

## NAMING OF SCHOOL DISTRICT FACILITIES

### 1. Purpose

The school district seeks to develop a uniform and consistent manner to assign names to school district facilities or parts of facilities.

### 2. Definitions

“Facility” means any building, physical structure, space, field or athletic complex owned or required by the school district for the performance of its programs and related activities. Facility shall include any new, existing, or leased building, a wing of a building, a room or cluster of rooms in a building, an athletic stadium, facility or complex, or other significant features such as a track, field, fountain, monument, plaza, garden, landscaped area, or common area. This Policy shall not apply to interior spaces of a Facility which describe their functional purpose, i.e. maintenance room, closet or restroom.

“Generic Name” when used in conjunction with the Facility name means the name that may be given to a Facility which is based solely upon the use or location of the Facility or upon an institutional mascot name, symbol or other identifier pertinent to the school district without a modifier designating a particular person, family or organization.

“Particular Name” when used in conjunction with the Facility name means the name that may be given to a Facility which is based upon the particular name of an individual(s), family, organization, company, or commercial enterprise or upon a trademark or trade name owned by an individual, family, organization, company, or commercial enterprise other than the school district.

### 3. Authority for Naming Facilities

Assignment of a Name to a Facility shall be approved by the Board of Education.

### 4. Criteria for Assigning Particular Names to Facilities

A Facility may be assigned a Particular Name if the individual(s), family, organization, company, or commercial enterprise has met one or more of the qualifying criteria below and has met the due diligence requirements under section 5.

The individual(s), family, organization, company, or commercial enterprise, where applicable, must satisfactorily meet one or more of the following qualifying criteria:

1. Having provided or shown extraordinary service to the school district as school district alumni, teacher, staff member, administrator, or Board of Education member;
2. Distinguished persons who have provided or shown extraordinary service to the school district, the community, the State, or who otherwise merit special recognition;

3. Donors who have made a significant financial contribution, as determined by the Board of Education, to the school district generally, to a school site, to an equipment fund, or to a related program; and/or
4. Donors who have made a significant financial contribution, as determined by the Board of Education, toward the construction of a new Facility or major renovation of an existing Facility, an endowment for maintenance and operating costs of a Facility, or other program or activity of the school district.

Facilities shall not be named for individuals currently employed by the school district or the State of Nebraska or elected officials. Unless expressly waived by the Board of Education, a Facility shall not be named for an individual earlier than five years following the departure, death, or retirement of the person from the school district or the State or the end of an elected official's service in office.

5. Due Diligence Review

There shall be a due diligence review of each Particular Name proposal to carefully consider the overall benefit of such naming to the school district, whether the Particular Name is and will continue to be a positive reflection on the school district and whether the proposed Particular Name comports with the purpose and mission of the school district. Such due diligence review shall include the following:

1. Review of any potential conflict of interest issues affecting the school district;
2. Review of potential impact upon the academic autonomy of the school district;
3. Evaluation of the impact on future giving by the donor or others;
4. Consultation with the school district legal counsel to ensure compliance with applicable policies, laws and regulations; and
5. Consultation as necessary with the school district's municipal securities (bond) counsel to determine if a proposed naming would adversely affect existing or future tax-exempt bonds.

In order to avoid any appearance of commercial influence or conflict of interest, additional due diligence shall be undertaken before recommending a Particular Name for any Facility that includes the name of an organization, company, or commercial enterprise. A Facility may be assigned a Particular Name that includes an organization, company, or commercial enterprise only if the proposed name (i) is appropriate in the educational and public setting of the school district, (ii) will not detract from the school district's use of the Facility or the school district's reputation as a public elementary and secondary school, and (iii) will not result in impermissible commercial endorsement or advertising benefitting the commercial enterprise.

6. Procedures for Naming Facilities

No commitment for naming a Facility shall be made prior to approval of the proposed name in accordance with this Policy.

Donors seeking Particular Name recognition for a school district Facility must submit a request to the Superintendent & Foundation. The superintendent shall investigate and pre-screen the donor request based on the qualifying criteria and initial review of the due diligence requirements under this Policy. If the superintendent is satisfied, after his or her investigation and pre-screening, that the donor meets or exceeds the qualifying criteria and due diligence requirements, the superintendent shall present to the Board of Education the donor request along with the superintendent's recommendation.

Before a new Facility is opened, the Board of Education may delegate investigation of potential naming of the new Facility to the superintendent or to a committee. A new Facility may be given a Generic Name, a Particular Name, or a combination of both. Any donor-originated new Facility name request submitted to the school district should be considered first before considering a Generic Name or other (non-Donor) Particular Name for the new Facility.

Whenever the superintendent desires or deems it to be in the best interest of the school district to name an existing Facility of the school district, the superintendent may make a request along with a name recommendation to the Board of Education. The Board of Education may delegate investigation of potential naming of the existing Facility to a committee. An existing Facility may be given a Generic Name, a Particular Name, or a combination of both. Any donor-originated new Facility name request submitted to the school district must be considered first before considering a Generic Name or other (non-Donor) Particular Name for the existing Facility.

#### 7. Duration of Names and Name Changes

Naming of a Facility in honor of an individual(s) or family generally is expected to last either (1) for the useful life of the Facility, or (2) for the duration of ownership of the Facility by the school district, unless the Board of Education determines otherwise.

Naming of a Facility for an organization, company, or commercial enterprise generally will have a fixed time duration attached to the naming. The duration attached to the Particular Name assigned to a Facility for an organization, company, or commercial enterprise generally will be determined on a case-by-case basis and shall be included in a signed donation agreement associated with the naming of the Facility. Once established, an organization, company, or commercial enterprise name assigned to a Facility normally shall remain the same notwithstanding future changes in the name of the organization, company, or commercial enterprise. Provided, however, in the event of a name change in the organization, company, or commercial enterprise, the Board of Education may either approve removing the established organization, company, or commercial enterprise name from the Facility or to rename the Facility, if either such action is determined to be in the best interest of the school district.

If a Facility is replaced or substantially renovated (providing new useful life equivalent to a new building), or if there is a significant addition to the Facility, the Facility may be renamed, subject

to any terms, conditions or restrictions set forth in any gift or donation agreement related to the prior naming action.

If there is a change in the function of a Facility that has a Generic Name, the Generic Name may be changed in accordance with the requirements of this Policy.

If there is a change in the function of a Facility that has been named in accordance with section 4, items 3 or 4, such naming will either remain with the existing Facility or a comparable substitute naming will be adopted, subject to any terms, conditions or restrictions set forth in any gift or donation agreement related to the prior naming action.

If any individual, family, organization, company, or commercial enterprise honored in the naming of a Facility acts in a manner that brings discredit to, or otherwise harms the reputation or stature of the school district, or if any individual family, organization, company, or commercial enterprise honored by the naming of a Facility fails to fulfill agreed upon obligations associated with the naming, the Board of Education may change the name of the Facility. Before taking any such action the school district's legal counsel shall be consulted in regard to any legal obligations the school district may have under any pre-existing agreement related to naming of the Facility or in regard to any other matter that may have legal bearing upon a proposed change in name.

8. Prior Procedures and Facility Names

Facility names in existence at the time of the adoption of this Policy shall remain in effect, subject to future renaming consistent with this Policy and subject to restrictions in any gift or donation agreements related to the prior naming action.