

NAMING OF DISTRICT SCHOOLS AND FACILITIES POLICY

I. PURPOSE

The purpose of this policy is to establish a process and guidelines for the naming of Clinton Community School District public school buildings and facilities.

II. GENERAL STATEMENT OF POLICY

The naming of school buildings or facilities is the responsibility of the school board. This may be in conjunction with the athletic or fine art boosters as a fundraising component of capital campaigns to support the district's facility goals. The school board recognizes that the official names of district facilities are vital to its public image. When selecting names for facilities, the board will emphasize effective public communication and the honor and integrity that the name will reflect upon the facility.

- A. The school board, when they deem appropriate, will direct administration to submit recommendations for a name(s) for board consideration; for either a new facility or for the renaming of an existing structure.
- B. Naming proposals for schools and facilities will be considered at any time the board so chooses, including naming proposals recommended prior to construction, when construction is in progress, or after being acquired by the district.
- C. The superintendent may delegate responsibility to administrative designees or a task force charged with the responsibility of determining the process for soliciting and evaluating names, pursuant to providing a recommendation to the superintendent and school board for consideration.
- D. The superintendent, designee, or task force chair/co-chairs will make a recommendation to the school board for final approval.
- E. The superintendent, or designee, will retain responsibility for determining the procedures to select a school mascot and school colors. The school board expects that the mascot and school colors reflect the traditions of the school district and are congruent with the public image of the district.

III. GUIDELINES FOR NAMING OF SCHOOLS OR FACILITIES

- A. The superintendent, in working with the Boosters, will communicate with the Board about any capital campaign contributions that would qualify for naming rights.
- B. The Director of Marketing will manage the communications process of naming school district schools. The director will advise the community about the process and the timeline for naming the new school.
- C. The public may submit names for consideration through the U.S. mail, email, or online submission if made available, to the task force chairs or the superintendent's office. The names considered must conform to this board policy. A minimum six-week timeline will be established for the public to propose names.
- D. The school district will consider naming a new school building in recognition of communities served by the district, a geographic location or feature within the school district, and in unique circumstances a school can be named for a program. If the school being named is the initial district school building in the community, the district will honor the community by naming the new school after the community providing there is support from the community governing body.
- E. Educational facilities and property shall be titled in accordance with their function and are only to be named for individuals, families, businesses or corporations that meet a financial threshold in a capital campaign supported by the Boosters.
- F. Facilities governed by this guideline include but are not limited to media centers, stadiums, auditoriums, gymnasiums, athletic fields, and playgrounds.
- G. Should a compelling reason to change the name of an existing school arise, the process will be the same as that for naming a new school.

Legal Reference: Iowa Code §§ 280.3,.12,.14;297(2011).Cross

Reference: 801Site Acquisition and Building Construction

Approved 9/26/2011

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