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RIVERSIDE UNIFIED SCHOOL DISTRICT
OPERATIONS DIVISION

Memorials, Naming of School Facilities, and Sponsorship Subcommittee Meeting
January 15, 2021
11:00 a.m. – 12:00 p.m.
Virtual

MINUTES

CALLED TO ORDER: 11:08am. by Dr. Farooq

PRESENT: Brent Lee and Angelov Farooq, Board Members, and Sergio San Martin, Assistant Superintendent, Operations Division

Also present were Ana Gonzalez, Director; Planning and Development; Nadia Zeien, Assistant Director, Planning and Development; Gaby Adame, Assistant Director, Planning and Development; Rene Castro, Assistant Director, Planning and Development; Jodi Gonzalez, Principal, North High School; Dennis Brown, Assistant Principal, North High School; Becky Porter, Student Activities, North High School, Susanne Anderson, Executive Assistant, and Nora Lopez, (Recorder).

Public Input
Anthony Estrada, Art Alcaraz, Ruben Ayala, Community Members, spoke with the committee in relation to the renaming of John W. North High School application they submitted.

1. **Approval of Minutes**
   Dr. Farooq moved and Mr. Lee seconded to approve the minutes of the July 25, 2019, meeting as presented.

2. **Renaming of the John W. North High School's Varsity Baseball Field**
   Per Board Policy #7310 – Memorials, Naming of School Facilities, and Sponsorships, the subcommittee reviewed and discussed an application that was received to rename the Varsity Baseball field at John W. North High School to "Rich Stalder Field", a former baseball coach at John W. North High School.

   The committee received input from applicants regarding the proposed renaming application. They provided background information about Rich Stalder and highlighted his many accolades as a coach, teacher and mentor in his 37 years of service, his notable positive impact and influence on students and athletes on and off the field, and his many character traits which are considered part of his success.

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The Committee also received input from Jodi Gonzalez, Principal, Dennis Brown, Assistant Principal, and Becky Porter, Student Activities, John W. North High School in regards to the proposed renaming, and expressed their agreement and support.

After the application was reviewed and discussed, and input was provided by the committee, Dr. Farooq moved and Mr. Lee seconded to present the proposed renaming at an upcoming Board of Education meeting for Board approval.

Committee members recommended that staff meet with school site staff to seek input and involvement from the community, as well as ideas in regards to proposed location at the school site and costs related to signage.

Conclusion

Committee Members Comments

Board members expressed that this is inspiring and said this is an appropriate and worthy recognition, and they are looking forward to this process.

Adjournment

Meeting was adjourned at 11:50am

MEMORIALS, NAMING OF SCHOOL FACILITIES, AND SPONSORSHIPS

Purpose

To give guidance to individual schools on the appropriate ways to handle naming facilities and schools, as well as for memorializing someone who has passed away, and to clarify guidelines for sponsorships to secure operating funds that might involve naming and signage.

Position

It is the responsibility of the Board of Education to adopt all names for school facilities. Suggestions from the school site and the community should be submitted to the Superintendent's Office. An application packet will then be granted, which when received back will be reviewed by the "Memorials, Naming of School Facilities, and Sponsorships Committee," consisting of the Vice-President and Clerk of the Board of Education and other district staff. The Board of Education will provide a timely response to the application.

Cost of Honoring a Community Member

1. If the Board of Education chooses to honor community or retired staff members, it does so with an understanding that the district bears the entire cost of any outdoor signage, indoor plaques, display cases with memorabilia, expenses of a ribbon-cutting ceremony, and any other acknowledgments it deems appropriate. The money for these honors comes directly from the General Fund.

2. If a district facility has been sponsored (and has an approved sponsorship contract), the above costs may be borne by the sponsor and may be negotiated.

Memorials to a student, staff, or community member who has passed away need to be channeled into positive outcomes such as: a scholarship or gift to REEF in the person 's honor; the planting of a tree; a day of service (in which participants could plant a bed of flowers or gather for another kind of campus improvement); relocatable bench or table that could have a small plaque no larger than 4" x 6" attached; or books for the library (with or without a frontispiece with the name of the honored person). Murals and/or an inscribed name on a donor walk may also be considered. Self-standing plaques or headstones are not permissible. Gifts to school sites should be reviewed by staff and the committee to ensure that they are cost neutral and appropriate to the campus.

