



SCHOOL BOARD ACTION REPORT

DATE: Aug. 12, 2019
FROM: Ms. Denise Juneau, Superintendent
LEAD STAFF: Huyen Lam/Principal/htlam@seattleschools.org;
Jennifer Kovach/Assistant Principal/jekovach@seattleschools.org;
Fred Podesta/Chief Operations Officer/fhpodesta@seattleschools.org

For Introduction: Aug. 28, 2019

For Action: Aug. 28, 2019

1. TITLE

School Name Change: Van Asselt @ African American Academy

2. PURPOSE

This Board Action Report proposes that the name of the school Van Asselt @ African American Academy (8311 Beacon Ave. S) be changed to Rising Star @ African American Academy.

3. RECOMMENDED MOTION

I move that the School Board authorize the change of Van Asselt @ African American Academy to Rising Star @ African American Academy. The change would commence in September 2019 but allow one full year for changes to be made to district systems. Immediate action is in the best interest of the district.

4. BACKGROUND INFORMATION

a. Background

In June 2009, SPS decided to move the teachers and students from the two buildings they were using at 7201 Beacon Ave. S, which are now being called “Old Van Asselt” or “Original Van Asselt” to the African American Academy building at 8311 Beacon Ave. S, having decided earlier in 2009 to close the “African American Academy Program” and disperse all of its teachers and students. Thus, in the fall of 2009, “Van Asselt @ African American Academy” opened in the African American Academy building and the 1909 Van Asselt and 1950 Van Asselt buildings were closed.

Challenges began to arise a few years later after the district re-opened the “original” Van Asselt buildings as a variety of programs. In general, since that time, people would go the wrong site, as both places were called “Van Asselt” in search engines, with 7201 Beacon Ave. S having the strongest web presence. This issue of confusion got worse when the district started using the “Original” Van Asselt site to house Wing Luke Elementary School in September 2018 while Wing Luke was torn down and rebuilt. At this point, budget for the Wing Luke project was charged to the Van Asselt @ African American Academy budget. Furniture for Wing Luke was placed in the Van Asselt @ African American Academy

building. A staff member, a Special Education Instructional Assistant, was assigned to Van Asselt @ African American Academy and showed up for work there even though they were meant to work at Wing Luke. After these problems got identified and resolved through constant expenditure of administrative time and effort, more problems surfaced: deliveries, people going to workshops, people coming for interviews, organizations trying to reserve building spaces in SchoolDude all frequently were routed to the wrong place, which resulted in waste of time, effort and resources.

In addition, on May 1, 2019, the Seattle Landmarks Board voted to make the 1909 “Original” Van Asselt building a historic landmark. The site, including the 1909 building, the 1950 building and a new addition to be added, is slated to become a long-term interim school to house upcoming renovations such as Mercer Middle School. Since the site will retain the name Van Asselt, perhaps transitioning to “The Van Asselt Educational Complex” to better reflect that there are two buildings on the site that comprise what was between 1909 and 2009 referred to as “Van Asselt,” the district would benefit from altering the name of our program.

The motion to change the name “Van Asselt @ African American Academy” is an attempt to eliminate confusion and wasted resources that are the result of having two SPS campuses less than a mile away from each other on the same street both named “Van Asselt.” We believe that the 1909 and 1950 Van Asselts are more deeply connected in the community’s perception as the Van Asselt campus and adding a different name to the African American Academy building will help the school transition to a new identity that represents how the schools of Van Asselt and African American Academy were merged in 2009.

One possibility was to keep the name Van Asselt @ African American Academy. A small percentage of staff, students and families felt that this was the way to go to honor the accomplishments of the Van Asselt tradition. However, to clear the confusion caused by having two sites with the same name in Google, on maps, in local community consciousness, etc., this alternative was rejected by the Name Change Committee.

Another possibility was to change the name back to just African American Academy, the name of the original program housed in the African American Academy building. Because the current program of the school is not based on the seven principles of Nguzo Saba as was the original African American Academy program, this option was also rejected by the Name Change Committee.

