

51.06.00.W1 Naming of Buildings and Other Entities

Approved May 8, 2009

Next Scheduled Review May 8, 2011

West Texas A&M University honors and memorializes individuals who have made major financial contributions or had major financial contributions made on their behalf or who have performed outstanding services for the University by naming buildings, definable portions of buildings (a building wing or a classroom), geographical areas, or academic entities (colleges/schools, programs, departments, centers, institutes, and similar organizational units) in their honor.

1. ADVANCED APPROVAL OF INDIVIDUALS RECOGNIZED

- 1.1 In all cases the Board of Regents of the Texas A&M University System (the “board”) shall approve in advance the names of individuals to be so recognized by the naming of University buildings, definable portions of buildings, geographical areas, or academic entities in their honor.
- 1.2 In the event, however, that the University wishes to undertake a plan of fundraising in which definable portions of a specific building or a well-defined geographical area under its jurisdiction would be given donors’ names through university administrative action, the plan including the name in its entirety must be submitted to the board for approval in advance. In such instances, the list of donors so recognized shall be returned to the board upon the completion of the fundraising campaign for the purposes of maintaining a permanent historical record.
- 1.3 All potential naming opportunities must be discussed with the University president and the vice president for institutional advancement before any discussions are conducted with prospective donors. If a donor expresses any interest in a naming opportunity at the university, the faculty or staff member receiving the information should immediately forward the information to the vice president of institutional advancement. Such opportunities must be held confidential.

2. LIMITATIONS ON INDIVIDUALS RECOGNIZED

No buildings or other entities of the University may be named for a current member of the board, a current employee of the system, or a current state or federal official unless:

- 2.1 The naming is done in conjunction with Section 1.2 of this rule; or
- 2.2 The naming is a result of a major financial contribution made by or on behalf of the individual and receives the unanimous approval of the board members present at a regular board meeting. Naming a building or other entity for a current regent makes that regent ineligible to vote on that agenda item.

3. SUBSTANTIAL AND SIGNIFICANT DONATIONS TO WARRANT A GIFT-RELATED NAMING

3.1 Naming of Physical Facilities

Usually naming opportunities present themselves with renovation or new construction of buildings or definable portions of buildings (a building wing or a classroom). The following guidelines establish general giving levels for naming opportunities based on cost of renovations or new construction.

Note: Consider all naming rights as permanent unless otherwise stipulated by a timeframe.

Giving Levels for Naming of Physical Facilities

Renovation/Construction Costs	Renovations	New Buildings
\$499,999 or Less	55%	60%
\$500,000 to 1,000,000	\$250,000 or 45% whichever is greater	\$300,000 or 55% whichever is greater
\$1,000,001 to \$2,500,000	\$500,000 or 40% whichever is greater	\$600,000 or 50% whichever is greater
\$2,500,001 to \$5,000,000	\$1,000,000 or 35% whichever is greater	\$1,200,000 or 35% whichever is greater
\$5,000,001 to \$10,000,000	\$1,750,000 or 30% whichever is greater	\$2,500,000 or 40% whichever is greater
\$10,000,001 to \$20,000,000	\$3,000,000 or 25% whichever is greater	\$5,000,000 or 35% whichever is greater
\$20,000,001 to \$30,000,000	\$5,000,000 or 20% whichever is greater	\$7,500,000 or 30% whichever is greater

If there is a gift associated with naming an existing building or definable portions of an existing building (a building wing, suite of rooms, or a single room), that has nothing to do with renovation or construction costs, a calculation of the replacement value less depreciation is used.

3.2 Naming of Geographical Areas

If there is a gift associated with naming an existing geographical area or definable portions of an existing geographical area, which has nothing to do with renovation

or construction costs, a calculation of the replacement value less depreciation is used.

3.3 Naming of Academic Entities

Funds to name academic entities create an endowment that will generate income in perpetuity for the entity's major priorities.

Giving Levels for Naming Academic Entities	
<u>Entity Type</u>	<u>Minimum Contribution</u>
Colleges or Schools	\$5,000,000
Programs, Departments, Centers and Institutes	\$1,000,000

4. PROCEDURES FOR THE UNIVERSITY

As stated in Section 1, except as cited in section 1.3, the board shall approve in advance the names of individuals to be recognized by the naming of University buildings, definable portions of buildings, geographical areas, or academic entities in said individuals honor.

The following subsections provide University procedures that shall take place before approval from the board can occur.

- 4.1 The University president, senior administration, and development officers shall be responsible for review, study, and consideration of matters related to the naming of buildings, definable portions of buildings, other geographical areas and academic entities for persons who have made outstanding contributions to the University, or who have attained eminent accomplishments in their field of endeavor and other related matters.
- 4.2 The University president, senior administration, and development officers shall seek persons to be recognized by having facilities and academic entities named in their honor. The University shall also consider nominations by University faculty, staff and the general public.
- 4.3 All agreed upon recommendations shall be forwarded to the executive secretary of the board. Recommendations shall be accompanied by biographical material and reasons for the nominations.

Related Statutes, Policies, or Requirements (Required)

- Texas Government Code, Chapter 2165
<http://tlo2.tlc.state.tx.us/statutes/docs/GV/content/pdf/gv.010.00.002165.00.pdf>
 - SPRM 5106: Naming of Buildings and Other Entities
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Approved:



J. Patrick O'Brien
President/CEO

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Date