



POLICY 7.03

4-B I recommend that the Board adopt the proposed revised Policy 7.03, entitled “Naming of School District Facilities and Dedicating Areas of School District Facilities or Grounds.”

[Contact: Joseph Sanches, PX 47573 and Kris Garrison, PX 48935.]

Adoption

CONSENT ITEM

- The Board approved development of this revised Policy at the development reading on April 7, 2010. Lines 56 and 65 were changed to read “non-financial or financial” per the Board’s request at this meeting.
- The proposed revision addresses the long-term and short-term duration of naming rights, and the related provisions, for buildings and building components. Long-term rights would span 10-40 years and require a substantial endowment. Short-term rights would be valid for up to 10 years.
- This revision also includes the opportunity for a school to develop a master school naming plan to enable predictability in soliciting donors.

POLICY 7.03

**NAMING OF SCHOOL DISTRICT FACILITIES AND DEDICATING AREAS OF
SCHOOL DISTRICT FACILITIES OR GROUNDS**

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4 1. Purpose. To establish an equitable process by which the School Board can
5 assume its responsibility for the naming or renaming of schools and other facilities,
6 or the naming of areas of facilities or grounds to honor individuals, or for assigning
7 naming rights for portions of school facilities to recognize private or corporate
8 entities that make a significant contribution, financial or otherwise, to benefit the
9 District.

- 10 2. Policy. It is the responsibility of the School Board to select names of all schools
11 and facilities. In fulfilling this responsibility, the School Board shall carefully
12 consider and respect community recommendations in the naming process. The
13 School Board shall also have the responsibility to authorize naming rights for
14 portions of school facilities in order to provide recognition for private or corporate
15 entities that make an exceptional contribution or significant financial contribution to
16 benefit the District. The names of persons actively serving Palm Beach County
17 School District shall not be considered.

- 18 3. **New Schools**
19 Before a new school is opened, the Superintendent shall recommend the
20 appointment of a committee for the purpose of naming a school center in Palm
21 Beach County.
 - 22 a. The committee shall be charged with the responsibility of proposing three (3)
23 school names to be presented to the School Board, who will make the final
24 choice.
 - 25 b. The committee membership shall consist of a minimum of three (3) lay people
26 who live in the area in which the site is located, two (2) students who attend or
27 are likely to attend the school, two (2) staff members as designated by the
28 Superintendent, and one (1) member of the Historical Society of Palm Beach
29 County.
 - 30 c. The committee is encouraged in the naming of schools to use historical
31 figures, the history, general location or features of the area, or goals of the
32 school. Names of existing schools or combinations thereof shall not be used
33 except in those cases where existing schools are being discontinued as public
34 schools.
 - 35 d. When a school center has been designated by the School Board to be a
36 community school, the word "community" shall be added in the name of the

- 37 school following the proper name designation.
- 38 e. Since many high schools serve a large geographical area often encompassing
39 several municipalities, committees may consider adding the word "regional" to
40 the name.
- 41 f. A brief narrative explaining the naming of the facility should be exhibited in a
42 prominent place within the facility.

43 4. **Existing Schools** and Related School Facilities .

44 The naming or renaming of schools on district campuses or on properties owned
45 by the district must follow state and School District guidelines. The School Board
46 may name or rename a school and other facilities for a variety of reasons, including
47 its use for a new purpose or the desire to recognize contributions to the School
48 District by providing for a dedication or naming of appropriate areas of a district
49 facility, as provided herein, in honor of such individuals, private or corporate entities
50 making exceptional or outstanding contributions to the School District.

- 51 a. *Schools*. The renaming of schools shall follow the same requirements of
52 Section 3 above.
- 53 b. *Ancillary Facilities*. A committee of at least one (1) department head and six
54 (6) other stakeholders shall make a recommendation to the Superintendent.
- 55 c. *Buildings*. The naming or renaming of any building in honor of a person, living
56 or deceased, as a result of a private gift or other significant non-financial or
57 financial ~~financial or non-financial~~ contribution, must be approved by the
58 following:
- 59 i. The Superintendent of the School District of Palm Beach County, Florida;
60 or
- 61 ii. The School Board of Palm Beach County, Florida.
- 62 d. *Components of Facilities*. The Superintendent/designee may name significant
63 building components, including classrooms, media centers, athletic fields,
64 conference rooms, common areas and other components which are part of a
65 building or site, including recognizing exceptional or significant non-financial or
66 financial ~~financial or non-financial~~ contributions of private individuals or
67 corporate entities. Such naming shall specify any donor request by private
68 individuals or corporate entities for a specific name and shall be reported to
69 the Board as an information item.
- 70 e. Such naming or renaming of a school, school building or school building
71 component must be endorsed by the school's advisory council, if one has