Thus, a process began of suggesting names and then narrowing the names for selection. More than 100 possible names were narrowed to 14 semi-finalists and then to six finalists:

Duwamish, Sankofa, Thelma Dewitty, Rising Star, Golden River and All Cultures. Duwamish and Sankofa were tied as a first choice, so the Building Leadership Team (BLT) met and chose Sankofa. After they tied, concerns were expressed for both names and naming a school after a person, so the joint BLT/Naming Committee selected Rising Star. The team recommended incorporating increasing education about the Duwamish heritage and culture and the principles of Sankofa into the culture of the school going forward to respond to the large interest in connection those names to the school.

b. Alternatives

The alternative is to deny the motion. This is not recommended as it fails to address the confusion caused by two sites with the name Van Asselt.

c. Research

For research related to the name change, the school first used genealogical research resources to locate a living relative of Henry Van Asselt. They found that his great-great-great granddaughter, Marlis Kuusera, living nearby. Huyen Lam and Jennifer Kovach spoke with her by phone, and she said that she was fine having the name “Van Asselt” removed from our building since there was another site that also was still being called “Van Asselt.”

Second, the school convened several meetings with African American Academy program staff and supporters to solicit their ideas. As a result of these meetings, a firm commitment was made to creating a name that was in the _____ @ African American Academy format.

Third, because the school was built on land that was part of Henry Van Asselt’s 1851 320-acre claim (Claim #50), we contacted Cecile Hanson, chairperson of the Duwamish Tribe, to explore her thoughts about the renaming. She had attended Van Asselt, and was supportive of the name change, saying, however, that the Duwamish land spread over vastly more area than just Henry Van Asselt’s claim.

5. FISCAL IMPACT/REVENUE SOURCE

Fiscal impact to this action will be approximately \$15,000.

The revenue source for this motion is district budget (\$5,000 for changes to internal and external communications and network naming and additional sign added to building made of metal and stone saying “Rising Star” hung above “African American Academy”). There is also the hope to apply for a \$10,000 Neighborhood Grant to make a reader-board sign with artist and community involvement to be completed by June of 2020.

Expenditure: One-time Annual Multi-Year N/A

Revenue: One-time Annual Multi-Year N/A

6. COMMUNITY ENGAGEMENT

With guidance from the District’s Community Engagement tool, this action was determined to merit the following tier of community engagement:

Not applicable

Tier 1: Inform

Tier 2: Consult/Involve

Tier 3: Collaborate

The school elected to do Tier 2 Engagement in order to work with African American Academy leaders and supporters, families, students and staff. Each group first gave suggestions on their ideas for the mission and vision of the school, and then everyone had a chance to suggest names. Our Naming Committee created a short list of 14 semi-finalists, and then staff, students, family and community voted. Afterward, school staff voted on the remaining six finalists. There was a tie between Sankofa and Duwamish, and then a discussion about the possible controversy of both names, and of the possible lack of connection to a person's name, so the fourth runner up, Rising Star, was chosen.

7. **EQUITY ANALYSIS**

In order to ensure racially equitable outcomes, the school created a racially diverse Naming Committee. They also had focused language group meetings with our Somali, Chinese and Tagalog families. Spanish, Somali, Chinese and Vietnamese interpreters were present at family nights and Tea Times with the principal throughout the process to provide opportunities to give feedback on the vision, mission and name suggestions.

8. **STUDENT BENEFIT**

The school's students will benefit from being part of a school that has a unique name so that people won't have to ask them "Which one?" when they say that they go to Van Asselt.

They also will benefit from the positive energy that has been generated from this yearlong process of learning about our school roots and from the school theme "Know your past, ignite your future," that has been created. The name "Rising Star @ African American Academy" sets a positive tone for them as they, and our community see them as rising stars.

