

Buildings and Sites

Naming Facilities and Educational Programs

I. Purpose

This policy establishes the criteria and procedures for naming school district facilities and educational programs.

II. General Statement of Policy

The school district recognizes the importance and significance of naming district facilities and educational programs. The district will follow policy procedures when reviewing and acting upon all nominations. The school board may elect (1) to name facilities or educational programs in recognition of individuals who have attained achievements of extraordinary and lasting distinction or (2) to enter into contracts to lease naming rights with a sponsoring agent in order to generate alternative sources of revenue for the district.

III. Definitions

For purposes of this policy, the definitions included in this section apply.

- A. “Facilities” are school district-owned buildings, properties, and structures, including but not limited to spaces within buildings, outdoor fields, streets, and other areas.
- B. “Educational programs” are district-approved learning opportunities that support a specific need or learning goal.
- C. “Naming in recognition” is naming a facility or education program in recognition of individuals who have attained achievements of extraordinary and lasting distinction.
- D. “Specific naming agreement” is a contract entered into to lease naming rights with a sponsoring agent in order to generate alternative source of revenue for the district.

IV. Authority

The school board exercises approval authority for naming all facilities.

V. Procedures for Naming District Property

- A. The superintendent will forward to the school board, a facility for which a name is sought to be established.
- B. At the discretion of the board, the board may request that the superintendent convene a committee to study the potential names and make a recommendation. In the circumstance of a newly constructed facility, the board will direct the superintendent or designee to establish such a committee.
- C. If a committee is established, the superintendent or designee will be charged with the responsibility of determining a process for soliciting and evaluating names. The superintendent will make the final recommendation to the board for approval. The superintendent will supply the board with a history of the name recommendation and rationale to support the recommendation.
- D. If a committee is not established, the superintendent may make a recommendation to the board for approval. The superintendent will supply the board with a history of the name recommendation and rationale to support the recommendation.

VI. Naming Processes and Criteria

A. Naming in Recognition

The school district may name a facility or educational program to recognize outstanding contributions to the district. Naming in recognition for such contributions is at the district's discretion and in support of its mission. When naming a facility or educational program after an individual, consideration will be given to persons who have significance to students, employees, and/or the community. Except in unusual circumstances or for compelling reasons, individual names to be considered should be individuals who are deceased. One of the following criteria must be met for naming in recognition:

1. Recognition of outstanding service to the district while serving in an employment capacity or outstanding service to the Edina community; or
2. Recognition of the achievements of distinguished alumni; or
3. Recognition of a generous financial or other contribution from a donor through a donation, bequest, or sponsorship that was not made in exchange for naming a facility or space.

B. Specific Naming Agreement

1. The district recognizes that circumstances exist when the district may enter into an agreement for the specific naming of a facility in exchange for a financial or other contribution to the district. Specific naming rights will not

be granted to educational programs. Specific naming agreements must be in writing.

2. The superintendent decides the monetary valuation prior to entering into a specific naming agreement in consultation with the director of finance and operations who may take advice from such persons or other professionals, as needed. Each case should consider market comparisons for naming rights for which professional advice may be sought.

3. Transferability and Renewability

If a name is granted by a specific naming agreement, those rights may be transferred or renewed if and as permitted by the written agreement.

4. Limit of Specific Naming Agreement Rights

- a. On the Part of the District

The district's right to use the name and other brand elements of the named party is permitted by the express agreement with the named party.

- b. On the Part of the Named Party

The party after whom a facility or space is named has no decision-making rights as to the facility's purpose unless specifically provided for in the written agreement between the parties. The district will not agree to any condition in an agreement that could unnecessarily limit progress toward the district's mission and purpose, statutory obligation, or the school board's authority. The named party has no liability with respect to that facility or space unless provided for in a contract between the parties.

5. Termination of Specific Naming Agreements

In addition to any remedies for breach of the written agreement granting naming rights, the parties may terminate a specific naming rights agreement in advance of the scheduled termination date under the following conditions:

- a. Termination by the District

The district reserves the right, at its sole discretion, to terminate the naming rights without refund of consideration, prior to the scheduled termination date, should it feel it is necessary to do so to avoid the district being brought into disrepute, as determined by the district.

- b. Termination by the Named Party

The named party may, without refund of consideration, at its sole discretion, terminate its acceptance of the naming rights prior to the scheduled termination date, in the event that the district directly brings the named party into disrepute.

C. Specific Naming Agreements and Naming in Recognition

1. In naming all facilities, spaces, or specific educational programs, due regard will be taken to maintain an appropriate balance between commercial considerations and the role that names of facilities, spaces, and educational programs contribute to the district's mission.
2. The role played by the name of a facility, space, or education program in assisting employees, students, and visitors to orient themselves is recognized.
3. Names must always be consistent with the district's mission and vision.
4. The long-term effects of the name must be considered.
5. The department/school affected by the name to be granted will be consulted before any decision is made.
6. The district will not name a facility, space, or educational program without the informed consent of the named party.
7. The district retains all rights to discontinue any name to avoid the district being brought into disrepute, as determined by the district.

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