1. PURPOSE

This document prescribes the University of Houston System policy and procedure for naming opportunities (buildings, classrooms, scholarships, landscaping, programs, etc.) in accordance with Board policy 32.02.

2. POLICY

2.1. Naming opportunities are normally used to recognize a donor’s generosity to the System or one of its component universities. Naming opportunities may also be used to recognize an individual or other entity based on distinguished leadership and/or service to the System or one of its component universities.

2.2. All naming opportunities must reflect favorably on, and bring honor to, the System.

2.3. In accordance with Board policy 32.02, the Board must approve the naming of a building (new, existing, or expanded), college, school, program, institute, or center. The Board must also approve removing a name from a building, college, school, program, institute or center.

2.4. The Chancellor, or his or her designee, must approve all other naming opportunities (e.g. facilities within buildings, chairs, scholarships, landscaping, etc.) and removal of names. All naming opportunities must be coordinated by development officers through the System Office of StewardshipGift Compliance and approved by the University of Houston Naming Opportunities Committee.

If and when the facility/space/area requires extensive renovations, change of location, or any other circumstance that will substantially change the nature of the facility from what was presented to the Donor(s), then the University shall inform the Donor(s), if practical about any such changes, as well as related changes to the recognition associated with the Donor(s).

2.5. Facilities Planning & Construction must be notified and involved as appropriate and in accordance with SAM 01.B.07 - Facilities Acquisition, Construction, or Renovation).
2.6. Following are suggested minimum gift levels for common naming opportunities. Specific amounts for colleges, schools, programs, new buildings shall not be discussed with donors without first coordinating with the Office of the Vice Chancellor for University Advancement. See SAM 03.F.02, Section 3.3.1 for minimum funding levels for endowments.

a. **College**: Minimum gift range of $10 million to $25 million.

b. **School**: Minimum gift range of five million to $15 million.

c. **Program, Center or Institute**: Minimum gift range of three million to five million.

d. **Endowed Chairs (UH)**: Minimum gift of one million.

e. **Endowed Chairs (UHCL, UHD, UHV)**: Minimum gift range of $500,000 to one million.

f. **Endowed Professorship (UH)**: Minimum gift of $500,000.

g. **Endowed College Professorship (UH)**: Minimum gift of $250,000.

h. **Endowed Professorship (UHCL, UHD, UHV)**: Minimum gift of $250,000.

i. **Other Academic Appointments**: Minimum gift range of $100,000 to $250,000.

j. **University Scholars Endowed Scholarship at UH**: Minimum gift of $100,000.

k. **Graduate Student Fellowship**: Minimum gift of $50,000.

l. **Presidential Endowed Scholarship at UH**: Minimum gift of $50,000.

m. **Scholarship Endowments (UH)**: Minimum gift of $25,000.

n. **Scholarship Endowments (UHCL, UHD, UHV)**: Minimum gift of $10,000.

o. **All Other Named Endowments at UH (other than fellowships or scholarships)**: Minimum gift of $25,000.

p. **All Other Named Endowments at UHCL, UHD and UHV (other than fellowships or scholarships)**: Minimum gift of $10,000.
q. **Library Materials Support:** Minimum gift of $10,000.

r. **Operating Scholarship Gifts:** Minimum gift of $1,000.

sd. **Building or Major Facility:** Minimum gift range equal to one-third to one-half the cost of the project or the replacement cost of an existing building.

te. **Other Facilities (other than a, b, and sd above):** Minimum gift equal to one-third to one-half the full approximate cost of a new facility or the estimated replacement cost of an existing facility.

uf. **Landscaping:** A minimum gift equal to the approximate cost of the project.

2.7. A maintenance endowment fund should be considered when discussing gift levels for buildings, landscaping and other facilities.

2.8. **Gifts In general, gifts** should be paid in full prior to the official naming opportunity taking effect.

A portion of the gift given for a naming opportunity can be used for signage.

2.9. All named endowments associated with naming opportunities must follow appropriate policy and procedure for establishing endowments according to System Administrative Memorandum SAM 03.F.02 - Endowment Management.