9. **WHY BOARD ACTION IS NECESSARY**

Amount of contract initial value or contract amendment exceeds \$250,000 (Policy No. 6220)

Amount of grant exceeds \$250,000 in a single fiscal year (Policy No. 6114)

Adopting, amending, or repealing a Board policy

Formally accepting the completion of a public works project and closing out the contract

Legal requirement for the School Board to take action on this matter

Board Policy No. 6970, Naming of School District Buildings Procedure, provides the Board shall approve this item

Other: _____

10. **POLICY IMPLICATION**

Board Policy No. 6970: Naming of School District Buildings requires School Board approval for changing the name of a building. While this action does not technically rename the building, from a community perspective it represents a significant change, and the policy and procedure were followed with oversight by Chief Operations Officer Fred Podesta.

11. BOARD COMMITTEE RECOMMENDATION

This motion was discussed at the Operations Committee meeting on Aug. 15, 2019. The Committee reviewed the motion and moved the item forward with a recommendation for approval by the full Board.

12. TIMELINE FOR IMPLEMENTATION

Upon approval of this motion, Van Asselt @ African American Academy will become Rising Star @ African American Academy on Sept. 5, 2019.

August 2019: Create small quantities of letterhead; announce name suggestion at Back to School Event on August 29, 2019; Redo website with new name to go live Sept. 5; prepare temporary school banner to hang on the school

September: Have district rewrite budget fund name (change VA to RS if it is available, or AA) and make changes to other data bases/mail/etc.; have new name celebration at welcome assembly and evening curriculum night; contact Google to make name change

October: Order school T-shirts and sweatshirts; Neighborhood engagement event on Oct. 19

January 2020: Collaborate with Creative Advantage to bring in artist to do residency with families and students to create and design reader board

March: Community Environmental Community Service Day on March 28, 2020

August: Community Party with Van Asselt and African American Alumni invited to celebrate the legacy of their achievements, the history book publication, the new reader board installation, and the renovated roof completion.

13. ATTACHMENTS

- VA@AAA Renaming Process Summary (for reference)
- Executive Summary: Program Name Change Proposal for African American Academy Building (for reference)
- Naming of School District Buildings Procedure No. 6970BP (for reference)

Van Asselt@African American Academy 2018-2019 Renaming Process Summary

August 2018: Wing Luke opens in Original/Old Van Asselt (OVA) (7201 Beacon Ave. S) while their building is getting rebuilt. Furniture, staff, families, etc. start going to the wrong buildings. A new banner is ordered by Principal Huyen Lam and Assistant Principal Jennifer Kovach that says “Van Asselt@AAA” to hang over “African American Academy” at 8311 Beacon Ave. S to help clear up the confusion.

Sept. 22, 2018: Gretchen DeDecker shares how program name changes are proposed and Ms. Lam and Ms. Kovach initiate email to Thomas Redman proposing process to begin exploring program (“Van Asselt”) name change.

October 2018: Process to designate OVA as historic landmark begins with SPS nomination by Becky Asencio.

December 2018: Ms. Lam shares program name change idea with Patu and Juneau who are supportive of begin to explore the option with the community. Ms. Kovach gets more information from Thomas Redman about how to go about the process with the community and board.

Jan. 14, 2019: Ms. Lam convenes steering committee of Van Asselt staff through open email invitation to whole staff.

Jan. 15, 2019: The initial steering committee of eight staff members meets with Juneau and Kokx. It is an open meeting and several other staff members also attend.

Jan. 16-February 2019: Ms. Lam and Ms. Kovach discuss renaming with Rickie Malone who does not want African American Academy to be removed from the name and she is assured that this is not the intention. Rickie Malone shares that she is supportive of the program name change as long as “African American Academy” remains the name of the building and is retained as the building name.

February-March 2019: Ms. Kovach researches Van Asselt descendants and Duwamish connection. Henry Van Asselt’s great-great-great granddaughter gives okay to remove “Van Asselt” as program name as long as OVA site retains Van Asselt name. Cecile Hansen, Duwamish Tribal Council Chairperson supports program name change and expresses interest in being consulted as needed during the process.

March 1, 2019: At Friday morning Tea Time with Principal, Ms. Lam shares program renaming project idea with families who are invited to join the committee.

March 15, 2019: Presentation of Duwamish and Henry Van Asselt History (5:30-7:30PM at VA@AAA Library) to small, representative sub-group. Purpose is to share that Marliss Kuusela and Cecile Hansen are supportive of the program name change.

