

CVUSD

Administrative Regulation

AR 7310

Facilities

Naming of Facility

All requests to name or rename existing or new facilities shall be submitted in writing to the superintendent by administrator responsible for oversight of the facility. The written request shall state the reason for the request and shall disclose any considerations, financial or otherwise, that is being proposed in exchange for naming the facility.

The superintendent or designee shall appoint an advisory committee pursuant to Board Policy 1220 to consider written requests and recommend to the superintendent the naming and renaming of facilities. The superintendent shall report the recommendations of the advisory committee to the Board of Education along with supporting and opposing points of view for consideration. The composition of the advisory committee should represent the following and be appointed by the chair or president of the group they represent.

1. Assistant Superintendent, Business Services, who may serve as the committee chair.
2. District Advisory Committee (DAC).
3. Conejo Council Parent Teacher Association (PTA).
4. The local chapter of the California School Employees Association (CSEA).
5. Unified Association of Conejo Teachers (UACT).
6. Conejo Valley Pupil Personnel Association (CVPPA).
7. Conejo Schools Foundation (CSF).
8. One member of the Board of Education.
9. Administrator with oversight responsibility of the facility under consideration.

For existing facilities, the advisory committee shall consider requests as soon as practical following submission of the request. For new facilities, the committee shall convene to consider names within thirty (30) days after Board selection of the project architect with a recommendation to the Board within sixty (60) days from that selection or as soon as possible thereafter.

The advisory committee shall adhere to the following guidelines.

1. Name Limitations:
 - a. Names of facilities should be appropriate for a high quality public school system.
 - b. Names of facilities should be appropriate for community values.
 - c. Names may be related to geography, ecology, anthropology, botany, or history of the Conejo Valley.

- d. Facilities may be named after living/existing individuals, organizations, or corporations only if the individual, organization, or corporation has made a substantial tangible contribution to the District. In the case of a living employee, the individual must have been retired from the Conejo Valley Unified School District for at least one year.
 - e. Facilities may be named after deceased individuals, only if the individual has made a substantial contribution, tangible or intangible, to the District. The individual must have been deceased for at least one year.
 - f. Donations may, with Board approval, be directed to the Conejo Schools Foundation's endowment or programs.
2. Naming resulting from financial contributions.

Background

The Conejo Valley Unified School District (District), in cooperation with the Conejo Schools Foundation (Foundation), is working with organizations and individuals for substantial donations for the benefit of our schools, programs and future needs. Donations at these levels are often enticed and rewarded by offering recognition in naming opportunities – either permanent or for specific time periods. In researching other local and successful non-profit organizations, both education-based and other, the district proposed a number of additional guidelines for facility naming opportunities in the CVUSD.

Guidelines for Naming Resulting from Financial Contributions

- a. Rate structure: The “rate structure” for naming opportunities is set consistently throughout the school district. Some of the more traditional items are indicated in Exhibit A.
- b. Special rate setting process: Should a naming opportunity not indicated on the attached list arise, it must be presented to the superintendent and the Executive Director of the Conejo Schools Foundation to identify a parallel rate to assign prior to any commitment being made. If the new naming opportunity has no parallel rate on the list, the list must be modified with CVUSD Board approval. This will ensure that an appropriate and consistent monetary value will always be placed on the naming opportunities and that all donors will view the naming process as fair and unbiased.
- c. Proceeds from major facilities: Proceeds acquired by the naming of the performing arts centers/multi-purpose rooms, libraries, gymnasiums, pools, and stadiums/playfields shall be focused on districtwide benefit such as

enhancement of the Conejo Schools Foundation Endowment and districtwide programs. At the request of a donor, and with the approval of the Board of Education and the Foundation Board, a portion of the proceeds acquired by the naming facility may be directed to a specific District school.

