

**SAM HOUSTON STATE UNIVERSITY**  
**University Advancement**

**Guidelines for Referring to Named Facilities**

Increasingly, facilities are being named in honor of individuals' noteworthy achievements and significant contributions of service and gift support to the university. This recognition often creates a lengthy name that understandably causes a facility, a space within a building, or an area to be shortened in conversation and in print. At times, even an affectionate "nickname" will be created. In doing so, it is critical that the name of the honoree never be dropped.

The name of a facility should not be shortened or a nickname used in formal and informal printed and electronic invitations, post card announcements, and flyers. The first time a facility is mentioned in copy, the full name should be used. It is acceptable for subsequent use within the same document's copy to use a shortened version. For example, an invitation would tell people that an event is being held in the James and Nancy Gaertner Performing Arts Center. In an article, the full name would be used the first time and then it could be referred to as the Gaertner Center or G-PAC, but never as the "PAC Center." Lowman Student Center would be used the first time and subsequent use of LSC would be appropriate.

These guidelines do not seek to define and codify shortened names and nicknames for the university's named facilities. Long-standing, traditional usage is considered as acceptable when used appropriately.

With regard to formal spoken presentations, university officials should follow the same guidelines for referring to facilities as for those used for invitations and copy.

Examples:

1. Eleanor & Charles Garrett Teacher Education Center  
Garrett Center or Garrett Teacher Education Center
2. Ron Mafrige Field House  
Mafrige Field House
3. Don Sanders Stadium  
Sanders Stadium
4. David and Grettle Payne Concert Hall  
Payne Concert Hall
5. Bud and Joan Haney Auditorium  
Haney Auditorium
6. Lee Drain Building  
Drain Building

Following these guidelines are critical to sustain the recognition accorded to those individuals who have had facilities named in their honor. In doing so, it also enhances the awareness of the public about the importance of engagement with and support of Sam Houston State University.