2.10. Naming opportunities normally should be recommended as each situation occurs. Gift levels for naming opportunities associated with a specific campaign (i.e., brick campaign, rooms within a new or renovated building, etc.) must be recommended for approval at the start of such efforts.

2.11. Generally, naming opportunities will not be named in honor of donor(s) in return for a deferred gift commitment of in-kind gift.

2.12. Naming opportunities can be named in honor of and in memory of donor(s) at the discretion of the University of Houston System Naming Opportunities Committee and the Vice Chancellor for University Advancement and upon approval of the Board, if required by SAM 08.A.02.

3. **PROCEDURES FOR NAMING OPPORTUNITIES**

3.1. All individual and campaign-related naming opportunities should be planned and coordinated through the System Office of Stewardship.

3.2. The development officer assigned to a department or program wishing to establish a naming opportunity has primary responsibility for originating the request. If
there is no assigned development officer, the chief development officer at the
benefiting component university has primary responsibility.

3.3. The responsible development officer submits the naming opportunity request
http://www.uasys.e.uh.edu/forms.html to the System Office of Stewardship.

3.4. The System Office of Stewardship is responsible for confirming the component
university’s interest and the feasibility of the naming agreement, drafting the
agreement, assisting the development officer with cultivation and solicitation
activities as needed, facilitating Board of Regents approval if required, producing
the final documents and getting the required signatures.

3.5. The System Office of Stewardship is responsible for timely implementation of the
naming agreement terms and retaining appropriate records.

3.1. The relationship manager/development officer wishing to establish a naming
opportunity has primary responsibility for originating the naming opportunity
request. Requests can be made by submitting a Naming Opportunity Request
Form via the UA Intranet.

3.2. The Naming Opportunity Coordinator collaborates with the requesting
relationship manager/development officer and UH Facilities, as needed, to ensure
all applicable information is gathered. Information should include the following
documentation.

3.2.1. Name of space

3.2.2. Location

3.2.3. Square footage of space

3.2.4. Actual cost construction/renovation/purchase of materials, if available. If
actual cost is not available, Naming Opportunity Coordinator will assign a
cost based on the square footage and a cost estimate from The Higher
Education Coordinating Board’s Project Construction Cost Analysis
document.

3.2.5. Description of the space which may include, but is not limited to, usage,
exposure to faculty/students/public, etc.

3.2.6. Relationship Manager/Development Officer’s suggested minimum value
which should consider the Guidelines of the Naming Opportunities
SAM Policy 08.A.04, actual/estimated cost as it relates to the college’s
budget for the project, college’s donors’ giving capacities, and
marketability of the space.
3.3. Upon collecting all of the needed information, the Naming Opportunity Coordinator will add the naming opportunities to the UH Naming Opportunities Master Grid and code the status as “Submitted.”

3.4. The Naming Opportunity Coordinator presents the naming opportunities and all applicable information to the Naming Committee mid-month on a monthly basis as follows:

3.4.1. SAM 08.A.04 with the policy guidelines of naming opportunities;

3.4.2. Actual/estimated cost;

3.4.3. Marketability of the space; and

3.4.4. College’s donors’ giving capabilities, if available.

3.5. If the Naming Committee has questions/concerns regarding the naming opportunities, the Naming Opportunity Coordinator will facilitate the questions/concerns to the relationship manager/development officer for response. Once the Naming Opportunity Coordinator obtains the needed information, the opportunities will be resubmitted to the Naming Committee for review.

3.6. If the Naming Committee approves, the Naming Opportunity Coordinator will update the status on the UH Naming Opportunities Master Grid to “Committee Approved.”

3.7. Based on the same categories as the Naming Committee (listed in number 2 above), the Naming Opportunity Coordinator will then facilitate submission to the VC/VP of University Advancement, who will review the information on the first of each month.

3.8. Upon the VC/VP of University Advancement’s approval, the Naming Opportunity Coordinator will update the status of the naming opportunities on the UH Naming Opportunities Master Grid to “VC/VP Approved.”

