

UNIVERSITY OF HOUSTON SYSTEM  
ADMINISTRATIVE MEMORANDUM

**SECTION: University Advancement**

**NUMBER: 08.A.04**

**AREA: General**

**SUBJECT: Naming Opportunities**

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1. PURPOSE

This document prescribes the University of Houston System policy for naming opportunities (buildings, classrooms, landscaping, programs, etc.) in accordance with [Board policy 32.02](#).

2. POLICY

- 2.1. Naming opportunities are normally used to recognize a donor's generosity to the System or one of its component universities. Naming opportunities may also be used to recognize an individual or other entity based on distinguished leadership and/or service to the System or one of its component universities.
- 2.2. All naming opportunities must reflect favorably on, and bring honor to, the System.
- 2.3. In accordance with [Board policy 32.02](#), the Board must approve the honorific naming of a building (new, existing, or expanded), college, school, program, institute, or center. The Board must also approve removing a name from a building, college, school, program, institute or center.
- 2.4. The Chancellor, or his or her designee, must approve all other naming opportunities (e.g. facilities within buildings, chairs, landscaping, etc.) and removal of names. All naming opportunities must be coordinated by development officers through the System Office of Gift Compliance and approved by the University of Houston System Naming Opportunities Committee.

If and when the facility/space/area requires extensive renovations, change of location, or any other circumstance that will substantially change the nature of the facility from what was presented to the Donor(s), then the University shall inform the Donor(s), if practical about any such changes, as well as related changes to the recognition associated with the Donor(s). The notice to Donor(s) shall occur, if possible, before a contract for construction is executed and before construction begins.

- 2.5. Facilities Planning and Construction must be notified and involved as appropriate and in accordance with [SAM 01.B.07 - Facilities Acquisition, Construction, or Renovation](#)).
- 2.6. Following are suggested minimum gift levels for common naming opportunities. Specific amounts for colleges, schools, programs, new buildings shall not be discussed with donors without first coordinating with the Office of the Vice Chancellor for University Advancement. See [SAM 03.F.02](#), Section 3.3.1 for minimum funding levels for endowments.
  - a. College: Minimum gift range of \$10 million to \$25 million.
  - b. School: Minimum gift range of five million to \$15 million.
  - c. Program, Center or Institute: Minimum gift range of three million to five million.
  - d. Building or Major Facility: Minimum gift range between one-fifth to one-half the cost of the project or the replacement cost of an existing building.
  - e. Other Facilities (other than a, b, and d above): Minimum gift range between one-third to one-half the full approximate cost of a new facility or the estimated replacement cost of an existing facility.
  - f. Landscaping: A minimum gift equal to the approximate cost of the project.
- 2.7. A maintenance endowment fund should be considered when discussing gift levels for buildings, landscaping and other facilities.
- 2.8. In general, gifts should be paid in full before the official naming takes effect. A portion of the gift given for a naming opportunity can be used for signage.
- 2.9. All endowments associated with naming opportunities must follow appropriate policy and procedure for establishing endowments according to [SAM 03.F.02 - Endowment Management](#).
- 2.10. Naming opportunities normally should be recommended as each situation occurs. Gift levels for naming opportunities associated with a specific campaign (i.e., brick campaign, rooms within a new or renovated building, etc.) must be recommended for approval at the start of such efforts.
- 2.11. Generally, naming opportunities will not be named in honor of donor(s) in return for a deferred gift commitment or in-kind gift.

2.12. Naming opportunities can be named in honor of and in memory of donor(s) at the discretion of the University of Houston System Naming Opportunities Committee and the Vice Chancellor for University Advancement and upon approval of the Board, if required by [SAM 08.A.02](#).

2.13. All naming opportunities shall be formalized in a document reviewed by the Office of the General Counsel, and signed by Donor(s) and legally authorized representatives of the University.

3. REVIEW AND RESPONSIBILITY

Responsible Party: Vice Chancellor for University Advancement

Review: Every three years on or before December 1

4. APPROVAL

Approved: Eloise D. Brice  
Vice Chancellor for University Advancement

Renu Khator  
Chancellor

Date: January 23, 2018

## REVISION LOG

| Revision Number | Approval Date | Description of Changes  |
|-----------------|---------------|---|
| 1               | 04/14/1994    | Initial edition (Original title: Procedure to Name a Facility, College, School, or Academic Program)  |
| 2               | 11/30/2005    | Applied revised SAM template to meet current documentation standards. Renamed SAM to "Naming Opportunity." Changed Board policy in Section 1 from 33.04 to 33.02, and revised opportunities to buildings, classrooms, scholarships, and programs. Revised Section 2 to reflect current policies and responsible parties for naming opportunities. Revised Section 3 to reflect current process for naming opportunities, including information on Naming Opportunity Request Form (Addendum A). Removed Section 4. Changed Institutional Advancement to University Advancement throughout text. Changed review period from even numbered years prior to May 1 <sup>st</sup> to every three years on or before August 1 <sup>st</sup> . Added Addendum A.  |
| 3               | 03/29/2010    | Applied revised SAM template to meet current documentation standards. Added hyperlinks as needed. Added new Section 2.5 on using Naming Opportunity Request form (Addendum A, cited as link). Added SAM 01.B.07 to Section 2.6 on Facilities Planning and Construction involvement in donation of facilities. Changed Section 2.6.h gift range from \$100,000 - \$250,000 to \$250,000 - \$500,000. Added Section 2.6.j for University Scholars, Section 2.6.l on Presidential Endowed Scholarships, Section 2.6.q on Library Materials Support, and Section 2.6.r on Operating Scholarship Gifts. Changed Section 3.1 to System Office of Stewardship. Added information to Section 3.2 through 3.5 regarding System Office of Stewardship processes. Changed responsible party from Vice Chancellor for University Advancement to Associate Vice Chancellor for University Advancement. Changed review period from every three years on or before August 1 <sup>st</sup> to every three years on or before December 1 <sup>st</sup> . Removed Vice Chancellor for Administration and Finance from approval process, and added Vice Chancellor for University Advancement. Removed Section 6, Indexing Terms |

| <b>Revision Number</b> | <b>Approval Date</b> | <b>Description of Changes</b>  |
|------------------------|----------------------|--|
| 4                      | 01/23/2018           | Exchanged the word “Scholarship” with “Landscaping” throughout text. Updated links throughout text. Revised Section 2.4 with information regarding extensive renovation, location, or change of facility require notification to the donors, and updating office to the System Office of Gift Compliance. Removed Section 2.6.d through Section 2.6.r, since information is duplicated in SAM 03.F.02. Changed minimum gift range for building or major facility from one-third to one-fifth. Added Sections 2.11, 2.12 and 2.13. Deleted Section 3. Updated the responsible party to the Vice Chancellor for University Advancement |