Debbie Hammond, Senior Executive Administrator to the President  
George Watt, Executive Vice President for Institutional Advancement and Executive Director, College of Charleston Foundation  
Chris Tobin, Vice President for Development