

Texas Woman's University Regent Policy

Regent Policy Name: Naming Policy

Regent Policy Number: Regent Policy: D.40010

POLICY STATEMENT

None

APPLICABILITY

This policy is applicable to TWU Students, Faculty, Staff, and Guests.

DEFINITIONS

1. "Facilities" means all physical facilities and buildings.
2. "Prominent Facilities" means all buildings; athletic facilities.
3. "Other and Less Prominent Facilities" are areas such as wings and other major components of academic, medical, athletics, and arts facilities, large auditoria, concert halls, atria, prominent outdoor spaces, clinics, and collections. Additionally, facilities such as laboratories, classrooms, seminar or meeting rooms, and patient rooms that the Vice President of University Advancement, in consultation with the Divisional Vice President, and the Chancellor and President, determines are less prominent and therefore not within the category of Prominent Facilities.
4. "Academic Positions" means all positions held by a TWU faculty member.
5. "Programs" means all non-physical entities.
6. "Prominent Programs" means major entities, such as colleges, schools, academic departments, and clinical divisions.
7. "Other Prominent Programs" means academic and health centers, programs, institutes, and organized research units.
8. "Less Prominent Programs" means facilities such as laboratories, classrooms, seminar or meeting rooms, and patient rooms that the Vice President of University Advancement, in consultation with the divisional Vice President and the Chancellor and President, determines are less prominent and therefore not within the category of Prominent Facilities.

9. "Corporate Naming" means the naming of any Facility or Program after a corporate or other business-oriented entity.
10. "Prominent Naming" means the naming of Prominent Facilities or Prominent Programs.

POLICY

I. General Naming Policy

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| Section 1 | Careful Consideration. Before proceeding with any naming, the University Administration 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 University. |
| Section 2 | Review. Any naming of Facilities, Programs or Academic Positions must undergo a high level of consideration and due diligence to ensure that the name comports with the purpose and mission of TWU. No naming shall be permitted for any corporation or individual whose public image, products, or services may conflict with such purpose and mission. |
| Section 3 | Time Limitation for Approval. Naming approvals granted under this Policy are valid for a period not to exceed 365 days from the date of approval. After approval of a naming, the negotiated gift agreement must be executed within 365 days of that approval. If that does not occur, the naming must be resubmitted for approval by the Board of Regents unless the Chancellor approves a one-time, 90-day extension of the naming approval, consistent with the requirements of Section 2 below. |

II. Naming of Facilities and Programs

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| Section 1 | <u>Prominent Facilities and Prominent Programs</u> <ol style="list-style-type: none">1.1 Each naming for a Prominent Facility or Prominent Program must be approved by the Board of Regents.1.2 Recommendations for namings of any university building or athletic facility, college, school, and academic department shall be forwarded to the Board of Regents with recommendations of the Chancellor and President and the Vice President for Advancement, according to procedures established by the Office of University Advancement. |
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Section 2 Naming of Other Prominent and Less Prominent Facilities, Awards, Programs and Collections

- 2.1 The Board of Regents has delegated naming authority for Less Prominent Facilities and Less Prominent Programs to the Chancellor and President.
- 2.2 Each naming for Other and Less Prominent Facilities, Awards, Programs and Collections may be approved by the Chancellor and President with recommendations of the respective Dean, the Provost, the respective divisional Vice President if applicable and the Vice President of University Advancement, according to procedures established by the Office of University Advancement.
- 2.3 Other Prominent Facilities and Programs may include wings and other major components of academic, medical, athletics, and arts facilities, large auditoria, concert halls, atria, prominent outdoor spaces, and clinics and academic and health programs, centers, institutes, and organized research units.
- 2.4 The Vice President of University Advancement, in consultation with the appropriate divisional Vice President, will make a recommendation to the Chancellor and President concerning what types of Facilities and Programs will be considered “Other Prominent” and “Less Prominent”.

III. Naming of Academic Positions

Academic Positions. The Board of Regents has delegated naming authority for Academic Positions including Fellowships to the Chancellor and President with recommendations of the respective Dean, the Provost, the respective divisional Vice President if applicable and the Vice President of University Advancement, according to procedures established by the Office of University Advancement. A gift-related naming will consider the value and visibility of the position.

IV. Naming of Streets

Naming 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 respective Dean (if applicable), the Provost and/or the respective divisional Vice President and the Vice President of University Advancement.

