



Shelton School District
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Naming of District Facilities

Purpose

To provide criteria and procedures for naming school district facilities. Facilities include school district properties, lands, buildings, or structures owned or constructed by the district.

General Statement of Policy (Board Policy No. 6970)

The names of buildings, stadiums, fields, land, and other school district facilities are part of the identity of the school district and community. They provide important continuity and ties for past, present, and future students and residents of the community. Naming school district facilities can add a sense of pride to the community as well as recognition throughout the area.

The Shelton School Board shall be responsible for final approval of naming or changing names of all facilities belonging to the school district. The school board may accept, reject or modify any recommendations received.

Process for Naming Facilities

- I. Petitioners must follow guidelines and criteria set for naming of facilities.
- II. The “Nomination for Naming a Shelton School District Facility” form must be filled out completely and submitted to the Facility Naming Committee at the district office (700 S. 1st. St., Shelton, WA 98584) or by email to goodnews@sheltonschools.org - Subject: Nomination for Naming a School Facility.
- III. The committee shall acknowledge the receipt of the nomination and notify the superintendent and notify the School Board.
- IV. If the committee would like to modify the proposed name for any reason, the committee shall notify the petitioner.
 - A. If the petitioner agrees to the modified name, the committee shall move on to the community survey process.
 - B. If the petitioner does not agree with the modified name, they may pull their nomination and the committee will notify the superintendent and school board. No further action will be taken. The petitioner may resubmit a nomination during the following nomination window for consideration.



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- V. The committee shall send out a survey to the community within 60 days of receipt of the nomination form, giving the community 30 days to provide public comments.
- VI. The committee shall carefully review all of the information received and decide on a recommendation to the School Board.
- VII. If the School Board rejects the proposal to name a facility, the Naming Facility Committee Chair will notify the petitioner(s) that the name has been rejected, and no further action will be taken.
- VIII. If the School Board concurs with the name proposal, the Naming Facility Committee shall move forward with the planning stages.

Guidelines for Naming Facilities

- I. Names must always be consistent with the district's vision and mission. Long-term effects of the name must be considered. The department/school affected by the name to be granted must be consulted before any decision is made.
- II. The district will not name a facility without the informed consent of the named party.
- III. The superintendent will decide the monetary valuation of each naming right after receiving a recommendation from the director of business services who may take advice from such persons or other professionals, as needed. Each case should take into account market comparisons for naming rights for which professional advice may be sought.
- IV. Whether there is a physical display of the name is decided or negotiated on a case-by-case basis. In the case of buildings, the physical display of the name will take into account the identification of the school district and opportunities offered by that building for the district. Plaques memorializing the name may be installed with input from the family of the person being memorialized and the approval of the superintendent.
- V. Shelton School District will name no more than one facility every five school years.
- VI. The "Nomination for Naming a Shelton School District Facility" form must be filled out completely for consideration.
- VII. Board approval will be required for the naming of all District facilities.
- VIII. Only one facility, or portion of a facility, shall be named for any individual, group, place, event, subdivision, or geographic area.
- IX. Any person may submit a nomination to name a facility. Note: Self-nominations will not be considered.



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Criteria for Naming Facilities

In naming a facility after a person, primary consideration should be given to individuals who have given their time and energy in promoting excellence in education in the community. If the proposed honoree is deceased the naming should not occur sooner than five (5) years following the honoree's death. The Board may make an exception to the above in response to the request of a significant donor or sponsor, provided that the requested name is not that of a current employee of the school district or a public official currently holding an office with influence on the operations of the school district. Name to be considered are based on the following categories:

- I. The person(s)/group has made or is making significant contributions to the District and whose virtues or characteristics will serve as role models to students, staff, and the community.
 - A. Contributions should be commensurately related to the building, space, or facility proposed for naming.
 - B. Contributions or service may have been through employment, volunteer service, board service, or through significant gifts or money or property to the School District.
- II. A proposed honoree who has been employed by the District, or held office in the District, shall have given extraordinary service to the District in a teaching or administrative field with such exceptional distinction that his or her contributions are widely recognized by his or her peers, both in the district and elsewhere. These perspective honorees must have ceased service from the District for five (5) consecutive years prior to the naming.
- III. The person(s)/group has made or is making significant contributions to the District and whose virtues or characteristics will serve as role models to students, staff and the community.
- IV. The person(s)/group is making or has made significant contributions to public education or has made some significant connection with the District either as a student, an alumnus, a staff member, an administrator, a donor, or a supporter.
- V. The person(s)/group has made substantial contributions to his or her field of endeavor or to society in general.
- VI. A facility may be named for a member of the District's Board of Directors who made significant contributions during his or her term and who is not a current member of the Board at the time.



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- VII. The person(s)/group worked for the District and had been in education for at least 20 years, has been a distinguished District employee for at least 10 years, and is retired or deceased.
- VIII. A name may be reused for facility naming purposes in the event a facility is consolidated or demolished.

Limit of Naming Rights

I. On the Part of the District

The district's right to use the name and other brand elements of the named party is permitted by express agreement with the named party.

II. On the Part of the Named Party

The party after whom a facility or space is named has no decision-making rights as to the purpose of the facility or space unless specifically provided for in the written agreement between the parties. The district will not agree to any condition in an agreement that could unnecessarily limit progress toward the district's mission and purpose, statutory obligation, or the local authority of the school board. In turn, the named party has no liability with respect to that facility or space unless provided for in a specific contract between the parties. Any such limits must be included in any naming rights' agreement.

Termination of Naming Rights

In addition to any remedies for breach of the written agreement granting naming rights, the parties may terminate a naming rights agreement in advance of the scheduled termination date under the following conditions:

I. Termination by the District

The district reserves the right, at its sole discretion, to terminate the naming rights without refund of consideration, prior to the scheduled termination date, should it feel it is necessary to do so to avoid the district being brought into disrepute.

II. Termination by the Named Party

The named party may, without refund of consideration, at its sole discretion, terminate its acceptance of the naming rights prior to the scheduled termination date, in the event that the district directly brings the named party into disrepute.