

Institutional Handbook of Operating Procedures
Policy 02.06.03

Section: General Administration	Responsible Vice President: Vice President and Chief Development Officer
Subject: Facilities Use	Responsible Entity: Development Office

I. Title

Naming of Facilities, Programs and Other Entities

II. General Policy

The naming of The University of Texas Medical Branch (UTMB) facilities, programs and other entities shall be in accordance with the Regents' Rules and Regulations, Rule 80307, and procedures promulgated by The University of Texas System (UT System). Such namings must undergo a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of the UT System and UTMB. Before proceeding with honorific or gift-related namings, institutions must carefully consider all circumstances surrounding the naming, including the overall benefit to the institution and whether displaying the name is and will continue to be a positive reflection on the institution. No naming shall be permitted for any corporation or individual whose public image, products, or services may conflict with such purpose and mission.

III. Gift Related Namings

Facilities, programs, and other entities may be named under the terms of a negotiated gift agreement to memorialize or otherwise recognize substantial gifts and significant donors or individuals designated by donors.

Recommendations for any such namings must first be reviewed by the Vice President and Chief Development Officer who shall submit a recommendation to the President. The President will make the final decision. Review by the Vice President and Chief Development Officer and approval by the President, must occur prior to any discussion with or commitment to a donor or potential honoree.

For gift-related namings that require approval by the UT System Administration and the Board of Regents (Regents' Rule 80307), the President shall submit a recommendation on behalf of UTMB.

IV. Corporate Naming

- Each Corporate Naming for Prominent Facilities or Programs must be approved by the Board of Regents. Each Corporate Naming for Other Prominent Facilities and Programs or Less Prominent Facilities or Programs must be approved by the Chancellor (Regents' Rule 80307).

V. Naming of Streets

- The naming of all streets located on campus must be approved by the Board of Regents. Recommendations for any street names shall be forwarded to the Board of Regents with recommendations of the Chancellor, the Executive Vice Chancellor for Academic or Health Affairs, the Vice Chancellor for External Relations, Communications and Advancement Services, and the president of the institution (Regents' Rule 80307).

VI. Honoric Namings

As a matter of general practice, namings will recognize significant philanthropic gifts. Under special circumstances, honorific namings may be considered. Honorific namings are exceptional in nature and shall be granted for individuals or organizations that have made extraordinary contributions to UTMB, the state or nation. Recommendations for honorific namings may be proposed by the UTMB President to the Chancellor, who will determine on a case-by-case basis whether to advance the request to the Board of Regents for consideration.

For honorific namings that require approval by the UT System Administration and the Board of Regents (Regents' Rule 80307), the President shall submit a recommendation on behalf of UTMB.

VII. Requirements Facilities, Programs and Other Entities

- Annually, either during the operating budget submission process or the capital improvement program review, a building naming inventory with gift value ranges shall be submitted by the President to the Chancellor for review and approval by UT System Administration and the Board of Regents.
- Annually, either during the operating budget submission process or the capital improvement program review, the President shall submit to the Chancellor for review and approval an inventory of less prominent facilities and entities for naming opportunities. The inventory shall include descriptions, approximate size, and minimum gift or gift value range requirements.
- The inventory shall include facilities and entities such as classrooms, auditoria, laboratories, patient rooms and smaller centers and institutes.
- Following approval by the Chancellor, the President, and the Vice President and Chief Development Officer may solicit gifts and name the facilities and entities in accordance with the approved inventory.
- During the succeeding year's budget process or capital improvement program review, the President will forward to the Chancellor an annual report outlining each facility named, including the category, the name of the person(s) or entity, and the amount of the gift associated with each naming.

When the naming of facilities, programs, and other entities is contemplated as part of a special private-fund development initiative, that initiative, the proposed naming, and the associated private-fund contributions to be sought shall have prior approval of the President, UT System Administration, and the Board of Regents.

VIII. Namings Approvals Chart.

The below chart summarizes the approving authority for namings. Please reference the text of the rule for relevant procedural requirements (Regents’ Rule 80307).

	Corporate	Non-Corporate (Individual)	Honorific
Namings for Prominent Facilities and Programs	Board of Regents	Board of Regents	Board of Regents
Namings for Other Prominent Facilities and Programs	Chancellor	Chancellor	Board of Regents
Less Prominent Facilities and Programs	Chancellor	Institutional President	Board of Regents for namings for U. T.-affiliated individual or public official Institutional President, with approval by Chancellor, for all others.

VIII. The required procedures and submissions shall be administered by the Development Office.

IX. Relevant System Policies and Procedures

[Rules and Regulations of the Board of Regents, Series 80307](#)

X. Dates Approved or Amended

<i>Originated: 10/27/1999</i>	
<i>Reviewed with Changes</i>	<i>Reviewed without Changes</i>
08/07/2009	09/07/2012
09/03/2021	

XI. Contact Information

Development Office
(409) 772-1991