

C.2.3.3 (Procedure) Naming of College District Property

Responsible Department: Institutional Advancement and Vice Chancellor for Finance and Auxiliary Services

Based on Board Policy: [C.2.3](#) - Facilities and Grounds Management

Approved: 8-18-09

Last Amended: 8-22-12, 6-1-17, 6-24-26

I. Purpose and Scope

This procedure establishes consistent and transparent processes for naming Alamo College District (College District) property. All naming recognitions must align with the District's mission, values, and long-term interests. It supports coordinated donor engagement across all colleges and at the College District level while preserving Board authority and institutional integrity.

II. Definitions

Definitions for the purpose of this procedure include:

a. Wings of Buildings

Wings of buildings are protrusions from the main portion of a building that normally have three sides and are used for a specific purpose. Wings may already be part of the building or be new additions. An example for the naming of a wing is a hospital's John P. Smith Children's Wing.

b. Functional Facilities within Buildings

Functional facilities within a building include reading rooms, seminar rooms, departmental labs, dining facilities, and similar spaces. An example for the naming of a functional facility within a building is a hospital's John P. Smith Patient Simulation Center.

c. Outside Facilities or Areas

Outside facilities or areas include plazas, parks, recreation fields or areas, fountains, roadways, and similar facilities or areas. An example for the naming of an outside facility or area is the Audubon Plaza.

d. Property

Property shall include any complete building, wings of buildings, functional facilities within a building, outside facilities or areas, or any related permanent structure, including extension centers, that belong to the College District.

e. Significant Historical Association

A significant historical association is defined as prior ownership of the property being considered for naming.

III. Procedures for Naming Tributes:

- a. **Gift-Related Naming:** The primary consideration for naming colleges' facilities and academic and support entities is individuals or organizations that make monetary contributions to a College, the College District, or the Alamo Colleges Foundation (Foundation). College presidents or chancellor may recommend a naming opportunity should be bestowed on

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an individual, corporation, or organization providing a combination of significant financial support or distinguished contribution of time or talent that has had a noteworthy positive impact on the College or College District.

- i. For former employees and elected officials: a minimum period of three (3) years must elapse between the end of the individual's service to the College District, its colleges, or public office, or one (1) year must elapse following the individual's death before honorific naming may be considered
- ii. Naming opportunities are limited, and a very high standard should be applied in nominating honorees. Individuals whose nominations are based primarily on professional achievements and/or long service, while laudable but shared by a significant number of other employees or volunteers, should be recognized through more appropriate forms of immediate and meaningful recognition rather than the naming of a building or facility. Such recognition may include, but is not limited to, an endowed scholarship named in honor of the recipient, or other commemorative acknowledgments such as a tree, bench, or inclusion in a Hall or Wall of Fame for Excellence.

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IV. Procedures for Gift-Related Naming based on Monetary Contributions:

| Naming Opportunity | Suggested Gift * | Sq Ft Reference |
|---|----------------------------------|------------------------------------|
| Buildings & Major Spaces | | |
| New building, center, or major renovation | Minimum 25% of construction cost | 20,000+ sq ft |
| Existing Building | \$1,000,000+ | 15,000-100,000 sq ft |
| Building wing or floor | \$500,000+ | 5,000-20,000 sq ft |
| Athletic facility | \$850,000+ | 10,000-60,000 sq ft |
| Functional Facilities | | |
| Major lecture hall, teaching theater, lab | \$250,000+ | 3,000-10,000 sq ft |
| Auditorium, theater, lobby, portico | \$250,000+ | 5,000-15,000 sq ft |
| Classroom or lab space | \$100,000+ | 800-2,500 sq ft |
| Conference room | \$100,000+ | 400-1,200 sq ft |
| Bookstore or art gallery | \$200,000+ | 2,000-8,000 sq ft |
| Outdoor & Architectural Features | | |
| Fields | \$500,000+ | 10,000-50,000 sq ft |
| Fountain, garden, bell tower | \$200,000+ | 500-5,000 sq ft (or feature-based) |
| Benches/architectural features | \$100,000+ | Feature based |
| Roadways | \$150,000+ | Linear length |
| Non-Physical/Programs (based on scope, impact, and duration) | | |
| Endowed chairs | \$150,000+ | N/A |
| Endowed scholarships | \$20,000+ | N/A |
| Divisions, departments, centers, institutes | * | Program-based |
| Other initiatives | * | Program-based |

** suggested gift amount is subject to further discussion and negotiation and will be determined based on the scope, impact, and duration of the naming opportunity.*

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V. Recommendations for Naming College District Property

a. Initiation of Recommendations

Any individual or group of individuals may initiate a recommendation for the naming of College District property by submitting C.2.3.3.F Recommendation for the Naming of Alamo Colleges District Property Form.

