

51.06.99.C0.01 Naming of Buildings, Geographical Areas, and Academic Entities



Revised: January 27, 2025
Next Scheduled Review: January 27, 2030
[Revision History](#)

Procedure Summary

Texas A&M University-Corpus Christi (TAMU-CC) may honor or memorialize individuals, businesses, and other constituents who have made significant contributions to the community, the university, or education in general by naming buildings, definable portions of buildings, geographical areas, outdoor spaces, or academic entities for them. This procedure establishes the guidelines and process for naming campus buildings, geographical areas, and academic entities in these cases.

Procedure

1. AUTHORITY FOR NAMING
 - 1.1. The authority to honor or memorialize individuals, businesses, and other constituents by naming of buildings, facilities such as laboratories, classrooms, assembly rooms, office spaces, conference rooms, and ballrooms, outdoor spaces, or academic entities of TAMU-CC rests with the Board of Regents. The Board of Regents must approve, in advance, the names put forth by TAMU-CC. All initial recommendations and requests should be submitted to Institutional Advancement to begin the process. Those individuals, businesses, and other constituents who the university chooses to honor in this fashion must have rendered distinguished service to the community, the university, or education in general.
 - 1.2. The Board of Regents may make an exception to the service requirement in the case of an individual who has made a gift or has had a contribution made on their behalf amounting to a substantial portion of the value of an asset.
2. PURPOSES FOR NAMING

Buildings, geographical areas, or academic entities may be named to memorialize or otherwise recognize substantial gifts, significant donors, individuals, businesses, and other constituents designated by donors, or individuals, businesses, and other constituents who have made exemplary or meritorious contributions to TAMU-CC. Such designations may be for a single gift, multiple gifts over time, or for a combination of gifts and other contributions, and may take into account the ability of the gift to stimulate gifts from other donors.

3. NAMING PROCESS

Requests for naming buildings, geographical areas, or academic entities must adhere to the following process:

- 3.1. All formal requests to name buildings, geographical areas, or academic entities for individuals, businesses, and other constituents originate with the Office of the Vice President for Institutional Advancement.
- 3.2. The Vice President for Institutional Advancement will present the formal request to the President for consideration and university approval. The President may seek advice from others in such matters.
- 3.3. The final approval for recommending the names of individuals, businesses, and other constituents to be honored by naming campus buildings, geographical areas, or academic entities to the Board of Regents rests with the President. The recommendation by the President is not subject to appeal.
- 3.4. The President, in accordance with system policy *51.06, Naming of Buildings and Other Entities*, must submit the recommendation for the naming of a building or other entity for donors or other individuals, businesses, and other constituents to the Board of Regents for approval.
- 3.5. No action, formal or informal, will be taken to implement a recommendation for the naming of a building, geographical area, or academic entity for individuals, businesses, and other constituents until final approval is obtained from the Board of Regents. No commitment, direct or implied, will be made to any party regarding the naming of a building, geographical area, or academic entity prior to official notification of approval by the Board of Regents.
- 3.6. The President will notify the honoree(s) of the naming action only after written authorization is received from the Board of Regents.

4. GENERAL PROVISIONS

4.1. Reciprocity

A gift-related naming opportunity requires that the gift be reasonably related to the building, geographical area, or academic entity being named.

4.2. Determination of Current Value

For the purposes of this procedure, the current value of buildings, geographical areas, academic entities, or donated real property will be determined by the university.

4.3. Donor Recognition

4.3.1. The designation of a name will not be publicly announced until final approval has been obtained from the Board of Regents.

4.3.2. The donor will not be recognized in regard to a naming until the university has received at least 20% of any gift related to the naming.

4.3.3. A gift agreement outlining how the remainder of the pledge will be paid must be signed and accepted by the Chancellor and the Board of Regents. Said pledge will normally not exceed five (5) years from the date of the original gift. Other types of gift arrangements or payments may be considered on a case-by-case basis.

4.3.4. During the development process, the request will be treated confidentially; possible naming commitments will be reviewed carefully for full compliance with applicable laws and ethical principles.

4.4. Duration of a Facility Naming

4.4.1. A facility naming in recognition of a gift will be for twenty-five (25) years unless:

- a) the lifetime of the facility being named is less than 25 years, in which case the naming will be for the life of the facility,
- b) renovations and/or repairs are required within the 25-year period, or
- c) an alternate length of time is otherwise agreed to in the gift agreement.

4.4.2. Every effort will be made to preserve any historical name(s) through dual naming with appropriate signage design. At a minimum, historical uses and names of an existing named facility that is re-named will be permanently recorded on a suitable marker or plaque at or near the main entrance.

4.5. Corporate/Organization Naming

A corporate or organization naming must be in accordance with these provisions and the requirements of the Texas Education Code § 51.923.

5. NAMING GUIDELINES

When naming recommendations arise, the following guidelines will be followed:

5.1. The naming of buildings, geographical areas or academic entities in honor of campus administrative officials, faculty, staff, or elected/appointed public officials will normally only occur at least three (3) years after the campus employment or public service has concluded.

5.2. Naming in recognition of individuals, businesses, and other constituents who have made extraordinary contributions to the university, community, or education in general will be based upon accomplishments of undeniable importance. Said accomplishments must be widely recognized in the community. Outstanding accomplishments can include service such as academic or administrative leadership or community and state leadership that directly affects the university. Accomplishments must be documented in sources such as historical records, public honors, publications, local news, or evidenced in the letters of alumni, associates, students, and/or friends.

5.3. Closure or demolition of a facility or renovation of space may result in the termination of named recognition. Should such actions occur, an appropriate form of recognition will be provided.

5.4. At the discretion and direction of the Board of Regents, naming rights may be forfeited if actions of the contributor or named organization call into question the public respect of TAMU-CC or the Texas A&M University System.

6. CRITERIA FOR NAMING

6.1. New Buildings or Facilities

6.1.1. A significant financial contribution to the actual construction cost or the fundraising goal, as appropriate, or

6.1.2. A significant financial contribution to an endowment fund for continuing maintenance of the building or facility or for ongoing research or teaching activities in the building.

6.2. Existing Buildings or Facilities

6.2.1. A significant financial contribution equal to a significant portion of the replacement or renovation cost of the building or facility, or

6.2.2. A significant financial contribution to an endowment fund for continuing maintenance of the building or facility or for ongoing research or teaching activities in the building.

6.3. Rooms or Other Parts of Buildings or Facilities

6.3.1. A financial contribution to the cost of the building or facility, based on the actual cost of the construction and the size or significance of the area to be named, or

6.3.2. A financial contribution to an endowment fund for continuing activities in the building.

6.4. Campus Landmarks, Named Areas, and Other Outdoor Spaces

The cost of new construction and/or with the establishment of an endowment to support annual maintenance for existing or new gardens, landscaped areas, porticos, parks, streets, and similar structures.

6.5. Renaming

A significant portion of the estimated private funds needed to replace or renovate an existing structure must be contributed. In such cases, to the extent possible, the original donor for which the building is named will be given first right of refusal and make an additional gift in order to maintain their name on the building.

Related Statutes, Policies, or Requirements

[Texas Education Code § 51.923](#)

System Policy [51.06, Naming of Buildings and Other Entities](#)

University Procedure [51.99.99.C0.01, Permanent Memorials and Honorariums](#)

This procedure supersedes:

- *51.09.99.C0.01, Naming of Buildings, Other Facilities, and Outdoor Spaces*
- *51.06.99.C0.01, Naming of Buildings and Other Entities*

Contact Office

Contact for clarification and interpretation: Vice President for Institutional Advancement
(361) 825-5749