

**1. Title**

Naming Policy

**2. Rules and Regulation**

Sec. 1 General. Before proceeding with any naming, institutions must carefully consider all circumstances surrounding the naming, including the overall benefit to the institution and whether displaying the name is and will continue to be a positive reflection on the institution.

1.1 Review. Any naming of Facilities and Programs must undergo a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the U. T. System and the U. T. System institutions. No naming shall be permitted for any corporation or individual whose public image, products, or services may conflict with such purpose and mission.

1.2 Time Limitation for Approval. Naming approvals granted under this Rule are valid for a period not to exceed 180 days from the date of approval. After approval of a naming, the negotiated gift agreement must be executed within 180 days of that approval. If that does not occur, the naming must be resubmitted for approval to the Vice Chancellor for External Relations unless the Chancellor approves a one-time, 90-day extension of the naming approval, consistent with the requirements of Section 2 below.

Sec. 2 Naming of Prominent Facilities and Prominent Programs. Each Prominent Naming must be approved by the Board of Regents via the agenda. Recommendations for any Prominent Naming shall be forwarded to the Board of Regents with recommendations of the Chancellor, the Executive Vice Chancellor for Academic or Health Affairs, the Vice Chancellor for External Relations, and the president of the institution, according to procedures established by the Office of External Relations.

Sec. 3 Naming of Less Prominent Facilities and Less Prominent Programs. The Board of Regents has delegated naming authority for Less Prominent Facilities and Less Prominent Programs to each president based on a set of general guidelines that are reviewed and approved by the Chancellor,

except that any Corporate Naming requires approval by the Chancellor and compliance with the procedures set forth below in Section 8, including the requirement for advance consultation. The Vice Chancellor for External Relations will make final determinations concerning what types of Facilities and Programs may be considered Less Prominent.

- Sec. 4 Naming of Streets. The naming of all streets located on campus must be approved by the Board of Regents. Recommendations for any street names shall be forwarded to the Board of Regents with recommendations of the Chancellor, the Executive Vice Chancellor for Academic or Health Affairs, the Vice Chancellor for External Relations, and the president of the institution.
- Sec. 5 Honorific Naming. Under appropriate circumstances, Facilities and Programs may be named for individuals who have made exemplary or meritorious contributions to the U. T. System or any of the institutions or society. Any naming in honor of campus administrative officials, faculty, staff, or elected or appointed public officials shall normally occur only after the campus employment or public service has concluded.
- Sec. 6 Gift-Related Naming. Facilities and Programs may be named under the terms of a negotiated gift agreement to memorialize or otherwise recognize substantial gifts and significant donors or individuals designated by donors. Each institution shall develop guidelines for what constitutes substantial and significant donations to warrant a gift-related naming. Institutional donor guidelines must be approved by the Executive Vice Chancellor for Academic Affairs or Health Affairs, the Vice Chancellor for External Relations, and the Vice Chancellor and General Counsel for inclusion in the institutional *Handbook of Operating Procedures*.
- Sec. 7 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 institution's president, the Executive Vice Chancellor for Academic Affairs or Health Affairs, the Vice Chancellor for External Relations, the Chancellor, and the Board of Regents as required in [Rule 60301](#) of the Regents' *Rules and Regulations* concerning the development board of an institution.
- Sec. 8 Corporate Naming. Each Corporate Naming for Prominent Facilities or Programs must be approved by the Board of

Regents. Each Corporate Naming for Less Prominent Facilities or Programs must be approved by the Chancellor.