The honor of naming a school facility after a community or retired staff member shall be with the consideration of the Board of Education and based on a history of outstanding support to the district and community, ties to RUSD, and/or positive accomplishments that serve as an example to RUSD and our community.

1. To create conformity with existing schools, the Board of Education should recognize that elementary schools have a tradition of being named after authors, poets, geographic sites, and presidents.

MEMORIALS, NAMING OF SCHOOL FACILITIES, AND SPONSORSHIPS (continued)

2. Facilities that might serve the purpose of being named after an honored person could be: theaters, libraries, cafeterias, multipurpose rooms, CHOICE programs or schools, labs and maker spaces, offices and honor walls.

3. Length of Time for Names: The Board of Education has the discretion to change a facility's name at any time if they deem it appropriate for the benefit of the district.

4. The Board of Education will consider cost and time for staff in scheduling community and retired staff naming honors, and shall endeavor not to create a backlog of events that become cumbersome for the district.

Sponsorships to name a facility for a given donation to the district may include these facilities only: sports facilities (including district stadiums), fields, pools, scoreboards, class laboratories, and uniforms. Contracts for sponsorships shall be reviewed periodically by staff.

1. General Program Statement:

   The purpose of this program is to provide guidelines for the advertising of products or services for district revenue to supplement the diminishing monies students need for extra-curricular activities. Riverside Unified School District shall protect students and parents from exploitation and ensure that commercial activities do not interfere with educational programs. Except for instruction relating to sponsorship, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials or curriculum-related activities, except as provided by this policy. Revenue enhancement opportunities should be in keeping with the community standards of good taste, and promote positive values for the students of the district.

2. Definitions:

   Sponsorship: Any payment of money or other economic benefit to a school or to the school district that requires visual, audio, or video placement of a name, slogan or product message on a school district property, publication, or broadcast. The term sponsorship does not include traditional fundraising activities, such as magazine sales, nor does it apply to outright gifts to which no quid pro quo is attached.

3. Regulations:

   a. SPONSORSHIP

      No sponsorship, as defined by this policy, shall be allowed unless it complies with this policy, fits one or more of the following categories, and is approved by the Superintendent or designee.

MEMORIALS, NAMING OF SCHOOL FACILITIES, AND SPONSORSHIPS (continued)

(1) Paid sponsorship in school student publication or other district publication;

(2) Maintain pre-existing advertising space for community businesses;

(3) Paid sponsorship signs on school property or at school events that meet local sign ordinances and comply with this policy;

(4) The display of product names on vending machines appropriately placed in the school for the use of students, staff, and the public

(5) Sponsorship ads that appear when students are using various internet services

b. PROHIBITED COMMERCIAL ACTIVITIES

No sponsorship shall be accepted if it:

(1) Is associated with tobacco, alcohol, illegal drugs or weapons;

(2) Promotes hostility, disorder, or violence;

(3) Contains vulgar, abusive, obscene, or sexually explicit language and/or imagery;

(4) Is libelous;

(5) Demeans or discriminates against any person or group on the basis of race, gender, ethnicity, age, disability, or religion;

(6) Advocates the violation of law;

(7) Inhibits the functioning of the school and/or the school district;

(8) Advances any religious or political purpose or interests;

(9) Promotes, favors, or opposes a candidate for elected office or a ballot measure;

(10) Is associated with any company or individual whose actions are inconsistent with Riverside Unified School Districts' educational mission, policies, goals or community values; or

MEMORIALS, NAMING OF SCHOOL FACILITIES, AND SPONSORSHIPS (continued)

(11) ls otherwise in violation of the law; or

(12) Is otherwise deemed unfit by the Superintendent or designee.

c. DISTRIBUTION OF FUNDS

(1) The collection of funds from sponsorship activities will be organized and accounted for by the Chief Business Officer. These funds will be accounted for annually with a report to the Board of Education that will be posted on the RUSD website for public viewing.

(2) No portion of the sponsorship funds will be used for general fund purposes including administration; rather they will be used specifically to support extra/co-curricular programs at the school site level that may have been previously supported by "student fees." In associated procedures and regulations, there will be a plan to provide as equitable a solution as possible between school sites and programs.

Legal Reference:

EDUCATION CODE
7050-7058 Political Activities of School Employees and Officers
35160 Authority of Governing Boards
35160.1 Authority of School District
35172 Promotional Activities
35182.5 Sale of Advertising Products
38130-38138 Civic Center Act
48907 Student Exercise of Free Expression
51520 Prohibited Solicitations

MEMORIALS, NAMING OF SCHOOL FACILITIES, AND SPONSORSHIPS

The following process will be used to recommend that an individual be honored with their name attached to a building or facility in RUSD:

1. All recommendations for Board honors from the community are to be sent to the Superintendent's Office. After filling out an application packet, suggestions will be referred to the "Memorials, Naming of School Facilities, and Sponsorships Committee".

2. The Superintendent will notify all board members of any applications submitted.

3. A super majority approval is needed to secure board recognition of this magnitude.

4. Items such as benches and trees will adhere to standards drawn up by Maintenance and Operations.

5. The Board-approved nominee will proceed to the Communications Department, which will coordinate cost, timing, and dedication ceremonies. There is recognition (per policy) that any signage or dedication costs will be absorbed by the district.

RIVERSIDE UNIFIED SCHOOL DISTRICT
3380 14th Street • Riverside, CA • 92501

MEMORIALS, NAMING OF SCHOOL FACILITIES, AND SPONSORSHIPS APPLICATION

Application for recommending an individual to be honored, or sponsorship request pursuant to Board Policy #7310 – Memorials, Naming of School Facilities, and Sponsorships

Name of person to be recognized (Use for Memorials and Naming of School Facility Request)

_____

Applicant contact information:

Name:_____ Phone Number:_____

Address:_____

Type of request:

___Memorial ___Naming of School Facility ___Sponsorship

Memorials – Per Board Policy #7310, the following are the types of memorials that might serve the purpose to honor a person. Please select one and name the school site where the facility is located.

___Scholarship ___Gift to REEF in the Person's Honor ___Planting of a Tree

___A Day of Service ___Relocatable Bench or Table (with or without a 4" x 6" plaque)

___Books for the Library (with or without a frontispiece with the name of the honored person)

School Site:_____

*Self-standing plaques or stones are not permissible.

Naming of School Facilities – Per Board Policy #7310, the following are the types of facilities that might serve the purpose of being named after an honored person. Please select one and name the school site where the facility is located.

___School Theater ___Library ____Cafeteria
___Multipurpose Room ___Offices ___Future District Honor Wall

School Site:_____

Sponsorships – Per Policy #7310, to name a facility for a given donation to the District may include the following only. Please select one and name the school site where the facility is located.

___Sports Facility (including District stadiums) ___Field ___Pool

___Scoreboard ___Class Laboratory ___Other: Uniforms

Sponsorships (Cont'd)

*See attached policy for Sponsorships Regulations, Prohibited Commercial Activities, and Distribution of Funds.

School Site:_____

Type of sponsorship:_____

_____

***Definition of Sponsorship:** Any payment of money or other economic benefit to a school or to the school district that requires visual, audio, or video placement of a name, slogan or product message on a school district property, publication, or broadcast. Does not include traditional fundraising activities, such as magazine sales, nor does it apply to outright gifts to which no quid pro quo is attached.

Please list activities and history that demonstrate this individual's ties to the Riverside Unified School District:

Please list any accolades or awards this individual has received for community service or outstanding service to the Riverside Unified School District:

Please list accomplishments that serve as an example to the Riverside Unified School District and our community that this individual has made:

In one page or less (attached), please provide a summary statement describing why this individual should be honored by a memorial or naming a school facility.

*******Suggestions will be taken into consideration. If recognition is approved, final determination will be made by the Riverside Unified School District Board of Education.

For Office Use Only:

Date application was received:_____

Date application was reviewed:_____

Date application was approved by the Board of Education:_____