

Alameda City USD – BP 7310 Facilities

Naming Of Facility—

Alameda City USD

BP 7310

The Governing Board shall name district schools and other district-owned or leased buildings, grounds, and facilities in recognition of:

1. Individuals, living or deceased, and entities that have made outstanding contributions, including financial contributions, to the school community
2. Individuals, living or deceased, who have made contributions of statewide, national, or worldwide significance
3. The geographic area in which the school or building is located

4. Any other entity the Board of Education deems worthy of recognition

5. An educational value or area of curricular concentration.

The Board encourages community participation in the process of selecting names. ~~A citizen advisory committee~~In the case of a school naming or re-naming, the principal shall be appointed convene a committee to review name suggestions and submit recommendations for the ~~Board's~~Board's consideration. However, it is the Board's sole prerogative to name or rename a school or district facility, and the Board may choose a name that was not recommended by the advisory committee or the Superintendent.

The renaming of existing schools or major facilities shall occur only under extraordinary circumstances and after thorough study and community input.

(cf. [1220](#) - Citizen Advisory Committees)

Any name adopted for any new school shall not be so similar to the name of any existing district school as to result in confusion to members of the community.

Before adopting any proposed name, the Board shall hold a public hearing at which members of the public will be given an opportunity to provide input.

(cf. [9320](#) - Meetings and Notices)

When naming or renaming a district school, building, or facility, the Board may specify the duration for which the name shall be in effect.

Memorials

Upon request, the Board shall consider planting commemorative trees, erecting monuments, or dedicating buildings, parts of buildings, athletic fields, gardens, or other district facilities, in memory of deceased students, staff members, community members, and benefactors of the district.

Naming Rights

The Board may grant to any person or entity the right to name any district building or facility. In doing so, the Board shall enter into a written agreement which shall:

1. Specify the benefits to the district from entering into the agreement
2. State the roles and responsibilities of the parties to the agreement, including whether or not the Board shall retain the power to approve any proposed name
3. Provide details related to the naming right granted, including the building, grounds, or facility involved and the duration for which the name shall be in effect
4. Prohibit any message, image, or other depiction that advocates or endorses the use of drugs, tobacco, or alcohol, encourages unlawful discrimination against any person or group, or promotes the use of violence or the violation of any law or district policy

(cf. [0410](#) - Nondiscrimination in District Programs/Activities)

(cf. [1325](#) - Advertising/Promotions)

(cf. [3290](#) - Gifts, Grants and Bequests)

5. Reserve the authority to terminate the naming right if it determines that the grantee, subsequent to receiving the naming right, has engaged in any of the prohibited acts stated in item #4 above or other criminal or unlawful acts that might bring the district into disrepute

Legal Reference:

EDUCATION CODE

35160 Authority of governing boards

Policy ALAMEDA UNIFIED SCHOOL DISTRICT

adopted: March 13, 2012 Alameda, California

revised: XXX XX, 2019

Alameda City USD

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5. An educational value or area of curricular concentration.

The Board encourages community participation in the process of selecting names. In the case of a school naming or re-naming, the principal shall convene a committee to review name suggestions and submit recommendations for the Board's consideration. However, it is the Board's sole prerogative to name or rename a district facility, and the Board may choose a name that was not recommended by the advisory committee or the Superintendent.

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Naming Of Facility—

Naming/Renaming of School/Facilities

AR 7310 NAMING OF FACILITY

Definitions

“School” shall refer to an AUSD school site.

“Facility” shall refer to other AUSD buildings, grounds, parking lots, playing fields, and fixed equipment, as well as any part of a school or district building or any other defined space within any district facility.

