

Office of the Superintendent of Schools  
Board of Education Meeting of October 15, 2015

Office of Student Support  
Mark Smith, Chief Student Support Officer

**SUBJECT: PROPOSED REVISIONS TO BOARD POLICY CW(LOCAL), NAMING FACILITIES—SECOND READING**

Board Policy CW(LOCAL) codifies the criteria and process by which schools and other District facilities are named. To ensure consistency with the district's non-discrimination policy and to promote inclusive naming choices, the following revisions are suggested to this local policy:

- At CRITERIA FOR NAMING FACILITIES, expand the title to include the renaming of facilities and add the following text:
  1. "In all cases, the name of a school, specific area of a school, or other District facility must respect cultural differences and values."
  2. "The Board of Education, through a resolution that deems renaming to be in the best interest of the District, may initiate the process for changing the name."
- At SCHOOLS, add language to reflect that a unanimous board vote is required when renaming a facility after a living person and that a simple majority vote is required for renaming a facility after a deceased person.
- At PROCESS FOR SELECTING NAME OF SCHOOL, add language to identify a school naming committee and its membership.
- Add a new section entitled "ACCEPTANCE OF FUNDS FOR NAMING RIGHTS OF A SCHOOL OR A SPECIFIC PORTION OF A FACILITY" that requires the superintendent to develop regulations for the acceptance of funds associated with naming rights. This section would also require two-thirds majority vote of the board to approve acceptance of such funds.

The proposed changes are indicated in the attached revised policy.

COST/FUNDING SOURCE(S): None

STAFFING IMPLICATIONS: None

ORGANIZATIONAL GOALS/IMPACT: This agenda item supports HISD Goal 6: Create a Positive District Culture and is aligned to Core Initiative 5: Culture of Trust through Action.

THIS ITEM DOES NOT REQUIRE CONSULTATION.

THIS ITEM DOES MODIFY BOARD POLICY.

RECOMMENDED: That the Board of Education approves the proposed revisions to Board Policy CW(LOCAL), *Naming Facilities*, on second reading, effective October 16, 2015.

NAMING FACILITIES

CW  
(LOCAL)

NAMING AND  
RENAMING OF  
DISTRICT FACILITIES

The Board shall have final authority and responsibility for the naming of District facilities and specific areas of facilities.

For the purpose of this policy, the term District facility shall apply to new and existing schools, including schools scheduled for consolidation through redirection or closure, sport complexes, athletic facilities, and other office buildings and facilities. A specific area or portion of a facility shall refer to a wing, annex, library, media center, auditorium, performing arts center, gymnasium, athletic field, or common area. A specific area or portion of a school shall not apply to classrooms, school offices, and cafeterias.

CRITERIA FOR  
NAMING OR  
RENAMING FACILITIES

Citizens and staff members, as well as Trustees, may submit names to be added to a historical list of suggested names. Such list shall be cumulative, shall be maintained in the office of the chief school student support officer, and shall be provided to the chairperson of the naming committee. In all cases, the name of a school, specific area of a school, or other District facility must be aligned to the District's non-discrimination policies. [See FFH (LOCAL) and DIA (LOCAL)]-respect cultural differences and values.

~~The renaming of District facilities may be initiated by the Board~~The Board of Education, through a resolution that deems the renaming to be in the best interest of the District, may initiate the process for changing the name. ~~indicating the specific facilities for which renaming is deemed to be in the best interest of the District.~~ [See PROCESS FOR SELECTING NAME OF SCHOOL]

SCHOOLS

Schools or other facilities may be named for persons, communities (e.g., neighborhoods), locations (e.g., landmarks), or functions (e.g., District programs). Names of persons to be considered shall be of deceased individuals who have made a significant contribution to the local community, the state, or the nation. In naming any facility for the first time, any waiver of this policy shall require a two-thirds vote of the membership of the Board. In renaming a facility after a living person, any waiver of this policy shall require a unanimous vote of the membership of the Board. In renaming a facility after a deceased person, a simple majority vote of the membership of the Board is required.