- 8.1 Special Considerations. The Office of External Relations must complete a detailed due diligence review, in accordance with policies and procedures established by that office, of the corporation prior to any Corporate Naming. Each Corporate Naming must be analyzed 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.
- 8.2 Procedures for Corporate Naming. Before negotiating a possible Corporate Naming, the president shall send a written request, in compliance with procedures established by the Office of External Relations, to the Executive Vice Chancellor for Academic or Health Affairs. Except in the case of Less Prominent Facilities or Programs, the institution shall negotiate an agreement with the corporation, using the Standard Corporate Naming Gift/Licensing Agreement prepared by the Office of General Counsel. Any substantive variations to the standard agreement must be approved by the Office of General Counsel. The Executive Vice Chancellor for Academic or Health Affairs shall have authority to sign such agreements after appropriate review and approval.

Sec. 9 Namings Approvals Chart

	Corporate*	Non-Corporate
Prominent**	Board of Regents	Board of Regents
Less Prominent***	Chancellor	Institutional President

\* In addition to the approvals specified in this chart, all requests for Corporate Naming must be forwarded in writing by the institution's president to the Executive Vice Chancellor for Academic or Health Affairs (as appropriate), the Vice Chancellor for External Relations, and the Office of General Counsel; must be recommended by the Chancellor; and must otherwise comply with specific guidelines relating to Corporate Naming.

\*\* In addition to the approvals specified in this chart, all requests for naming for Prominent Facilities and Programs (as defined in Regents' Rule, [Rule 80307](#))

must be recommended by the Chancellor, the Executive Vice Chancellor for Academic or Health Affairs (as appropriate), and the Vice Chancellor for External Relations, and must comply with procedures established by the Office of External Relations. The Vice Chancellor for External Relations, in consultation with the Executive Vice Chancellor for Academic or Health Affairs (as appropriate), makes final determinations as to which Facilities and Programs are considered Prominent.

\*\*\* Any naming for Less Prominent Facilities and Programs shall be based on a set of general guidelines that are reviewed and approved by the Chancellor. The Vice Chancellor for External Relations, in consultation with the Executive Vice Chancellor for Academic or Health Affairs (as appropriate), makes final determinations as to which Facilities and Programs are considered Less Prominent.

Sec. 10 Announcements. No institution shall announce the naming of any Facility or Program prior to the final approval required by this rule.

### **3. Definitions**

Facilities - all physical facilities and buildings.

Prominent Facilities - buildings; athletic facilities; other prominent facilities, such as wings of buildings, major components of buildings, large auditoria, concert halls, atriums, prominent outdoor spaces, and clinics.

Less Prominent Facilities - facilities such as laboratories, classrooms, seminar or meeting rooms, and patient rooms that the Vice Chancellor for External Relations, in consultation with the Executive Vice Chancellor for Academic or Health Affairs, determines are less prominent and therefore not within the category of Prominent Facilities.

Programs - all non-physical entities.

Prominent Programs - major entities, such as colleges, schools, academic departments, and prominent academic centers, programs and institutes.

Less Prominent Programs - academic centers, programs, and institutes that the Vice Chancellor for External Relations, in consultation with the Executive Vice Chancellor for Academic or Health Affairs, determines are less prominent and therefore not within the category of Prominent Programs.

Corporate Naming - the naming of any Facility or Program after a corporate or other business-oriented entity.

Prominent Naming - the naming of Prominent Facilities or Prominent Programs.

**4. Relevant Federal and State Statutes**

*Texas Education Code* [Section 51.923](#) – Qualifications of Certain Business Entities to Enter Into Contracts With an Institution of Higher Education

**5. Relevant System Policies, Procedures, and Forms**

Regents' *Rules and Regulations*, [Rule 40602](#) – Organized Research Units

Regents' *Rules and Regulations*, [Rule 60301](#) – Development Board of an Institution

**6. Who Should Know**

Administrators  
Development Officers

**7. System Administration Office(s) Responsible for Rule**

Office of External Relations

**8. Dates Approved or Amended**

February 5, 2010  
August 23, 2007  
May 11, 2006  
December 10, 2004

**9. Contact Information**

Questions or comments regarding this rule should be directed to:

- [bor@utsystem.edu](mailto:bor@utsystem.edu)