

FACILITIES DEVELOPMENT – NAMING FACILITIES

Naming New School Buildings That Do Not Replace Existing Schools

As soon as the construction of a new school is approved, the Board President shall appoint a naming advisory committee consisting of at least one School Board member, one administrator, one other staff member, and three parents or other residents of the attendance areas to be served by the new school. If the high school's student council chooses, it may appoint a representative to the committee.

The task of the committee shall be to solicit, evaluate, and prioritize possible names for the new school. The final recommendation of the committee shall consist of no fewer than two proposed names, no more than 50% of which shall be the name of a deceased person. For each of the finalist names the committee forwards to the Board, the committee shall also present a written rationale and research summary addressing at least the following criteria, as well as any other criteria used by the committee:

1. The manner in which the proposed name reflects the mission, vision, or ideals of the District.
2. The extent to which the proposed name will have significant meaning to the community served by the school and the broader local community. For those names that do not have an inherently local connection (e.g., for names of primarily national or global significance names that reflect a broad idea or concept, etc.), the characteristics of the name in question that connect it directly to the school or the District, and thereby set it apart from other potential names that fall into the same general category.
3. The extent to which the name compliments and does not conflict or cause confusion with the names of other District facilities or the facilities of other nearby public or private schools.
4. The extent to which the name is likely to retain significance to future students and other future members of the local community.
5. For proposed names that are names of persons, the additional criteria applicable to the evaluation of the names of persons as specified in the rule accompanying this policy.

The committee need not rank or further prioritize the recommendations that it forwards to the Board, but it may choose to do so if the committee is able to reach that degree of consensus by at least a two-thirds vote of its total membership. Any such further prioritization offered by the committee will be one of many factors the Board may consider.

The committee shall provide the Board with a list of non-frivolous names that were suggested and considered by the committee, but that are not among the finalists.

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The committee shall be empowered to seek public input during its process to the extent the committee determines such input would be useful.

The Board will publicize and hold a public hearing on the committee's final recommendations, and thereafter the Board may vote to select a name from among the committee's recommendations, or the Board may defer a vote and ask the committee to provide a secondary list of recommendations.

[Naming School Building that Replace Existing Schools.](#)

So long as the District operates only one school at the relevant instructional level (e.g., elementary school, middle school or high school), and in the absence of a resolution adopted by the Board to invoke the committee procedure (described above) for naming a new school, the name of any school constructed to replace an existing school shall continue to be the name of the District, followed by the designation of the School's instructional level.

If a new school is constructed to replace an existing school at an instructional level at which the District operates more than one school, the process to be used for naming the new school shall be identical to the process used for a new school that is not replacing an existing school, except the naming committee shall consider, and the Board may consider, retaining the name of the school being replaced.

[Naming a Charter School That may be Authorized by the Board](#)

The official name of any charter school authorized by the Board shall be subject to Board approval and incorporated within the contract for the operation of the charter school.

The person or entity with whom the District may contract to operate a charter school shall, at least ninety (90) days prior to the date the Board votes to approve such a contract, submit it to the Board, in writing, a proposed name for the charter school and the rationale for selecting the proposed name. The Board shall meet to evaluate the proposed name, and may either approve the proposed name, request the submission of an alternative name (or a selection of possible names) for the charter school, or establish some other process.

[Naming Major Facilities Other Than Schools](#)

Any proposal to name a major facility that is initiated by any individual or group other than the Board shall be submitted in writing to the District Administrator, and shall include at least two alternative means of achieving the recognition sought to be achieved by naming the facility. The document shall evaluate the naming proposal against the applicable evaluation criteria identified within this policy, including the extent to which any proposed name for a facility is of special local significance to the primary activities conducted at the facility.

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The District Administrator shall evaluate the proposal against the various criteria identified in this policy and formulate a recommendation for the Board. The District Administrator may recommend that the Board (1) consider the proposal to name the facility; (2) consider approving an alternative means of recognition (or report that the administration intends to take such alternative action if Board approval would not be required); or (3) take no action on the proposal.

If the Board votes to explore naming a major facility (other than a school building), it shall designate a process that shall include, prior to any final vote to name a facility, holding a public hearing on the proposed name(s) for the facility. At its discretion, the Board may create an ad hoc committee to solicit, evaluate, and prioritize possible names for any such facility.

Any high school auditorium, main high school gymnasium/court, high school pool, and other high school athletic fields (other than practice fields) shall be included among the “major facilities” that may be separately named by the Board pursuant to this policy.

[Naming Other Areas within a School or Other District Facility](#)

If any person or group wishes to propose the naming of a smaller area within a school or other facility, the person or group shall submit a written proposal to the building principal (or the District Administrator if the area is not in a school) that, in addition to identifying the specific naming proposal, suggest at least two alternative means of achieving the recognition that would be achieved by the naming of an area. The document shall evaluate the naming proposal against the applicable evaluation criteria identified within this policy, including the extent to which any proposed name for an area is of special local significance to the primary activities conducted within that area.

The District Administrator, working in conjunction with the building principal if applicable, shall evaluate the proposal, including the alternative means of recognition identified with the proposal and any other alternatives the administrator considers. The District Administrator may recommend the Board (1) consider the proposal to name the facility; (2) consider approving an alternative means of recognition (or report that the administration intends to take such alternative action if Board approval would not be required); or (3) take no action on the proposal.

If there is doubt as to whether an area proposed to be named should be considered a “major facility” and given a public hearing, the District Administrator shall bring that question to the Board.

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Once a school or other major District facility, or any area within a school or other facility, has been named, it shall not be renamed except for compelling reasons as determined by the Board. They shall hold a hearing prior to taking any action to approve the opening of a renaming process as to (1) any school; (2) any major facility of the District; or (3) any area of any facility currently named after a person.

Legal References:

Wisconsin Statutes Section 120.17(9) (notification of postmaster of new school names)

Cross References:

Policy 980-R (rule) Criteria for Naming a School or Other Facility or Area after a Person

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