

# KANAWHA COUNTY BOARD OF EDUCATION POLICY

## Naming of Facilities

Series: B07

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7.01. **PROCESS FOR NAMING DISTRICT FACILITIES.** The Kanawha County Board of Education shall have sole authority to name or rename District facilities, which include but are not limited to buildings, athletic fields, stadiums, gymnasiums, libraries, auditoriums, playgrounds, fields, tracks, and multipurpose rooms. The following guidelines shall apply to requests for naming facilities.

7.02. **PURPOSE.** This policy is designed to ensure that any unit or facility that is named on the campuses of The Kanawha County Board of Education honors individuals of extraordinary achievement and whose accomplishments are of enduring distinction and value. In addition, naming opportunities may be granted in honor of an individual who has made a significant and far-reaching impact on Kanawha County Schools through extraordinary public service or service to the Kanawha County Schools.

7.03. **PROCEDURE.** All requests for naming or renaming facilities shall be submitted to the Superintendent in writing. Requests shall address the listed criteria for facility names and include reasons the facility should be named after the proposed individual, a biography of the individual to be honored, a letter of permission from the family, if appropriate, and other information, such as funding and design plans for signage. All proposals for naming or renaming a Kanawha County Schools' facility shall include an estimate of the costs associated with the naming or renaming and commitments from the sources of the funds to implement the naming or renaming.

7.04. **CRITERIA FOR FACILITY NAMES.** The Board of Education shall consider the following when deciding on a naming request:

- A. The individual's moral character and contribution to education.
- B. The individual's connection to the facility. In order to be meaningful for all, there should be a real or symbolic connection between the individual and the facility.
- C. The support of the community, based on input from community members, including school staff, PTA/PTO members, and other sources.

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- D. No facility shall be named after an individual until at least two (2) years have elapsed since the person's employment or formal service with the Board has ended, or the honoree is deceased.
  
  - E. The Board shall not accept names that advertise or depict tobacco or alcoholic beverage products or any other materials or products that may not legally be used by school-age children or are otherwise not in compliance with the federal, state, Board or school rules; are harmful to the health and welfare of students; are exploitive or unduly intrusive into the classroom or home; would detract from or interfere with student learning; would conflict with the education mission of the schools; or would commercialize or damage the image of the district or the schools.

**7.05. OPPORTUNITIES FOR NAMING RIGHTS THROUGH PRIVATE MONETARY SUPPORT.** The Board shall retain the authority for naming all facilities and entering into agreements to name facilities consistent with the law and mission of the Board of Education.

When gifts are contingent upon naming opportunities, written agreements will be executed by the Board and the donor(s) outlining the terms of the naming arrangements.

### A. Process

1. A proposed donation contingent upon naming a facility shall first be reviewed by the Superintendent to evaluate its consistency with the terms of this policy. The Superintendent shall provide feedback to the proposed donor(s) regarding the same prior to the initial presentation to the Board.
  
2. The Board shall next consider the proposal to determine its consistency with the terms of this policy. The Board then shall take action to either accept or reject the proposed agreement.

### B. Right to Decline for Tax Purposes

The Board may decline a suggested name and/or a related monetary contribution if, in the opinion of counsel, the name or contribution would adversely affect the tax treatment of interest on bonds issued to finance a facility.

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### C. Optional Public Comment

The Board may place the proposed agreement of public comment prior to final action.

**7.06. SIGNAGE PLANS.** The District's facilities department, under the supervision of the Superintendent, must approve all signage design plans for the facility. Final plans will then be submitted to the Board of Education for final ratification.