



Santa Ana Unified School District

BOARD POLICY NO: 7310

EFFECTIVE: 05/08/2018

REVIEWED: 04/24/2018

SUBJECT: NAMING OF A SCHOOL OR FACILITY, AND SPONSORSHIPS

CATEGORY: Facilities

RESPONSIBLE OFFICE(S): Facilities & Governmental Relations

SCOPE:

The Governing Board shall adopt all names for District facilities, including buildings and structures, spaces (both interior and exterior), landscapes, roads, collections, and programs (hereinafter "facilities"), in the District, including the various campuses of the District.

POLICY:

The purpose of this policy is to provide criteria and a process for the naming of facilities, including guidance on appropriate names, policies for memorializing a person of merit, and to clarify guidelines for sponsorships that involve naming and associated signage in exchange for funding to build or maintain District Facilities.

A. Naming of Facilities

Suggestions from the community and school sites may be submitted to the Assistant Superintendent of Facilities and Governmental Relations or Designee. Naming recommendations will be reviewed by the "Naming of Schools, Facilities, and Sponsorships Committee (Committee)," consisting of the President of the Governing Board or representative from its own membership and District staff as designated by the Superintendent.

The Committee will provide a timely response to all naming requests. Requests for naming rights to District or school facilities for financial consideration shall also be vetted by the Governing Board.

School or facility naming must comply with the following guidelines:

1. Individuals, living or deceased, who have made outstanding contributions to the District, community, county, state, nation or the world.
2. Individuals, living or deceased, or corporations who have made significant philanthropic contributions to the District.
4. The geographic area in which the school or building is located.

B. Memorial Naming Guidelines

1. Cost of Honoring a Community Member

a. If the Governing Board chooses to honor community or retired staff members, it does so with an understanding that the District bears the entire cost of any corresponding signage, plaques, display cases, expenses of a dedication ceremony, and any other acknowledgments it deems appropriate. The funds for these honors come directly from the General Fund.



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- b. If a District facility has been sponsored (and has an approved sponsorship contract), the above costs may be borne by the sponsor.
 2. Memorials to a deceased student, staff, or community member must be channeled into positive outcome such as: a scholarship or gift to the District in the persons honor; the planting of a tree; a day of service (in which participants complete a campus improvement project); relocatable bench or table that could have a small plaque no larger than 4" x 6" attached; or books for the library (with or without a frontispiece with the name of the honored person). An inscribed name on a donor wall or walk may also be considered. Self-standing plaques or headstones are not permissible. Gifts to school sites should be reviewed by District staff and the Committee to ensure that expenses are cost-neutral and appropriate to the campus.
 3. The honor of naming a school facility after a community or retired staff member shall be with the consideration of the Governing Board and based on a history of outstanding support to the District and community, ties to the District, and/or positive accomplishments that serve as an example to the District and its community.
 - a. To create conformity with existing schools, the Governing Board should recognize that elementary schools have a tradition of being named after geographic sites, presidents, notable community members, notable historical figures and inventors.
 - b. Facilities that might serve the purpose of being named after an honored person could be: classrooms, libraries, cafeterias, multipurpose rooms, theaters, labs and maker spaces, offices, honor walls, sports facilities, stadiums, roadways, and quadrangles.
 - c. The Governing Board will consider cost and staff time for community and retired staff naming honors.

C. Sponsorship Naming Guidelines

1. Definitions:

Sponsorship: Any payment of money or other economic benefit to a school or to the District that requires visual, audio, or video placement of a name, slogan or product message on a District property, publication, or broadcast. The term sponsorship does not include traditional fundraising activities, such as magazine sales, nor does it apply to outright gifts to which no quid pro quo is attached.



