



POLICY RECOMMENDATIONS

**SUSD Governing Board Meeting
May 8, 2012**

**Michelle G. Marshall
General Counsel**

Naming Facilities

- ★ Why implement this policy?
 - ★ We have not had a process
 - ★ This is not about naming or renaming any particular facility
 - ★ If approved, would apply going forward
- ★ History:
 - ★ “First read” June 14, 2011
 - ★ Board requested additional information and additional input from stakeholders
 - ★ Provided Board with information
 - ★ Community survey
 - ★ Parent organizations, including Boosters and Scottsdale Parent Council

Highlights:

- ★ Policy revised to incorporate Board and stakeholder input
- ★ Definition of “facilities:”
 - ★ District building, campus, wing, room, athletic facility or field
- ★ Portions of facilities may be named and marked on an appropriate sign or plaque
- ★ Exemplary Contribution plaque in the Governing Board room

Highlights:

- ★ Confirms that only Board may approve
- ★ Establishes a Naming Committee, created by Superintendent or designee, to include:
 - ★ Community member
 - ★ Student body representative
 - ★ Member at-large
 - ★ Two parents
 - ★ Principal
 - ★ Certificated and Classified staff

Highlights:

★ Criteria for selecting name:

- Geographic location
- Person of exemplary moral character
- Person who has made an outstanding contribution to education, humanity or community
- Person who has displayed outstanding leadership
- Person of historical significance
- Major contributor (at least 50%) to establishment of a new facility/property

Highlights:

- ★ Guidelines for naming facilities after an individual:
 - Except in unusual circumstances or for compelling reasons (as recommended by the Superintendent and endorsed by the Board) the names of individuals considered shall be those of persons who are deceased or have retired from the District, following the two (2) year anniversary of the death or retirement;
 - Facilities should be named after individuals who have honored the District's vision and mission and had direct, substantial and active association with the District or school;
 - Selection may be based on an individual's record of scholarship, creativity, leadership, humanitarian service or public service;
 - When a facility is named after an individual, a brief statement indicating the individual's accomplishment/achievement/service should be prominently displayed inside the building near the name of the facility.

Feedback From Our Community:

- ★ Naming Committee
- ★ Guidelines for Naming Facilities
- ★ Fundraising

Feedback From Our Community:

★ Top Themes:

- ★ Southwestern and Native American names
- ★ Concern that names be chosen for the right reasons

Questions?