

Chapter 13 -- Namings

Dates Approved or Amended:

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- 13.00 **Definitions.** For purposes of this chapter only, the following definitions are assigned
- 13.00.1 “Academic unit” shall mean any school, college, department, center, institute, programs, institutions, or other academic and student support program (separate and apart from the facility housed therein) within the TTU system or one of its component institutions. For purposes of this chapter, “academic unit” shall also include each component athletics’ department.
- 13.00.2 “Affiliated entity” shall mean those separately incorporated, nonprofit organizations with federal tax-exempt status, which, pursuant to their governing documents, exist solely to support the TTU system or one or more of its component institutions, including, but not limited to: (i) Texas Tech Foundation, Inc.; (ii) Texas Tech Alumni Association; (iii) Angelo State University Foundation, Inc.; (iv) Museum of Texas Tech University Association; (v) Ranching Heritage Association; (vi) Texas Tech Association of Parents; (vii) Angelo State University Alumni Association; (viii) MSU Foundation; and (ix) any other nonprofit organization whose governing document(s) define the organization(s)’ existence as solely to support the TTU system or one or more of its component institutions.
- 13.00.3 “Component institution” shall have the same meaning as Section 00.01.4.c, Regents’ Rules
- 13.00.4 “Facility” or “facilities” shall have the same meaning as Section 08.00.1, Regents’ Rules, and include, but not be limited to, buildings, subunits of buildings (auditoriums, offices, classrooms, laboratories, conference rooms, etc.), athletic facilities or fields, recreational and/or auxiliary facilities, including facility complexes and outdoor spaces. For purposes of this chapter, facilities will in-

clude all facilities that occupy TTU system property, whether the same are owned by a public entity, private entity, or combination thereof.

13.00.5 “Gift” or “charitable contribution” shall be defined as the voluntary transfer of a thing of value, including, but not limited to, cash, checks or securities, including pledges, or an item of tangible personal or real property, from a private donor (e.g., an individual, private foundation or corporation) to the TTU system, one of its component institutions, or to an affiliated entity for the benefit thereof.

13.00.6 “Naming” shall be defined as the name given to identify a fund, academic position, or academic unit, (i.e., the John Doe Chair in Medicine, or the Jane Doe School of Engineering), or the name given to identify the facility or facilities in which activities of the TTU system or its component institutions are conducted.

13.01 **Namings—general.**

13.01.1 The board and namings. As part of the board’s duty to uphold the mission, integrity and reputation of the TTU system and its component institutions, the board is responsible for the approval of any and all namings of facilities, academic units and endowed and current use funds

13.01.2 Procedure. The board delegates responsibility to the chancellor or the designee of the chancellor to establish and administer procedures for the offering and approval of namings within the TTU system, including facilities, academic units (i.e., colleges, departments, centers, etc.), and certain prestigious academic positions.

13.01.3 Public announcement. Namings outlined under this Chapter 13, Regents’ Rules, shall not be publicized until the requisite approvals identified herein have been obtained.

13.02 **Gift-related namings.**

13.02.1 Academic units.

- a. Approval. Namings of an academic unit resulting from a private gift and that recognizes or otherwise honors an individual, foundation, corporation or other entity must be approved by the board. Prior to presentation of any gift agreement or proposal to a donor suggesting a naming of an academic unit, the component institution's advancement office will work in cooperation and coordination with the TTU system Office of Institutional Advancement and vice chancellor for institutional advancement (the "VCIA") to conduct benchmarking to determine the gift amount(s) appropriate for such a prestigious naming. Advanced notice of a proposed naming under this section will be provided to the board chair and vice chair, and results of the benchmarking may be made available to the board.
- b. Verification. Applicable benchmarking shall be conducted and verified by the component institution's chief advancement officer and the VCIA for the private gift and naming.
- c. Signage. Appropriate signage for the academic unit shall be placed on the facility the unit is located therein, in accordance with the component institution's operating policies and procedures.
- d. Minimum gift. The minimum gift for naming an academic unit under this section shall be \$1 million, unless otherwise approved by the board of regents. Each component institution shall establish operating policies outlining the minimum requisite gift necessary to name a certain academic unit, taking this minimum into consideration. As more specifically outlined in Section 13.05.7, Regents' Rules herein, the component institution operating policies relating to namings, and any changes thereto, must be approved by the board.

