

The Board of Education recognizes that the name for a school building or facility reflects on its public image and affects the feeling and spirit students may have concerning the building or facility.

The Board of Education shall have sole authority to name or rename district facilities, including, but not limited to, buildings, athletic fields, stadiums, fields, tracks, gymnasiums, playgrounds, auditoriums, libraries, media centers, child development centers, multipurpose rooms, cafeterias, lounges, conference rooms and offices.

Requests for Naming New Facilities

All requests for naming facilities shall be submitted to the superintendent at the district's administrative building. Requests shall include the name(s) of the sponsor(s) and reasons the facility should be named after an area or community where the facility is located, or after a person or persons. In the latter case, the request should include a biography of the individual or individuals to be honored, a letter of permission from the family, and other information such as funding and design plans for signage.

Note: The process of naming schools should start with the beginning of school planning. Referring to proposed sites in planning stages by community-selected names should be avoided.

District Naming Committee

Upon receipt of a request for naming a facility, the superintendent shall establish a naming committee composed of diverse membership representing a cross-section of the community with ethnic diversity and gender representation from the community, school staff, student population and Board. The superintendent shall appoint one (1) committee member to chair the committee. The naming committee, under the direction of the superintendent, shall set its own rules and procedures for meetings. The committee will recommend two (2) or three (3) possible names to the Board for consideration, and the names will be included in the minutes. Activities of the committee are governed by the Missouri Sunshine Law. Upon the Board's making of a final decision concerning naming or renaming a building or facility, the naming committee shall be thanked for its work and the committee shall then be dissolved.

Criteria for Facility Names

The naming committee and Board of Education shall use the following criteria in screening school/facility names and deciding on a naming request:

1. Schools/facilities may be named after an area or community where the school or facility is located, or other geographic (regional or local landmark or location) or historic (historical leader or event) location.
2. In naming a school/facility after a person, primary consideration should be given to Presidents of the United States or individuals who have unselfishly given their time and energy in promoting excellence in education in the community, the state or the nation. The contribution(s) should be impressive and of such significance as to clearly justify the naming of the facility after the person or persons even to future generations. In addition to societal contributions, the moral character of the individual must be considered.
3. Recognizing that the ethnic and cultural composition of a local school community may change and that school/facility names are permanent, the name selected should have broad acceptance in a multicultural society.
4. In selecting a name for a school of facility, preference will be given names of persons who are deceased. In considering an individual who has passed away, the naming committee and Board of Education should consider whether a sufficient time has passed, at least five (5) years, since the individual's death.
5. Facilities will not be named for persons who are currently employed by the district or active in its operation or who currently hold any public office. In considering a past staff or Board member, the naming committee and Board of Education should consider whether sufficient time has passed, at least five (5) years, since the end of the employment or service.
6. In order to be meaningful for all there should be a real or symbolic connection between the individual and the facility.
7. The reaction of the school district community to any proposed name should be considered by the naming committee based on input from community members, including school staff, PTA members and other sources.
8. No corporate donors (e.g., Pepsi, Coca-Cola, Nike, etc.) shall be able to purchase naming rights for any district school or facility.
9. It is the policy of the Board of Education that the names of existing structures or physical spaces under the Board's jurisdiction will not be changed unless there is a confusion of names. Historical preservation and respect for district traditions are a key component in honoring our past.

Existing Facilities and Additions

Once a building or facility has been named, that name will remain with the building or facility unless changed by the Board. Names will be changed using the

same process outlined above. The Board will determine the appropriateness of all name changes. Reasons for possible name changes include: when a specific program or theme the facility was named for changes; when the current name no longer supports the objectives of the facility; or due to additions or renovations to an existing facility.

Plaques

The Board may have plaques installed on new construction projects or renovations to existing facilities and will include information determined by the Board, including, for example, the name of the facility; the date of completion, and names of the Board members, superintendent, architects, general contractor and other information deemed appropriate by the Board.

Signage Plans

The district's facilities department, under the supervision of the superintendent, must approve all signage design plans for the facility. Final plans will then be submitted to the Board of Education for final ratification.

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Note: The reader is encouraged to check the index located at the beginning of this section for other pertinent policies and to review administrative procedures and/or forms for related information.