

MEMORIALS, NAMING OF SCHOOL FACILITIES, AND SPONSORSHIPS

Purpose

To give guidance to individual schools on the appropriate ways to handle naming facilities and schools, as well as for memorializing someone who has passed away, and to clarify guidelines for sponsorships to secure operating funds that might involve naming and signage.

Position

It is the responsibility of the Board of Education to adopt all names for school facilities. Suggestions from the school site and the community should be submitted to the Superintendent's Office. ~~After a suggestion is made, An~~ an application packet will then be granted, ~~and which when received back will be~~ reviewed by the "Memorials, Naming of School Facilities, and Sponsorships Committee," consisting of the Vice-President and Clerk of the Board of Education and other district staff. The Board of Education will provide a timely response to the application.

Cost of Honoring a Person or Group of People

1. If the Board of Education chooses to honor community or retired staff members, it does so with an understanding that the district bears the entire cost of any outdoor signage, indoor plaques, display cases with memorabilia, expenses of a ribbon-cutting ceremony, and any other acknowledgments it deems appropriate. The money for these honors comes directly from the General Fund.
2. If a district facility has been sponsored (and has an approved sponsorship contract), the above costs may be borne by the sponsor and may be negotiated.

Memorials to a student, staff, or community member who has passed away ~~shall need to be~~ channeled into positive ~~outcomes~~ purposes such as: a scholarship or gift, in the person's honor, to a district-affiliated charitable organization such as ~~to~~ Riverside Educational Enrichment Foundation~~REEF~~, or Riverside Unified School District Foundation. ~~in the person's honor~~; the planting of a tree; a day of service (in which participants could undertake an approved plant a bed of flowers or gather for another kind of campus improvement project); relocatable bench or table that could have a small plaque no larger than 4" x 6" attached; or books for the library (with or without a frontispiece with the name of the honored person). Murals and/or an inscribed name on a donor walk may also be considered. Self-standing plaques or headstones are not permissible. Gifts to school sites should be reviewed by staff and the committee to ensure that they are cost neutral and appropriate to the campus.

The honor of naming a school facility ~~after~~ after a a community member, ~~or~~ a retired staff member, shall be with the consideration of the Board of Education and based on a history of outstanding support to the district and community, ties to RUSD, and/or positive

accomplishments that serve as an example to RUSD, our community, and notable dignitaries such as former Presidents or historic figures.

1. To create a sense of community, the Board of Education should use the following criteria in considering naming a school or school facilities:
 1. ~~To create conformity with existing schools, the Board of Education should recognize that elementary schools have a tradition of being named after authors, poets, geographic sites, and presidents.~~

Name of an Individual

- The individual played a critical role or contributed to society in ways that supported the success and well-being of the individuals who live in Riverside County, California or the United States, now and in the future.
- The individual's "primary legacy" (i.e. the key activity, advocacy or accomplishment for which the individual is most known) aligns with or reflects RUSD mission and values.
- The individual has demonstrated or exemplified the RUSD Equity tenets:
 - Eliminate disparities and inequitable practices
 - Implement inclusive practices and policies
 - Honor individuality with a focus on high outcomes for all
 - Guarantee respectful treatment where all individuals feel valued.

Geographical or Historical Relationships

- Names of places in the neighboring community, Riverside or California.
- Emphasis should be placed on selecting names of landmarks or places that have historic or geographic significance to the Riverside community's history and the site.
- The geographical or historical significance has a positive history for underrepresented communities.

Other Naming Criteria

- Naming in honor of a person may be done posthumously [OR after a minimum five-year period of separation from the District].
 - School/facility names may articulate aspirations of the educational outcomes for RUSD students.
 - School/facility names may also reflect the instructional focus of the school.
 - School/facility names should consider the diverse community that they serve.
 - When possible, proposed names should avoid duplicating names of other schools in the region to prevent possible confusion.
2. District Facilities that might serve the purpose of being named ~~after an honored person~~ could ~~be~~ include, but are not limited to, theaters, libraries, cafeterias, multipurpose rooms, ~~CHOICE~~choice programs or schools, labs, ~~and~~ maker spaces, sports complexes, fields, gymnasiums, swimming pools, administration offices, and honor walls.

