

Policy 7310: Naming Of Facility

Status: ADOPTED

Original Adopted Date: 10/05/2006 | **Last Revised Date:** 05/02/2019 | **Last Reviewed Date:** 05/02/2019

The naming or renaming of schools shall be the prerogative of the Board of Education.

The Board encourages community participation in the process of selecting names. Any such request(s) should come to the Superintendent who will inform the Board of the request(s) and the goal of the request(s). The Board may decide not to grant permission to proceed with a request to name or rename a school.

If the Board determines to grant permission to proceed with a request to name or rename a school, the Board shall determine the type of committee to consider appropriate names for schools. The Board may choose to:

Option 1) Appoint an ad hoc naming committee. The ad hoc naming committee shall be appointed by the Board. Each member will appoint one ad hoc committee member.

Option 2) Direct the Superintendent to form a Superintendent naming committee. The Superintendent will appoint a representative membership to the committee.

The Superintendent/designee shall submit recommendations from any naming committee, along with background and rationale, for the Board's consideration.

Naming or Renaming of Schools

The following criteria shall guide the committee in its consideration of names:

1. Schools may be named using geographic or other descriptive locations.
2. Schools may be named after deceased individuals who have made outstanding contributions to the global, national, state or local community.
3. Schools may be named after historical entities.

In consideration of the contributions of deceased individuals, the committee and Board shall weigh the impact of the contributions over an extended period of time from the past to the present and into the future and the degree to which name shall have ongoing meaning to the school community.

Any name adopted for any new school shall not be so similar to the name of any existing district school as to result in confusion to members of the community.

When naming or renaming a district school, building, or facility, the Board may specify the duration for which the name shall be in effect.

Naming or Renaming Major Buildings and Major Facilities, Including Fields

The naming or renaming of major buildings and major facilities, including fields, shall be the prerogative of the Board. Any such requests shall be forwarded to the Superintendent. The Board encourages community participation in the process of selecting names.

When requests to name or rename rooms or buildings such as libraries, multipurpose rooms, gymnasiums, or athletic fields or athletic facilities are received, the following procedures shall apply:

1. The Superintendent/designee shall appoint a site-based site naming committee, which shall include at least five members (including at least one administrator, one certificated staff member, one classified staff member, one student [at the secondary level], one parent, and one community member).
2. Individuals or groups (including potential donors) may submit naming proposals to the committee. Proposals should provide rationale for the naming proposal.
3. The following criteria may guide the committee in its consideration of names:
 - a. Places and Features (geographic location, nearby street, schools, natural features).

- b. Historic Sites.
- c. Descriptive Name.
- d. People who have provided notable service to the school district and have retired or left the services of the district or who have played or will play a major part in creating/ funding the facility or leading school district programs.
- e. Contribution/donation of land or resources shall not constitute an obligation, but may be a consideration, by the district to name the land or facility, or any portion thereof, after an individual, family or organization.
- f. Proposals and Recommendations from the committee shall be reviewed by the Superintendent or his/her designee.
- g. No school district-owned facility should be named after a currently seated or currently appointed official.
- h. Names associated with tobacco or alcohol will not be considered.
- i. A match between the program or use of the facility and the proposed name should be considered.
- j. Naming or renaming recommendations shall be presented to the Board by the Superintendent or his/her designee for a final decision.

If a donor chooses to gift the school district with a substantial contribution or a building or program at a school, the Board may consider recognizing the contribution by naming the building or facility after the benefactor, or referring the matter to the appropriate committee.

When naming or renaming a district school, building, or facility, the Board may specify the duration for which the name shall be in effect.

Other Naming Procedures

The naming or renaming of major buildings and major facilities, including fields, shall be the prerogative of the Board. Any such requests shall be forwarded to the Superintendent. The Board encourages community participation in the process of selecting names.

1. Naming of smaller projects, including fundraising efforts (e.g., walkway pavers, tile walls), not covered by this policy will be facilitated in coordination with the district's administrative facilities planning process but does not necessarily require committee review. Individuals or organizations who wish to raise funds for a project must first contact the Superintendent who will inform the Board of the intended fundraising campaign. The Board must provide approval prior to attaching naming opportunities to the fundraising campaign.
2. The naming of joint-use projects may include special consideration of the partner agency(ies).
3. The district prohibits any message, image, or other depiction that advocates or endorses the use of drugs, tobacco, or alcohol, encourages unlawful discrimination against any person or group, or promotes the use of violence or the violation of any law or district policy.

The Board reserves the authority to terminate the naming right if it determines that the grantee, subsequent to receiving the naming right, has engaged in any of the prohibited acts stated in item #3 above or other criminal or unlawful acts that might bring the district into disrepute.

Policy Reference Disclaimer: These references are not intended to be part of the policy itself, nor do they indicate the basis or authority for the Governing Board to enact this policy. Instead, they are provided as additional resources for those interested in the subject matter of the policy.

State

Ed. Code 35160

Description

[Authority of governing boards](#)

Management Resources

Website

Description

[CSBA District and County Office of Education Legal Services](#)

Cross References

0410

[Nondiscrimination In District Programs And Activities](#)

1220

[Citizen Advisory Committees](#)

1220

[Citizen Advisory Committees](#)

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[Advertising And Promotion](#)

3290

[Gifts, Grants And Bequests](#)

7000

[Concepts And Roles](#)

9320

[Meetings And Notices](#)