

NAMING OF FACILITIES AND MASCOTS

Initial Proposal Submission

Prior to initiating a school name or mascot change or a new school name or mascot, a school site and/or its members of the school community should consider the following:

1. If a school name or mascot reflects historical harm or exclusion, the school's name or mascot should be reevaluated by the school site and/or members of the school community.
2. The criteria for a school name or mascot change should include guiding principles rooted in equity, belonging, and community empowerment.
3. A school name or school mascot change should reflect cultural, historical, or community significance that can inspire generations for centuries to come that shall include the following criteria as guiding principles:
 - a. Individuals and entities that have made outstanding contributions, including financial contributions, to the school community.
 - b. Individuals who have made contributions of statewide, national, or worldwide significance.
 - c. The geographic area in which the school or building is located.
4. Any proposed school name or mascot change must also include an evaluation of costs for signage, uniforms, and other associated charges.

Once the above considerations have been evaluated by the school site and/or members of the school community, an initial proposal for the proposed facility, school or mascot change must be completed with the following information and include signatures from all community representatives who are in support of the initial proposal:

1. The full name of the persons requesting the change, affiliation with the school (parent, student, teacher, community member, etc.), and contact information (phone number, email address).
2. Clear statement as to why the change is necessary that includes supporting information or documentation of how the current name and/or mascot may do harm and how a new name and/or mascot will reflect the values of the community.

The completed proposal should be submitted to the site principal. Within 30 days of receipt, the person(s) who submitted the proposal shall receive notice if the proposal will move forward to the Naming Committee. The Naming Committee will only process one proposal per school year across the district.

Naming Committee

The Naming Committee shall be composed of no more than 10 members and will include the following representatives:

1. A district office employee with strong equity knowledge that can evaluate the potential historical harm or exclusion associated with name or mascot use.
2. The board member who represents the geographic area of the school site included in the completed proposal.
3. A district administrator who directly supports and/or supervises the principal of the school site included in the submitted proposal.

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4. Two student ambassadors from the school or geographic area of the school site included in the submitted proposal.
5. Two community members, inclusive of one representative for the submitted proposal.
6. The principal of the school site included in the submitted proposal.
7. No more than two staff members from the school site included in the submitted proposal.

Public Engagement

The public engagement process must include a survey and/or signature collection process followed by public hearings to gather input from the community. Community includes, but is not limited to, students, student families, staff members, and community residents.

1. The school site may choose to offer an electronic survey or paper signature collection to gather interest from the community. For either process, the following information must be collected:
 - a. Questions or concerns about a name or mascot change.
 - b. Ideas for prospective names or mascots.
 - c. Name of the survey or signature collection participant.
 - d. Relationship of the survey or signature collection participant to the identified school (parent, student, community member, etc.).
 - e. Address of the survey or signature collection participant must be within district boundaries for verification. Survey or signature collection participant results must have at least 10 percent participation from members who live within the community served by the school. Results with less than 10 percent participation will not move forward in the name or mascot change process unless legally required.
2. The school site should host a minimum of two public hearings to gather public input to submit to the Naming Committee for review.
 - a. Each meeting agenda must provide a general timeline for the name or mascot change process that details all steps taken from initial consideration to the completion of the public hearings.
 - b. General survey or signature collection data should be shared that does not include individual participant names or identifying information.
 - c. A paper or electronic sign-in sheet must be provided to document attendee names and address information. At least 10 percent of each public hearing attendees must be from members who live within the community served by the school. Meetings with less than 10 percent attendees from members will not move forward in the name or mascot change process.
 - d. Input given by the community during the meetings must be documented for Naming Committee review.

Once the public engagement process is completed, the Naming Committee will convene to review all the required documentation to make a recommendation to the Board of Education at a future public board meeting. The Board of Education shall vote on the Naming Committee's recommendation. Additional

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suggestions for names/mascots will not be considered during the board meeting. If the Naming Committee's recommendation is not approved, the school site and/or community shall reengage in the public engagement process to gather community input for an alternate name or mascot change.

Renaming Transition

Upon Board of Education approval, the new name/mascot is announced at the board meeting, then to the community via an in-person or virtual school community meeting, naming updates on the school website, and/or an official electronic communication to all families. The school site shall develop a plan for the transition of signage, mascots, uniforms, etc., and communicate the timeline for changes to the broader school community. Members of the Naming Committee shall assist the school site in the development of the transition plan.

Regulation
adopted: April 29, 2025

SAN DIEGO UNIFIED SCHOOL DISTRICT
San Diego, California