

Community Relations

Naming of School District Facilities or Programs

Authority for naming or re-naming all school district programs, facilities or portions of school district facilities, either indoor or outdoor, rests with the Board of Education.

Definitions

The term “facilities” includes buildings, rooms, interior spaces, exterior spaces, outdoor structures, athletic fields, and all other areas owned, operated, or controlled by DC West Community Schools.

The term “programs” includes departments, centers, and any other unit associated with DC West Community Schools.

Existing School Building and Other Facilities or Programs

Generally, except as otherwise provided herein, a named facility or program is not eligible for re-naming and will retain that name as long as it exists at the same approximate location, regardless of remodeling or new construction, or without significant changes. If the use of a facility or program changes, the Board will determine if a new name will be given to a re-purposed facility or program.

Naming of Facilities or Programs for Individuals, Families, or an Entity

Requests to name a facility or program for an individual, family, or entity may be submitted to the District by the DC West Schools Foundation or by an individual or group. Requests must be submitted in writing to the Superintendent and describe the basis for the nomination, the specific program or facility requested to be named, and any supporting documentation or information. The Superintendent will forward the request to the Board Committee for Special Capital Projects. The committee may request further information from the requestor before submission to the Board of Education for their consideration.

Criteria for Naming Consideration

The requests for naming of facilities or programs must be for one or more of the following purposes in order to be considered:

1. To recognize individuals who attained achievements of extraordinary and lasting distinction in the local communities and who had a substantial and active association with the District.
2. To recognize individuals, families or entities who have made substantial financial contributions to a specific facility or program for the benefit of the District. For contributions toward new construction or programs or significant renovation of an existing building or structure, “substantial financial contribution” shall mean:
\$50,000-\$300,000 contribute 100% of the project
\$300,000-\$650,000 contribute 75% of the project
\$650,000 + contribute 51% of the project

The Board of Education retains the discretion and final authority to determine whether a particular contribution, donation or grant, or an individual, family or entity will be approved for naming as well as the size, number, locations, wording and all other aspects of the naming recognition. School facilities and programs will not be named for entities that promote or are associated with a religious or political issue or viewpoint, are associated with any product that is illegal or inappropriate for PK-12 students, or that is associated with controversy or that would detract from the educational mission or reputation of DC West Community Schools. The Board of Education may require a separate naming agreement prior to final approval of the naming.

3. To honor a former staff member with at least twenty years of service with the District by the naming of a program, or portion of an existing facility. Recommendations to honor a former staff member must first be made in writing along with any other information that may be required such as fundraising plans.

Duration of Names and Changes

The naming of a facility or program in honor of an individual, family or entity is typically expected to last for the life of the facility or the duration of the program; however, the naming of a facility or program for a set number of years may also be determined by the Board of Education.

The Board retains the right to withdraw previously granted naming rights in the event the Board determines there has been a material change of circumstances such that the name no longer represents the District in a positive manner or is inappropriate for a K-12 educational facility.

Announcements

The naming or re-naming of any facility or program must be approved by the Board of Education prior to public announcement. No commitment for naming shall be made prior to approval by the Board of Education under this policy.

Date of Adoption: November 14, 2022