

Board Information Item

Meeting Date:	October 26, 2026
Subject:	Review and Discuss Board Policy CW(LOCAL), Naming Facilities
Contact Person:	Paula Barbaroux, Chief Operations Officer
Policy/Code:	CW(LOCAL), CDC(LOCAL) and GKB(LOCAL)
Priority and Performance Objective:	Priority 4: Strong Financial Stewardship and Internal System Efficiency Objective 4.1: Transparent Financial Stewardship Objective 4.2: Effective and Efficient District Operations
Summary:	<p>To pursue revenue opportunities related to facility naming rights and additional facility advertising, the administration has prepared and recommends updating the existing Board Policy CW(LOCAL) to address these purposes.</p> <p>Following suggestions from the Revenue Generation Committee, the Policy Review Committee reviewed the policies of several local school districts to consider and craft proposed revisions and additions to the District's policy. The proposed additions will allow the District to pursue and negotiate facility-naming rights contracts and additional advertising within District facilities, specifically related to major donors and/or corporate partners.</p>
Attachments:	Policy CW(LOCAL) with Proposed Revisions

NAMING FACILITIES

CW
(LOCAL)

The Board shall have complete authority and responsibility for the permanent naming of District facilities.

~~The names for new or existing facilities shall be the responsibility of the Board. A name shall be determined as early as possible during the construction of a building.~~

Each school name should be descriptive of the geographic area in which the facility is located or should reflect a local, state, or national historical event or place. Whenever possible, the name should bear some relationship to the District. A name should not be representative of a single group, individual, or subdivision.

Naming Suggestions
Other Than for Major
Donors

Consideration of the naming of a new facility shall be included on the Board agenda for two consecutive meetings. At the second meeting, the Board shall select a name from the list of suggestions or request additional names.

Any resident of the District may submit a suggested name to the Superintendent's office ~~or to members of the District Excellence Committee.~~ The District's review and consideration process shall include the District Excellence Committee ~~shall reviewing~~ all name proposals and shall forward no more than five suggested names to the Board.

Named for a Major
Donor

Following the application of the guidelines outlined in this policy or the processes outlined in an associated administrative regulation, consideration of the naming of a facility for this purpose shall be included on a Board agenda for approval. The Board shall select a name from those requested by the donor or from a list of suggestions or request that additional names be submitted for the Board's consideration. The Board shall not consider petitions.

Definitions

For the purposes of this policy, District facilities are defined as:

1. A school campus building;
2. Rooms within a school building;
3. Structures related to a school building;
4. Athletic fields and facilities; and

Any other building or adjacent land area that is the property of the District and the Board.

The term "facility" shall refer to a new or existing school or District-wide complex owned and operated by the District. The term "portion of a facility" shall include a building, learning commons or library, media center, auditorium, performing arts center, gymnasium, athletic field, or other portion of a school, support

NAMING FACILITIES

CW
(LOCAL)

complex, driveway, or property owned and/or operated by the District. A portion of a facility shall not include individual classrooms.

Guidelines

The following guidelines shall govern the permanent naming or renaming of new or existing District-owned facilities or portions of facilities involving a major donor. A facility or portion of a facility may be named for a major donor.

The naming of a facility, a portion of a facility, or an auxiliary structure, in honor of a major donor (individual, business, corporation, foundation, or other organization) requires the Board's approval. The Board may consider naming a District facility, a portion of a facility, or an associated structure or feature (such as an auditorium, stadium, field, library, or classroom wing) in honor of an individual major donor or entity that has made a substantial financial contribution or in-kind gift directly to the District. The definition of a substantial financial contribution shall be based on whether the naming is for a full facility or a portion thereof, or as otherwise set forth in an administrative regulation.

Voluntary financial contributions or major gifts may be considered in the naming of District facilities or sub-facilities, provided the donor and proposed name embody exemplary qualities that serve as a model of excellence and adhere to the District's core mission, values, and community standards.

The Board retains the right to revoke, alter, or terminate a facility name if the donor, entity, or honoree engages in conduct that brings public disrepute, scandal, or contempt to the District, or if the individual is convicted of a felony or crime involving moral turpitude.

The naming of a facility in connection with a major donor shall remain in effect for a designated term specified in a formal Naming Rights Agreement approved by the Board. Deconstruction, major reconstruction, or a change in the use of a facility terminates the naming designation unless renewed by Board action. Naming rights shall not create ownership or other property rights in the named facility or property. The District shall retain full ownership, control, and authority over all District facilities and activities. Naming rights shall not automatically provide advertising, promotional, endorsement, or solicitation rights.

When naming an existing facility in honor of a major donor or entity that has made a substantial financial contribution, the original name of the facility shall be retained in some capacity.

Any facility naming tied to a major gift or financial donation shall be executed through a written Naming Rights/Donor Recognition

NAMING FACILITIES

CW
(LOCAL)

Agreement ("Agreement") signed by the Superintendent (or Board President) and the donor, outlining payment schedules, scope of recognition, signage specifications, and other conditions, including the Agreement's termination.

Conflict of Interest

A trustee or District employee shall not receive a personal financial benefit from a naming-rights agreement.