

**UNIVERSITY OF HOUSTON SYSTEM
ADMINISTRATIVE MEMORANDUM**

SECTION: University Advancement

NUMBER: 08.A.04

AREA: General

SUBJECT: Naming Opportunity

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 33.02.

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 33.02, 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 through the Office of the Vice Chancellor for University Advancement

2.5. The development office at the System component university requesting the naming opportunity will process the request using the Naming Opportunity Request Form (Addendum A).

2.6. Facilities Planning & Construction must be notified and involved as appropriate.

2.7. Following are suggested minimum gift levels for common naming opportunities. Specific amounts for colleges, schools, programs, new buildings, etc. should 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 range of \$250,000 to \$500,000.
 - i. Other Academic Appointments: Minimum gift range of \$100,000 to \$250,000.
 - j. Other Named Endowments (other than fellowship scholarship) : Minimum gift of \$100,000.
 - k. Graduate Student Fellowship: Minimum gift of \$50,000.
 - l. Scholarships: Minimum gift of \$10,000.
 - m. 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.
 - n. Other Facilities (other than a, b, and m 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.
 - o. Landscaping: A minimum gift equal to the approximate cost of the project.
- 2.8. A maintenance endowment fund should be considered when discussing gift levels for buildings and other facilities.
- 2.9. Gifts should be paid in full prior to the official naming opportunity taking effect.

- 2.10. All named endowments must follow appropriate policy and procedure for establishing endowments according to System Administrative Memorandum 03.F.02 - Endowment Management.
- 2.11. 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.) may be recommended for approval at the start of such efforts.

3. PROCEDURES FOR NAMING OPPORTUNITIES

- 3.1. The development office at the component university requesting the naming opportunity is notified and then processes the request.
- 3.2. A completed Naming Opportunity Request Form (Addendum A) is submitted to the Office of the Vice Chancellor for University Advancement. Discussion prior to submitting the form is encouraged, especially for situations that are other than routine.
- 3.3. The Office of the Vice Chancellor for University Advancement obtains approval from the Chancellor and Board (when necessary).
- 3.4. Naming opportunities requiring approval by the Regents will follow the normal Board agenda item process.
- 3.5. For approved facilities, appropriate signage and publication changes will be implemented.

4. REVIEW AND RESPONSIBILITIES

Responsible Party: Vice Chancellor for University Advancement

Review: Every three years on or before August 1

5. APPROVAL

Approved: John Rudley
Vice Chancellor for Administration and Finance

Jay Gogue
Chancellor

Date: November 30, 2005

6. INDEXING TERMS

- Donors
- Naming of facilities
- Naming of colleges, schools
- Naming of academic programs
- Naming of scholarships
- Philanthropy

Exhibit A

**University of Houston System
Naming Opportunity Approval Form**

This form should be used to obtain approval for non-endowed naming opportunities such as colleges, schools, programs, buildings, facilities within buildings, external facilities, etc. Named endowments should follow procedures outlined in SAM 03.F.02 - Endowment Management.

Section 1. Submitted By: _____

Section 2. What is to be named?

Proposed Name:

Section 3. Naming Reason: _____ **Gift** _____ **In-Honor-Of**

Section 4. Gift Amount: \$ _____

Section 5. Payment Schedule:

Section 6. Special Notes *attach any relevant documentation:*

Section 7. Approval Signatures & Date:

Dean of requesting unit (if applicable) Date

Vice President of requesting division (if applicable) Date

President of requesting university (UHCL, UHD or UHV only) Date

Vice Chancellor for University Advancement Date

Chancellor or Designee Date