

UNIVERSITY OF HOUSTON SYSTEM
ADMINISTRATIVE MEMORANDUM

SECTION: University Advancement

NUMBER: 08.A.04

AREA: General

SUBJECT: Naming Opportunities

1. PURPOSE

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

2. POLICY

- 2.1. It is System tradition to name certain of its facilities (buildings, portions of buildings, roads, and plazas) and academic units (campuses, colleges, schools, departments, centers and institutes), in honor of donors (individuals, business entities, and private foundations), and persons or other parties who have made substantial contributions to the System or to education in general.
- 2.2. The Vice Chancellor for Advancement shall oversee the administration and implementation of System naming procedures to ensure naming decisions reflect System values as an academic institution and reflect favorably on, and bring honor to, the System.
- 2.3. Naming opportunities, may recognize a donor's generosity to the System or one of its component universities or to honor or commemorate an individual or entity based on distinguished leadership and/or service to the System or one of its component universities (in honor of and in memory of donor(s)) at the discretion of the University of Houston System Naming Opportunities Committee, with approval of the Vice Chancellor for University Advancement, the Chancellor, and the Board or Regents, as required by [SAM 08.A.02](#).
- 2.4. The System, through a naming advisory committee appointed by the Vice Chancellor for University Advancement, shall conduct appropriate due diligence when considering a naming opportunity to ensure absence of improper influence or conflict of interest. The review shall include a careful assessment of the contribution and legacy of individuals, business entities, foundations, and other organizations, reputation and values, public perception of such, as well

as alignment with the University's mission, core values, honored traditions, and future goals.

- 2.5. To protect the System's interests, corporate and other organizational namings shall comply with Board of Regent policies, the requirements of Texas Education Code §51.923, and other requirements, whether set forth in System or university policy or other applicable law. To determine the feasibility of naming opportunities for an entity, whether a business, foundation, or other entity, the Vice Chancellor for University Advancement, or delegee, shall consult with the System Treasurer to determine whether the area connected with the naming opportunity was financed through tax-exempt bonds as such namings are limited and may adversely impact the tax-exempt nature of the bonds. Namings associated with sponsorships may have other tax-related issues.
- 2.6. The Vice Chancellor for University Advancement, or delegee, is responsible for maintaining a master list of facility naming opportunities, which shall include all facilities financed with tax-exempt bonds.

3. Procedures

- 3.1 The Vice Chancellor of Advancement shall appoint the naming advisory committee, formally the University of Houston System Naming Opportunities Committee (the "Committee") to advise and make recommendations on appropriate names for facilities and academic units at all University locations. The Committee shall be comprised of the following members:
- a) Assistant Vice President for Strategic Initiatives, Chair of the Committee
 - b) Executive Director, Donor Engagement, University Advancement
 - c) Representative (Development Officer/leader) from the Advancement Division, UH
 - d) Representative from the System (one of the component universities – University of Houston Downtown, University of Houston Clear Lake, University of Houston Victoria)
 - e) Representative from the Facilities/Construction Management
 - f) Development Coordinator, Strategic Initiatives (Administrator)
 - g) Director, Gift Agreements (Resource)
- 3.2 All naming recommendations, received by a department's Development Officer must be submitted to the Committee through its Chair, the Assistant Vice President for Strategic Initiatives, for prior approval. The Committee will work closely with the Development Officer to ensure that recommendations reflect University policy. In the case of facilities not

assigned to specific units, the Committee may generate the initial recommendations, based on available information.

- 3.3 As soon as it becomes aware of specific naming recommendations, the Committee shall notify departments potentially impacted by the naming, including but not limited to Facilities Planning and Construction in accordance with SAM 01.B.07 (Facilities Acquisition, Construction, or Renovation) and the System Treasurer.
- 3.4 The Committee shall review and assess naming recommendations submitted to the Committee in accordance with the considerations set forth in Sections 2.1-2.6. The Committee shall submit its decisions on whether or not to approve the naming to the Vice Chancellor for University Advancement. The Vice Chancellor for Advancement will send naming recommendations for buildings to the Chancellor for final review.
- 3.5 Duration of Namings
- 3.5.1 Individuals. Naming recognizing individuals associated with any building, or part of a building, shall remain in place for the useful life of that building, or part thereof so designated, subject to conditions set forth in this Policy. In the event that a building, or any part thereof, named for a donor is removed or replaced at the expiration of its useful life, the University shall not be obligated to continue the name, nor shall it be obligated to name any new construction intended to replace the building, or any part thereof, after the donor. The University may seek other means to recognize the donor after the useful life of the building.
- 3.5.2 Entities. Corporate naming terms may not exceed ten (10) years. If the name of a business or organization changes after a facility is named for the entity, the name of the facility generally would remain the same unless a change is recommended by the Naming Committee in accordance with this policy. Namings associated with sponsorships shall be in accordance with University policies and procedures.
- 3.5.3 During the duration of the naming, 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.
- 3.6 Approvals

