

# Board Direction to Conduct Review of the Name of Woodstock Child Development Center



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# Presentation Goals

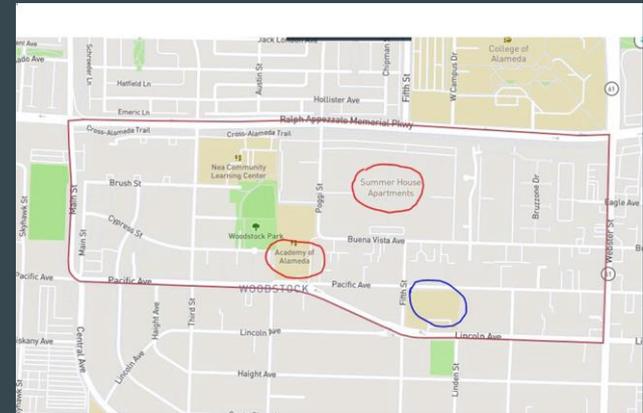
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- Introduce history of WCDC name
- Discuss steps for renaming
- Review timeline
- Board direction to review name



# History of the Current Name

- Woodstock Child Development Center established in 1943.
- Named after the “Woodstock” neighborhood, one of three original settlements in Alameda.
- Originally housed at Singleton site, then moved to Longfellow site.



From “[Back in Time: A Trip Through Alameda’s Three Towns](#)”  
*Alameda Sun*, December 31, 2020

# Step 1: Name Review Trigger

BP 7310  
AR 7310

Board interest in naming WCDC after Board Member Dailey

AR 7310 calls for review of name if:

- Petition signed by 25 percent enrolled students **or**
- Petition signed by parents/guardians of at least 25 percent enrolled students **or**
- Petition signed by at least 50% of school's employees (PT and FT) **or**
- **Board calls for review or**
- Superintendent calls for a review

# Steps 2 & 3: Review and Recommend

## Step 2: Is the name appropriate?

- If named after geographic area, has the name become outdated?
- Hold 3 school community meetings
  - Students
  - Employees
  - Families of students



## Step 3: Superintendent recommends renaming to Board

# Steps 4 & 5: Committee & Community

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## Step 4: Convene Renaming Committee

- Representatives from certificated and non-certificated staff, students, parents/guardians, alumni groups, and school community (e.g., members of business or neighborhood organizations and civic officials).

## Step 5: Hold Community Meetings

- **Meeting 1:** Alert the community that a naming process has begun
- **Meeting 2:** Solicit potential names
- **Meeting 3:** Receive feedback on the potential names the committee is considering

# Steps 6 & 7: Survey & Name Submission

**Step 6:** Committee conducts survey of school community, providing minimum of 2 names and maximum of 5 names.



**Step 7:** If school community approves a new name, the committee votes to recommend the name to the Superintendent.



# Steps 8-10: Recommendation to Board, Public Comment, Board Vote

- **Step 8:** Superintendent recommends name to Board
- **Step 9:** 60-Day public comment period
- **Step 10:** Board vote



# Timeline

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- Possible to complete by mid-December
- New name can be officially implemented in 2023-24 (CDE).



# Review of the Name of Woodstock Child Development Center

## Board Discussion

