

NAMING/RENAMING OF SCHOOL BOARD-OWNED FACILITIES

The School Board shall be responsible for the naming/renaming of all board-owned facilities and recognizes the importance of community involvement in education. School names should not infer any racial connotations or negative history towards any group and should be aligned with the School Board character traits and nondiscriminatory policy. The School Board encourages donations to support construction and renovation of educational facilities.

I. General Guidelines

- a. Nothing herein shall prohibit the Superintendent, a Board member, or a responsible community group from recommending to a committee representative of all stakeholders as soon as a committee has been formed, at any time, a facility be named or renamed for an individual or location, provided that the rules listed below are followed.
- b. Names of existing schools shall not be used for another Board facility at any level except in those cases where existing schools are being discontinued as public schools.
- ~~c. If the facility is named by location, names of specific cities shall not be used. Recommendations for names are encouraged that reflect the general location of the facility, features of the area, or a general Florida character.~~
- d. If the entire facility is named for an individual, the name(s) proposed shall be:
 1. that of an outstanding deceased civic or educational leader of either local, state, national, or international prominence who has been deceased for a period of not less than two (2) years.
 2. displayed in its entirety on the facility and referred to as such in all oral and written communication. A brief biographical excerpt of the individual's accomplishments should be exhibited in a prominent place within the school.
- e. Naming privileges for a section of a facility may also be extended to a person, living or deceased, and/or a public or private corporation that meet the standards set forth in this policy. If living, and also an elected official, shall have left public office for a period of time not less than two (2) years. Further, a section of a facility may not be named for persons actively employed by or serving the District.
- f. The Superintendent and the School Board shall:
 1. retain the right to approve or disapprove any naming that does not serve the best interests of the School Board.
 2. retain the right to rename a facility, if the person the facility was previously named after, did not follow the District's character traits.

- g. Nothing in this policy is intended to supercede the right of the Superintendent to develop procedures for each naming agreement.
- h. In order for a donor to receive naming rights, a designated fund must be established for the purpose stated. These funds must be deposited with the Broward Education Foundation, Inc.

II. RULES

1. Naming/Renaming of School Board Owned Buildings:

a. Elementary/Middle/High School/Centers:

The principal of the affected school/center shall seek suggestions for names of the school/center from the parents, teachers, students and members of the community. The principal shall appoint a committee from the affected school/center to narrow the list of names. The list will then be voted on at a meeting of the parents, students, and faculty of the affected school/center. The one (1) name that receives the most votes shall be given to the principal who shall forward it to the Superintendent who in turn will forward the name to the Board for final action.

b. Other School Board Owned Facilities:

The administrator of the affected facility shall seek suggestions for names of the facility from a group representative of all stakeholders.

The administrator shall appoint a committee representative of all stakeholders from the affected facility to narrow the list of names. The list will then be voted on at a meeting of the group representative of all stakeholders of the affected facility. The one (1) name that receives the most votes shall be given to the principal who shall forward it to the Superintendent who in turn will forward the name to the Board for final action.

2. Naming of Building Additions or Major Areas Within a Facility, i.e, Auditorium, Library, Cafeteria, Athletic Field, etc.

- a. An administrator who wants to name a building addition or a major area within a facility site shall appoint a committee similar in composition to the one listed in section 1 above.
- b. For the sole purpose of this rule (#2), the name of a living or deceased person and/or a public or private corporation may be considered.
- c. The Superintendent shall submit the one (1) name recommended by the committee to the Board for final action.

3. Naming Rights for Building Additions/Renovations

- a. Buildings naming should be consistent with School Board policies and will reflect not only the donor's appropriate financial support but also the donor commitment to the mission vision and objectives of the school system. Because of the permanent public visibility of the naming of a portion of school board building, by virtue of private donations, such naming agreements must comply with specific procedures as stated above.
- b. When the naming opportunity concerns construction of a new building or renovation of an existing building, a donor will be required to provide more than 50 percent of the complete cost of construction and/or 75 percent of the complete cost of renovation.

4. Naming Rights for Endowments

- a. Consideration may be given to naming a portion of an existing building for a significant endowment gift in an amount not less than \$100,000. Such naming must comply with the procedures set forth above.
- b. The School Board shall have the latitude to provide similar benefits to an endowment in an amount less than that stated above provided that it is understood that, within a reasonable period of time (generally five years) from establishment of the fund, gift to the fund shall equal the stated minimum.

AUTHORITY F.S. 1001.41

Policy Adopted: 3/6/90

Amended: 6/15/93; 08/17/99; 3/19/02; 6/17/03; 7/26/05; 1/15/13