March 29, 2019: Kam Yee from Communities in Schools submits a City of Seattle Neighborhood Matching Grant to secure funds for facilitator and other costs such as translation and food for meetings.

March 27, 2019: Information Table at Family Night (5:30-7:30PM) at VA@AAA gym. Families and students had the opportunity to learn about the desire for a program name change.

March 30, 2019: African American Academy History Meeting 1 (4-6PM)—VA@AAA

April 9, 2019: African American Academy History Meeting 2 (1-3PM)—VA@AAA

April 10, 2019: Neighborhood Matching Grant is awarded to VA@AAA to support renaming process: Neighborhood Small Spark Grant (\$5,000)

April 11, 2019: Meeting to Define Criteria for Van Asselt Replacement Name and Design Process for Name Suggestions and Selection (3-5PM)—VA@AAA Library

April 18, 2019: Huyen and Jenn meet with Stephen Nielson, Deputy Superintendent to share process. BLT meets to Review Committee's Suggestions about Process (4-4:30)—VA@AAA 215

April 24, 2019: Information Table at Market Night—VA@AAA Gym: Community Starts Filling out Name to Inspire Forms

April 25, 2019: BLT Meeting—Representatives Share Out Constituent's Ideas of Mission/Vision

May 1, 2019: The Seattle Landmarks Board votes the 1909 Van Asselt Public School a historic landmark.

May 3, 2019: Somali Language Group Renaming Meeting, 8-9 in VA@AAA Cafeteria

May 6-24, 2019: Mr. Moore and Mr. Nic lead student engagement in Mission/Vision and Name Suggestions in art classes

May 10, 2019: Tea Time with Principal: Community Update. Chinese Language Group Renaming Meeting, 9-10 in VA@AAA Cafeteria

May 16, 2019: Name Change Committee Meeting (3-5PM)—VA@AAA, Room 113: 1) Refine Mission/Vision 2) Discuss Name Criteria/create name submission process 3) Decide How to Use Grant

May 20, 2019: Name Suggestion Period Begins: online and paper

May 30, 2019: Filipino community meeting: 4:30PM-5:30PM in the library

June 3, 2019: Name Change Committee Meeting (3-5PM)—VA@AAA, Library: Select names for vote. The suggested names were reviewed by the committee and each person suggested their top few choices from the Community and Staff List and Student List.

Suggested Names from Community and Staff:

Academy, Ahmed Gurey, Al Sugiyama, Amazon, Apple, Avian, Barak Obama Global Preparation Academy, Baraka Obama, Beacon of Hope, Belonging, Benefit Park Academy, Black River, Blazers, Bob Santos, Boeing, Cat, Cloverdale, Coretta Scott King, Divergent, Diversity, Dr. Jose P. Rizal, Duwamish, Earth Day, Earth, Sea and Sky School, Elite, Emerald, Ethnicity, Evergreen, Fantastic Water Dragon, Firebird, Firebird Academy, Firebird Community School, Four Elements, Freedom Academy, Gewiline, Girls, Global Academy, Harmony, Hedgehog, Infinity, Inspiration, International Forest, Jacob Lawrence, Jonah Lee, Kalayaan, Khan, Kikisoblu, Larry Gossett, Leadership Academy, Lou Graham, Lucky, M. Harwood Young, Mae Jemison, Mahatma Gandhi, Malala Yousafzai, Mel Streeter, Michelle and Barak Obama, Miles Davis, Mohamed Ali Clay, Mona Bailey, Nelson Mandela, New Holly Hill, Nipsey Hussel, Ohana (added later—community suggestion), Old Navy, Peace, Pearl Warren Elementary, Red Bird, Red Jacket, Rising Star, Ruby Bridges, Salish Shore Academy, Sankofa (added later—community suggestion),

Sasquatch, Seattle Sunbreaks, Skyward School, South Beacon Hill, Sunbreak, Sunshine, The BEST School, The Dream School/Seattle Dream School, Thelma Dewitty, Tyler Perry, Unity, Unity and Solidarity, V.A. Firebirds, Wetlands, Wisdom