- 72 been formed.
- 73 f. The naming of any facilities approved by the Superintendent in accordance
74 with this policy must be submitted to the School Board for informational
75 purposes only within a reasonable period of time.
- 76 5. **Limitations to Naming Rights.** Naming rights are intended to recognize
77 sponsorships or a significant contribution by a private individual or corporate entity
78 that benefits the School District.
- 79 a. ~~Naming rights shall be valid for a period of ten years, unless otherwise
80 specified by the Superintendent or School Board at the time of approval.
81 Buildings and building components named prior to April 1, 2009 shall be
82 excluded from this provision.~~
- 83 a. The Chief of Facilities Management shall maintain records of the naming of
84 schools, buildings and components of buildings.
- 85 b. Naming rights shall be reviewed on a periodic basis, and a naming right may
86 be renewed for an additional period as approved by the School Board.
- 87 c. No facility shall be named after someone whose positions, opinions and/or
88 reputation is inconsistent with the mission and vision of the School District.
- 89 d. The School Board shall have discretionary authority to rescind a naming right
90 at any time based on any action by a private individual or corporate entity that
91 is deemed by the School Board to be inappropriate and/or in conflict with the
92 School District's values.
- 93 e. ~~When the naming opportunity concerns the construction of a new building or
94 renovation of an existing building, a donor will be required to provide more
95 than ten (10) percent of the complete cost of construction and/or twenty-five
96 (25) percent of the complete cost of renovation. When funds are donated for
97 these purposes the funds are to be used to offset the cost of construction.~~
- 98 f. ~~In addition to the other naming opportunities provided in this policy, buildings
99 may be named by a donor if funds of at least \$100,000 are donated for the
100 purpose of establishment of an endowment.~~
- 101 e. Funds donated for naming rights shall be deposited either in the school's
102 internal account(s), with the school's foundation (if one exists) or with the
103 Education Foundation of Palm Beach County. If the funds are deposited with
104 the Education Foundation of Palm Beach County the funds will be transferred
105 to a particular school or paid out in accordance with a written agreement
106 between the School District and the donor.

107 f. Schools may not be named after a living person, however, buildings and
108 building components may be named after persons living or deceased.

109 6. Duration of Naming Rights. The duration of naming rights shall be proportionate
110 to the value of a donation, endowment or other significant contributions to a school.
111 For buildings and components of buildings, the School Board recognizes two types
112 of naming rights, short-term and long-term naming rights. The provisions for each
113 are outlined as follows:

114 a. Short-Term Naming Rights. Short-term naming rights shall be valid for a
115 period of up to ten years, unless otherwise specified by the Superintendent or
116 School Board at the time of approval. Buildings and building components
117 named prior to April 1, 2009 shall be excluded from this provision. Any funds
118 donated for short-term naming may be deposited in a school's internal fund for
119 short-term use, or may be deposited as an endowment in the school's
120 foundation if one exists.

121 b. Long-Term Naming Rights. In addition to the other naming opportunities
122 provided in this policy, buildings may be named after a donor for more than 10
123 years but not to exceed 40 years, unless approved otherwise by the Board,
124 provided that a substantial sum is placed in an endowment to benefit the
125 school long-term. The Education Foundation of Palm Beach County may
126 serve as the host foundation for the endowment if the school does not have its
127 own.

128 7. Master School Naming Programs.

129 To enable predictability in soliciting donors, a school principal may bring forward a
130 pro-active naming program for the school. Once the School Board approves a
131 Master School Naming Program for a particular school, additional School Board
132 approval is not required unless there is a deviation from the approved program.

133 STATUTORY AUTHORITY: Fla. Stat. §§ 1001.41, 1001.42

134 LAWS IMPLEMENTED: Fla. Stat. §§ 1001.43(4)

135 HISTORY: 2/18/72; 8/13/75; 4/6/83; 1/11/89; 7/19/95; 02/05/01; 07/29/09; 00/00/10

Legal Signoff:

The Legal Department has reviewed proposed Policy 7.03 and finds it legally sufficient for development by the Board.

Attorney

Date