13.02.2 Facilities.

- a. Approval. Namings of a facility within the TTU system resulting from a private gift and that recognizes or otherwise honors an individual, foundation, corporation or oth-

er entity must be approved by the board, except as otherwise provided by Section 13.02.2.b.(4), Regents' Rules herein. Prior to presentation of any gift agreement or proposal to a donor suggesting a naming of a facility, the component institution's advancement office will work in cooperation and coordination with the TTU system Office of Institutional Advancement and the VCIA to confirm that the minimum gift requirements outlined herein are met.

- b. Minimum gift. An individual, foundation, corporation or other entity providing philanthropic funding to build new facilities, to renovate or expand existing facilities, or to support the TTU system may have an area named after or in honor of the donor provided that fifty percent (50%) of the construction cost of the designated area and/or fixed equipment therein is contributed by the donor. For purposes of approving namings under this Section 13.02.2, valuations under this subsection b shall be valid for six (6) months from the date affirmed by the TTU system Office of Facilities, Planning and Construction or the component institution's operations division.
 - (1) For new construction, renovation, or expansion, the fifty percent (50%) threshold applies to the estimated construction cost as verified by the vice chancellor for facilities planning and construction and approved by the board. The estimated construction costs shall be comprised of site preparation, building foundations, the building envelope, interior finishes, and the mechanical/electrical/plumbing infrastructure within the building footprint. Estimated construction costs shall exclude demolition.
 - (2) For existing facilities not undergoing renovation or expansion, the fifty percent (50%) threshold applies to the estimated replacement cost of construction of the facility to be named, as verified by the vice chancellor for facilities planning and construction.
 - (3) Notwithstanding the foregoing, all donor recognition within a facility requires a minimum gift in the

amount equal to the applicable component institution's minimum endowment level.

(4) Gifts of less than \$500,000.00 that meet the requirements outlined in this chapter for naming of a facility, as defined herein, may be approved by the component institution president, in cooperation and coordination with the VCIA. The item will be placed as an information item at the next board meeting after the public announcement.

- c. Verification. As part of the presentation of the proposed naming to the board of regents, the vice chancellor of facilities planning and construction shall verify, in writing, that the private gift falls within the fifty percent (50%) threshold outlined herein.
- d. Signage. Appropriate signage for facilities shall be developed in accordance with each component institution's operating policies and procedures.
- e. Change in designation or name. A gift intended to fund a specific facility that the TTU system is no longer planning to construct, expand or renovate may be used or applied to naming of an alternate facility as agreed to by the donor and approved by the president, in consultation with the chancellor and VCIA, with prior notification to the board.
- f. Landscape Features; Monuments; Fixtures. Landscape features, monuments, and/or facility fixtures, including but not limited to, trees, benches, pews, lockers, or tables, may be named in accordance with the established policies and procedures of each component institution.

13.02.3 Named funds. For certain endowments or other funds established through donor funding for the benefit of and the criteria of which will be implemented by the TTU system and/or one or more of its component institutions, naming(s) in accordance with the wishes or in honor of a donor shall be approved as follows:

- a. The board delegates approvals to name endowments or other gift funds established through a private gift of less than \$5 million to the president of the benefitting institution, in consultation and cooperation with the chancellor and the VCIA. Notice shall be provided to the board of regents as part of the information agenda at the next board meeting.
- b. The board shall approve the naming of endowments or other gift funds established through a private gift in excess of \$5 million.
- c. Named chairs, professorships, deanships, or any other academic position must meet the minimum funding levels established by the benefitting component institution's operating policies and Chapter 06, Regents' Rules, and be approved by the component president, in consultation and cooperation with the VCIA, with timely notice to the board of regents prior to its next regularly scheduled meeting before the gift and related naming are publicly announced. The item will be placed as an information item at the next board meeting after the public announcement.

13.03 Facility namings – general.

- 13.03.1 The board, upon recommendation of the president and chancellor, shall approve the naming of all facilities within the TTU system. All new facilities should be named, whenever practicable, or at the time the board approves the final construction project.
- 13.03.2 Academic facilities should be named based on the major academic use of the facility. Athletic facilities should be named based on the major athletic purpose of the facility.
- 13.03.3 Streets and designated landscape features may be named after individuals or groups who have brought honor and distinction to the institution, or in memory of individuals, in accordance with an institution's operating policies and procedures, approved by the component institution's president, with notice to the board at its next regularly scheduled board meeting.

