



TEXAS SOUTHERN UNIVERSITY
MANUAL OF ADMINISTRATIVE POLICIES AND PROCEDURES

SECTION: University Advancement
AREA: Development

Policy 07.02.01

SUBJECT: Naming Policy

I. PURPOSE AND SCOPE

This policy establishes guidelines for naming physical and academic entities at Texas Southern University (hereinafter referred to as the "University"), and establishes a committee (i.e., Named Gifts Program Committee) to review naming proposals. The University may name physical and/or academic entities to recognize exceptional contributions, philanthropic or meritorious, which honor the University's heritage and legacy. Naming must be consistent with the overall mission, vision and values of the University.

It is the policy of Texas Southern University to apply these guidelines for named gift opportunities in order to recognize:

- a. those individuals, businesses or organizations who have made exemplary or meritorious service contributions or enduring financial contributions to the University;
- b. those individuals, businesses or organizations whose extraordinary accomplishments advance the University's educational mission, its standing in the community, and/or its aesthetic quality.

This policy is intended to encourage private support through naming opportunities. In some circumstances, this policy allows structures, facilities, collections and academic entities to be named without a gift. This policy covers opportunities for named gifts of physical entities, academic entities and collections. This policy is consistent with the University's strategic goal of maintaining fiscal responsibility in all operations, programs, and facilities.

II. DEFINITIONS

A. Academic Entities: All non-physical entities, to include:

- i. *Prominent Programs* - major entities such as colleges, schools, academic departments, and prominent academic centers, programs and institutes, as well as major divisions, research centers, chairs, professorships, lectureships, fellowships, teaching awards and prizes.
- ii. *Less Prominent Programs* - academic or research centers, programs and institutes, chairs professorships, lectureships, fellowships, teaching awards and prizes that the Board of Regents (or the President with authority

delegated by the Board of Regents) determines are less prominent and therefore not within the category of Prominent Programs.

- B. Collections: Libraries or parts of libraries and other collections of significant size and continuing scientific, historic, artistic or cultural value.
- C. Corporate Naming: The naming of any Facility or Program after a corporate or other legal entity.
- D. Honorific: Conferring or implying honor or respect; generally defined as recognizing outstanding individuals distinguished in character or attainments.
- E. Philanthropic: The act of philanthropy; generally defined as gifts to the University which have real or in-kind monetary value.
- F. Physical Entities: All physical facilities and buildings, to include:
 - Prominent Facilities* - buildings, structures, including, but not limited to athletic fields, athletic facilities, and other prominent facilities such as wings of buildings or substantial parts of buildings, residence halls, large auditoria, concert halls, plazas, parks, fountains, gardens, natural landmarks, lawns, courtyards, walkways, pathways, parking facilities, roadways, etc.
 - Less Prominent Facilities* – facilities such as portions of buildings, laboratories, classrooms, seminar rooms, meeting rooms, lounges, wings, halls, floors, galleries that the Board of Regents (or the President with authority delegated by the Board of Regents) determines are less prominent and therefore not within the category of Prominent Facilities.
- G. Prominent Naming: The naming of Prominent Physical Entities or Prominent Academic Entities.

III. NAMING PROCEDURE

A. Administration

For administration of this policy, the University Named Gifts Program Committee (“Committee”) shall review all proposals to name Physical and Academic Entities and Collections. The Committee then forwards strongly justified recommendations to the President to take forward to the Board of Regents for discussion and action by the full Board of Regents.

B. Proposals for Naming

Proposals for naming of new Physical and Academic Entities and Collections, changing the name of an existing Physical or Academic Entity or Collection, or naming a previously undesignated Physical or Academic Entity or Collection, shall be considered by the University Named Gifts Program Committee only upon submission of a written request by a Regent, the President, or the appropriate Vice-President,

Dean or Department Chair of the respective academic area, to the Committee. Recommendations of the general public may be considered when they are transmitted through one of the above named officials. The University's Naming Opportunity Approval Form (Addendum A) must also be submitted with the naming proposal.

C. Named Gifts Program Committee

The Committee shall consist of the Provost, an Associate Provost, the Vice President of Facilities and Construction, the Director of General Accounting, the Chief Financial Officer, the Vice-President for University Advancement, a representative of the Office of General Counsel and the appropriate Dean or Director for the structure or facility to be named. The Committee shall be chaired by the Provost.

i. Committee Guidelines:

The Committee shall judge each situation on its own merits. The Committee shall establish guidelines which shall include, but not be limited to the following factors: financial contributions made over a period of time or one-time gifts to the University, timeframes for payment of financial contributions, in-kind gifts to the University, the ability of a gift to stimulate gifts by other donors, duration of naming, dignity and significance to the University, honor to the donor, national and international reputation and achievement of the donor, exceptional contributions of an individual while employed at the University, distinction of the donor, whether the gift advances the reputation of the University, whether the gift increases the understanding and public support for the University program, expiration periods on naming, de-naming when an entity no longer meets acceptable University standards, de-naming upon demolishing and/or replacement of a facility, maintenance of records, background reviews on donors, valuation of physical space, marketing space, and timeframes for honorific naming.

