

51.06.99.R0.01 Naming of Buildings and Other Entities

Revised May 10, 2024
Next Scheduled Review: May 10, 2029



Procedure Summary

East Texas A&M University may honor or memorialize individuals who have made significant contributions to the university by naming buildings, definable portions of buildings, geographical areas, or academic entities for such individuals. This procedure will guide the President in establishing consistent definitions, minimum standards, and general guidelines to assist staff and donors in discussing naming opportunities.

This procedure outlines the process for naming buildings and other entities and is subject to System Policy 51.06.

Procedures and Responsibilities

1 CRITERIA FOR RECOGNITION

The University is indebted to its alumni, friends, faculty, staff, students, and donors for their support of the University and its many programs. Thus, it is appropriate to recognize outstanding individuals who have met one or more of the following criteria:

- 1.1 Made a substantial gift to the university to secure a naming opportunity that honors, recognizes, or preserves the memory of an individual or individuals.
 - 1.1.1 A substantial gift is defined as at least one-third of the new construction cost or a minimum of \$3 million. In certain instances, the minimum for a particular building may be increased or decreased depending upon the overall size of the project, the condition of an existing building, or other variables such as how the gift relates to the sustainability of the respective project.
- 1.2 Provided outstanding leadership and/or service to the university, community, region, state, nation; or
- 1.3 Brought honor and recognition to the university as a result of a distinguished career and/or meritorious contribution to a discipline.

2 AVENUES OF RECOGNITION

- 2.1 Tangible ways the university can recognize an individual for significant contributions or accomplishments are as follows:

- 2.2 Naming a new or existing un-named building.
- 2.3 Naming a definable portion within a new or existing building.
- 2.4 Naming a new or existing un-named geographical area.
- 2.5 Naming an academic entity such as a school, college, center, or institute.
- 2.6 Naming a special event facility such as a stadium, athletic field, or court.

3 NAMING RESTRICTIONS

- 3.1 The following restrictions shall apply in the naming of all buildings and facilities:
- 3.2 A name shall remain on a building, definable portion of a building, geographical area, special event facility or academic entity for greater than 10 years or the useful life of the building, depending on the building's existing condition and terms set forth within specific gift agreements. All efforts will be made to preserve the naming until such building, facility, or area is razed; the building is no longer used for the purpose of a gift's intent; or the recognized individual no longer meets one or more of the criteria for naming opportunities. At a minimum, historical names of buildings and facilities shall have preserved recognition in the form of an internal or external plaque at or near the entrance of an existing building, or a new building that replaces a previously named building.

4 SUBMITTING NAMING PROPOSALS

- 4.1 Any individual or organization may submit naming proposals in accordance with the following procedures.
- 4.2 All naming proposals must be routed through the administrative unit most closely associated with the building, geographic area, special event facility, or academic entity to be named. The letter of nomination should include clear rationale and comprehensive supporting information as justification for the nomination.
- 4.3 The administrative unit receiving the naming proposal will review all materials submitted and forward the proposal to the divisional vice president through the Vice President for Philanthropy and Engagement. The divisional vice president will forward the proposal with a recommendation to the President.
- 4.4 The President may, after securing additional input from the Executive Leadership Team, Faculty Senate or Faculty Senate Executive Committee, Staff Council, and, if necessary, other appropriate bodies such as the Foundation Board or Alumni Association Board: (1) approve the nomination; (2) approve a nominee(s) as deserving of recognition, but suggest an alternative form of recognition; or (3) deny the nomination. After reaching a determination, the President will notify all nominating and consulting parties involved in the process of the decision and, as appropriate, include a brief summary of the reasons for the decision. The decision of the President is final and may not be appealed.

- 4.5 Capital campaign fundraising often increases the potential for special naming opportunities. As such fundraising activities and associated naming opportunities generally originate from, and are based on, levels and ranges of monetary giving, naming proposals of this type will be submitted by the Vice President for Philanthropy and Engagement directly to the President for approval.
- 4.6 The President will submit the nomination to The Texas A&M University System Board of Regents for consideration in accordance with System Policy 51.06. If approved by the Board, the President's Office will notify the nominator and honoree(s) and will direct the installation of appropriate signage and initiate plans for an official naming ceremony.

5 RECOMMENDATION GUIDELINES

- 5.1 The recommendation process shall be guided by uniform criteria and standards to ensure that the evaluation process is comprehensive, thorough, and fair.
- 5.2 Recognition for career achievements should be based on professional accomplishments that are historic in scope and/or widely recognized within the university, the Northeast Texas region, the state of Texas, nationally or internationally.
- 5.3 Recognition for service should be based on accomplishments relating to academic, student or administrative leadership, research, scholarship or public service that brings statewide, national, or international recognition to both the individual and the University.
- 5.4 The minimum donation for naming a building on the university's campus should normally be at least one-third of the new construction cost or a minimum of \$3 million. In certain instances, the minimum for a particular building may be increased or decreased depending upon the overall size of the project. The Vice President for Philanthropy and Engagement will consult with appropriate university officials before making a recommendation to the President.
- 5.5 The required recommendation letter from the nominator should include:
 - 5.5.1 A brief biography of the individual or organization proposed for recognition.
 - 5.5.2 A summary that addresses the appropriateness of the proposed name for the university facility.
 - 5.5.3 A professional profile of the nominee(s) that stresses his/her accomplishments and/or contributions and their impact on the university.
 - 5.5.4 Letters of support from alumni, associates, students, and friends may be included but are not required.

6 MISCELLANEOUS TRIBUTES

- 6.1 From time-to-time individuals may be honored or memorialized on a smaller scale with plaques, pavers/tiles, benches, or landscape items on the university campus.

6.2 Requests for these memorials/honorariums must meet one of the following criteria:

6.2.1 The person being honored or memorialized was a current or former employee or student of the University or

6.2.2 The person being honored or memorialized provided extraordinary support or service to the University.

6.3 A site for the memorial/honorarium may be requested; however, the final location on campus will be the decision of the President.

6.4 The cost associated with the memorial/honorarium will be determined by the size and type of memorial. A list of permanent memorial options is available in the Division of Philanthropy and Engagement. Appropriate payment must be received prior to the memorial being ordered.

6.5 Upon final approval by the President, the Division of Philanthropy and Engagement will coordinate the purchase and installation of the memorial/honorarium with the Director of Facilities and Marketing and Communication, then notify the requestor of the approval and site location information.

6.6 These miscellaneous tributes are not intended for the naming of buildings, rooms or other entities on campus.

7 EXCEPTIONS

The President reserves the power to recommend to the Board of Regents a naming at his/her discretion and grant exceptions to university procedures regarding naming opportunities when it is in the best interest of the institution.

Related Statutes, Policies, or Requirements

[Texas Government Code, Chapter 2165](#)

[System Policy 51.06 Naming of Buildings and Other Entities](#)

Revision History

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