

The University of North Texas at Dallas Policy Manual	Chapter 9.000
9.001 Naming Policy	Institutional Advancement

Policy Statement. Naming opportunities exist to recognize the dedication, accomplishment or generosity of extraordinary individuals and entities whose support has proven valuable to the mission and programs at the University of North Texas at Dallas. This policy will guide the President to establish consistent definitions, set minimum standards, and create general procedures to guide staff and donors in discussing naming opportunities.

Application of Policy. This policy applies to all naming bestowed by UNT Dallas.

Definitions.

1. **Gift.** “Gift” means a voluntary, irrevocable, philanthropic transfer of assets received by UNT Dallas from an individual, a corporation, a foundation or other organization. A number of assets may be the proper subject of a gift, including but not limited to cash, stock or other securities, real estate, and other in-kind gifts of tangible personal property. Gifts may also be outright or deferred, and may be received through a number of vehicles, including but not limited to decedents’ estates, trusts, and qualified charitable gift annuities.
2. **University or Institution.** The terms “University” and “Institution,” for the purposes of this policy, refer to the UNT Dallas.
3. **Naming.** “Naming” refers to the conferral of an individual’s or organization’s name to a building, room, area, or other parcel of real property or an improvement thereon, or to an institute, program, endowed chair, or other academic initiative or program, for the purpose of honoring the philanthropic support and/or distinguished contributions of the subject individual or organization.

PROCEDURES AND RESPONSIBILITIES.

1. Naming Categories.

a. Gift-Related Naming.

A gift-related naming occurs when a donor makes a tax-deductible contribution to the institution or to a development foundation that supports the Institution and is recognized with a naming. Gift-related naming must be approved by the Board of Regents, the President or the Vice President for University Advancement as set forth in the “Naming Opportunities and Necessary Approvals” section of this Policy.

b. Honorific Naming.

An honorific naming is bestowed in recognition of the dedication or meritorious contribution of a person. A person being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the institution, must have an established relationship with the University, and must have contributed measurably to the good of society. When an individual is considered for an honorific naming, the proposal shall be reviewed and approved by the Vice President for University Advancement and the President prior to being submitted to the Board of Regents for final approval. The Board of Regents must approve all honorific namings.

Responsible Party: Board of Regents, President, Vice President for University Advancement

2. Naming Opportunities and Necessary Approvals.

a. Buildings and Other Major Facilities.

Naming of buildings and other major facilities, such as conference facilities, wings of buildings, large auditoriums, concert halls and clinics, and stadiums must be approved by the Board of Regents following the recommendations of the President. The criteria for a gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum donation valued between 33% and 50% of the original construction, renovation, or current value of the property.

Responsible Party: Board of Regents, President

b. Areas within Buildings and Other Major Facilities.

Naming of areas within buildings and other major facilities such as, but not limited to, atriums, specific rooms, lecture halls, laboratories and workshops, must be approved by the President upon the recommendation of the Vice President for University Advancement. A gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation valued between 33% and 50% of the original construction, renovation, or current value of the area within the building and other major facilities.

Responsible Party: President, Vice President for University Advancement

c. Grounds, Outdoor Renovations, Gardens, Trees and Benches.

Naming of grounds, outdoor renovations, gardens, trees and benches must be approved by the President upon the recommendation of the Vice President for University Advancement. A gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation valued between 33% and 50% of the original construction, renovation, or current value of the property.

Responsible Party: President, Vice President for University Advancement

d. Streets.

The naming of all streets located on the campus of the institution or on a property owned by the institution must be approved by the UNT System Vice Chancellor for Administrative Services upon the recommendation of the President and the Vice President for University Advancement prior to being submitted to the Board of Regents for final approval. The naming of a street is a rare occurrence for which there is not an established gift requirement.

Responsible Party: Board of Regents, UNT System Vice Chancellor for Administrative Services, President, Vice President for University Advancement

e. Real Property.

Naming of real property must be approved by the President, Vice Chancellor for Administrative Services and the Vice President for University Advancement prior to being submitted to the Board of Regents for final approval. Real property given to the institution may be named in consideration of the gift of the donor's entire interest in the property.

Responsible Party: Board of Regents, UNT System Vice Chancellor for Administrative Services, President, Vice President for University Advancement

f. Programs, Institutes, Centers and Other Organizations.

Naming of programs, institutes, centers and other entities must be approved by the President upon the recommendation of the Provost, the Dean of the respective school or college and the Vice President for University Advancement regardless of the cash value of the gift. If acceptable to the President, a gift of \$5,000,000 or more associated with this type of naming will be recommended by the President to the Board of Regents for final approval.

Responsible Party: President, Provost, Vice President for University Advancement

g. Colleges and Schools.