Criteria for School/Facility Names

Schools/facilities in the district may be named or renamed for ~~locations or for persons:~~

- Local geographic features
- Persons who have made significant contributions to the lives of citizens in this city, state, or nation-
- ~~Schools/facilities may also be named to depict areas~~ Areas of curricular concentration or ~~to reflect~~ special concepts or approaches to education-, as long as the concepts or approaches are coherent with contemporary AUSD or Alameda community values

Naming New Schools/Facilities

In naming new schools/facilities, the following steps shall be followed:

1. The Board of Education shall request suggestions from the public through an announcement at a regular Board meeting. ~~The and in regular district communications.~~
2. In the case of a school, the principal/~~designated~~designee of the school shall convene a naming committee composed of representatives of the new school's community, students, and parents/guardians and members of the staff. ~~This~~
3. The advisory committee will consider all names submitted and will present three possible names (in order of preference) to the Board through the Superintendent. ~~The Board will consider the recommendation of the committee in selecting the name. The name will be announced at a public meeting.~~
4. The Board will consider the recommendation of the committee in selecting the name. ~~The name(s) proposed will be announced at a public meeting before the meeting at which the Board of Education is asked to consider, discuss, and vote on potential approval of the name.~~

Naming an Unnamed Facility

If the Board of Education desires to name a currently unnamed facility (or part thereof), it may do so as long as the name fits the criteria set forth in BP 7310 and the Board completes the following steps:

1. District staff shall hold one meeting with employees who regularly work in the facility to discuss the proposed name.
2. The Board will publicly announce the proposed name at a Board of Education meeting one month prior to the date the Board will discuss and vote on the proposed name.
3. During that one-month period, the District shall use standard District communications (including newsletters, the website, and social media) to publicize the proposed name and inform the public of the manner by which it can comment.
4. A budget for the re-naming will be included with the agenda materials for the meeting at which the Board will take action.

Renaming Schools/Facilities

1. For renaming schools/facilities, Review of Existing Names

The decision to review

A review of an existing school or facility name may occur if one of the following steps and timetables are to be followed occur:

1. Name Change Petition

- a. After receiving a petition for a school A petition requesting a review is signed by one-third of students officially enrolled in the school; or
- b. A petition requesting review is signed by parents or guardians of at least one-third of students officially enrolled in the school; or
- c. A petition requesting that a review be conducted is signed by at least 75 percent of the school's employees (including part-time employees); or
- d. The Board directs that a review be conducted; or
- e. The Superintendent decides that a review is needed.

The review process

If a petition is received or the Board or Superintendent decides that a review is needed, the Superintendent or designee shall conduct a review of whether the name of a school or district facility is appropriate.

- a. If a school or district facility is named after an individual, that review shall examine whether the individual, on the whole, has made outstanding contributions to the community or made contributions of state, national, or worldwide significance in light of the Alameda community's values and contemporary view on history.
- b. If a school or district facility is named after a geographic area, the review shall examine whether the name has become outdated given changes in the geographic area.

- c. If a school or district facility is named after an area of curricular concentration or educational value, the review shall examine whether that concentration or value is still relevant to the school and/or appropriate for the Alameda community.

Meetings about the review

As part of any review of the name of a school or a district facility, the review shall include at least one meeting with students during normal school hours, at least one meeting with school employees invited to attend, and at least one meeting with the families of students enrolled in the school invited to attend. There shall also be one open meeting scheduled for all interested to attend.

Notice of such meetings will be provided at least two weeks in advance using standard District communications (including newsletters, the website, and social media).

In the case of non-school facilities where students do not attend, the review shall include at least one meeting with employees who regularly work in that facility invited to attend.

~~Recommendation to consider name change~~ containing at least 100 signatures of school employees, students and parents/guardians from the involved school

Based on the review conducted by the Superintendent or designee, as well as any additional information or input that the Superintendent or designee deems appropriate and necessary, the Superintendent shall recommend to the Board that it vote to discontinue ~~consider discontinuing~~ the use of the name and, after the steps outlined in this AR are completed, voting to approve a new recommended name and proceed with the renaming process.

In the event that the Board decides to consider discontinuing the use of the name of a school or district facility, the existing name shall continue in use until the Board determines a new name pursuant to the process established below.

Simultaneous reviews

If the review of an existing name (or the naming process for an unnamed facility or school) is underway, the Superintendent will not act on another petition for review of a school or facility until:

1. any preceding naming process has been completed;
2. the Superintendent has reviewed the effectiveness and implications of the procedures detailed in the regulations; and
3. a proposal to revise or let stand the relevant policy and regulations are included as part of a report to the Board of Education.

2. School Renaming Committee

If the superintendent or designee deems a school name review necessary, the principal shall will convene a School Renaming Committee.

