



Code: **FF**
Adopted: 2/05/96
Revised/Readopted: 7/09/08; 4/13/11; 8/10/16

Naming New Facilities and Dedicating Areas of School Facilities or Grounds

The purpose of this policy is to provide guidelines and procedures for naming school facilities, selecting school colors and mascots and/or dedicating areas of school facilities or grounds belonging to the district.

Naming New School Facilities

1. It is the prerogative and responsibility of the Board to name new schools. In preparation for Board action, the superintendent will solicit community volunteers and appoint a community chair to organize a community team to solicit names. A naming committee made up of community members will be formed to gather input from the community. This committee should have a minimum of five people and no more than fifteen. This group should be as diverse as possible to represent all communities within the district. When possible, a student representative of those who will be attending the new school should be included.
2. The community chair shall work with the superintendent or designee to establish a timeline to elicit community preferences, create a master list of submitted names to be considered, and to establish procedures for reviewing community input.
3. The community chair shall provide weekly executive summaries to the superintendent or designee regarding process/coordination matters. The superintendent or designee will ensure the community chair is facilitated appropriately with administrative and communications support.
4. The following process and guidelines will be used to conduct naming committee input, meetings and to determine a community recommendation.
 - a. Any name submissions (before the naming committee is formally created) will be retained on a master list, and is the responsibility of the district to maintain and forward to the community chair.
 - b. It is the joint responsibility of the Board chair and the superintendent or designee to schedule and announce the dates to receive community input and to ensure timely action of the naming committee recommendations.
5. The timetable for the process of naming a new school facility shall be as follows:
 - a. The process begins when the superintendent/designee appoints a community chairperson to organize a naming committee to solicit names.
 - b. The appointed community chair, the new principal (if known), and the naming committee will solicit recommendations through varied media outreach and communication channels. Recommendations from individual students, school staff members and all community members are strongly invited. In support of the naming chair, the district will provide a

- district email address, phone line and administrative support to be a consolidated point for collection of all submissions.
- c. All media and technological avenues are to be pursued to maximize submission opportunities. Meetings are open to the general public.
 - d. Time will be allocated at the beginning of naming committee meetings for name suggestions, presentations, questions and audience discussion.
 - e. Similar name suggestions will be reviewed with participants prior to the committee vote to determine if they can be consolidated into one name. Suggested names may not be consolidated after a vote takes place.
 - f. After all submissions have been received, the master list will be reviewed for adherence to name criteria as set forth in Section 6 of this policy.
6. The Board may, from time to time, change or add to established criteria or appropriate categories for names that will be considered for new school facilities. Current criteria to be use in making recommendations is as follows:
- a. If the facility or site is to be named after a person, that person must be of exemplary character, have outstanding contributions to education, humanity or the community, or must have displayed outstanding leadership or be a person of historical significance.
 - b. A preference is for names reflecting geographic and/or historical uniqueness or features of an area. Submission of commercially adopted subdivision names is strongly discouraged.
 - c. The avoidance of names that could cause confusion with other schools in Deschutes County and/or with schools in adjoining jurisdictions, and other areas of Oregon.
 - d. If feasible, consistency with other school names at the elementary, middle or high school level, can be considered as appropriate.
7. The naming committee, led by the community chair, will then debate the merits of all submitted names IAW Section 6. They will select ten semi-finalist names based on these criteria.
- a. The 10 semi-finalist names will then be forwarded to the superintendent who will be responsible for communicating these to the community at large for input. The superintendent or designee will provide at least one public hearing for community discussion. (District's website will allow electronic feedback opportunities for a minimum of 10 days)
 - b. The superintendent or designee will then forward this documentation to the naming committee chair for action.
 - c. The naming committee, led by the chair, will then review all public input and feedback. Additionally, the committee will research each name and adhere to the criteria stated in Section 6. When this work is completed, the committee will take a final vote to reduce the 10 semi-finalist names to select the top three in ranked order.
 - (1) Designated committee members are the only ones authorized for final voting. Each committee member will be allowed one vote for his/her top three choices. Each designated committee member will be allowed one vote for the first, one vote for the second, and one vote for the third choice names.
8. Based on the committee vote, the community chairperson will formulate a recommendation consisting of a minimum of the top three most popular choices, in ranked order, according to both

the naming committee input, and criteria set forth in Section 6 of this policy. The community chair shall then present the recommendation to the Board for consideration and action.

- a. The community chair shall then present the recommendation to the Board for consideration and action.
- b. The Board makes decision at public school board meeting

Selecting School Colors and Mascots

1. Selection of school colors and mascot would occur in concert with the naming process, with a final decision being made after the naming process has been completed. The school colors and mascot committee would be largely student-driven with guidance from the community chair, high school athletic director and a staff representative appointed by the superintendent. Parameters for the process will include:
 - a. One 6th, 7th and 8th grade student from each middle school program;
 - b. Two 9th, 10th, 11th and 12th grade students from each high school;
 - c. As new schools are built, student-led composition may be redirected as appropriate.
2. The Colors/Mascot Committee will research all relevant information (colors and mascots already in use in both region and state), generate objectives for colors and mascot consistent with community values and culture (e.g., past, present and future), and to generate lists of possible colors and mascots that meet stated criteria.
3. The Colors/Mascot committee will solicit community input and feedback on ideas, and narrow the selection to 10 semi finalist options, then three finalist options, similar in process described in Sections 7 above.
4. Time permitting, mock ups of finalist colors and mascots will be created and presented by student representatives. Final selection of the mascot and colors will be based on the vote of the student committee described above, with final approval given by the superintendent.

Renaming Facilities

1. The Board may rename a facility for a variety of reasons, including its use for a new purpose or the desire to recognize an individual's contributions to the district. Recommendations from staff members and/or community members may be forwarded to the chairman of the Board, in written form, at any time. The deadline for submitting such written recommendations shall be a minimum of three weeks prior to the date scheduled for Board action on the renaming of the facility.
2. Recommendations for renaming should consider the new use of the facility, how it might be necessary to compliment a new yet unopened facility, and/or the possibility of honoring a specific individual who is no longer an active employee and who has contributed greatly to the effectiveness of the school system.
3. Staff members shall inform the local community of the proposed change of facility use and/or name and provide adequate time for comments.

4. The final action of the Board shall be in the form of a resolution renaming the facility.

END OF POLICY

Legal Reference(s):

[ORS 332.107](#)