

Esko Public Schools

Original Adoption: 2006

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905.2 NAMING DISTRICT FACILITIES

I. PURPOSE

The Esko School Board is responsible for naming facilities, which includes buildings, rooms, internal spaces, streets, landscape materials and associated exterior furnishings, courts, athletic fields, open spaces, forests, and all other areas owned, operated, or controlled by the Esko School District.

II. GENERAL STATEMENT OF POLICY

Esko School District may name facilities according to provisions established by statute. The School Board may elect to name facilities in recognition of individuals who have attained achievements of extraordinary and lasting distinction or enter into authorized agreements and contracts to lease naming rights for school facilities or enter into an agreement with a sponsoring agent in order to generate alternative sources of revenue to be used according to a plan specified by the School Board.

III. AUTHORITY

Board authority, established in statute, permits the Board to enter into a contract to lease the naming rights for school facilities, sell advertising on or in facilities and otherwise enter into an agreement with a sponsoring agent. The School Board exercises approval authority for naming of all facilities owned, operated, or controlled by the Esko School District.

IV. PROCEDURES

- A. The School Board, if deemed appropriate, will direct administration to convene a committee for the purpose of recommending a name(s) for Board consideration.
- B. The School Board may delegate responsibility to administrative designees or a committee charged with the responsibility of determining the process for soliciting and evaluating names, pursuant to providing a recommendation to the Superintendent for consideration.
- C. The superintendent, or designee, will make recommendation to the School Board for final approval.
- D. Naming proposals for facilities will be considered at any time the Board so chooses, including naming proposals recommended prior to construction, when construction is in progress, or after being acquired by the District.

V. NAMING FACILITIES CRITERIA

- A. Historically the School Board has named facilities after individuals who have had direct, substantial, and active association with the District and have exemplified the District

Mission. Selection may also be based on the individual's record of scholarship, creativity, leadership, humanitarian service, or public service. Facilities may also be named to recognize organizations, individuals, geographic or historical features, and programs which have had significant impact in the life of the District or as a result of leasing naming rights, contracts to sell advertising or agreements with a sponsoring agent as permitted by statute.

1. Except in unusual circumstances or for compelling reasons, names to be considered shall be those of persons who are deceased. When unusual circumstances or compelling reasons prevail, facilities may be named for living persons as follows: alumni; former faculty, administrators, Board Members; or other distinguished persons who rendered outstanding service to the District and have typified the District Mission.
2. Names selected should reflect substantial achievements of extraordinary and lasting distinction. Generally, these will be individuals who had direct, substantial, and active association with the District and have typified the District Mission. Additional factors may include the individual's record of scholarship, creativity, leadership, and humanitarian or public service.
3. Names other than individuals may be used, such as:
 - a. an event or data significant in the District's history;
 - b. a place with significance for, or ties to, the District (Glen Lake Elementary School); or
 - c. a program, activity, function, or symbol pertinent to the life of the District (Family Resource Center).
4. Facilities jointly owned by the District and another agency(ies) will be named in accordance with the policy or by separate agreement.
5. The Board will review all potential naming rights leasing agreements, contracts and sponsorships to ensure alignment with the District's mission and purpose, reserving the right to determine all naming rights and procedural practices aligned with their legal authority governed by law or statute.