

UNIVERSITY OF HOUSTON SYSTEM
ADMINISTRATIVE MEMORANDUM

SECTION: University Advancement

NUMBER: 08.A.04

AREA: General

SUBJECT: Naming Opportunities

1. PURPOSE

This document prescribes the University of Houston System policy and procedure for naming opportunities (buildings, classrooms, scholarships, 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, etc.) and removal of names. All naming opportunities must be coordinated by development officers through the System Office of Stewardship.
- 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.
 - 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.
- s. 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.

- t. Other Facilities (other than a, b, and s 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.
 - u. 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 and other facilities.
- 2.8. Gifts should be paid in full prior to the official naming opportunity taking effect.
- 2.9. All named endowments must follow appropriate policy and procedure for establishing endowments according to System Administrative Memorandum [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.
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.

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