

1. Title

Naming Policy

2. Rules and Regulation

Sec. 1 General. Before proceeding with honorific or gift-related namings, 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 365 days from the date of approval. After approval of a naming, the negotiated gift agreement must be executed within 365 days of that approval. If that does not occur, the naming must be resubmitted for approval by the Board of Regents through the Vice Chancellor for External Relations, Communications and Advancement Services 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.

2.1 Each naming for a Prominent Facility or Prominent Program must be approved by the Board of Regents. Recommendations for namings of any university building or athletic facility, college, school, and academic department or clinical division 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, Communications and Advancement Services, and the president of the institution, according to procedures established by the Office of External Relations, Communications and Advancement Services.

2.2 Naming of Other Prominent Facilities and Programs. Each naming for Other Prominent Facilities and Other Prominent Programs may be approved by the Chancellor with recommendations of the Executive Vice Chancellor for Academic or Health Affairs, the Vice Chancellor for External Relations, Communications and Advancement Services, and the president of the institution, according to procedures established by the Office of External Relations, Communications and Advancement Services. Other Prominent Facilities and Programs may include wings and other major components of academic, medical, athletics, and arts facilities, large auditoria, concert halls, atria, prominent outdoor spaces, and clinics and academic and health programs, centers, institutes, and organized research units. The Vice Chancellor for External Relations, Communications and Advancement Services, in consultation with the appropriate Executive Vice Chancellor, will make final determinations concerning what types of Facilities and Programs will be considered Other Prominent.

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 7, including the requirement for advance consultation. The Vice Chancellor for External Relations, Communications and Advancement Services, through consultation with the appropriate Executive Vice Chancellor and the U. T. System institutions, 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, Communications and Advancement Services, and the president of the institution.

Sec. 5 Honorific Naming. As a matter of general practice, namings will recognize significant philanthropic gifts. Under special circumstances, honorific namings may be considered. Honorific namings are exceptional in nature and shall be granted for individuals or organizations that have made extraordinary contributions to a U. T. institution, the state or nation. Recommendations for honorific namings may be proposed by an institution president to the Chancellor, who will determine on a case-by-case basis whether to advance the request to the Board of Regents for consideration.

- 5.1 Namings Criteria. All requests for honorific namings should identify how the honoree meets one or more of the following criteria:
- (a) Reflects the mission of the university through remarkable service and leadership of lasting value to the university or society
 - (b) Reflects the mission of the university through pinnacle achievements in discovery, scholarly work and citizenship
 - (c) Reflects the mission of the university through a longstanding relationship of engagement and support that has contributed to qualitative and transformational university advancements
 - (d) Represents the highest degree of historical significance

5.2 Restrictions on Honorific Namings.

- (a) Any naming in honor of U. T. System administrative officials, faculty, or staff members or for elected or appointed public officials shall normally occur at least five years after the individual's retirement from university or public office or death.

- (b) Namings that bring into question the reputation of the university are subject to rejection or termination after approval.
- (c) The honorific naming will likely serve for the useful life of the facility or program. If the asset is later modified or replaced, the University reserves the right to rename it or offer an alternative honorific naming as close to the spirit as possible of the original naming.

5.3 Prominent Facilities and Programs/Other Prominent Facilities and Programs. Honorific namings of Prominent Facilities and Programs or Other Prominent Facilities and Programs must be approved by the Board of Regents following the recommendation of the Chancellor.

5.4 Less Prominent Facilities and Programs. Under appropriate circumstances, honorific namings of Less Prominent Facilities and Programs may be granted by the president of the institution, with approval of the Chancellor. Such naming for a U. T. System or institution administrative official, faculty, or staff member or for an elected or appointed public official shall be approved by the Board of Regents following the recommendation of the Chancellor.

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, Communications and Advancement Services, and the Vice Chancellor and General Counsel for inclusion in the institutional *Handbook of Operating Procedures*.

Sec. 7 Corporate Naming. Each Corporate Naming for Prominent Facilities or Programs must be approved by the Board of Regents. Each Corporate Naming for Other Prominent Facilities and Programs or Less Prominent Facilities or Programs must be approved by the Chancellor.

- 7.1 Special Considerations. The Office of External Relations, Communications and Advancement Services 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 by the Office of External Relations, Communications and Advancement Services, the Office of the Board of Regents, the Office of General Counsel, and the Office of Business Affairs to ensure that there are no impermissible conflicts or legal issues. Certain restrictions may also apply to any proposed naming of a Facility financed with the proceeds of tax-exempt bonds.

Corporate namings for academic and health buildings, colleges and schools, and academic departments shall not occur, with the exception of rare and special circumstances.

Corporate namings for athletics facilities, arts facilities, and museums, conference centers, and non-academic and non-health facilities may receive consideration with preference given to term limits for corporate namings.

- 7.2 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, Communications and Advancement Services, 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. 8 Changes to Approved or Existing Names of Prominent Facilities, Programs, and Streets and Nonhonorific Redesignation. Minor changes to approved or existing names of Prominent Facilities, Programs, and Streets as determined by the Vice Chancellor for External Relations, Communications and Advancement

Services and the General Counsel to the Board may be approved by the Chancellor after review by the Executive Vice Chancellor for Academic or Health Affairs, and the president of the institution. Such minor changes may include general name changes associated with a change in the function of a facility. Nonhonorific renaming and redesignation of projects in the Capital Improvement Program (CIP) shall be reviewed and approved by the Assistant Vice Chancellor for Capital Projects. Such approved redesignations will be included in the amended CIP.

Sec. 9 Namings Approvals Chart. The below chart summarizes the approving authority for namings. Please reference the text of the rule for relevant procedural requirements.

	Corporate	Non-Corporate (Individual)	Honorific
Namings for Prominent Facilities and Programs	Board of Regents	Board of Regents	Board of Regents
Namings for Other Prominent Facilities and Programs	Chancellor	Chancellor	Board of Regents
Less Prominent Facilities and Programs	Chancellor	Institutional President	Board of Regents for namings for U. T.-affiliated individual or public official Institutional President, with approval by Chancellor, for all others.

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 - all buildings; athletic facilities.

Other Prominent Facilities - areas such as wings and other major components of academic, medical, athletics, and arts facilities, large auditoria, concert halls, atria, 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, Communications and Advancement Service, in consultation with the Executive Vice Chancellor for Academic or Health Affairs and the appropriate U. T. System institution, 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 clinical divisions.

Other Prominent Programs - academic and health centers, programs, institutes, and organized research units.

Less Prominent Programs - academic centers, programs, and institutes that the Vice Chancellor for External Relations, Communications and Advancement Services, 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 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, Communications and Advancement Services

8. Dates Approved or Amended

[Regents' Rules Revision History](#)

9. Contact Information

Questions or comments regarding this Rule should be directed to:

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