

Board Policy

Code No. 805

NAMING OF SCHOOL DISTRICT FACILITIES AND EVENTS

Purpose:

The Board of Education recognizes the official name selected for a facility is a vital factor in the public image of the community. It is the intent of the Board to name schools and other facilities in the District in a manner that evokes pride in students, school employees, parents/guardians, and the community. Naming facilities or part of facilities is the sole authority of the Board of Education. All naming decisions will be consistent with the vision, mission, beliefs, and goals of the Bettendorf Community School District.

Our schools belong to the entire community and serve as centers of unity. As a matter of principle, the naming of a school facility should be the result of an open and participatory process. Furthermore, schools are symbols of non-partisan unity within the neighborhoods and this policy intends to protect schools from becoming objects of conflict or controversy through the naming process for political or personal reasons. Any proposal to name a school facility may be disqualified by the Board of Education on this basis.

The Board is responsible for the naming and renaming of facilities, and portions of facilities, including buildings, grounds, stadiums, athletic fields, media centers, rooms, etc. The Board shall make the final decision for the naming of all facilities and retains the right to review the decision at any time. Dedication of a particular facility does not guarantee that the dedication, name, or memorial will exist in perpetuity.

Additionally, the Board reserves the rights to withdraw the dedication, name, or memorial in the event that information is revealed concerning an individual or organization, or a situation arises which may cause the name or memorial to be inappropriate for District buildings or grounds.

Standards and Criteria:

Naming of school district facilities is the responsibility of the Board of Education and shall be by a majority vote of the Board. A facilities naming committee may be appointed by the Board President or designee. An application, which shall contain the rationale for such nomination, must be presented by the public.

Criteria that may be considered when naming school facilities are:

- A. Geographic Location or section of the district
A facility may be named after a geographic location and/or a section of the District it serves.
- B. Individuals
The Board encourages appropriate memorials to and recognition of individuals. However, the naming of facilities after individuals is discouraged. Therefore, should the Board be asked to name a facility after an individual the following criteria shall be utilized.
 1. Naming in recognition of monetary donation may be granted at the discretion of the Board of Education in recognition of persons or entities who provide a substantial

- amount without whom new facilities would not have been possible. The amount of the contribution shall be equal to or surpass at least 50% of the cost of the facility or specific parts of facilities. (Minimum contribution for consideration to equal or exceed \$5 million for the naming of a facility and \$1 million for naming of a portion of a facility.)
2. Naming in recognition of distinguished service may be granted at the discretion of the Board of Education in recognition of persons or entities in honor of their extraordinary service or leadership contributions in education, humanity, the School District or the community, or on the basis of their status as a person of historical significance. If a facility is to be named after a person, that person shall be of exemplary moral character.
 3. The Board may consider naming facilities after a living employee or Board member only if he or she has provided a minimum of 20 years of service to the District and been retired for at least five years. The Board may consider naming facilities after a deceased board member, employee, or volunteer only if he or she provided 20 years of service and has been deceased for at least five years.
 4. Only a District facility with a specific purpose may be named. Parts of facilities may be named after individuals using the same criteria for recognition of individuals outlined above and may be marked on an appropriate plaque commemorating that individual's contribution.
 5. No expenses shall be incurred by the District for the naming of a building, facility, or properties, when the naming occurs as a result of a proposal submitted by an individual, group of individuals, businesses, organization, or other entities unrelated to the District. The recommendation should include the proposed design and location of the signage or plaque with estimated costs and installation. Every effort will be made by the District to retain the signage or plaque in the event the space or room is repurposed.

The Superintendent of Schools shall prepare rules and regulations which will facilitate the Board's implementation of this policy.

Procedures:

Naming New School Buildings

The Director of Communications will publicize and seek suggested names from parents, students, staff, and community members. The Facility and/or Finance Committee will review the entire list of suggestions and narrow the list to those that may be considered. Students, staff, and parents from the school attendance center / neighborhood may vote on the name. The results of the vote will be reviewed by the Facility and/or Finance Committee. The Facility and/or Finance Committee will make a recommendation to the Board for final determination.

Request for Naming or Renaming Existing Facilities and Additions

A request for consideration of naming or renaming a school or facility may be initiated by the School Board, school employees, PTA/PTO/Booster Clubs, school-related organizations, students, or any interested citizen or organization.

1. Such a request shall be made in writing to the School Board on the District form (Form No. 805E1) and forwarded to the superintendent. These nominations should include supporting materials that address:
 - a. The rationale for the recommendation.
 - b. Biographical and background information regarding the proposed name.
 - c. Attributes / Qualities
 - i. Demonstrated record of recognizable excellence in their respective field evidenced by a variety of outstanding accomplishments, awards, leadership, and service roles in their profession, community, professional and civic organizations.
 - ii. Demonstrated positive role model for others.
 - iii. Demonstrated commitment to excellence. Extraordinary impact on students, staff, student achievement, activities, arts, or athletics.
 - iv. Exhibited positive values: honesty, integrity, sense of fairness, self-discipline, teamwork, dedication to work, etc.
2. The superintendent shall place the request on the agenda for Board action for referral to the standing committee. No action to name or rename a school or facility is to be taken by the School Board without referral to and recommendation from the standing committee.
3. The superintendent (or District administrative designee) will facilitate the functions of the standing committee in its review of the request and subsequent action.

Standing Committee:

1. The superintendent shall appoint a committee of not less than five (5) and not more than ten (10) individuals to be inclusive of staff, citizens, parents, and students to consider the naming request.
2. The superintendent or designee shall serve as the non-voting chairperson of the committee. A member of the School Board, appointed by the Board President, will also serve as a non-voting member of the committee.
3. The Standing Committee shall thoroughly study and review the request as it relates to the following criteria:
 - a. The person for whom a school or facility is named /renamed should have contributed extraordinary service or leadership in education, humanity, the School District or the community, or on the basis of their status as a person of historical significance.
 - b. The proposed name of a person, for whom a school or facility might be named /renamed, shall represent exemplary moral character and served as a positive role model for students.
4. For a request to be forwarded to the School Board, 80% of the committee must vote for approval.
5. The committee will render its decision to the School Board within 60 days of receiving the request.
6. The School Board will consider the committee's recommendation within the next two regularly scheduled School Board meetings. The School Board will act upon the committee's recommendation within 45 days of the meeting.
7. All costs associated with the naming or renaming of the facility shall be borne by the parties requesting the change and must be approved by the superintendent.

Sponsorship and Recognition:

The naming of facilities is different than sponsorships. Sponsorship is an agreement between the Board and a sponsor, in return for financial consideration, to identify that sponsor with a facility for a negotiated period of time.

Additionally, the naming of facilities is not recognition that is given on display boards or plaques to individuals that have given financial support for district projects at pre-determined levels as part of a fund-raising effort.

The Board may approve appropriate sponsorship agreements and recognition/memorial plaques it deems appropriate by a majority vote of the Board.

Naming of Events or Activities:

An administrator with support of staff, students, and parents may recommend that an event or activity be named in honor or memory of a former employee(s) or volunteer(s).

Other Options:

The District recognizes that many staff members make extraordinary contributions that may warrant or generate a desire to commemorate their contributions. The District strongly suggests that other alternatives, including but not limited to the following, be considered:

- Establishing a scholarship with the Bettendorf Community Schools Foundation (BCSF)
- Landscaping improvements such as trees, stepping stones, benches with appropriate plaque or signage (this suggestion will require a principal recommendation)
- Establishing a special purpose fund with the Bettendorf Community Schools Foundation (BCSF)

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