Suggested Names from Students:

Firebird, Malcolm X, Golden Cultures, Fire Kids, Mel Streeter, Evergreen, Southern, Rise Up, Peace, All Cultures, Fire Fall, Leader Bird, Beacon Hill, Sunny Smiles, Phoenix, Wing Sun, John Stanford, All Races, African American Academy, Black River, United Academy, Inspire, All Culture, Duwamish, Lavastar, Chinook, Rosabell, Fire Bird Kids, Sunny Crest, Speed, Power Strikes, Natsuki, Iris, Golden River, Skyline, Rainbow Castle, Nelson, Beacher Prep, Friendly Fire Birds, All Colors, Inspiration, Clockworld, Diamond, Diversity, Honey Bee, Sonic, Jafoden, The Shining, Responsible, Rise Up Firebirds, Star, Moon, Unicorn Rainbow, Washington, Washington Firebirds, Van Asselt, BSITW (Best School in the World), Fire Viper, Royal, Red Dot, We Help Students, Together Forever, Brampton, Crayon, Cultural, The Imaginary, Power, Hedgehog Academy, Blazers, Hogwarts, Leroed (Lee-Roy-D), Boy Van

The names that rose to the top were then discussed and voted on to create the semi-finalist list.

Selections from Community List (number of votes shown next to name) Moved Forward (in bold):

Coretta Scott King 6, **Rising Star** 5, Duwamish 5, **Avian** 4, **Beacon of Hope** 4, **Seattle Dream School** 4, Divergent 3, Cloverdale 3, Jacob Lawrence 1, Ruby Bridges 4, Kikisoblu 2, Freedom Academy 4, South Beacon Hill 4, Bob Santos 1, Global Academy 3, **Thelma Dewitty** 10, Mae Jemison 4, Emerald 3, Sunbreak 1, Infinity 2, Leadership Academy 1, Unity and Solidarity, Unity 3, Pearl Warren 2, Michelle and Barack Obama 1, Mel Streeter 5, Nelson Mandela 2, Black River 3, Mahatma Ghandi 2

Selections from Student List Moved Forward: **Golden River, Rise Up, Duwamish, Mel Streeter, All Cultures, Black River**

Two additional names from the community suggestions were added to the semi-final list. They came in after the deadline closed because some community members had not known about the suggestion timeline: **Ohana** and **Sankofa**.

Semi-final list: All Cultures, Avain, Beacon of Hope, Black River, Coretta Scott King, Duwamish, Golden River, Mel Streeter, Ohana, Rising Star, Rise Up, Thelma Dewitty, Sankofa, Seattle Dream School

June 11-14, 2019: First Round of Voting to reduce 14 semi-finalist names to 6 finalist names.

June 17, 2019: Name Change Meeting to review the votes/create list of 6 3:30-5:00PM VA@AAA

Library: The six names that were chosen were mid to high ranking names from each of the three sub-groups of voters. Some names were ruled out because of similarity to other schools (Beacon of Hope, Seattle Dream School) or associations with movie characters (Ohana) or strong cultural feelings (Black River unlucky in some cultures). Those that were selected were: Students: Golden River; Staff: Duwamish, Thelma Dewitty; Community: Rising Star (similar to Rise Up which was also popular with students), All Cultures; and the committee felt strongly that Sankofa should be on the list due to how it strongly aligned with the school's values of "Know your past, ignite your future."

June 19, 2019: Staff Votes on Final 6 at staff meeting: Duwamish and Sankofa are almost tied with 20 and 19 votes respectively. Thelma Dewitty next with 9, and Rising Star next with 8. All Cultures and Golden River were tied at 6 votes each.

June 26, 2019: BLT meets decide on name since two names were close: Sankofa chosen by a vote of 10 to 3 by BLT and others from Naming Committee present.

June 27, 2019: Sankofa@African American Academy announced at all-school closing awards assembly. Andre McKinney sends email to Allstaff urging school to reconsider choice of "Sankofa."

