

Regulation 5232R

Non-Instructional/Business Operations

NAMING OF DISTRICT FACILITIES; TRIBUTE MARKERS

This regulation is intended to guide the administration of Board of Education policy 5232, *Naming of District Facilities; Tribute Markers*.

Process

A person, persons or group proposing a facility (or component) name or a tribute marker(s) will submit to the superintendent a written proposal detailing the following:

Facility/Component Name

- Proposed name
- Specific facility or component to bear the name
- Materials, construction and location of the medium/media (e.g., sign, plaque, etc.) that will display the name
- Projected costs (if any) of establishing and maintaining the name which may accrue to the district
- A brief rationale for the proposal

Tribute(s) or Commemorative Marker(s)

- The contents of the tribute or marker
- Proposed location
- A description of the medium/media for the tribute (e.g., sign, plaque, medallion, etc.) along with any other contents it will bear
- A description (including sizes) of the tribute's lettering and all other lettering or graphics that will be included
- Projected costs (if any) of establishing and maintaining the marker which may accrue to the district
- A brief rationale for the proposal

The superintendent will conduct a review of the proposal and, at his discretion, submit a recommendation to the Board of Education for its consideration and action. The superintendent may form a committee to assist in the review and in the development of a recommendation.

Safeguards

Upon adoption by the Board of Education, any sign, marker, or inscription becomes a public expression on behalf of the district. Therefore, as part of his review, the superintendent will assure that the following safeguards are satisfied:

- *Personal Names:* The superintendent will assure, through a background check and/or other means as deemed necessary, that any person (living or deceased) whose name is

proposed for a facility/component or for a tribute marker meets the standard of exemplary character, honor, and integrity set forth in Policy 5232.

- *Facility Name or Tribute for a Deceased Person:* The superintendent will receive written clearance from the person's family, specifically from the nearest living relative.
- Any sign (or other marker) containing printed words or logos must be free of commercial exploitation and of inappropriate influence of individuals or of special interest groups. As a result, an acknowledgement of the person or organization that donated the item without an advertisement for a product, company or special interest group would be acceptable. The acknowledgement will not be in scale to the whole sign, and will not be the prominent feature of the sign. The superintendent will review proposals for compliance with this guideline.
- Pursuant to Policy 5232, the superintendent will assure that the process of establishing an honorary name or tribute marker poses no conflict of interest within the district, that it is consistent with district policies and with the district mission to serve all students equally and well, and that it shall have no influence over district decision making with respect to educational policy or practice, staffing, fiscal integrity, or other district responsibilities except insofar as it is consistent with their proper discharge.
- The superintendent will evaluate each proposal to determine any district costs associated with long-term maintenance obligations.
- Where a sign, marker or other medium contains a slogan or logo created by the donor, the superintendent will obtain a written release so that the district may obtain a trademark if it so chooses.

Revised: 7/7/05

Reviewed: 08-20-18