It is the responsibility of the Guilford County Board of Education (the "Board") to adopt official names for county public school facilities. In fulfilling this responsibility, the Board will make reasonable efforts to seek community input and respect community preferences.

The Board encourages the submission of nominations that are reflective of the rich diversity of Guilford County, the state of North Carolina and our great nation, and is committed to increasing the number of women and people of color represented among Guilford County's school/facility names. Board members may also submit nominations.

A. DEFINITION OF FACILITIES

Facilities shall be defined as:

1. A school campus building;
2. Portions of a building, (i.e., Auditorium, Library-Media Center, Cafeteria, etc.);
3. Structures related to a school building;
4. Athletic fields and facilities; and
5. Any other building or adjacent land area that is the property of the District and the Board.

B. GUIDELINES FOR NAMING OR RENAMING SCHOOLS AND FACILITIES

1. A nominee must be a prominent person who has served the District, community, county, state, nation, or the world with distinction and in alignment with the Board of Education's core values. The person's life and achievements should serve as a positive role model for students who attend the school.
2. Names of living persons will not be considered unless the individuals are retired from active participation in the position(s) for which they are being recognized.
3. Other district facilities will be named in a descriptive manner to identify and communicate their core purpose (e.g., Student Services Center, Student Assignment Center, Transportation Center) and may include the name of a distinguished person.
4. Names for schools will not be duplicated.
5. Geographic names that are clearly identifying, widely known and recognized may be considered.
6. Nominations will be made in writing, not to exceed one single-spaced, typed page containing:
    a. biographical information about the nominee;
    b. nominee's significant contributions; and

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c. statement of why a school or facility should be named (or renamed) after the person.

C. NAMING NEW SCHOOLS/FACILITIES

1. When a new school site is purchased, or a planning project for a new school or facility is initiated, the Superintendent will establish a temporary generic name to designate the site or building for planning purposes.

2. New schools should be officially named early during the facility design process and before construction begins.

3. The Superintendent will establish a committee process through which interested groups or persons in the area that the school or facility is intended to serve will recommend a list of no more than three names, in priority order.

4. New magnet/theme schools should – to the extent possible – be named for distinguished individuals who have made outstanding contributions related to the respective magnet theme.

D. RENAMING SCHOOLS

1. In situations deemed unusual or appropriate, or for the purpose of rebranding, the Board may rename school facilities or portions thereof. In such situations, the Board shall follow the provisions set forth above.

2. Schools or facilities that are combined into one school having a single school number will be considered a new school. A new school name shall be selected. When appropriate, the former school names may be assigned to a major portion of the building (e.g. auditorium).

E. NAMING PORTIONS OF BUILDINGS

The Board may name or rename portions of a building, such an athletic field or a cafeteria, for distinguished persons. Guidelines above, as well as provisions outlined in Section C, apply in such cases.

F. BOARD REVIEW COMMITTEE

The Board chairperson will establish a Facilities Naming Committee annually. The Board's Facilities Naming Committee will meet to review and determine which recommendations to bring to the full Board on an annual basis. The Board's Facilities Naming Committee will bring their recommendations to the full Board of Education during a formal, regularly scheduled Board meeting in February.

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Following a public hearing scheduled for the purpose of receiving comments from the community in support of, or opposition to the names being considered, a formal Board vote will be scheduled in March each school year.

Although the Board will carefully consider community recommendations for school facility names, the final responsibility of officially naming district facilities rests with the Board of Education.

G. DEDICATION PLAQUES

A dedication plaque will be placed in each new or renovated school/facility, or in each new major addition. The plaque will include the names of all Board members seated from the time of the term when the bond was approved by the voters through the term of the Board seated at the time of the building's dedication. The plaque will also indicate the appropriate bond program, school name, dedication date and the names of all Superintendents throughout the duration of the respective bond program. The names of the external program manager, facility designer and general contractor/construction manager at risk responsible for the project will also be listed on the plaque. Plaques and other signage must conform to established brand guidelines for Guilford County Schools and the Board of Education and must be approved in advance by the Superintendent or his/her designee.

H. PUBLIC DEDICATIONS

New school buildings, renovations and major additions to facilities shall be dedicated at a public and formal ceremony. School personnel will work closely with the Superintendent or his/her designee to ensure that Board members, residents, faculty and staff, parents, students and all those associated with the respective bond program are invited and that the program meets the Board's expectations for such an event.

I. SCHOOL/FACILITY STRUCTURES AND SYMBOLS

The Superintendent shall develop guidelines for approval of official school nicknames, mascots, insignia, taglines, signage, emblems, banners, flags, pennants, etc.

J. DONOR RECOGNITION/CORPORATE SPONSORSHIP/ADVERTISING

While the Board of Education does not exchange building or facility naming rights for financial contributions, the Board also recognizes the need to celebrate and thank certain individuals, groups or organizations for their monetary and non-monetary contributions.

Within this context and to ensure consistency districtwide, the Superintendent shall develop guidelines for the appropriate recognition of individuals, organizations and groups who contribute to the outfitting and/or upkeep of specific educational programs, classrooms or portions of buildings/facilities.

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Legal References: G.S. 115C-36, -47

Cross References:

Replaces: FDCA Naming Facilities

Adopted:

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