July 1, 2019: Sankofa@African American Academy Vetting Meeting held 3:30-5:30PM in Green Room: Sankofa withdrawn as name and Rising Star@AAA chosen as first choice.

July 2-5, 2019: Period for staff to give email input on Rising Star@African American Academy

July 8, 2019: Updated potential new name, Rising Star@African American Academy, shared with families in a robocall and email and with Sherri Koxk via email.

July 15, 2019: The Neighborhood Matching Grant is withdrawn because the money was not able to be used the way the grant had been written for a facilitator.

July 11, 2019: Board Action process begins when BAR is emailed to Fred Podesta, Chief of Operations

July 31, 2019: Ms. Lam met with Juneau and orally present the executive summary report on the program name change.

Aug. 15, 2019--tentative: Name presented at Operations Committee Meeting

Aug. 28, 2019--tentative: Presentation of Selected Name to School Board

Sept. 4, 2019--tentative: School Board votes to approve name

EXECUTIVE SUMMARY: PROGRAM NAME CHANGE PROPOSAL FOR AFRICAN AMERICAN ACADEMY BUILDING

Overview

The Van Asselt@African American Academy community has gone through a nine-month process to initiate a program name change at the African American Academy Building.

Background

Van Asselt@African American Academy was created in the fall of 2009 when the African American Academy program at 8311 Beacon Ave. S, was discontinued and the Van Asselt Elementary School program moved from the location, 7201 Beacon Ave. S, it had inhabited since 1909, to the newly vacant African American Academy building.

Feedback process

In September 2018, the new principal at VA@AAA, Huyen Lam, started a process to create a new program name for the school to eliminate the confusion caused by having the original Van Asselt site being used as an interim site for south end schools being renovated or rebuilt (such as Wing Luke during the 2018-2019 school year).

Principal Lam began by exploring the process with district staff in the fall, and then created a renaming committee in the winter to research the history of Van Asselt Elementary School and African American Academy.

Henry Van Asselt's family and leaders from African American Academy gave their approval to remove "Van Asselt" from the African American Academy site based on the understanding that Van Asselt would remain the name of the buildings at 7201 Beacon Ave. S (referred to as Original Van Asselt, Old Van Asselt or OVA).

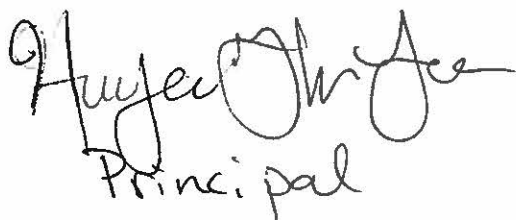
Selection process

The renaming committee invited the community at large and the current staff, students and families to suggest names resulting in more than 100 suggestions. The renaming committee narrowed the selections to 14, which were then presented to current staff, students and community members for a vote.


Of the 14, six were selected based on being the top two choices of each of the voting groups, and then the staff voted. Two top names were tied at this point: "Duwamish" and "Sankofa." The Building Leadership Team met and selected "Sankofa" because it represented the value that the school placed on knowing the past to ignite the future, but "Sankofa" was later withdrawn by the Renaming Committee/BLT due to feeling that the name had a focus and historical meaning that the school was not ready to embody.

The fourth place name, "Rising Star" was chosen instead of the third place suggestion, "Thelma Dewitty," because it was felt that "Rising Star" would be easily related to by anyone who heard it, but "Thelma Dewitty" was a name that required someone to know who Thelma Dewitty was in order to feel connected to the name.

At the end of June, Principal Lam shared with families and staff that the name that was finally chosen to be presented to the school board for approval was "Rising Star@African American Academy."



Huyen Lam
Principal

	<p>NAMING OF SCHOOL DISTRICT BUILDINGS PROCEDURE</p>	<p>Procedure No. 6970BP February 15, 2012 Page 1 of 4</p>
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Introduction

The School Board does not favor changing the names of existing School District buildings or portions of buildings. However, occasionally a change in the name of a school building or a portion of a building may be appropriate. Also, from time to time it may be necessary to name a new building or name a portion of a building. Before any name change and any naming of a new building or portion of a building is finalized, school and community input shall be sought.

