

51.06.99.C0.01 Naming of Buildings and Other Entities



Revised: January 10, 2022
Next Scheduled Review: January 10, 2027
[Revision History](#)

Procedure Summary

Texas A&M University-Corpus Christi (TAMU-CC) may honor or memorialize individuals or organizations who have made significant contributions to the university by naming buildings and other entities such as definable portions of buildings, geographical areas, outdoor spaces, or academic entities for such individuals or organizations. This procedure establishes the guidelines, definitions, minimum standards, and the general process for naming campus buildings and other entities for donors and individuals/organizations who make substantial and significant donations or for those who have made an extraordinary contribution through outstanding service to TAMU-CC.

Procedure

1. PROCESS FOR NAMING BUILDINGS AND OTHER ENTITIES

- 1.1. The authority to honor or memorialize individuals or organizations by naming of buildings, facilities such as laboratories, classrooms, assembly rooms, office spaces, conference rooms, and ballrooms, outdoor spaces, or other entities of TAMU-CC, whether for an individual or organization, rests with the Texas A&M University System Board of Regents. The Board of Regents must approve, in advance, the names put forth by TAMU-CC. All initial recommendations and requests should be submitted to Institutional Advancement to begin the process. Those individuals or organizations whom the university chooses to honor in this fashion must have rendered distinguished service to the community, the university, or education in general. The Board of Regents may make an exception to the service requirement in the case of an individual who has made a gift or has had a contribution made on their behalf amounting to a substantial portion of the value of an asset.
- 1.2. Requests for naming buildings or other entities shall adhere to the following process:

- 1.2.1. All formal requests to name buildings or other entities for individuals or organizations shall originate with the Office of the Vice President for Institutional Advancement.
- 1.2.2. The Vice President for Institutional Advancement will present the formal request to the President for consideration and university approval. The President may seek advice and assistance from others in such matters.
- 1.2.3. The final approval for recommending to the Board of Regents the names of individuals or organizations to be honored by naming campus buildings or other entities rests with the President. The recommendation by the President is not subject to appeal.
- 1.2.4. The President, in accordance with system policy *51.06, Naming of Buildings and Other Entities*, must submit to the Board of Regents the recommendation for the naming of a building or other entity for donors or other individuals/organizations for approval.
- 1.2.5. No action, formal or informal, shall be taken to implement a recommendation for the naming of a building or other entity for individuals/organizations until final approval is obtained from the Board of Regents. No commitment, direct or implied, shall be made to any party regarding the naming of a building or other entity prior to official notification of approval by the Board of Regents.
- 1.2.6. The President shall notify the honoree of naming action only after written authorization is received from the Board of Regents of the Texas A&M University System.

2. GENERAL PROVISIONS

2.1. Reciprocity

A gift-related naming opportunity requires that the gift must be reasonably related to the building or other entity being named.

2.2. Determination of Current Value

For the purposes of this procedure, the current value of buildings, other entities, or donated real property shall be determined by the university.

2.3. Donor Recognition

- 2.3.1. The designation of a name shall not be publicly announced until final approval has been obtained by the Board of Regents.

- 2.3.2. The donor shall not be recognized in regards to a naming until the university has received at least 20% of any gift related to the naming.
- 2.3.3. A gift agreement outlining how the remainder of the pledge will be paid shall be signed and accepted by the Chancellor and the Board of Regents. Said pledge shall normally not exceed five (5) years from the date of the original gift. Other types of gift arrangements or payments may be considered on a case-by-case basis.
- 2.3.4. During the development process, the request shall be treated confidentially; possible naming commitments will be reviewed carefully for full compliance with applicable laws and ethical principles.

2.4. Duration of a Naming

- 2.4.1. A naming in recognition of a gift shall be for twenty-five (25) years unless:
 - a) the lifetime of the object being named is less than 25 years, in which case the naming will be for the life of the object,
 - b) renovations and/or repairs are required within the 25-year period, or
 - c) an alternate length of time is otherwise agreed to in the gift agreement.
- 2.4.2. Every effort will be made to preserve the historical name or names through dual naming with appropriate signage design. At a minimum, historical uses and names of an existing named facility that is re-named shall be permanently recorded on a suitable marker or plaque at or near the main entrance.

2.5. Corporate/Organization Naming

A corporate or organization naming must be in accordance with these provisions and the requirements of the Texas Education Code § 51.923.

3. PURPOSES FOR NAMING OF BUILDINGS OR OTHER ENTITIES

- 3.1. Buildings or other entities may be named to memorialize or otherwise recognize substantial gifts, significant donors, individuals/organizations designated by donors, or individuals/organizations who have made exemplary or meritorious contributions to TAMU-CC. Such designations may be for a single gift, multiple gifts over time, or for a combination of gifts and other contributions and may take into account the ability of the gift to stimulate gifts by other donors.
- 3.2. When naming considerations arise, the following guidelines shall be followed:

- 3.2.1. Buildings or other entities may be named for individuals, families, organizations, foundations, or corporations. The naming of buildings or other entities in honor of campus administrative officials, faculty, staff, or elected or appointed public officials shall normally only occur at least three (3) years after the campus employment or public service has concluded.
- 3.2.2. Naming in recognition of individuals or organizations who have made extraordinary contributions to the university, community, or education in South Texas shall be based upon accomplishments of undeniable importance. Said accomplishments shall be widely recognized in the educational or South Texas community. Outstanding accomplishments can include service such as academic or administrative leadership or community and state leadership that directly effects the university. Accomplishments must be documented in sources such as historical records, public honors, publications, local news, or evidenced in the letters of alumni, associates, students, and/or friends.
- 3.2.3. Closure or demolition of a facility or renovation of space may result in the termination of named recognition. Should such actions occur, an appropriate form of recognition will be provided.
- 3.2.4. At the discretion and direction of the Board of Regents, naming rights may be forfeited if actions of the contributor or named organization call into question the public respect of TAMU-CC or the Texas A&M University System.

4. CRITERIA FOR NAMING

4.1. New Buildings or Facilities

- 4.1.1. A significant contribution to the actual construction cost or the fundraising goal, as appropriate, or
- 4.1.2. A significant contribution to an endowment fund for continuing maintenance of the building or facility or for ongoing research or teaching activities in the building.

4.2. Existing Buildings or Facilities

- 4.2.1. A significant contribution equal to a significant portion of the replacement or renovation cost of the building or facility, or
- 4.2.2. A significant contribution to an endowment fund for continuing maintenance of the building or facility or for ongoing research or teaching activities in the building.

4.3. Rooms or Other Parts of Buildings or Facilities

4.3.1. A contribution to the cost of the building or facility, based on the actual cost of the construction and the size or significance of the area to be named, or

4.3.2. A contribution to an endowment fund for continuing activities in the building.

4.4. Campus Landmarks, Named Areas, and Other Outdoor Spaces

The cost of new construction and/or with the establishment of an endowment to support annual maintenance for existing and new gardens, landscaped areas, porticos, parks, streets, and similar structures.

4.5. Renaming

A significant portion of the estimated private funds needed to replace or renovate an existing structure must be contributed. In such cases, to the extent possible, the original donor for which the building is named shall be given first right of refusal to make an additional gift in order to maintain their name on the building.

Related Statutes, Policies, or Requirements

[Texas Education Code § 51.923](#)

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

University Procedure [51.99.99.C0.01, Permanent Memorials and Honorariums](#)

Contact Office

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