



District Naming

Policy:

The purpose of the following policy is to provide district board members, school administrators, and the Superintendent with policies specific to naming opportunities for facilities, programs and events.

A. Honorary Naming

1. A group or person may propose naming a facility or program based on their contributions to the nation, society, the District, or to communities in the District. This process will adhere to the following guidelines.
2. Any person or group proposing an honorary name for a District facility or program must submit a written proposal to the Superintendent, outlining the reasons for the proposed name. If the proposal is to name a District facility or program after an individual, the proposal must outline specific contributions the individual has made to the nation or to the District community.
3. The District, except for extraordinary circumstances, shall not name a District facility after a person currently employed in the District or after a person who was employed in the District during the previous three years.
4. The District shall not endorse any dedication that is inconsistent with the District's educational mission, policies, goals or community values.
5. The Superintendent in consultation with the Finance Committee and Policy Committee shall make a recommendation to the Board regarding the proposal. The Board of Directors must approve all honorary names of District facilities.

B. Named Funding Opportunities

1. The District welcomes the naming of facilities, programs, and endowed funds that meet the funding requirements outlined in the Fundraising Policy. This policy allows for naming within dedicated facilities, spaces, endowments, or programs.
2. Naming opportunities are available for the buildings, endowed funds, rooms, facilities or other capital projects or programs for which the Board has authorized fundraising or has approved for donor recognition, memorial, or other purposes.
3. The Fundraising Workgroup, Finance Committee, and/or Superintendent can develop and revise, for approval by the School Board, lists of naming opportunities, with an indication of the amounts required.
4. The Finance Committee in consultation with the Superintendent and Fundraising Workgroup, will submit recommendations to the District Board for their approval of all naming opportunities for buildings, endowments, or other large projects, or, if conditions are attached to a gift that may have a large financial impact, or add or change a major program.

5. Simple bequest intentions will not be associated with naming opportunities. Upon occasion, however, the Board may wish to honor an individual based on their long-term commitment to the school in addition to their bequest intention. The policy on Memorial Gifts is outlined in the next section.
6. Planned gifts are eligible for approved naming opportunities only if the remainder value, at the time the planned gift is realized, equals or exceeds the minimum amount required to name a gift or if the gift is designated for an endowment purpose such as scholarship.
7. The Board will not engage in any relationships granting any entity or person a special legal entitlement to any facility.
8. The recommended value of naming opportunities will generally be set by the Fundraising Work Group, Finance Committee and Superintendent, and approved by the Board.
9. The actual placing of a name on a building, room, or other capital project will be completed once 100% of the pledge associated with the naming opportunity has been received by the District (and as appropriate a capital project is complete).
10. Named endowed funds will not generally be established for gifts of less than \$100,000. For details regarding named endowed funds see Fundraising Policy.
11. For further guidance on fundraising, refer to the district's fundraising policy.

C. Renaming/Name Changes

In the case that there is a proposal for the renaming of an existing dedication the process for approval will be as follows (note: adding a name to an existing dedication is considered renaming and would also follow the process below):

1. Once named, a dedication may not be renamed within 35 years from the date of naming unless under extraordinary circumstances or in the event that new information is presented by the Superintendent, Board, or Community member/group that disqualifies the original dedication under A(4) and/or B(1) of this policy.
2. In the event that a named space is moved, renovated, or rebuilt it will not be renamed unless done so under C(1) or C(3) of this policy.
3. A dedication named greater than 35 years ago may be renamed under section A or B of this policy if steps C(4) through C(7) below are satisfied.
4. The Superintendent will deliver a report outlining the contributions of the person to whom the existing named dedication refers and an analysis outlining how the change would impact the District, community, and, if applicable, programming, and budgets.
5. A public meeting will be held with a 30-day warning and comment period preceding it. The meeting will be held to hear community comments on the issue of renaming the facility, program, and/or event.
6. The Board shall only pass the renaming if the vote is greater than or equal to 60% of the votes.
7. In the case that a pre-existing naming is replaced, then the previous naming will be commemorated with an appropriate memorial within the school.

Date Warned: December 6, 2021

Date Adopted: January 3, 2022