2. School Community Committee

~~This school renaming committee. That~~ committee shall consistently aim to be composed of include representatives from the school's certificated and non-certificated staff, ~~study body, parent/guardian and students, parents/guardians,~~ alumni groups, and school community (such as members of business or neighborhood organizations and civic officials).

~~For secondary schools, the Committee shall also include staff and community representatives from all feeder schools.~~

3. 3. School Renaming Community Survey Meetings

~~The~~ Once formed, that committee shall ~~do research~~ convene at least three community meetings.

1. The purpose of the first meeting will be to alert the community that a naming process has begun.
2. The purpose of the second meeting will be to solicit potential names.
3. The purpose of the third meeting will be to receive feedback on the proposed potential names the committee is considering.

Notice of such meetings will be provided at least two weeks in advance using standard District communications (including newsletters, the website, and social media).

4. Community Survey

The committee will provide a minimum of 2 names and a maximum of 5 choose a names and shall conduct a survey of the school community which. That survey will provide the choice of renaming the school or keeping the current name.

5. 4. Representative Response

Efforts must be made by the committee to ensure that the survey is distributed to all current members of the school's staff and student body and to all official school support groups, ~~and that it reaches.~~ The committee shall maintain documentation of efforts taken to reach a substantial number of the school's parents/guardians, staff, alumni ~~and community members~~ of recent years (no fewer than four years if possible), and neighbors of the school.

For secondary schools, the Committee shall also include documented efforts to solicit input from students, staff, and community representatives from all feeder schools.

5. Majority Support Required

The name change process may continue only if the survey indicates that at least a majority of those contact favor the proposed changes.

6. Submission to ~~the~~ Superintendent/Board

If the majority of the school community votes to approve the new name, the advisory committee agrees, by majority vote, that its research and survey support the request for a name change, the committee shall will vote to submit it to the proposed name to the Superintendent's office. The Superintendent will. At least three-fourths of all of the advisory committee members must vote to recommend the name in order to submit it to the Superintendent.

Submission to the Superintendent shall occur within six months in which schools are in session of the creation of the advisory committee.

Should no such recommendations be submitted by the advisory committee, the Superintendent shall bring forward approved requests a recommendation upon which the school community can vote.

7. Submission to the Board of Education

If the superintendent approves the name, s/he will submit it to the Board of Education for final approval. The Board will vote on the new name after a 60 90-day public comment period. During that 60 90-day period, the District shall publicize the proposed name and how the public can comment through standard District communications (including newsletters, the website, and social media).

8. Standards and Implementation of New Signage

When name recommendations for a school or District facility are brought to the Board, the Superintendent or designee shall, based on the District's approved standards for exterior signage, provide information regarding the location, cost, and construction timeline for designing and erecting of the new signage.

9. Use of New Name

The school may begin using the new name effective July 1. ~~7. Board Hearing~~

~~The Board shall announce a proposed change at least 90 days in advance of voting to allow for community response.~~

8. No Change/10 Years

Once a new name is approved, it shall not be changed for at least 10 years, unless the name ceases to adhere to renaming criteria.

~~9. Required Time Schedule~~

~~a. By October: Petition to rename a school shall be submitted to principal.~~

~~b. By November 1: Principal shall convene a properly constituted School Naming Committee.~~

~~c. By January 15: School Naming Committee shall submit a request for a specific name change to the Superintendent. The request shall include results of an extensive school community survey showing a majority favoring the name change.~~

~~d. By February 15: Superintendent shall submit the request to the Board along with recommendation.~~

~~e. By March 1: Board shall announce the proposed change and then accept community response through April 15.~~

~~f. The Board will consider the recommendation of the committee in selecting the name. The name will be announced at a public meeting.~~

~~g. The school may begin using the new name effective July 1.~~

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Recommendation to consider name change

Based on the review conducted by the Superintendent or designee, as well as any additional information or input that the Superintendent or designee deems appropriate and necessary, the Superintendent shall recommend to the Board that it vote to discontinue the use of the name and proceed with the renaming process.

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For secondary schools, the Committee shall also include documented efforts to solicit input from students, staff, and community representatives from all feeder schools.

6. Submission to the Superintendent

If the majority of the school community votes to approve the new name, the advisory committee will vote to submit it to the Superintendent. At least three-fourths of all of the advisory committee members must vote to recommend the name in order to submit it to the Superintendent.

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