

SCHOOL BOARD OF CLAY COUNTY, FLORIDA

POLICY FOR FACILITIES AND OPERATIONS

Policy 6.01

L. Naming of School District Facilities and Dedicating Areas of School District Facilities or Grounds

1. Purpose.

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

2. Policy.

It is the responsibility of the School Board to select names of all schools and facilities. In fulfilling this responsibility, the School Board shall carefully consider and respect community recommendations in the naming process. The School Board shall also have the responsibility to authorize naming rights for portions of school facilities in order to provide recognition for private or corporate entities that make an exceptional contribution or significant financial contribution to benefit the District. The names of persons actively employed by or contracting with the Clay County School District shall not be considered.

3. New Schools.

Before a new school is opened in Clay County, the Superintendent shall appoint a committee for the purpose of naming the school.

a. The committee shall be charged with the responsibility of proposing five (5) school names to the Superintendent who shall then present at least three (3) of those names to the School Board, which will make the final choice.

b. The committee membership shall consist of a minimum of two (2) lay people who live in the area in which the site is located and who are designated by consensus of the School Board, two (2) staff members as designated by the Superintendent, and the Assistant Superintendent for Support Services.

c. The committee is encouraged in the naming of the schools to use historical figures, the history, general location or features of the area, or goals of the school. Names of

existing schools or combinations thereof shall not be used except in those cases where existing schools are being discontinued as public schools.

4. Existing Schools and Related School Facilities.

The School Board may name or rename a school and other facilities for a variety of reasons, including its use for a new purpose or the desire to recognize contributions to the School District by providing for a dedication or naming of appropriate areas of a district facility, as provided herein, in honor of such individuals, private or corporate entities making exceptional or outstanding contributions to the School District.

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

b. *Ancillary Facilities.* When naming an ancillary facility, a committee of at least one (1) department head and three (3) other stakeholders appointed by the Superintendent shall make a recommendation to the Superintendent who shall present said recommendation to the School Board.

c. *Buildings.* The naming or renaming of any building in honor of a person, living or deceased, as a result of a private gift or other significant non-financial contribution, requires the approval of the School Board after considering the recommendation of the Superintendent.

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

e. The naming of any facilities approved by the Superintendent in accordance with this policy must be submitted to the School Board for informational purposes only within 60 days of said action.

5. Limitations to Naming Rights.

Naming rights are intended to recognize sponsorships or a significant contribution by a private individual or corporate entity that benefits the School District.

a. The Assistant Superintendent for Support Services shall maintain records of the naming of schools, buildings and the components of buildings.

b. Naming rights shall be reviewed on a periodic basis, and a naming right may be renewed for an additional period as defined by the original contract and as approved by the School Board.

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

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

e. Funds donated for naming rights shall be deposited in the school's internal account(s), except in instances in which the funds are for the purchase of capital assets or for capital funding in which case they shall be deposited in the general revenue account of the School District. Funds will be transferred to a particular school or utilized in accordance with a written agreement between the School District and the donor if such agreement exists at the time of donation.

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

6. Duration of Naming Rights.

The duration of naming rights shall be proportionate to the value of a donation, endowment or other significant contributions to a school. The duration of naming rights for athletic fields, grounds, and portions of school or administrative sites other than buildings and components shall be at the discretion of the Superintendent or his/her designee. For buildings and components of buildings, the School Board recognizes two types of naming rights, short-term and long-term naming rights. The provisions for each are outlined as follows:

a. *Short-Term Naming Rights.* Short-term naming rights are applicable for donations ranging from a minimum of \$15,000.00 to a maximum of \$50,000.00 and shall be valid for a period of up to ten (10) years, unless otherwise specified by the Superintendent or School Board at the time of approval. Buildings and building components named prior to April 1, 2009, shall be excluded from this provision. Any funds donated for short-term naming may be deposited in a school's internal fund for short-term use, or may be deposited as an endowment in the school's foundation, if one exists.

b. *Long-Term Naming Rights.* In addition to the other naming opportunities provided in this policy, for instances in which single donations are excess of \$50,000.00, buildings may be named after a donor for more than ten (10) years but not to exceed forty (40) years, unless approved otherwise by the Board, provided that a substantial sum is placed in an endowment or trust to benefit the school long-term.

7. Master School Naming Programs.

To enable predictability in soliciting donors, a school principal may bring forward a proactive naming program for the school. Once the School Board approves a Master School Naming Program for a particular school, additional School Board approval is not required unless there is a deviation from the approved program. The approval of the Superintendent shall be required.

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

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