



POLICY 7.03

4-A 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.]

Adoption

CONSENT ITEM

- The Board approved development of this revised Policy at the development reading on June 3, 2009.
- This primary revision to the policy provides a means by which naming rights may be assigned to school facilities or portions of school facilities to honor individuals or to recognize private or corporate entities that make a significant contribution, financial or otherwise, to benefit the District.
- The Board continues with the responsibility to select the names of new schools, through the use of a committee recommended by the Superintendent. See Section 3. The naming or renaming of schools are required follow this provision.
 - The Superintendent or designee may name significant building components as classrooms, media centers, athletic fields, conference rooms, etc. See Section 4d.
- This revision includes guidelines for the groups that shall comprise the naming committee membership and the factors which should be considered in the naming of schools. See Section 3b and c.
- This revision also provides limitations to naming rights by:
 - Limiting naming rights for a period of 10 years, unless otherwise determined by the Board or Superintendent. Buildings named prior to April, 2009 are excluded from this provision.
 - Providing that a facility may not be named for an individual whose positions, opinions or reputation is inconsistent with the mission and vision of the School District.
 - Providing that the School Board may rescind a naming right if the actions of an individual or corporate entity is deemed to be inappropriate or in conflict with the School District's values.

- If the naming rights relate to a new building, a donor is required to provide more than 10% of the cost of construction. If the naming rights relate to the renovation of an existing building, the donor is required to provide at least 25% of the renovation costs. The donated funds are to be used to offset the construction cost.
- Buildings may not be named for persons actively serving the District. See Section 2.
- Schools may not be named after a living person, but buildings or components may be named after living or deceased persons.
- This revision also updates statutory references.

POLICY 7.03

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

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3
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 ~~or when a decision is made to rename a school~~, the
20 Superintendent shall recommend the appointment of a committee for the purpose
21 of naming a school center in Palm 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. ~~Names of existing schools or~~
38 ~~combinations thereof shall not be used except in those cases where existing~~
39 ~~schools are being discontinued as public schools.~~

40 e. Since many high schools serve a large geographical area often encompassing
41 several municipalities, committees may consider adding the word "regional" to
42 the name.

43 f. A brief narrative explaining the naming of the facility should be exhibited in a
44 prominent place within the facility.

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

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

53 a. *Schools.* The renaming of schools shall follow the same requirements of
54 Section 3 above.

55 b. *Ancillary Facilities.* A committee of at least one (1) department head and six
56 (6) other stakeholders shall make a recommendation to the Superintendent.

57 c. *Buildings.* The naming or renaming of any building in honor of a person, living
58 or deceased, as a result of a private gift or other significant financial or non-
59 financial contribution, must be approved by the following:

60 i. The Superintendent of the School District of Palm Beach County, Florida;
61 or

62 ii. The School Board of Palm Beach County, Florida.

63 d. *Components of Facilities.* The Superintendent/designee may name significant
64 building components, including classrooms, media centers, athletic fields,
65 conference rooms, common areas and other components which are part of a
66 building or site, including recognizing exceptional or significant financial or
67 non-financial contributions of private individuals or corporate entities. Such
68 naming shall specify any donor request by private individuals or corporate
69 entities for a specific name and shall be reported to the Board as an
70 information item.

71 e. Such naming or renaming of a school, school building or school building

72 component must be endorsed by the school's advisory council, if one has
73 been formed.

74 f. The naming of any facilities approved by the Superintendent in accordance
75 with this policy must be submitted to the School Board for informational
76 purposes only within a reasonable period of time.

77 5. **Limitations to Naming Rights.** Naming rights are intended to recognize
78 sponsorships or a significant contribution by a private individual or corporate entity
79 that benefits the School District.

80 a. Naming rights shall be valid for a period of ten years, unless otherwise
81 specified by the Superintendent or School Board at the time of approval.
82 Buildings and building components named prior to April 1, 2009 shall be
83 excluded from this provision.

84 b. The Chief of Facilities Management shall maintain records of the naming of
85 schools, buildings and components of buildings.

86 c. Naming rights shall be reviewed on a periodic basis, and a naming right may
87 be renewed for an additional period as approved by the School Board.

88 d. No facility shall be named after someone whose positions, opinions and/or
89 reputation is inconsistent with the mission and vision of the School District.

90 e. The School Board shall have discretionary authority to rescind a naming right
91 at any time based on any action by a private individual or corporate entity that
92 is deemed by the School Board to be inappropriate and/or in conflict with the
93 School District's values.

94 f. When the naming opportunity concerns the construction of a new building or
95 renovation of an existing building, a donor will be required to provide more
96 than ~~ten (10)~~ percent of the complete cost of construction and/or ~~twenty-five~~
97 ~~(25)~~ percent of the complete cost of renovation. **When funds are donated for**
98 **these purposes the funds are to be used to offset the cost of construction.**

99 g. In addition to the other naming opportunities provided in this policy, buildings
100 may be named by a donor if funds of at least \$100,000 are donated for the
101 purpose of establishment of an endowment.

102 h. Funds donated for naming rights shall be deposited either in the school's
103 internal account(s), with the school's foundation (if one exists) or with the
104 Education Foundation of Palm Beach County. If the funds are deposited with
105 the Education Foundation of Palm Beach County the funds will be transferred
106 to a particular school or paid out in accordance with a written agreement
107 between the School District and the donor.

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

110 STATUTORY AUTHORITY: Fla. Stat. §§ 1001.41, 1001.42 ~~230.22(2), 230.23(17);~~
111 ~~230.23005~~

112 LAWS IMPLEMENTED: Fla. Stat. §§ 1001.43(4) ~~230.23005(4)~~

113 HISTORY: 2/18/72; 8/13/75; 4/6/83; 1/11/89; 7/19/95; 02/05/01; ___/___/09

Legal Signoff:

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

Attorney

Date