Naming of colleges and schools will consider the value, visibility, improvements, and marketability of the college or school and must be approved by the President, upon the recommendation of the Provost, the Dean of the respective school or college and the Vice President for University Advancement prior to being submitted to the Board of Regents for final approval.

Responsible Party: President, Provost, Vice President for University Advancement, Dean

h. Academic Positions.

Naming of academic positions must be approved by the President upon the recommendation of the Provost, Dean of the respective division, school or college and the Vice President for University Advancement. A gift-related naming will consider the value and visibility of the position and will be based on a minimum donation in an amount set forth in UNT Dallas Policies for endowed chairs, endowed professorships, endowed faculty fellowships, graduate fellowships and endowed scholarships.

Responsible Party: President, Provost, Vice President for University Advancement, Dean

i. Miscellaneous Naming Opportunities.

Naming opportunities that are not otherwise set forth in this policy must be approved by the President and Vice President for University Advancement.

Responsible Party: President, Vice President for University Advancement

j. Gifts of \$5 Million or More.

Notwithstanding anything in this Policy to the contrary, naming opportunities that result from a gift of \$5,000,000 or more must, in addition to the University recommendations and approvals set forth herein, be approved by the Board of Regents.

Responsible Party: Board of Regents

3. General Guidelines.

a. Relevance.

A gift-related naming opportunity requires that the gift amount must be reasonably related to the facility, place, position or item being named.

Responsible Party: The party with the responsibility for approving the gift-related naming as set forth in this policy

b. Determination of Current Value.

For the purposes of this policy, the current value of buildings and other major facilities and of donated real property shall be determined by the UNT System. In all other circumstances where current value is required to be determined under this policy, the determination shall be made by the Institution through the Vice President for Finance and Administration.

Responsible Party: UNT System, Vice President for Finance and Administration

c. Donor Recognition.

The designation of a naming shall not be publicly announced until final approval has been obtained as required under the Regents Rules and this policy. Further, a donor shall not be publicly recognized in regard to a naming until the institution has received at least 33% of any gift related to the naming, and the remainder must be received within five years.

Responsible Party: The party with the responsibility for approving the gift-related naming as set forth in this policy

d. Naming Opportunities in Consideration of Planned, Split-Interest, or Deferred Gifts.

The President has the authority to consider a naming opportunity in consideration of various types of planned, split-interest, or deferred gift arrangements other than the outright gift of monies, securities, real estate and personal property to the University, in accordance with gift acceptance policies established by the Vice President for University Advancement. These arrangements may include, but are not limited to, charitable trusts, charitable gift annuities, bargain sales, life estate gifts, life insurance, irrevocable beneficiary designations and gifts of less than the entire interest in a property. In the event a naming requires Board of Regents approval, the Board shall be informed of the manner in which the gift is intended to be made, and the Board shall determine whether it is in the best interest of the institution to approve the naming.

Responsible Party: Board of Regents, President

e. Duration of a Naming.

A naming in recognition of a gift shall be for the life of the building, other facility, program or endowment, or item being named unless otherwise agreed to in the gift agreement or unless the donor, the donor's heirs, executors, or legal representatives consent to the modification of the gift agreement.

Responsible Party: Board of Regents, President

f. Corporate Namings.

A corporate naming must be in accordance with the Regents Rules, the requirements of Texas Education Code §51.923 and this policy.

Responsible Party: UNT System Office of General Counsel

g. Fundraising, Development Campaigns and Marketing of Naming Opportunities.

All fundraising and development campaign efforts related to naming opportunities and the marketing of naming opportunities must be coordinated with the President and the Vice President for University Advancement. The President shall be responsible for obtaining required Board approvals related to namings. The President may delegate responsibilities to the Vice President for University Advancement for coordination of fundraising and development campaign efforts to secure gifts related to naming opportunities.

Responsible Party: President, Vice President for University Advancement

h. Approval Authority.

The President must approve all gift-related naming opportunities of \$1,000,000 or more prior to solicitation of any prospective donor. No commitment regarding naming for such gifts shall be made to a donor or honoree prior to approval by the President, upon the recommendation of the Vice President for University Advancement and approval by the Board of Regents if required by the Regents Rules. Each proposal shall be made in writing in accordance with the requirements of this policy. A gift agreement stating the terms of the gift-related naming must be signed by both the donor and approved representatives of the institution. The proposal and gift agreement shall be maintained by the Office of University Advancement in accordance with the Records Retention Policy.

Responsible Party: Board of Regents, President, Vice President for University Advancement, Office of University Advancement

4. **Exceptions.**

The President reserves the power to grant a naming at his/her discretion and grant exceptions to University policies regarding naming opportunities when it is in the best interest of the institution; provided that, for namings requiring the approval of the Board of Regents, the Board must approve any exception regarding such naming opportunities.

Responsible Party: President

References and Cross-references.

Regents Rule 09.200, Naming Opportunities

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Revised: