Policy Name: Naming Guidelines

Policy Number: 1.5

Is this policy new, being reviewed/revised, or deleted? Review/Revise

Date of last revision, if applicable: 7/28/2015

Unit(s) Responsible for Policy Implementation: Vice President for University Advancement

Purpose of Policy (what does it do): References guidelines for naming procedures.

Reason for the addition, revision, or deletion (check all that apply):

- [x] Scheduled Review
- [ ] Change in law
- [ ] Response to audit finding
- [ ] Internal Review
- [ ] Other, please explain:

Please complete the appropriate section:

Specific rationale for new policy: N/A

Specific rationale for each substantive revision: To promote naming guidelines and procedures rather than listing specific price points; and to update language regarding duration of naming and reserving right to remove previously approved name.

Specific rationale for deletion of policy:

Additional Comments:

Reviewers:

Trey Turner, Executive Director of Development
Jill Still, Vice President for University Advancement
Damon Derrick, General Counsel
Naming Guidelines

Original Implementation: January 23, 1971
Last Revision: July 28, 2015

Buildings and other facilities (including rooms, laboratories and clinics) of Stephen F. Austin State University may be named by the Board of Regents for deceased persons who have made outstanding contributions to the university or its prestige. In extraordinary circumstances, particularly when a significant donation has been made to the university, the Board of Regents may name a building, or other facility, for a living person.

Listed below are minimum dollar amounts associated with fundraising necessary for naming consideration:

- One of the six colleges within the university $5,000,000
- A department or school within a college $2,000,000
- An institute or center within a college $1,000,000
- Any existing, unnamed building $1,000,000
- An endowed academic chair in any discipline $1,000,000
- An endowed distinguished professorship $250,000
- An endowed professorship $125,000
- An endowed full-tuition and fees scholarship $250,000
- Minimum for any named endowed fund $20,000

Amounts associated with fundraising necessary for naming consideration are outlined in the university’s Overview of Naming Guidelines and Procedures, available in the office of the vice president for university advancement.

The Board of Regents retains the latitude to create alternate naming opportunities within the discretion of the board.

Proposed names may be submitted from any source to the Office of Development for their recommendation to the president who, if he concurs shall submit such names, together with background reasons, to the Board of Regents for consideration; provided, however, that the Board of Regents may act without receiving a nomination from the Office of Development, when circumstances justify such action, and particularly when a substantial donation has been made toward the construction of the building or facility to be named. Any such nominations shall be reviewed by the building and grounds committee of the board. Such review shall take place before contact with any prospective nominee. A name will not be moved from one building to another and when a building is razed, the name will no longer be used.

A plaque shall be placed on each new building. The plaque shall show the names of those occupying the following positions on the date the project is approved by the Board of Regents: the officers of
the Board of Regents, the remaining members of the Board of Regents in alphabetical order, the student regent, the president of the university, the vice president for finance and administration, the vice president(s) for the area involved, the director of physical plant, the architect and the contractor, together with the year the project was approved.

*The duration of the naming of facilities, spaces, or programs is governed by the Overview of Naming Guidelines and Procedures. However, in unusual or unforeseen circumstances, the university reserves the right to remove a previously approved name. Examples include, but are not limited to, a donor not fulfilling the terms of a gift agreement upon which the naming was approved, or continuation of the name may compromise the public trust or reputation of the university.*

**Cross Reference:** Board of Regents Rules and Regulations, Overview of Naming Guidelines and Procedures

**Responsible for Implementation:** President, Vice President for University Advancement

**Contact for Revision:** President, Vice President for University Advancement

**Forms:** None

**Board Committee Assignment:** Building and Grounds