- 3.5.1 In accordance with Board policy 32.02, the Board must approve the naming of a building (new, existing or expanded), college, school, program, institute or center.
- 3.5.2 The Chancellor, or his or her designee, must approve all other naming opportunities.
- 3.5.3 The System Treasurer must approve naming associated with areas financed with tax-exempt bonds.

3.7 Signage

- 3.7.1 Appropriate signage will be placed to commemorate the naming opportunity. All signage must comply with the System's published signage design standards and coordinated through the Office of Strategic Initiatives in University Advancement.
- 3.7.2 For business entities, the donor may be responsible for paying for replacement signage if the donor changes its name or is merged into another entity during the naming term.

3.8. Naming Agreements

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

3.9 Removal or Revocation of Naming

3.9.1 The Board shall have the authority to revoke the name of a System facility or academic unit, at the recommendation of the Chancellor, under any of the following conditions:

- a) A philanthropic naming opportunity is used to replace an honorary naming;
- b) Demolition, replacement, or substantial renovation or reconstruction of a physical space that substantially changes the function or appearance of the space;
- c) Repurposing of a physical space;
- d) In the event of any default in payment of the gift associated with the naming;
- d) In the unlikely event the Board determines in its reasonable and good faith opinion that circumstances have changed such that

the naming may compromise public trust or adversely impact the reputation, image, mission, or integrity of the System, a component university, or the Board, in the event of a continued association with donor and the continuation of the naming.

- 3.9.2 Prior to the approval of a name revocation by the Board as provided in this paragraph, the System or component university, shall provide the donor, or a representative of the donor, the opportunity to voluntarily relinquish the name from the University facility or academic unit, as the case may be.
- 3.9.3 Upon any such termination of the naming, the Board, the System, and the component university shall have no further obligation or liability to donor and shall not be required to return any portion of the gift already paid. The Board, however, may in its sole and absolute discretion determine an alternative recognition for the portion of the gift already received.

4. Naming Opportunities and Gifting Levels

- 4.1 Generally, naming opportunities will not be granted for a donor's deferred gift commitment or in-kind gift.
- 4.2 Corporate or business names may not be used for academic units.
- 4.3 Suggested minimum gift levels for common naming opportunities are set forth below. Specific amounts for colleges, schools, programs, or 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). The following amounts may vary depending on the cost of the facility and location.
- 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. The Committee will not consider opportunities below \$10,000.

- f. Landscaping: A minimum gift equal to the approximate cost of the project.
 - g. Library Collections: Naming collections will not be under the purview of the Naming Opportunities Committee. Naming collections follow appropriate policy and procedure for establishing endowments according to SAM 03.F.02 - Endowment Management.
- 4.4 A maintenance endowment fund should be considered when discussing gift levels for buildings, landscaping and other facilities.
- 4.5 A payment must be made against the pledged gift before the official naming takes effect. A portion of the gift given for a naming opportunity can be used for signage and should be considered into the final commitment.
- 4.6 All endowments associated with naming opportunities must follow appropriate policy and procedure for establishing endowments according to SAM 03.F.02 - Endowment Management.

5 REVIEW AND RESPONSIBILITY

Responsible Party: Vice Chancellor for University Advancement

Review: Every three years on or before December 1

6

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 st to every three years on or before August 1 st . 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 st to every three years on or before December 1 st . Removed Vice Chancellor for Administration and Finance from approval process, and added Vice Chancellor for University Advancement. Removed Section 6, Indexing Terms

Revision Number	Approval Date	Description of Changes
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