V. Honorific Naming

Section 1 General Guidelines. Honorific namings may be considered for individuals who have made exemplary or meritorious contributions to

TWU or society. Any naming in honor of TWU administrative officials, faculty, or staff members or for elected or appointed public officials shall normally occur only after the campus employment or public service has concluded.

Section 2 Approval by Board of Regents. Honorific namings of Prominent Facilities, Programs, Academic Positions or Other Prominent Facilities and Programs must be approved by the Board of Regents. Requests shall be forwarded to the Board of Regents with the recommendations of the Chancellor and President, the respective Dean (if applicable), the Provost and/or the respective divisional Vice President and the Vice President of University Advancement.

Section 3 Approval by Chancellor and President. Under appropriate circumstances, honorific namings of Less Prominent Facilities and Programs may be granted by the Chancellor and President.

VI. Gift-Related Naming

Gift-Related Naming. Facilities and Programs 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. The office of Advancement shall develop guidelines for what constitutes substantial and significant donations to warrant a gift-related naming. Institutional donor guidelines must be approved by the Chancellor and President for inclusion in the institutional *Regulations and Procedures*.

VII. Corporate Naming

Section 1 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 and President.

Section 2 Special Considerations

2.1 The Office of University Advancement must complete a detailed due diligence review, in accordance with policies and procedures established by that office, of the corporation prior to any Corporate Naming.

2.2 Each Corporate Naming must be analyzed by the Office of University Advancement, the Office of the Chancellor, the Office of General Counsel, and the Office of Finance and Administration to ensure that there are no impermissible conflicts or legal issues.

- 2.3 Certain restrictions may also apply to any proposed naming of a Facility financed with the proceeds of tax-exempt bonds.

Section 3 Procedures for Corporate Naming

- 3.1 Before negotiating a possible Corporate Naming, the Dean or other appropriate administrator shall send a written request, in compliance with procedures established by the Office of University Advancement, to the respective divisional Vice President.
- 3.2 The respective divisional Chancellor and President shall have authority to sign such agreements after appropriate review and approval.

VIII. Changes to Approved or Existing Names of Prominent Facilities, Programs, Academic Positions, Collections and Streets and Nonhonorific Redesignation

- Section 1 Minor Changes. Minor changes to approved or existing names of Prominent Facilities, Programs, and Streets as determined by the Vice President of University Advancement may be approved by the Chancellor and President after review by the respective divisional Vice President and the General Counsel. Nonhonorific renaming and redesignation of projects in the Campus Master Plan shall be reviewed and approved by the Vice Chancellor for Finance and Administration in consultation with the Chancellor and President. Such approved redesignations will be included in the amended Campus Master Plan.
- Section 2 Removal of Names. The University reserves the right to withdraw a name under extraordinary circumstances when, based on information unavailable at the time of the naming, the continued use of the name would compromise the public trust and reflect adversely upon the University. In the case of a benefactor naming, the University may remove a name upon the failure of a financial commitment to be satisfied.

IX. Announcements

Naming Announcements. Announcement of the naming of any Facility, Program, Academic Position or Collection shall not occur prior to the final approval required by this Rule.

X. University Building Plaques

Building Plaques. The Board of Regents authorizes the Chancellor and President to approve inscriptions on building plaques for new and remodeled buildings at

Texas Woman's University which acknowledge, at a minimum, Regents who served on the Board at the time the project was approved, noting the Chair/Presiding Officer, Vice Chair/Asst. Presiding Officer, other Regents, Chancellor and President, Project Architect, and Contractor.

XI. Namings Approval Chart

	Corporate	Non-Corporate	Honorific
Namings for Prominent Facilities and Programs**	Board of Regents	Board of Regents	Board of Regents
Namings for Other Prominent Facilities and Programs***	Chancellor and President	Chancellor and President	Board of Regents
Less Prominent Facilities and Programs****	Chancellor and President	Chancellor and President	Chancellor and President

REVIEW

This policy will remain in effect and published until it is reviewed, updated, or archived. This policy is to be reviewed once every six years. Interim review may be required as a result of updates to federal and state law or regulations, or internal processes or procedures.

REFERENCES

[URP 02.140: Naming Events](#)

[URP 03.100: Gift Acceptance Policy](#)

FORMS AND TOOLS

None

Adopted: November 10, 2016

Revised: August 10, 2018