3.9. If the submitted naming opportunities require Board of Regents approval per the Naming Opportunities SAM Policy 08.A.04 (building [new, existing, or expanded], college, school, program, institute, or center), the Naming Committee Chair, Naming Opportunity Coordinator, and relationship manager/development officer will collaborate to ensure the VC/VP of University Advancement has all of the necessary and appropriate information for submission.

3.10. Approval of the naming opportunities should take place prior to requesting a naming agreement. The relationship manager/development officer has primary responsibility for originating the naming agreement. A request can be made by submitting a Naming Opportunity Request Form via the UA Intranet.
3.11. The Gift Agreement/Naming Opportunity Coordinator will collaborate with the relationship manager/development officer to establish donor and University approved terms.

3.12. The Gift Agreement/Naming Opportunity Coordinator will coordinate the signature process.

3.13. Lastly, the relationship manager/development officer will obtain the donor’s(s’) signature and present the naming agreement which indicates completion.

4. REVIEW AND RESPONSIBILITY

Responsible Party: Associate Vice Chancellor for University Advancement

Review: Every three years, on or before December 1

5. APPROVAL

Approved: Michael Rierson
Vice Chancellor for University Advancement

Renu Khator
Chancellor

Date: May 27, 2010
## REVISION LOG

<table>
<thead>
<tr>
<th>Revision Number</th>
<th>Approval Date</th>
<th>Description of Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>04/14/1994</td>
<td>Initial edition (Original title: Procedure to Name a Facility, College, School, or Academic Program)</td>
</tr>
<tr>
<td>2</td>
<td>11/30/2005</td>
<td>Applied revised SAM template to meet current documentation standards. Renamed SAM to “Naming Opportunity.” Changed Board policy in Section 1 from 33.04 to 33.02, and revised opportunities to buildings, classrooms, scholarships, and programs. Revised Section 2 to reflect current policies and responsible parties for naming opportunities. Revised Section 3 to reflect current process for naming opportunities, including information on Naming Opportunity Request Form (Addendum A). Removed Section 4. Changed Institutional Advancement to University Advancement throughout text. Changed review period from even numbered years prior to May 1st to every three years on or before August 1st. Added Addendum A.</td>
</tr>
<tr>
<td>3</td>
<td>03/29/2010</td>
<td>Applied revised SAM template to meet current documentation standards. Added hyperlinks as needed. Added new Section 2.5 on using Naming Opportunity Request form (Addendum A, cited as link). Added SAM 01.B.07 to Section 2.6 on Facilities Planning and Construction involvement in donation of facilities. Changed Section 2.6.h gift range from $100,000 - $250,000 to $250,000 - $500,000. Added Section 2.6.j for University Scholars, Section 2.6.l on Presidential Endowed Scholarships, Section 2.6.q on Library Materials Support, and Section 2.6.r on Operating Scholarship Gifts. Changed Section 3.1 to System Office of Stewardship. Added information to Section 3.2 through 3.5 regarding System Office of Stewardship processes. Changed responsible party from Vice Chancellor for University Advancement to Associate Vice Chancellor for University Advancement. Changed review period from every three years on or before August 1st to every three years on or before December 1st. Removed Vice Chancellor for Administration and Finance from approval process, and added Vice Chancellor for University Advancement. Removed Section 6, Indexing Terms</td>
</tr>
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<td>Revision Number</td>
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<td>4</td>
<td>TBD</td>
<td>Exchanged the word “Scholarship” with “Landscaping” throughout text. Updated links throughout text. Revised Section 2.4 with information regarding extensive renovation, location, or change of facility require notification to the donors, and updating office to the System Office of Gift Compliance. Removed Section 2.6.d through Section 2.6.r, since information is duplicated in SAM 03.F.02. Added Sections 2.11 and 2.12. Extensively revised Section 3 to reflect current operating requirements regarding naming opportunity procedures. Updated the responsible party to the Vice Chancellor for University Advancement</td>
</tr>
</tbody>
</table>