Naming recommendations may apply to College District property including, but not limited to:

- i. Complete buildings or centers
- ii. Wings or floors of buildings
- iii. Functional facilities within a building
- iv. Outdoor facilities or areas
- v. Roadways, streets, and corridors
- vi. Architectural features, fixtures, furniture, or components
- vii. Extension or satellite centers not contiguous to another College District property

All named property remains the property of the Alamo Colleges District.

b. Confidential Review and Governance Process

To respect the individual(s) or organization proposed for naming, all recommendations originating from the college community or the public shall be submitted confidentially through the president of the College and follow the approval pathway below:

1. The originator (college, Foundation, staff member, or member of the public) submits a completed recommendation using the required C.2.3.3.F Recommendation for the Naming of Alamo Colleges District Property Form to the College president if the property is located on or operated by a college campus. If the property is located at the District office, the form must be submitted directly to the Alamo Colleges Foundation.
2. The College president reviews the recommendation for alignment with institutional priorities and eligibility, and, if supported, forwards it to the Foundation for further consideration.
3. The Foundation reviews the recommendation for policy compliance, coordinates review and approval of the proposed gift agreement by the Office of Legal Services to ensure compliance with applicable laws, ethical standards, conflict-of-interest requirements, and other relevant regulatory or institutional obligations, tracks the

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submission, and formally transmits the recommendation to the chancellor.

4. The chancellor reviews the recommendation and, if deemed appropriate, advances the naming opportunity to an ad hoc committee of the Board of Trustees for consideration.
5. The Board of Trustees' Naming Ad Hoc Committee evaluates the naming opportunity and, if supported, submits a recommendation to the full Board of Trustees for action at an future board meeting.
6. The Board of Trustees considers the recommendation and, upon approval, authorizes the naming opportunity contingent upon execution of a formal naming agreement by the donor and/or honoree.

c. Coordination of Donor-Facing Activity

While naming recommendations may originate from the college community, general public, or institutional leadership, all donor-facing naming opportunities shall be coordinated through the Office of Institutional Advancement and the Foundation to ensure alignment with institutional priorities and active fundraising strategies. A philanthropic contribution does not automatically confer a naming opportunity or a specific form of recognition.

d. Financial or Honorary Consideration

Any individual or group whose recommendation for naming College District property is approved by the Board of Trustees shall:

- i. Provide a philanthropic contribution equal to the assessed contribution value assigned to the property for naming purposes, or
- ii. Demonstrate that the naming opportunity is of such significance that a donation is determined by the Board to be unnecessary, in accordance with Policy C.2.3.

VI. Confirmation of Naming and Agreement

A naming opportunity is confirmed only after completion of the required Board of Trustees approval process and receipt of a fully executed naming agreement. The gift agreement must define the specific naming terms, including the term of the honor, a morality clause, pledge payment terms, fund designation, and any other donor- or College District-specific terms. Execution of the agreement by the donor and/or honoree finalizes the naming and authorizes the scheduling of any related recognition or ceremonial activities.

VII. Signage

All interior and exterior signage on college/College District property will

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conform to the Interior and Exterior Campus Sign Design Procedures and Standards. The procedures control the location, size, materials, and text of interior and exterior campus signage.

VIII. Valuation of Property for Naming Purposes

Where property is being considered for naming based on the consideration of funds or other resources generated for the benefit of the College District, the College District shall base the selection of such property on an assessed contribution value of the property. This procedure creates a presumption that the assessed contribution value of a property amounts to no more than 25 percent of the reconstruction cost modified by factors of location, prominence, and functionality of the property to be named. The College District Office of Institutional Advancement, working with the College District facilities, purchasing, finance, and other departments, shall coordinate assignment of assessed contribution values to determine a fair contribution value for each property.

IX. Inventory and Review

The College District Office of Institutional Advancement shall maintain a comprehensive, up-to-date list of all College District properties and their associated contribution values. The College District Office of Institutional Advancement shall also maintain a current and complete list of all existing named College District properties.

Each college shall maintain complete and current sub-listings for its respective college. The College District Office of Institutional Advancement and each college shall review these listings annually by November 1 of each year, and make any updates required to ensure that the College District and Foundation are prepared for any opportunity where the naming of property may be appropriate.

X. Continuance of Naming Honors

All naming recognitions are approved for a defined term and are not intended to exist in perpetuity (see Section IV). At the conclusion of the approved term, the College District may retire, renew, or reassign the naming. A naming honor may be reviewed and modified or concluded prior to the end of its term in the following cases:

1. Where the name is being transferred to a more modern, or more appropriate, property;
2. Where the purpose of the property is changed and is no longer consistent with the stated intent formerly associated with the name previously honored (in which case the name may be transferred to a more appropriate

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- property);
3. Where the name assumes the characteristics of a liability for the advancement of the College District, as Board of Trustees acting as a whole, may determine; or
 4. Where the honoree or the honoree's assigns and the Board of Trustees mutually agree on a name change.

The College District shall obtain the right to use as it deems appropriate for recognition purposes the logos and/or emblems that may be associated with, and permitted by, the donor.

Ceremonies

The Foundation shall collaborate with the College presidents, chancellor, and Board, as appropriate, to ensure ceremonies are held and recognition given when the College District names property in accordance with these procedures. Recognition and/or ceremonial activities will not be scheduled or occur until Board action and execution of the agreement have been confirmed.

C.2.3.3.F (Form) Recommendation for the Naming of Alamo Colleges District Property

Legal Reference - TACC Policy Reference Manual
CH(LEGAL) - Site Management