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2. Individuals, corporations and other organizations may be considered for naming recognition if they have made significant financial contributions to the District related to the naming opportunity. Decisions regarding such recognition are made on a case-by-case basis in accordance with the approval process contained in this policy and any other applicable District policies and shall also take into consideration the total cost of the project, the availability of other funds and the level of financial contribution. A bequest or legacy gift from a donor who is still alive will not normally be considered for a naming opportunity until such time as the gift is realized.
3. Sponsorships to name District facilities for a given donation to the District may include the naming of: classrooms, libraries, cafeterias, multipurpose rooms, theaters, labs and maker spaces, offices, honor walls, sports facilities, stadiums, roadways, and quadrangles.
4. The purpose of sponsorship is to supplement the diminishing funds needed to provide and maintain extraordinary learning environments. The District shall protect students and parents from exploitation and ensure that commercial activities do not interfere with educational programs. Except for instruction relating to sponsorship, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials or curriculum-related activities, except as provided by this policy. Revenue enhancement opportunities should be in keeping with the community standards of good taste, and promote positive values for the students of the District.
5. Sponsorship Regulations:
 - a. Permitted Sponsorship Activities:

A sponsorship, as defined by this policy, shall only be allowed if it is in compliance with this policy, fits one or more of the following categories, and is approved by the Superintendent or designee.

 - i. Sponsorship paid for placement in school student publication or other District publication;
 - ii. Pre-existing advertising space maintained for community businesses;
 - iii. Paid sponsorship signs on school property or at school events that meet local sign ordinances and comply with this policy;
 - iv. The display of product names on vending machines appropriately placed in the school for the use of students, staff, and the public
 - v. Sponsorship ads that appear when students are using various internet services
 - vi. Building naming signage
 - b. Prohibited Commercial Activities:

No sponsorship shall be accepted if it:



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- i. Is associated with tobacco, alcohol, illegal drugs or weapons;
- ii. Promotes hostility, disorder, or violence;
- iii. Contains vulgar, abusive, obscene, or sexually explicit language and/or imagery;
- iv. Is libelous;
- v. Demeans or discriminates against any person or group on the basis of race, gender, ethnicity, age, disability, or religion;
- vi. Advocates the violation of law;
- vii. Inhibits the functioning of the school and/or the District;
- viii. Advocates any religious or political purpose or interests;
- ix. Promotes, favors, or opposes a candidate for elected office or a ballot measure;
- x. Is associated with any company or individual whose actions are inconsistent with District's educational mission, policies, goals or community values; or
- xi. Is otherwise in violation of the law; or
- xii. Is otherwise deemed unfit by the Superintendent or designee.

6. Distribution of Funds:

- a. The collection of funds from sponsorship activities will be organized and accounted for by the Assistant Superintendent of Business Services. These funds will be accounted for annually with a report to the Governing Board that will be posted on the District website for public viewing.
- b. No portion of the sponsorship funds will be used for general fund purposes including administration salaries.

D. Duration of Naming Rights

Naming of facilities, spaces, endowments and programs in honor of individuals is generally expected to last the lifetime of the facility, space, endowment, or program.

However, the Board recognizes that conditions may arise where the renaming of such buildings, sites, and/or facilities may be appropriate or necessary. The renaming of existing buildings, sites, and/or facilities shall occur only at the discretion of the Board. Naming of facilities, spaces, endowments and programs in honor of corporations or other organizations will have a set number of years attached to the naming, which will be determined on a case-by-case basis and listed in the signed contract or gift agreement. Naming associated with a particular facility, space, endowment, or program will not preclude further naming within the facility, space, endowment or program.



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E. Board/Superintendent Discretion

The meeting of the criteria provided in this policy established minimum qualifications for a naming opportunity. The Board (or the Superintendent, in conformity with this policy) retains the discretion to approve or disapprove of names at its sole discretion.

DESIRED OUTCOME:

The naming of District buildings and structures, spaces (both interior and exterior), landscapes, roads, collections, and programs in the District, including the various campuses of the District and their associated classrooms, libraries, cafeterias, multipurpose rooms, theaters, labs and maker spaces, offices, honor walls, sports facilities, stadiums, roadways, quadrangles, and the like, requires review by the Superintendent, or designee and approval by the Governing Board.

IMPLEMENTATION GUIDELINES AND ASSOCIATED DOCUMENTS:

District Policies and Procedures:

Administrative Regulation 7310, Naming of a School or Facility, and Sponsorships

Legal References:

EDUCATION CODE

- 7050-7058 Political Activities of School Employees and Officers
- 35160 Authority of Governing Boards
- 35160.1 Authority of School District
- 35172 Promotional Activities
- 35182.5 Sale of Advertising Products
- 38130-38138 Civic Center Act
- 48907 Student Exercise of Free Expression
- 51520 Prohibited Solicitations

ADOPTION AND REVISION HISTORY:

Adopted: (4-76 7-86 7-00 5-18)