- d. Proceeds from other property: Proceeds acquired by the naming of facilities, furnishings and programs at school sites may be used to directly benefit the school site where those facilities, furnishings and programs are located or other programs or facilities as agreed with the donor.
- e. Board approval required: The naming of any item, whether a facility, furnishing or program must be approved by the CVUSD Board of Education.
- f. Database: Each item named must be permanently recorded by the beneficiary of the donation in a database in the school principal's office and the Conejo Schools Foundation with the following information (item name/description, location, donor's name and contact information, amount of donation, expiration of the name, conditions related to the donation, and any other pertinent information).
- g. Labeling: All donations involving naming opportunities of any size should be recognized and labeled visibly, including that involving equipment or an improvement at the school. To the extent possible, all named items shall be labeled visibly in recognition of donation to ensure community understanding that taxpayer funds are insufficient and donations make a significant contribution to the education of our youth. Labeling will also serve as a marketing tool, encouraging others to participate in the naming program as well.
- h. Donor's branding image: A donor may wish to have a logo or specific print type used in the District's or Foundation's promotional material to maintain a branding image. If such is the case, specific requirements need to be recorded in the database referred to in #f above and these requirements should be adhered to when promotional materials that include the donor's named item are mentioned. A permanent logo may not be larger than 12"X12" or 20% of the signage surface, whichever is smaller.
- i. Donor's name change: If a donor requests to have the name associated with the item changed, this must be approved by the CVUSD Board of Education, reflected in the naming agreement and recorded in the database described in #f above. The agreement must indicate that any costs associated with the name change as requested by the donor shall be at the donor's expense.

- j. Defer naming: A donor may select to defer naming until a larger amount accumulates, qualifying for a higher naming opportunity. Only under special circumstance will pledges for future funds be considered for current naming and will be handled on a case by case basis.
- k. Public entities: Nothing will be named after a public entity, but permanent or temporary recognition of a public entity's contributions may be installed.
- l. Naming agreements and record keeping: Any naming at a school level, whether for a program, facility or other item (such as retiring an athletic jersey number) must be approved by the CVUSD Board of Education and appropriately recorded with an approved naming agreement. Principals may consult with their school site councils to review school level items for naming. All naming agreements involving financial contributions shall be kept in a central file in the principal's office as well as in the Conejo Schools Foundation office. The Conejo Schools Foundation should assist to ensure proper central record keeping and tax documentation for the donor.

Removal of Names

- a. No longer reflects values or is dissolved: Any name may be removed at the discretion of the CVUSD Board of Education if it is determined that the name no longer reflects the values put forth by the schools, the district, and its students, parents, staff, and community or the conditions related to the naming have not been fully honored by the donor. The Board at its discretion may remove the name of an organization or corporation that is dissolved.
- b. Subscription-based donors: Some naming opportunities are for a limited time. These shall be considered subscription-based naming opportunities. The names shall be removed at the end of the term of subscription and the item may then be offered for either renewal by the donor or made available to other donors.
- c. Anonymous donors: If an anonymous donor wishes to donate to a facility or capital improvement or program that is on the Naming Opportunities Qualifying Amounts list (Exhibit A) according to the value indicated on the list, the item shall either be labeled as "In gratitude to an anonymous donor" or the donor shall sign a waiver of right to naming and allow the item to be available to other donors for naming. This waiver shall be included in their gift acceptance letter.

After Naming

The Conejo Schools Foundation, the CVUSD, and school sites shall practice good stewardship of the naming program and express their appreciation to donors multiple times. A benchmark for a major donation is to recognize it at least four times through methods such as the following: one formal letter, a handwritten note from students benefitting from the donation, a phone call from the superintendent, school board member or foundation board member, an ad in the local newspaper thanking donors by name, formal recognition at a board meeting or event, or a creative thank you from students or others. It is rare that a donor is thanked too often when the method is always sincere.

Donor stewardship also includes proper maintenance of any named item. This may include maintaining the item in good condition so that it reflects the pride of the donor in supporting the education of children and appreciation of the District in the support of the donor. Diligence is also required when the name of the donor is recognized in printed material. It is critical that the name is printed in all materials promised and in the format agreed to as indicated above.

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Reference CVUSD AR 1220.

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