Procedure

1. Initial Naming of a Building
 - a. The opportunity to name a new building comes about as a result of new construction. Replacing an existing building, either at the same or a new site, is not considered new construction for the purpose of this procedure. (See paragraph 5 below).
 - b. Names of new buildings should be selected based upon: (i) geographical location or local community name; or (ii) distinguished individuals who have served the local community, state, or nation, whether in education or other fields.
 - c. Whenever the opportunity to initially name a building is presented, the Superintendent will request the principal or appropriate District administrator to meet with community residents and other interested individuals to discuss the naming opportunity. If a name is proposed centrally, the school community will be asked to review the proposed new name. Otherwise, the school community will be asked to recommend a name or names.
 - d. The principal or appropriate administrator should prepare a written report summarizing school and community recommendations for the proposed new name. The report should be submitted to the Superintendent. The Superintendent shall then make a recommendation to the Board.

- e. The Board will accept or reject the proposed name(s).
 - f. When a name is approved, the Superintendent shall send a notification of the name to the appropriate offices, locations, and persons.
2. Initial Naming of a Portion of School Building
- a. Portions of a school include rooms, auditoriums, gymnasiums, athletic fields, libraries, and the like.
 - b. The opportunity to name a portion of a building or name a portion of a new building could come about for a number of reasons, including new construction or in recognition of a gift or other funding opportunity.
 - c. The name of a portion of a building should be selected based upon: (i) geographical location or local community name; or (ii) distinguished individuals who have served the local community, state, or nation, whether in education or other fields.
 - d. In the case of naming in recognition of a gift, the name could also be that of an individual donor or member of the donor's family. Corporate names of rooms and portions of buildings will not be allowed. Nothing in this policy shall preclude the placement of an appropriately-sized plaque, name plate, or donor wall in a room or other portion of a school in recognition of a corporate gift, provided no advertising, as opposed to recognition, is involved. Plaques, name plates, and donor walls are governed by Board Policy No. 6115.
 - e. Whenever the opportunity to name a portion of a building is presented, the Superintendent will request the principal to meet with staff, students, alumni, and community residents to discuss the naming opportunity. If the school has a site council, it shall be included in such meetings. If a name is proposed centrally, the school community will be asked to review the proposed new name.
 - f. The principal should prepare a written report summarizing school and community recommendations for the proposed new name. The report should be submitted to the Superintendent. The Superintendent shall then make a recommendation to the Board.
 - g. The Board will accept or reject the proposed name change.

- h. If the change is approved, the Superintendent sends a notification of the change to the appropriate offices, locations, and persons.
3. School Building Name Change

Since a proposal to change a school building name could originate from many sources, the following steps should be taken:

- a. The person(s) proposing the name change should present the proposal to the Superintendent.
 - b. If the Superintendent decides the school name change should be considered, he or she will request the principal meet with staff, parents, students, alumni, and community residents to discuss the proposed change. If the school has a site council, it shall be included in such meetings. The principal should prepare a written report summarizing school and community support of and/or opposition to the proposed change. This report should be submitted to the Superintendent.
 - c. If the building is named after a local person, a good faith effort must be demonstrated to contact and seek input from the relatives of that person (e.g., Internet search, legal ads, phone book, daily newspaper) before the name change is approved.
 - d. If the Superintendent approves of the name change, the proposed change will be submitted to the Board.
 - e. The Board will accept or reject the proposed name change.
 - f. If the change is approved, the Superintendent sends a notification of the change to the appropriate offices, locations, and persons.
4. Changing the Name of a Portion of a Building

The procedure for changing the name of a portion of a building shall be the same as for changing the name of the building itself.

5. Replacement Buildings

When a building is torn down and replaced, either at the same location or a new location, it should retain the same name unless the procedure for school building name change is followed.

6. Program Names

Naming and changing the name of programs shall be within the authority of the Superintendent.

Adopted: February 2012

Revised: April 2015

Cross Reference: Policy Nos. 6970; 6115

Related Superintendent Procedure:

Previous Policies:

Legal References:

Management Resources: