51.06.99.C0.01 Naming of Buildings, Geographical Areas, and Academic Entities

Revised: September 21, 2026
Next Scheduled Review: September 21, 2031
Revision History

Procedure Summary

Texas A&M University-Corpus Christi (TAMU-CC) may honor or memorialize individuals, businesses, and other constituents who have made significant contributions to the university by naming buildings, definable portions of buildings, geographical areas, outdoor spaces, or academic entities for them. This procedure establishes the guidelines and process for naming campus buildings, geographical areas, and academic entities in these cases.

Procedure

1. AUTHORITY FOR NAMING

The authority to honor or memorialize individuals, businesses, and other constituents by the naming of buildings, academic entities, or facilities such as laboratories, classrooms, assembly rooms, office spaces, conference rooms, ballrooms, or outdoor spaces of TAMU-CC rests with the Board of Regents. The Board of Regents retains sole discretion to approve, deny, or revoke a naming opportunity for any reason. The Board of Regents honors or memorializes individuals, businesses, and other constituents who have made significant financial contributions to the System by naming buildings, definable portions of buildings, geographical areas, or academic entities for such individuals, businesses, and other constituents.

2. PURPOSES FOR NAMING

2.1. Buildings, geographical areas, or academic entities may be named to memorialize or otherwise recognize: substantial gifts; significant donors; individuals, businesses, and other constituents designated by donors; or individuals, businesses, and other constituents 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 from other donors.

2.2. In rare instances, the Board of Regents may also honor or memorialize individuals who have performed outstanding services for the state, System, or TAMU-CC. In such cases, the Board of Regents must approve in advance the names of such individuals to be so recognized, including any naming rights as part of a business transaction.

3. NAMING PROCESS

Requests for naming buildings, geographical areas, or academic entities must adhere to the following process:

3.1. All formal requests to name buildings, geographical areas, or academic entities for individuals, businesses, and other constituents originate with the Office of the Senior Vice President for Institutional Advancement.

3.2. Institutional Advancement will prepare a comprehensive biographical report on any individual, business, or other constituent entering into a naming agreement or being recognized by the request.

3.3. The donor will gift at least 10% of the total approved naming gift amount prior to the formal request being submitted for presidential approval as required by Texas A&M University System regulation *51.06.01 Naming Requests*.

3.4. The Senior Vice President for Institutional Advancement will present the formal request and comprehensive biographical report to the President for consideration and university approval. The President may seek advice from others in such matters.

3.5. The final approval for recommending the names of individuals, businesses, and other constituents to be honored by naming campus buildings, geographical areas, or academic entities to the Board of Regents rests with the President. The President will determine through due diligence that the use of the name does not compromise the public trust or reputation of the university and notify the Chancellor of the naming it in accordance with the Naming Request Checklist (see Appendix). If the proposed naming is part of a gift campaign the President will confirm that the Chancellor is aware of the campaign. The recommendation by the President is not subject to appeal.

3.6. The President, in accordance with System policy *51.06, Naming of Buildings, Geographical Areas and Academic Entities*, must submit the recommendation for the naming of a building or academic entity for donors or

other individuals, businesses, and other constituents to the Board of Regents for approval.

3.7. No action, formal or informal, will be taken to implement a recommendation for the naming of a building, geographical area, or academic entity for individuals, businesses, and other constituents until final approval is obtained from the Board of Regents. No commitment, direct or implied, will be made to any party regarding the naming of a building, geographical area, or academic entity prior to official notification of approval by the Board of Regents. The Board of Regents retains sole discretion to approve, deny, or revoke a naming opportunity for any reason.

3.8. The Senior Vice President of Institutional Advancement will notify the honoree(s) of the naming action only after written authorization is received from the Board of Regents.

4. GENERAL PROVISIONS

4.1. Reciprocity

A gift-related naming opportunity requires that the gift be reasonably related to the building, geographical area, or academic entity being named.

4.2. Determination of Current Value

For the purposes of this procedure, the current value of buildings, geographical areas, academic entities, or donated real property will be determined by the university.

4.3. Donor Recognition

4.3.1. No recognition of the naming may occur until final approval has been obtained from the Board of Regents.

4.3.2. No building signage, public announcements, maps, or ceremonial naming events may occur until the university has received at least 20% of any gift related to the naming.

4.3.3. A gift agreement outlining how the remainder of the pledge will be paid must be included in the naming packet and Board of Regents agenda item which is signed and accepted by the Chancellor and the Board of Regents. Said pledge will 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.

4.3.4. During the development process, the request will be treated confidentially; possible naming commitments will be reviewed carefully for full compliance with applicable laws and ethical principles.

4.4. Duration of a Facility Naming

4.4.1. A facility naming in recognition of a gift will be for twenty-five (25) years unless:

a) the lifetime of the facility being named is less than 25 years, in which case the naming will be for the life of the facility,

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.

4.4.2. Every effort will be made to preserve any historical name(s) through dual naming with appropriate signage design. At a minimum, historical uses and names of an existing named facility that is re-named will be permanently recorded on a suitable marker or plaque at or near the main entrance.

4.5. 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.

5. NAMING GUIDELINES

When naming recommendations arise, the following guidelines will be followed:

5.1. The naming of buildings, geographical areas, or academic entities in honor of campus administrative officials, faculty, staff, or elected/appointed public officials will normally only occur at least three (3) years after the campus employment or public service has concluded unless the naming is a result of a major financial contribution made by or on behalf of the individual.

5.2. Naming in recognition of individuals, businesses, and other constituents who have made extraordinary contributions to the university, community, or education in general will be based upon accomplishments of undeniable importance. Said accomplishments must be widely recognized in the community. Outstanding accomplishments can include service such as

academic or administrative leadership or community and state leadership that directly affects 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.

5.3. 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.

5.4. 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.

6. CRITERIA FOR NAMING

6.1. Naming Criteria for New Buildings or Facilities

6.1.1. A significant financial contribution to the actual construction cost or the fundraising goal, as appropriate, or

6.1.2. A significant financial contribution to an endowment fund for continuing maintenance of the building or facility or for ongoing research or teaching activities in the building.

6.2. Naming Criteria for Existing Buildings or Facilities

6.2.1. A significant financial contribution equal to a significant portion of the replacement or renovation cost of the building or facility, or

6.2.2. A significant financial contribution to an endowment fund for continuing maintenance of the building or facility or for ongoing research or teaching activities in the building.

6.3. Naming Criteria for Rooms or Other Parts of Buildings or Facilities

6.3.1. A financial 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

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

6.4. Naming Criteria for Campus Landmarks, Named Areas, and Other Outdoor Spaces

The cost of new construction and/or the establishment of an endowment to

support annual maintenance for existing or new gardens, landscaped areas, porticos, parks, streets, and similar structures.

7. 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 will be given first right of refusal and 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, Geographical Areas and Academic Entities*
System Regulation *51.06.01, Naming Requests*
University Procedure *51.99.99.C0.01, Permanent Memorials and Honorariums*

This procedure supersedes:

- *51.09.99.C0.01, Naming of Buildings, Other Facilities, and Outdoor Spaces*
- *51.06.99.C0.01, Naming of Buildings and Other Entities*

Appendix

Naming Request Checklist

Contact Office

Contact for clarification and interpretation:	Senior Vice President for Institutional Advancement 361.825.5749