

DEFINITIONS

For the purposes of this regulation, facilities are defined as:

1. A school campus building, permanent or temporary;
2. Rooms within a school building;
3. Structures related to a school building;
4. Athletic fields and facilities; and
5. Any other building or adjacent land area that is the property of the District and the Board.

The Board retains final authority for naming all District facilities.

GENERAL

At the Board's request, the Superintendent shall appoint a committee (the "committee") to solicit recommendations for a facility's name in accordance with administrative procedures. Recommendations and suggested options shall be submitted to the Board for consideration and final approval.

NAMING NEW
FACILITIES

Naming decisions can be in honor of certain individuals who have attained achievements of extraordinary and lasting distinction in the Rockwall, Texas, area. Generally, the individuals shall have had direct, substantial, and active association with the District. Selection may also be based on the individual's record of scholarship, creativity, leadership, humanitarian service, or public service. The Board intends that names given to school buildings and other District facilities be meaningful and appropriate.

When naming a new facility, criteria shall be considered to ensure the chosen name is meaningful and appropriate. Criteria to consider include, but are not limited to, the following:

1. Facilities may be named for alumni, former faculty, staff, administrators, Trustees, or such other distinguished persons who have rendered outstanding and exemplary service to the District and/or Rockwall County.
2. Facilities may be named for benefactors, provided the gift/donation meets an amount determined appropriate for the facility by the Board to warrant the honor of a facility named on behalf of the benefactor.
3. Facilities may not be named for members of the District faculty, staff, trustees, or any official or employee (elected or otherwise) concerned with the functions and/or control of the District, for so long as such relationship exists.
4. To avoid confusion, names for schools shall not be duplicated for schools already in north-central Texas, including Dallas, Collin, and Rockwall counties.

RECOMMENDATION PROCESS The Superintendent shall appoint a committee for the purpose of collecting information, reviewing requests and proposals, and making recommendations relating to the process of naming certain specified District facilities. The committee shall follow District guidelines during the recommendation process. The committee may consist of at least one Board member, selected District administrative staff, selected faculty, and certain members of the community. The committee shall exist only for the purpose stated above and only as long as is necessary to complete the naming process for a specified facility or facilities.

Input or suggestions from community, students, and staff shall be accepted to provide the committee with viable names for considerations. The committee or Board shall not consider petitions.

Nominations shall be made in writing on a form provided by the District within the designated time frames established by the District and only accepted for the school building or facility for which the names are being solicited.

The committee shall review all requests and formulate all recommendations pursuant to criteria set forth below. The role of the committee is to review any specific, or general, requests and proposals for naming District facilities it or the District has received from various sources, or to itself formulate proposals for naming specified District facilities. Because of the sensitive nature of this naming process, the committee shall not contact any individuals whose names are under consideration. It shall also keep strictly confidential all information it has received or discussed, and any recommendation(s) it makes. After due consideration, the committee shall make its recommendation(s), with appropriate documentation, to the Board.

SPECIFIC CRITERIA The committee shall consider the following in making recommendations to the Board for the naming of any facility:

1. Whether the nominee reflects direct and substantial association and achievement of extraordinary and lasting distinction (e.g., an individual's scholarship, creativity, leadership, and humanitarian and public service).
2. If a nominee has served the District:
 - a. The length of years of service;
 - b. The contributions, both subjective and objective, to the District. Emphasis shall be given to the quality as well as the quantity of benefits and value derived by the District as a direct result of the nominees' contributions; and

- c. The length of separation from the District. The length of separation should be at least three years.
3. The recommendations, if any, of the occupants of the facility to be named. Weight shall be given to an individual who gained distinction in the area or areas related to usage of the facility.
4. The timing of the development and construction of the facility. Major educational facilities may be named upon opening, but other facilities may be named over time as the need and/or situation arises. For example, while the naming of a new middle school shall necessarily occur on or prior to opening, related or collateral facilities (e.g., competition field, administration buildings, and the like.) do not necessarily require naming upon completion of construction.

All educational facilities that house classrooms shall be named in accordance with the following:

1. High schools shall normally be named to indicate location (e.g., Rockwall High School, Rockwall-Heath High School)
2. Middle schools and elementary schools may be named to honor educators with outstanding service to the District. The Board may determine that there is a compelling reason to choose an honoree other than an educator. However, educators shall be given first consideration.
3. Alternative schools, magnet schools, or other educational facilities may be given names in honor of an individual and/or that indicate function.

Additional facilities that may include names of honorees:

- Competition sports facilities;
- Major sports/extracurricular activities centers (i.e. Multi-Purpose Building, Natatorium, Agricultural Center, and the like); and
- Administration buildings.

RENAMING FACILITIES

The Board shall have the right to rename facilities or portions thereof in situations deemed unusual or appropriate. In such situations, the Board may apply the criteria for naming new facilities. If a facility is renamed, appropriate use of the former name shall be determined before a change is approved. To avoid confusion, name changes shall only occur during the summer before the beginning of a school year, except in unusual circumstances.

PROGRAMMATIC CHANGE	A facility or portion of a facility may be renamed based on a programmatic change if the new name would not affect the namesake of the facility or portion of the facility. The name change shall only require the recommendation of the Superintendent's cabinet. Final approval by the Board shall be required.
NAMED FOR A MAJOR DONOR	The Board shall consider naming a facility or portion of a facility in honor of a major donor. Specific District guidelines shall be developed for corporate or individual sponsorships of schools. The guidelines shall specify required levels of monetary or in-kind donations, as well as appropriateness of the sponsor.