3. Length of Time for Names: The Board of Education has the discretion to change a facility's name at any time if they deem it appropriate for the benefit of the district. Specifically, the Board of Education will consider renaming facilities to reflect the mission, vision and/or values of the district.

2.4. The Board of Education will consider cost and time for staff in scheduling community and retired staff naming honors, and shall endeavor not to create a backlog of events that become cumbersome for the district.

Sponsorships to name a facility for a given donation to the district may include these facilities only: sports facilities (including district stadiums), fields, pools, scoreboards, class laboratories, and uniforms. Contracts for sponsorships shall be reviewed periodically by staff.

1. General Program Statement:

The purpose of this program is to provide guidelines for the advertising of products or services for district revenue to support and supplement the diminishing monies students need for enrich extra-curricular activities. Riverside Unified School District shall protect students and parents from exploitation and ensure that commercial activities do not interfere with educational programs. Except for instruction relating to sponsorship, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials or curriculum-related activities, except as provided by this policy. Revenue enhancement opportunities should be in keeping with the community standards of good taste, and promote positive values for the students of the district.

2. Definitions:

Sponsorship: Any payment of money or other economic benefit to a school or to the school district that requires visual, audio, or video placement of a name, slogan or product message on a school district property, publication, or broadcast. The term sponsorship does not include traditional fundraising activities, such as magazine sales, nor does it apply to outright gifts to which no quid pro quo is attached.

3. Regulations:

- a. SPONSORSHIP

No sponsorship, as defined by this policy, shall be allowed unless it complies with this policy, fits one or more of the following categories, and is approved by the Board of Education Superintendent or designee.

- (1) Paid sponsorship in school student publication or other district publication;
- (2) Maintain pre-existing advertising space for community businesses;

- (3) Paid sponsorship signs on school property or at school events that meet local sign ordinances and comply with this policy;
- (4) The display of product names on vending machines appropriately placed in the school for the use of students, staff, and the public;
- (5) Sponsorship ads that appear when students are using various internet services.

b. **PROHIBITED COMMERCIAL ACTIVITIES**

No sponsorship shall be accepted if it:

- (1) Is associated with tobacco, alcohol, illegal drugs or weapons;
- (2) Promotes hostility, disorder, or violence;
- (3) Contains vulgar, abusive, obscene, or sexually explicit language and/or imagery;
- (4) Is libelous;
- (5) Demeans or discriminates against any person or group on the basis of race, gender, ethnicity, age, disability, or religion;
- (6) Advocates the violation of law;
- (7) Inhibits the functioning of the school and/or the school district;
- (8) Advances any religious or political purpose or interests;
- (9) Promotes, favors, or opposes a candidate for elected office or a ballot measure;
- (10) Is associated with any company or individual whose actions are inconsistent with Riverside Unified School Districts' educational mission, policies, goals or community values; or
- (11) Is otherwise in violation of the law; or
- (12) Is otherwise deemed unfit by the Board of Education, Superintendent or designee.

c. DISTRIBUTION OF FUNDS

- (1) The collection of funds from sponsorship activities will be organized and accounted for by the Superintendent or designee. ~~Chief~~

~~Business Officer.~~ These funds will be accounted for annually with a report to the Board of Education that will be posted on the RUSD website for public viewing.

- (2) No portion of the sponsorship funds will be used for general fund purposes including administration; rather they will be used specifically to support extra/co-curricular programs at the school site level that may have been previously supported by "student fees." In associated procedures and regulations, there will be a plan to provide ~~as~~ equitable ~~a~~ solutions as possible between school sites and programs.

Legal Reference:

EDUCATION CODE

7050-7058 Political Activities of School Employees and Officers

35160 Authority of Governing Boards

35160.1 Authority of School District

35172 Promotional Activities

35182.5 Sale of Advertising Products

38130-38138 Civic Center Act

48907 Student Exercise of Free Expression

51520 Prohibited Solicitations

60040-60045, 60048- Instructional Materials Social Content Review

Policy
adopted: July 18, 2011
revised: April 10, 2017
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revised:

RIVERSIDE UNIFIED SCHOOL DISTRICT
Riverside, California