



POLICY 7.03

5-A I recommend that the Board approve development of 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.]

Development

CONSENT ITEM

- This proposed revision provides a means by which naming rights may be assigned to portions of school facilities to recognize private or corporate entities that make a significant contribution, financial or otherwise, to benefit the District.
- 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.
- This revision also provides for limitations to naming rights.
- This revision also updates statutory references.

POLICY 7.03

1 **NAMING OF SCHOOLS SCHOOL DISTRICT FACILITIES AND DEDICATING**
2 **AREAS OF SCHOOL DISTRICT FACILITIES OR GROUNDS**
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 the 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 ~~or renaming~~ 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 from the area~~
27 in which the site is located who attend or are likely to attend the school and,
28 two (2) staff members as designated by the Superintendent, and one (1)
29 member of the Historical Society of Palm Beach 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 Sschool Ddistrict guidelines. The School
46 Board may name or rename a school and other facilities for a variety of reasons,
47 including its use for a new purpose or the desire to recognize contributions to the
48 School District by providing for a dedication or naming of appropriate areas of a
49 district facility, as provided herein, in honor of such individuals, private or corporate
50 entities 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 individual building in honor of a
56 person, living or deceased, as a result of a private gift or other significant
57 contribution, must be approved by the following:

58 i. The Superintendent of the School District of Palm Beach County, Florida;
59 or

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

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

68 e. The ~~Such~~ naming or renaming of a school, school building or school building
69 component must be endorsed by the school's advisory council, if one has
70 been formed.

- 71 f. The naming of any facilities approved by the Superintendent in accordance
72 with this policy must be submitted to the School Board for informational
73 purposes only within a reasonable period of time.
- 74 5. **Limitations to Naming Rights.** -- Naming rights are intended to recognize
75 sponsorships or a significant contribution by a private individual or corporate entity
76 that benefits the School District.
- 77 a. Naming rights shall be valid for a period of ten years, unless otherwise
78 specified by the Superintendent or School Board at the time of approval.
79 Buildings and building components named prior to April 1, 2009 shall be
80 excluded from this provision.
- 81 b. The Chief of Facilities Management shall maintain records of the naming of
82 schools, buildings and components of buildings.
- 83 c. Naming rights shall be reviewed on a periodic basis, and a naming right may
84 be renewed for an additional period as approved by the School Board.
- 85 d. No facility shall be named after someone whose positions, opinions and/or
86 reputation is inconsistent with the mission and vision of the School District.
- 87 e. The School Board shall have discretionary authority to rescind a naming right
88 at any time based on any action by a private individual or corporate entity that
89 is deemed by the School Board to be inappropriate and/or in conflict with the
90 School District's values.
- 91 f. When the naming opportunity concerns the construction of a new building or
92 renovation of an existing building, a donor will be required to provide more
93 than 25 percent of the complete cost of construction and/or 50 percent of the
94 complete cost of renovation.
- 95 g. In addition to the other naming opportunities provided in this policy, buildings
96 or components of buildings may be named by a donor if funds of at least
97 \$100,000 are donated for the purpose of establishment of an endowment.
- 98 h. Funds donated for naming rights must be deposited with the Education
99 Foundation of Palm Beach County, and may be transferred to a particular
100 school or paid out in accordance with a written agreement between the School
101 District and the donor.
- 102 i. Schools may not be named after a living person, however, buildings and
103 building components may be named after persons living or deceased.

106 LAWS IMPLEMENTED: Fla. Stat. §§ 1001.43(4) ~~230-23005(4)~~
107 HISTORY: 2/18/72; 8/13/75; 4/6/83; 1/11/89; 7/19/95; 02/05/01:___/___2009

Legal Signoff:

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

Attorney

Date