

Superintendent's Recommendation to Initiate a Re-Naming Process for Woodstock Child Development Center



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Presentation Goals

- Present findings on review of WCDC name
- Board direction to initiate re-naming process
- Discuss next steps for renaming



Timeline

8/23 - 9/13

- Board call for review
- Superintendent review
- School community review
- Superintendent recommendation

9/14 - 10/6

- Convene committee
- School meetings
- Survey

10/7 - 12/7

- Committee vote
- Committee recc to Sup't
- Sup't recc to Board
- Public comment period

12/13/22

- Board vote on new name

Steps 2 & 3: Review and Recommend

Step 1: Initiate Review of Current Name (August 23)

Step 2: Conduct Review (is name still appropriate)?

- Superintendent review
- Hold 3 school community meetings
 - Students
 - Employees
 - Families of students

BP 7310
AR 7310

Step 3: Superintendent recommendation; Board vote

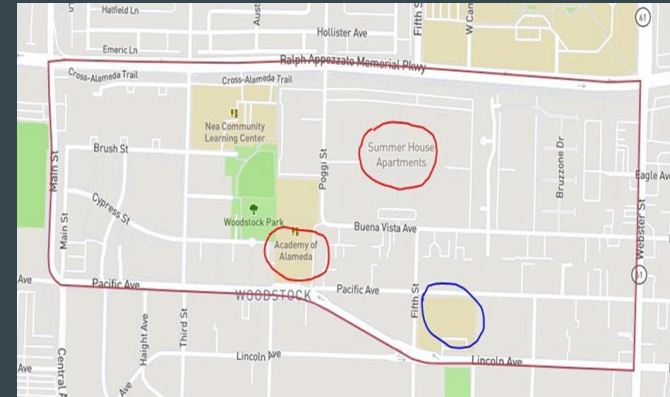
Review Process: Superintendent's Review

Is current name still appropriate?

- WCDC established in 1943 to serve families working at Alameda Point
- Named after the “Woodstock” neighborhood, one of three original settlements in Alameda

And

- WCDC no longer serves just Woodstock neighborhood
- Two-thirds of attendees come from areas east of Webster and beyond



Review Process: Community Review

3 meetings:

- Tuesday, September 6: Family
- Wednesday, September 7: Staff
- Wednesday, September 7: Family & Staff

Review Process: Community Review (Staff)

- Questions about why the school should be re-named
 - “It’s ingrained in us”
 - “It’s always been WCDC”
- Concerns about losing name recognition in Alameda and beyond
 - “Already known around area”
- If the facility were to be re-named:
 - “We know Ardella”
 - “She has familiar grounding here”
 - “Ardella is the one who held the center; she’s an integral part of the community”
 - “She’s an Alamedan”

Review Process: Community Review (Families)

Two meetings set up, one with translation services

- No attendance
- Followed up with distributing translated flyers at all three WCDC sites
- We will continue to reach out to families to give them opportunities to engage in the process



Next Steps: Community Engagement

Step 3: Superintendent recommends initiating the re-naming process;
Board votes

Step 4: Convene Renaming Committee

Step 5: Hold Community Meetings

Step 6: Select 2-5 Possible Names

Step 7: Administer Survey

Step 8: Superintendent recommends name to Board

Step 9: 60-Day public comment period

Step 10: Board vote



Recommendation to Initiate Review of WCDC

Board Discussion

