



### **POLICY 7.03**

**5-D** 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 47.]

#### **Development**

#### **CONSENT ITEM**

- 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

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 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 exist) 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: 00/00/09

Legal Signoff:

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

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Attorney

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Date