In the cases of consolidations, closures, and the like, consideration should be given at the onset as to how the naming shall be handled. The name selection committee may consider a new name, an existing name, or a combination of school names.

SPECIFIC AREAS OF  
SCHOOLS AND  
FACILITIES

Specific areas of schools and facilities may be named for persons, communities, locations, or functions. If the area is named after a person, the following criteria shall apply:

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- The individual may be living or deceased;
- The individual must have made a significant contribution to the local community, state, or nation; and
- The individual must be widely respected by the community and the general public.

PROCESS FOR  
SELECTING NAME OF  
SCHOOL

For selecting the name of a school, the Superintendent or designee shall appoint a school naming committee. The school naming committee appointed to consider the renaming of a school shall be composed of individuals currently connected to the school in their representative capacities, and the local civic leader shall be a person actively involving in serving that school's geographic area and school community.

The committee shall include the following individuals of the school to be named:

- the chief school officer as chairperson;
- the principal of the school to be named, if any; and at least five representative community residents with sensitivity to all geographic areas affected by the naming of the school. Committee membership should reflect appropriate representation from all constituent groups, including but not limited to:
  - a students;
  - a teacher;
  - a local civic leaders;
  - an alumni group(s) representatives, and
  - a parent. and community organizations.

The chief school officer may also solicit input from other constituents affected by the naming of the school. The chief school officer shall report the consensus of the committee to the Superintendent. Prior to the preparation of an agenda item for Board consideration, the Superintendent will discuss the recommendation with the Trustee of the area of the school to be named. The Superintendent will present the recommendation to the Board for approval.

The superintendent shall develop regulations for the acceptance of funds to support the construction, renovation, or acquisition of District facilities and specific areas or portions of facilities.

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ACCEPTANCE OF FUNDS FOR NAMING RIGHTS OF A SCHOOL OR A SPECIFIC PORTION OF A FACILITY

The Board may agree to name a District facility for an individual, family, group, organization, or business entity when a major capital donation has been made to the District for the facility by or on behalf of the nominated individual, family, group, organization, or business entity. A major capital donation is defined as either a monetary gift of, or land with a fair market value of, at least \$7,500,000 toward the construction, renovation, or acquisition of the District facility.

The Board may agree to name a specific area or portion of a District facility for an individual, family, group, organization, or business entity when a significant capital contribution has been made to the District for the specific area or portion of a District facility by or on behalf of the nominated individual, family, group, organization, or business entity. A significant capital contribution is defined as a monetary gift of at least \$1,000,000 toward the construction, renovation, or acquisition of the specific area or portion of the District facility from a business, group, club, or individual for the naming rights of a school or a specific portion of a facility such as a wing, annex, library, media center, auditorium, performing arts center, gymnasium, athletic field, or common area.

The acceptance of funds and the approval of the name shall require a two-thirds majority vote of the membership of the board. Funds accepted for the naming of a school or specific area of a school shall be reserved for capital expenditures exclusively for that school.

PROCESS FOR SELECTING NAME OF SPECIFIC AREAS AND FACILITIES OTHER THAN SCHOOLS

For selecting the name of specific areas of schools and facilities, sports complexes, athletic facilities, and any other facilities that are not schools, the Superintendent or designee shall appoint a committee of appropriate individuals and shall present the committee's recommendation to the Board for approval. No athletic facilities in the District shall be given more than two (dual) names.

SCHOOL SYMBOLS

All mascots, nicknames, and descriptors—including symbols, banners, flags, pennants, or similar identifiers—used by a school's sports teams, extracurricular clubs, curricular clubs, or organizations shall respect cultural differences and values. The Board prohibits the use of any race or ethnic group as a mascot or nickname. [See DIA(LOCAL)]