

Naming Schools, Programs and Properties

Board policy FF - Naming Schools, Programs and Properties sets forth criteria and conditions for naming and renaming property and programs.

Proposals for naming or renaming schools, programs and facilities should be sent to the communications department with a copy to the superintendent. The communications department will be responsible for assisting schools in naming and renaming efforts in accordance with board policy FF - Naming Schools, Programs and Properties and this administrative rule. The school board will make the final decision.

The procedure for application of those criteria and conditions in naming and renaming a school facility or other district facilities shall take place in the following manner:

Definitions

For the purpose of this administrative rule the following definitions will apply:

School. An institution with a separate organizational structure that has an assigned administrator and a site council. It has a teaching staff, a budget, a curriculum that meets state content standards, educational programs that lead to students earning a high school diploma, and a school improvement process. A school may share a facility, personnel and support services with another school or program, or it may be located in more than one facility. A school meets all state standards and other district policies.

Program. An educational component of a school offering specialized instruction, a focus on a particular theme or instructional approach or other ways to meet student needs. Students participating in the program are considered to be enrolled in the school with which the program is affiliated.

School Facility. The property housing a school including but not limited to the school building, playgrounds, athletic fields and parking lots.

Nonschool Facility. Property housing district offices and programs that support schools.

Areas Within a Facility. Spaces and rooms inside and out, including but not limited to classrooms, auditoriums, gymnasiums, administrative offices, meeting rooms, halls, cafeterias, athletic fields, playgrounds and parking lots.

New Naming. Procedure used when naming previously nonexistent schools, programs, school facilities, nonschool facilities, or school conversions.

Renaming. Procedure used when changing the name of an existing school, program, school facility, or nonschool facility.

School Conversions. New schools resulting from division of one existing school into more than one separate and distinct school or from the merger of two separate and distinct schools into one school.

Board Leadership. The chair, co-chair and one additional member of the school board.

Naming Process for New Schools, Programs and Facilities and for Areas Within a School Facility

New Schools, Programs and Facilities: After a decision has been made to create a new school or program or construct a new facility, and at the direction of the superintendent, the communications department will undertake a naming process. A new school building that replaces an existing school building on the same site will carry the same name unless a proposal is brought forward to rename it. When a school or program is relocated to occupy an existing facility, the school or program and the facility that houses it will both retain their existing names unless a renaming process is completed.

Areas Within a School Facility: Requests to name an area within a school facility (e.g., library, gymnasium, playing field) will be received by the principal of the school. The request should be supported by a rationale and indication of staff, student, parent and community support for the naming. The principal will notify the communications department of the naming request and a decision will be made whether or not to proceed, based upon evaluation of the request and rationale relative to Board policy FF - Naming Schools, Programs and Properties. If the principal and communications department decide not to proceed, a letter outlining the reason will be sent to the proposer(s). If a decision is made to proceed, the communications department will undertake a naming process.

Renaming of Schools, Programs, and School Facilities: On occasion there may be proposals to rename existing schools, programs, school buildings or areas within a school from individuals, petitions, chosen committees or other representative groups. Requests will be received by the principal of the school. Requests should be supported by a rationale; documentation of staff, student, parent and community support; and a fiscal impact statement and suggested methods of covering the expense of the name change. The principal will notify the communications department of the name change request and a decision will be made whether or not to proceed, based upon evaluation of the request and rationale relative to Board policy FF - Naming Schools, Programs and Properties. If the principal and communications department decide not to proceed, a letter outlining the reason will be sent to the proposer(s). If a decision is made to proceed, the communications department will undertake a naming process.

When a decision has been made to undertake a naming process, it will proceed as follows:

1. The communications department will appoint a naming recommendation committee.
2. The naming recommendation committee will consist of stakeholders including:
 - a. For a school, program or school facility: a board member, a district administrator, the principal, school staff (at least one teacher and one classified employee), a parent representative of the site council, at least one community member from the immediate community served by the facility, at least one student for the naming of high schools, the athletic coordinator or athletic director for the naming of athletic facilities, and other appropriate members designated by the communications department.

- b. For a nonschool facility: a board member, a district administrator, a teacher, a classified employee, at least one community member from the community served by the facility, and other appropriate members designated by the communications department.
3. The committee, working with the communications department, will:
 - a. Set a timeline for choosing a name. For new schools, programs and facilities, the timeline must be consistent with the schedule to open the school, program or facility.
 - b. Notify the school community, neighborhood community, community groups, employee groups and district administrative staff about the naming process.
 - c. Make available multiple methods for interested parties to provide input; this may include holding one or more public meetings to hear comment from community members, parents, prospective students and staff.
 - d. Ensure that the proposed names meet the criteria outlined in Board policy FF - Naming Schools, Programs and Properties.
 - e. Give consideration to the historical background of the proposed names to ensure that they are not associated with activities that are in conflict with the district's mission, goals and nondiscrimination policy.
 - f. After consideration, vote to select a short list of proposed names (typically three to five).
4. On or before the conclusion of the designated timeline, the communications department and the committee will forward to the superintendent the committee's short list of proposed names, a description of the process used to determine the names, a brief rationale for each name, and the extent of support for the names in the school and neighborhood communities.
5. The superintendent will ensure that the procedural requirements of Board policy FF and this administrative rule are satisfied and will bring a recommendation to the board for their consideration.
6. The school board will consider the proposal, gathering additional information and holding public hearings as they deem necessary, and then vote on the proposal.
7. The decision of the school board will be final.

Naming Process for Areas within Nonschool Facilities

1. Requests to name or rename areas within nonschool facilities will be received by the communications department. Requests will be accompanied by a statement of rationale and financial impact.
2. The communications department will ensure that the procedural requirements of Board policy FF - Naming Schools, Programs and Properties and this administrative rule have been satisfied. If approved, the proposal will be forwarded to the superintendent.
3. The superintendent and the school board leadership will evaluate the request based upon the criteria established in Board policy FF - Naming Schools, Programs and Properties and make a decision whether or not to proceed with the request.

4. If the decision is not to proceed, the superintendent will notify the proposer of the decision and the reason for the decision.
5. If the decision is to proceed, the superintendent will bring a recommendation to the board for their consideration.
6. The school board will consider the proposal, gathering additional information and holding public hearings, as they deem necessary, and then vote on the proposal.
7. The decision of the school board will be final.

Naming as a Result of Gifts

Proposals to name new facilities or parts of existing facilities may be considered as part of the contract negotiations in acceptance of a significant monetary gift. Names proposed must be in keeping with the criteria established in Board policy FF - Naming Schools, Programs and Properties.

The proposed name will be reviewed by a committee including, but not limited to, the superintendent, board leadership and the principal (if the name affects an existing school facility). Consideration will be given to the historical background of the name to ensure that it is not associated with activities that are in conflict with the district's mission, goals and nondiscrimination policy.

If the committee recommends the name proposal, the superintendent will bring the recommendation for the naming proposal and the resolution to accept the donation, including the rationale, to the full board for consideration.

Signs and Markers

The communications department and director of facilities shall develop and make available to schools guidelines and specifications concerning signs or markers placed on school facilities and campuses to honor persons or acknowledge entities for which areas within the school are named. Unless otherwise agreed to by the superintendent, the cost of signs or markers or any other cost associated with the naming will be the obligation of the individual school.