

The administration may convene a committee of citizens to develop a list of possible names for new educational facilities. The final decision regarding official school names will be retained by the Board of Education.

PROPOSED NEW POLICY:

The Mauston Board of Education may consider the naming of School District facilities or buildings.

The District recognizes two circumstances where the District may grant naming rights: Naming Rights in Consideration and Naming Rights in Recognition. Both of these contributions would be at the discretion of the District with final approval retained by the Board of Education.

1. Naming Rights in Consideration is recognition for financial contributions, sponsorship or other commercial transactions (equipment, materials, land or services).
2. Naming Rights in Recognition is recognition of a significant contribution to the District that the District wishes to honor, such as recognition of outstanding service to the District while serving in an academic or administrative capacity or outstanding service to the Mauston community or recognition of the achievements of a distinguished alumni or recognition of a generous financial or other contribution from a donor often voluntary and not rendered in consideration of granting of naming rights.

Due regard should be taken of the need to maintain an appropriate balance between commercial considerations and the role which names of facilities and spaces contribute to the District's sense of identity; as well as their role in assisting staff, students and the community to orient themselves on a campus.

Decisions regarding naming of facilities must be consistent with the District's mission and vision. Long-term effects of the naming rights must be considered.

The Board may identify facilities or buildings and other features within the District for which naming rights may be awarded such as: auditoriums/theaters, gymnasiums, libraries, gardens/walks, athletic fields, concessions, locker rooms.

Legal Reference:

Cross Reference: 940R – Naming Rights for District Facilities (Rule)

Approved: 1/20/2003

Reviewed:

Modified:
