

NAMING OF FACILITY

The Board of Education shall name District schools and other District-owned or leased buildings, grounds, and facilities in recognition of:

1. Individuals, living or deceased, and entities that have made outstanding contributions, including financial contributions, to the school community;
2. Individuals, living or deceased, who have made contributions of statewide, national, or worldwide significance; or
3. The geographic area in which the school or building is located.

The Board encourages community participation in the process of selecting names as described below under process. The Superintendent may appoint a committee to review name suggestions and submit recommendations for the Board's consideration.

Process

The process shall include the following steps:

1. The community, including students, shall be given advance notice of the intention to name or rename a school.
2. The process shall include an information item on the Board agenda that specifies the duration of community notification and input (minimally 30 days).
3. The public shall be notified through the news media, and the District website that there is a 30-day opportunity to submit recommendations for names of facilities.
4. Upon conclusion of the 30 days, at the next regularly scheduled Board meeting, the Board shall hold a public hearing on the proposed name change and entertain public comments.
5. At the following regularly scheduled Board meeting, the item shall come before the Board; the Board will again entertain public comments and take action on the item.
6. Students will be involved in the process to select school mascot and school colors.

Any name adopted for any new school shall not be so similar to the name of any existing District school as to result in confusion to members of the community.

NAMING OF FACILITY (cont.)

Before adopting any proposed name, the Board shall hold a public hearing at which members of the public will be given an opportunity to provide input.

(cf. 9320 - Meetings and Notices)

When naming or renaming a District school, building, or facility, the Board may specify the duration for which the name shall be in effect.

Memorials

Upon request, the Board shall consider erecting monuments, or dedicating buildings, parts of buildings, athletic fields, or other District facilities, in memory of deceased students, staff members, community members, and benefactors of the District.

Rescinding/Renaming of Facilities

The Chino Valley Unified School District recognizes that the names selected for District schools are vitally important to the image and identity of each school. The honor and integrity of each name reflects upon CVUSD and the individual school. With this consideration in mind, the Board of Education may consider rescinding the name of any school in the District.

Rescinding/renaming of a school will only be considered when a request to do so has been received from students, their families, school faculty, or community interest groups.

Sufficient cause for rescinding the name of a school will exist if the person or entity for which the school has been named has been convicted of a felony, a crime of moral turpitude, or participated in, practiced, or endorsed any disreputable behavior which would have a negative reflection on the school or District or would bring dishonor to District students or staff.

If the Board takes action to rescind a school name, the process for naming of facility will be initiated.

Naming Rights

The Board may grant to any person or entity the right to name any District building or facility. In doing so, the Board shall enter into a written agreement which shall:

1. Specify the benefits to the District from entering into the agreement;
2. State the roles and responsibilities of the parties to the agreement, including whether or not the Board shall retain the power to approve any proposed name;

Facilities

BP 7310(c)

NAMING OF FACILITY (cont.)

3. Provide details related to the naming right granted, including the building, grounds, or facility involved and the duration for which the name shall be in effect;
4. Prohibit any message, image, or other depiction that advocates or endorses the use of drugs, tobacco, or alcohol, encourages unlawful discrimination against any person or group, or promotes the use of violence or the violation of any law or District policy; and

(cf. 0410 - Nondiscrimination in District Programs/Activities)

(cf. 1325 - Advertising/Promotions)

(cf. 3290 - Gifts, Grants and Bequests)

5. Reserve the authority to terminate the naming right if it determines that the grantee, subsequent to receiving the naming right, has engaged in any of the prohibited acts stated in item #4 above or other criminal or unlawful acts that might bring the District into disrepute.

Legal reference:

Education Code

35160 Authority of Governing Boards

Chino Valley Unified School District

Policy adopted: October 6, 2011

Revised: March 16, 2023