

NAMING OF FACILITIES

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

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

The Board encourages community participation in the process of selecting names. A citizen advisory committee shall be appointed by the Superintendent to review name suggestions and submit recommendations for the Board's consideration. Name changes shall be made by the Board in consideration of the committee's recommendation(s) or upon its own initiative.

(cf. 1220 - Citizen Advisory Committees)

Any name adopted for any new school may 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.

When naming or renaming a district school, building, or facility, the Board may specify the duration for which the name shall be in effect if not intended to be permanent.

Memorials

Upon request, the Board may 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
adopted: January 26, 2021

SAN DIEGO UNIFIED SCHOOL DISTRICT
San Diego, California