D. Naming of Prominent Physical and academic Entities and Collections

The naming of Prominent Physical and Academic Entities and Collections must be approved by the Board of Regents via the agenda. Recommendations made by the Committee for any Prominent Naming shall be forwarded to the President and the University Board of Regents.

E. Naming of Less Prominent Physical and Academic Entities and Collections

The naming of Less Prominent Physical and Academic Entities and Collections may be approved by the President upon authority delegated by the Board of Regents, except that Corporate Naming requires approval by the Board of Regents. Recommendations made by the Committee for any Less Prominent Naming shall be forwarded to the President.

F. Honorific Naming

Under appropriate circumstances, Physical and Academic Entities and Collections may be named for individuals who have made exemplary or meritorious contributions

to the University or society. Any naming in honor of campus administrative official, faculty, staff, or elected or appointed public officials shall normally occur only after the campus employment or public service has concluded. Honorific Naming requires approval by the Board of Regents.

G. Naming Related to Development Campaign

When a Prominent Naming is contemplated as part of a development campaign, that campaign, the proposed naming and the associated private-fund contributions to be sought shall have prior approval of the President and the Board of Regents.

H. Corporate Naming

Each Corporate Naming must be approved by the Board of Regents. The Vice-President for University Advancement must complete a due diligence review of the corporation prior to any Corporate Naming. Each Corporate Naming must be analyzed by the Vice-President for University Advancement and the University Named Gifts Program Committee to ensure that there are no conflicts of interest. Certain restrictions may also apply to any proposed naming of a facility financed with the proceeds of tax-exempt bonds. Negotiations for Corporate Naming shall be conducted by a member of the Board of Regents, the University President, a representative from University Advancement and the Office of General Counsel. Any agreements shall be reviewed and approved by the Office of General Counsel. The University President shall have authority to sign such gift agreements with the approval of the Board of Regents.

I. Announcements

No College or Department shall announce the naming of any Physical or Academic Entity or Collection prior to the final approval required by the policy.

J. Removing a Name

The Board of Regents must also approve removing a name from a building, college, school, program, institute or center. The President, with authority as delegated by the Board of Regents, may approve removing a name from other entities (e.g., facilities within buildings, chairs, scholarships, etc.)

IV. MINIMUM DOLLAR AMOUNT NEEDED FOR NAMING CONSIDERATION

Listed below are minimum dollar amounts for naming opportunities. The donor shall give at least fifty percent (50%) of the gift prior to the official naming opportunity taking effect.

- | | |
|---|--------------|
| A. One of the colleges within the University | \$10,000,000 |
| B. A department or school within a college | \$2,000,000 |
| C. An institute, program or center within a college | \$1,000,000 |

- D. An endowed academic chair in any discipline \$1,000,000
- E. An endowed distinguished professorship \$250,000
- F. An endowed professorship \$100,000
- G. An endowed full-tuition scholarship \$100,000
- H. Other Academic Appointments \$100,000
- I. An endowed fellowship \$25,000
- J. Minimum for any named endowed fund \$10,000
- K. Landscaping: A minimum gift equal to the cost of the project.
- L. Building or Major Facility: Minimum gift equal to one-half the cost of the project or the replacement cost of an existing building.
- M. Other Facilities or Infrastructure (other than college, school or building/major facility): Minimum gift equal to one-half the full approximate cost of a new facility or the estimated replacement cost of an existing facility. Examples of such are:

H&PE Building	\$8 million
Basketball Arena	\$1.5 million
Basketball court	\$500,000
Executive Suite	\$250,000
Weight Room	\$100,000
Study Facility	\$75,000
Classroom	\$50,000

NOTE: In exceptional circumstances the minimum gift amount equal to one-half the cost in (L) and (M) may be reduced to one-third at the discretion of the Board of Regents. In addition, there may be exceptions to the minimum dollar amounts in Section VI for Honorific naming opportunities.

V. PRESIDENTIAL AUTHORITY

The President retains the latitude to create alternate naming opportunities and establish alternate minimum amounts.

VI. REVIEW AND RESPONSIBILITIES


Responsible Party: Vice President for University Advancement

Review: Every three years, on or before September 1

VII. APPROVAL



Vice President for University Advancement



President

Effective Date: 2/12/10 ✓

**Texas Southern University
Naming Opportunity Approval Form
(Addendum A)**

Submitted by: _____ **Date:** _____

Description of what is to be named: _____

Proposed name: _____

Justification for naming (select as appropriate): _____ **Gift** _____ **In-Honor-Of**

Gift Amount: \$ _____

Schedule of Payments: _____

Additional Information (*attach supporting documentation*): _____

Approval Signatures and Date:

Dean or Department Chair of requesting unit (if applicable) Date

Vice President of requesting division (if applicable) Date

Vice President for University Advancement Date

President Date

Designee of University Board of Regents Date