



# ADMINISTRATIVE PROCEDURE

SAN DIEGO UNIFIED SCHOOL DISTRICT

NO: 3300

PAGE: 1 OF 5

CATEGORY: **Facilities, Naming**

EFFECTIVE: **1-29-62**

SUBJECT: **Naming of Schools and School Facilities**

REVISED: **11-24-04**

## A. PURPOSE AND SCOPE

1. To outline district policies and procedures for naming schools and school facilities.
2. **Related Procedures:**
  - Citizens advisory and study committees, general ..... 9055
  - Coordination of school openings and dedications ..... 3380

## B. LEGAL AND POLICY BASIS

1. **Reference:** Board policy: E-5000, K-2000.
2. **The Board of Education** considers all names recommended by the School Names Committee and names all schools.

## C. GENERAL

1. **Originating Office.** Suggestions or questions concerning this procedure should be directed to the Community Relations Department, Office of the Superintendent.
2. **Definition. School facilities:** Any district centralized support centers or school site support areas such as athletic fields, gymnasiums, libraries, Child Development Centers (CDCs), pools, performing art centers, and media centers.
3. **School Names Committee**
  - a. **The committee will be composed of** civic leaders and representatives of school employee organizations (representing a cross section of the community with ethnic diversity and gender representation) selected by the superintendent. A list of community members will be developed as potential nominees for the committee.
  - b. **Meetings will be held** as needed as determined by the Community Relations Director or as called by the chairperson. Meetings will be conducted under rules and procedures of the committee's own choosing.
  - c. **Membership criteria** will include standards for committee size, structure, and attendance.

- (1) The committee will consist of twelve (12) members--six (6) district representatives and six (6) community representatives. The six (6) district representatives will include one elementary, middle, and high school principal; one district program representative; one classified representative (submitted by CSEA); and one certificated representative (submitted by SDEA). The six (6) community representatives will include a community person selected by the superintendent as the chairperson, a high school ASB President, and the remaining four (4) positions will represent community/ethnic groups, as appropriate.
- (2) Two consecutive absences without sending a representative will be grounds for termination from the committee.
- (3) Term limits will be three (3) years with staggered ending dates.

#### 4. **Criteria for Screening School and Facility Names**

- a. Schools and school facilities may be named after a location or after a person or persons.
- b. In naming a school after a person, *primary* consideration should be given to individuals who have made a significant contribution to education in the community, the state, or the nation. In addition to societal contributions, the moral character of the individual must be considered. (Documentation must accompany proposals for each suggested name.)
- c. Recognizing that the ethnic and cultural composition of a local school community will change, and that names will be permanent, the name selected should have broad acceptance in a multicultural society.
- d. In selecting a name for a school or school facility, preference will be given to names of persons who are deceased.
- e. If a school is consolidated or demolished, and if the name(s) is/are from the site, it/they will be returned to the list of approved names and may be used again.
- f. Names of retired district employees are eligible to be considered three years after their retirement from the district.
- g. No corporate donors (e.g., Pepsi, Coca Cola, and Nike) shall be able to purchase naming rights at any district school or facility.

- h. Child Development Centers (CDCs), media centers, and athletic fields can be named for living persons.
- i. Decisions will be made on a case-by-case basis.

## **D. IMPLEMENTATION**

### **1. Submitting Names**

- a. Anyone may submit a suggestion for a school or facility name to the Community Relations Director for consideration by the School Names Committee and Board of Education.
- b. A list of names submitted by the School Names Committee and approved by the Board of Education will be maintained by the Community Relations Director. This list will be made available to community groups and others during the early planning stages of new schools, or upon request.

### **2. Naming Schools and School Facilities**

- a. **Board of Education, superintendent, or supporting divisions** notify the Community Relations Director of need to name school or facility.

**Note:** The process of naming schools should start with the beginning of school planning. Referring to proposed sites in planning stages by community-selected names should be avoided.

- b. **Community Relations Director**

- (1) Solicits information from various sources, *especially*:

- (a) **School names:** community in which school is located. Information submitted, when possible, may include the following:

- 1) Person's name, age, place of birth, and whether living or deceased.
      - 2) Chronology of person's education and employment service.
      - 3) Contribution to service-oriented activities (i.e., community involvement).

- 4) Letters of support from community members and students. Letters of support from PTA, SAC, and ASB are important. Letters of support from family members.
  - 5) Community survey data of support, if available.
  - 6) Other information believed appropriate and supportive.
- (b) **School facility names:** Staff in appropriate and affected schools/divisions/departments. Information submitted, when possible, may include the following:
- 1) Person's name, age, place of birth, and whether living or deceased.
  - 2) Chronology of person's education and employment service.
  - 3) Purpose for which facility is being named for this person.
  - 4) Letter of support from family member.

**Note:** Those submitting information should review C.4 of this procedure in order to ensure completeness.

- (2) Receives suggestions, when appropriate, including justification for request, from local school community and other sources.
- (3) Coordinates research of names, as necessary, to provide adequate information.
- (4) Ten days prior to their scheduled meeting, forwards suggested names to members of the School Names Committee for review.
- (5) Presents recommendation to the Executive Committee and the Board of Education for review and approval.

c. **Chairperson of School Names Committee**

- (1) Convenes committee, which selects one to three names in order of preference.

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NO: **3300**

PAGE: **5 OF 5**

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- (2) Forwards selection to the Community Relations Director for submission to the Executive Committee and the Board of Education via superintendent.
- (3) Presents recommendation to the Board of Education for approval at its scheduled meeting.

d. **Board of Education** considers name on recommendation of the School Names Committee.

**E. FORMS AND AUXILIARY REFERENCES**

**F. REPORTS AND RECORDS**

**G. APPROVED BY**

*Kerry B. Flanagan*

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Chief of Staff, Kerry Flanagan  
For the Superintendent of Public Education