13.03.4 Perimeter campus monument, directional and/or building signage shall comply with respective campus operating policies relating to signage. Any proposed variance(s) to these standards shall be approved by the president, with notice to the chancellor and the board at its next regularly scheduled board meeting.

13.04 Honorary namings.

13.04.1 Any naming of an academic unit or facility in honor or memorial of one or more individuals, foundations, corporations, or other entities not specifically addressed herein must receive approval from the board before said designation may be announced.

13.04.2 An academic unit or facility may be named in honor of an individual who, as an employee, has provided exemplary service to the TTU system or who, as a volunteer, has avidly pursued a program of excellence for a department, school, or college or for the TTU system, the State of Texas, or the United States of America.

13.05 Provisions applicable to all approved namings.

13.05.1 Advance notice. The chancellor and VCIA, in consultation with the component president, shall provide advance notice to the board chair and vice chair of any proposed naming associated with a naming initiative of any type, or removal thereof, that would be considered “high-profile” in the local community, or at a state or national level.

13.05.2 Term. Namings of academic units or facilities, whether resulting from private gifts or charitable contributions or an honorary designation, as governed by this Chapter 13, Regents’ Rules may be subject to a defined term. A termed naming of an academic unit, facility or other named fund should be discussed as part of the benchmarking, proposal and/or gift agreement process and approved by the board of regents or in the same manner as the naming is approved under this Chapter 13, Regents’ Rules.

- 13.05.3 Presentation to the board. Items that must be presented to the board of regents for approval under this Chapter 13, Regents' Rules shall be coordinated by the benefitting component institution's advancement office and component president, through the TTU system Office of Institutional Advancement and/or the TTU system Office of Facilities Planning and Construction.
- 13.05.4 Donor recognition. Donor walls and/or plaques may be utilized to recognize multiple donors and highlight ongoing fundraising efforts in accordance with the operating policies and procedures established by each component institution.
- 13.05.5 Restrictions. Unless otherwise approved by the board, the following restrictions shall apply to all namings:
- a. A gift or gifts for which a named academic position, academic unit or facility naming is approved may not be considered for an additional naming under this Chapter 13, Regents' Rules.
 - b. Pledged gifts should not be extended for a term longer than five (5) years from the date of the gift agreement, unless otherwise approved by the vice chancellor and chief financial officer, the benefitting component institution chief financial officer, VCIA and, if applicable, the benefitting affiliate board.
 - c. Namings of academic units or facilities shall not be approved for gifts promised as part of a donor's planned gift, but that are otherwise unfulfilled.
 - d. Philanthropic namings of academic units or facilities should, generally, not be publicized until the initial payment of the gift has been received.
 - e. Spendable earnings of endowments or any other internal funds may not be utilized or transferred to meet the criteria for a naming.

- f. Under no circumstances shall a corporate logo be utilized or otherwise made part of a philanthropic naming approved hereunder.
- g. In no case shall a facility or academic unit bear the name of more than two families, two individuals, one foundation or one corporation.
- h. A facility or academic unit may be named for an individual provided the individual is not a faculty member, administrator, or other employee who is actively employed by the TTU system at the time the building is named.
- i. No more than one professional title may be included in a naming, and no individual's name may include student organization names or class years in the naming of a facility.

13.05.6 Removal. A naming approved under this Chapter 13, Regents' Rules may be removed if the board determines retention of the name would present an adverse reputational risk to the TTU system or one or more of its component institutions, where there is nonfulfillment of a pledge, or in other unusual or unforeseen circumstances as determined in the board's discretion.

13.05.7 Operating Policies and Procedures. Each component institutions shall establish operating policies and procedures outlining the minimum gift(s) and term(s) pertaining to namings as recommended under this chapter 13. The component institution operating policies relating to namings and term, and any changes thereto, must be approved by the board

13.05.8 Exigent Circumstances. When an emergency or exigent circumstances exist and it is not feasible or practical to convene a quorum of the board within the time in which action is needed, approval may be given for a naming proposal submitted by the chancellor and VCIA, or their designees, by verbal approval of the chair and vice chair of the board. Namings approved in this manner shall be presented to the board as an information item at the next board meeting.

13.05.9 Incorporation of Regents' Rules. All affiliate and component institution gift agreements relating to a naming under this Chapter 13, Regents' Rules shall include a direct reference and link to these rules, as currently in existence or as may be amended from time to time. Under no circumstances may these rules be negated or modified by a private donor gift agreement without prior approval of the board of regents.