

TEXAS STATE TECHNICAL COLLEGE
STATEWIDE OPERATING STANDARD

No. GA 4.7	Page 1 of 5	Effective Date: 11/05/15
DIVISION:	General Administration	
SUBJECT:	Naming of Buildings and Other Specified Entities	
AUTHORITY:	Minute Order #58-15	
PROPOSED BY:	<i>Original Signed by Jeff Kilgore</i>	
TITLE:	Vice Chancellor & Chief Marketing Officer	Date: 11/05/15
RECOMMENDED BY:	<i>Original Signed by Jeff Kilgore</i>	
TITLE:	Vice Chancellor & Chief Marketing Officer	Date: 11/05/15
APPROVED BY:	<i>Original Signed by Mike Reeser</i>	
TITLE:	Chancellor	Date: 11/05/15

STATUS: Approved by the BoR 11/05/15 MO #58-15

HISTORICAL STATUS: Approved by VCs 9/25/15
 Revised 09/2015
 Revised 4/8/2013
 Approved by BOR 8/5/2011 MO #78-11
 Approved by TSTC Asset Naming Committee 10/20/11 Approved
 10/19/01 by BOR MO#99-01
 Approved Electronically by MC 10/03/01
 Reviewed by Executive Cabinet 9/27/01 Rewritten
 09/24/01
 Reviewed 06/14/94
 Approved 09/25/93 by BOR MO# 113-93
 Approved by MC 09/23/93

POLICY

It is the policy of Texas State Technical College to acknowledge major contributions or outstanding service to TSTC by individuals and/or businesses by naming buildings, definable portions of buildings, geographic areas, or other TSTC assets for those individuals or businesses.

PERTINENT INFORMATION

Government Code, Section 2165.005, prescribes procedures for naming a building owned by the state, including a building financed under the Texas Public Finance Authority Act (Article 601d, Vernon's Texas Civil Statutes). However, General Counsel advises that this statute does not apply to Texas State Technical College.

DELEGATION OF AUTHORITY

The Chancellor and Vice Chancellor/Chief Marketing Officer are responsible for implementing the policy and procedures regarding the naming of buildings and other specified entities.

OPERATING REQUIREMENTS

Corporations, agencies, or individuals that wish to support TSTC's mission through a generous donation may designate those funds to support the development of facilities, classrooms for student instruction, or other related purposes. That entity may then be named to honor either that individual or an individual they may recommend.

Levels of this support are as follows:

Naming of classroom or laboratory	50% of total value amount of classroom or lab
Naming of department facilities	Range/negotiable
Naming of campus building	50% of asset value

The process of establishing and or naming a TSTC asset is a cooperative and collaborative endeavor between the donor and a special committee, called an "Asset Naming Committee" (ANC), which is convened on an as-needed basic to consider nominations that are funded and have been appropriately submitted for the naming of TSTC assets.

ANC members consist of TSTC college provost, the executives (CMO, CFO, COO, CCO), and the CEO TSTC Foundation. The ANC is facilitated by a Foundation staff member (Senior Executive Director). The TSTC college provost shall be the voting members of the ANC. Decisions and/or actions taken by the ANC must be approved by a unanimous vote of all voting members.

Should the ANC approve a naming nomination for an *intangible* asset, the Chancellor shall consider the nomination for final approval. Should the ANC approve the naming of a *tangible* asset, the Chancellor shall also consider that nomination for approval. Should the Chancellor approve such a nomination, she/he shall bring the nomination to the TSTC Board of Regents for final approval

At the beginning of each calendar year, the ANC shall develop a schedule for *TSTC Asset Naming Convention* meetings, which it submits for approval to the TSTC Board of Regents. When approved, the *TSTC Asset Naming Convention Schedule* shall be made available to each TSTC Campus and Extension Center, personnel within the Marketing Division including Institutional Advancement, Communication, and Field Development, to the TSTC Foundation, and any foundation(s) that may be seeking donations on behalf of TSTC. The schedule will include donation guidelines for naming nominations. The form and content of the schedule may be

amended by the ANC, but the Chancellor and TSTC Board of Regents must approve all changes.

Neither the ANC nor the TSTC Board of Regents is obligated to approve nominations, though they meet the minimum monetary guidelines contained in this Statewide Operating Standard. Other criteria may be required for consideration. Either the ANC or the TSTC Board of Regents may reject a nomination that is, in their sole discretion, not in the best interest of TSTC.

Nominations are made to the ANC via the office of Institutional Advancement. Nominations may be originated by Regents, TSTC Executive Staff, Provost, The TSTC Foundation Board.

A nomination includes:

- Name of the individual, family, business, or agency being nominated;
- Name, title and phone number of the person(s) making the nomination;
- Reasons for the nomination;
- Specific tangible or intangible asset to be named; and
- Proposed name
- Amount of the gift & terms

Nominations are not eligible for current members of the TSTC Board of Regents, current elected officials of the State of Texas, current TSTC administrators or other senior leaders. TSTC employees who are not administrators or senior leaders may qualify for nomination by fulfilling the monetary guidelines. These individuals are subject to the same approval process as any other nomination.

In very rare cases in which an employee or supporter of TSTC displays an extraordinary level of non-monetary service or support to TSTC, the ANC may consider such support or service as grounds for naming a TSTC asset. The TSTC Board of Regents must approve such non-monetary naming nominations for both tangible and intangible assets.

DEFINITIONS

Buildings, definable portions of buildings, geographical areas, and organizational entities may be named for individuals, a family, foundation, trust, business or similar agency or organization having made major contributions to or performed outstanding service for the college. Such naming does not guarantee that the name will be maintained in perpetuity.

“Tangible” assets include but are not limited to buildings or portions of buildings, other types of real estate, capital assets of all types, physical areas and other physical objects that are assets of TSTC.

“Intangible” assets include but are not limited to scholarships, grants, honorary designations, awards, chairs, titles, departments, programs, extensions, academies, and other operating entities of TSTC that do not typically have a physical form.

PERFORMANCE STANDARDS

Donors to TSTC experience a professional staff and board, who manage the process of donating assets and assigning building names to be a seamless, satisfactory process end-to-end.

Texas State Technical College
ASSET NAMING CONVENTION SCHEDULE

Intangible Assets

Named Annual Scholarship	\$5,000 3 year term
Named Endowed Scholarship	\$20,000
Named Endowed Faculty/Administrative Award	\$50,000
Named Endowed Chancellor Scholarship	\$150,000
Named Endowed Provost	\$150,000
Named Endowed Professorship/Chair	\$1,000,000
Named Department	Range/Negotiable

Facilities and other Tangible Assets

Named Classroom/Lab	50% of total value amount of classroom or lab; for term equal to the life of the gift. Donor has first right of refusal.
Named Residential Facility	50% of named asset value
Named Portion of a Building	50% of named asset <i>pro-rata</i> value
Named Building	50% of named asset value

This schedule was approved by the TSTC Board of Regents on 11/05/15 and remains in effect until amended or rescinded by the TSTC Board of Regents.