

Naming of District Property

Requests for the naming of District buildings, facilities and areas, and requests for erecting memorials or publicly-displayed donations on District property shall be submitted to the Superintendent. The Superintendent shall submit these requests through the District's governance process to make a recommendation on the request. Specifics regarding the request must be outlined by the Superintendent and appropriate governance oversight.

After internal approval, the Superintendent shall forward the requests and recommendations to the Governing Board for final review and decision.

Requests for naming facilities buildings and areas shall be in writing and shall include:

- A brief description of the facility being named and the proposed name.
- A complete biographical summary of the individual whose name has been forwarded, or cases in which a name is proposed for an entity other than an individual, a complete profile of the organization, business or entity.
- A statement of rationale articulating the distinctive contributions the individual, corporation, foundation or other entity has made to the District that merits the naming opportunity. The following criteria shall be used in evaluating the request:
- When no gift is involved, recognition by the naming of a building, facility or area may be recommended to honor any person who has:
 1. Served the District in an academic capacity and earned a national or international reputation in the individual's field of specialization and also has rendered a minimum of eight years of service to the District. Exceptions to the years of service period may be made on a case-by-case basis.
 2. Served in an administrative capacity, and rendered a minimum of eight years of distinguished service to the District warranting recognition of the individual's exceptional contributions to the welfare of the District.
 3. Contributed in truly exceptional ways to the welfare of the institution or achieving such unique distinction as to warrant recognition.
- When a gift is involved, the District will consider the significance and amount of the gift as it relates to the building, facility or area. While each gift may be judged on its own merit,

the expectation is that the gift amount for the naming a building, facility or area will adhere to the following guidelines:

Gift Amount	Naming Opportunity
\$10,000,000 or more	Existing or new buildings maybe named for the donor
\$100,000-\$9,999,999	Part of a building (e.g. laboratory, classroom, lecture hall, courtyard, hallway, etc.) or recognition plaques may be named for the donor (negotiated upon the size and visibility of space)
\$5,000 - \$999,999	Recognition may be placed in appropriate locations (e.g. in a corridor, division office, etc.) in honor of the donor.
\$5,000 or greater	Given for a named endowment account, donor name may be listed on a plaque (or included in a group plaque) in a prominent location on campus.

When an area or building is proposed to be named for individuals associated with the District, a period of not less than five years shall lapse between the end of the individual’s service to the District and consideration by the Governing Board. Exceptions to the lapse period may be made on a case-by-case basis.

Gifts donated for the naming of District buildings, facilities and areas shall be placed in an endowment account with Culver City Education Foundation. The endowment account shall be used to fund District activities based upon the wishes of the donor and/or the needs of the District, consistent with the District’s mission, vision and values. The District’s needs include, but are not limited to, programmatic and facilities, maintenance and replacement needs. Use of designated endowment funds shall be recommended by the Superintendent and approved by the Governing Board.

District buildings, facilities and areas shall be named after individuals and organizations that exemplify integrity, civic leadership and maintain good standing in the community. Should an individual or organization for whom a District building, facility or area has been named violate these standards, the Governing Board may elect to remove the donor’s name from the building, facility or area.

Signage

All buildings named shall bear the name of the individual or organization and the building name in a typeface and style consistent with the District signage and with standards developed by the appropriate committee. For example: John Mitchell Memorial Library, Smith Computer Labs, Jean Johnson Building.

Buildings may also bear a bronze plaque permanently affixed to the outside of the wall nearest to the main entrance of the building. The plaque should list the name of the individual or organization for whom the building is named and, if the building is newly constructed, the builder, the architect, the Governing Board and Superintendent and the date the building was dedicated. Relevant information about the donor shall be prominently displayed.

Lecture halls, classrooms, and labs to be named may also be identified with a bronze plaque mounted on the wall directly outside the main entrance to the facility.

All areas where students, staff and the public gather, including walkways, benches and gardens, may be identified with a bronze plaque or appropriate acknowledgment. The plaques or acknowledgement shall be consistent with District signage and with the standards for development by the appropriate committees.

A guarantee of name placement in any of the above-listed recognition categories shall be for a set time not to exceed 20 years, at which time the naming opportunity may be renewed for another set time, or terminated.

Schools Sites and Individual Buildings

The Governing Board shall name schools or individual buildings in recognition of:

- 1.* Individuals or entities, living or deceased, who have made outstanding contributions to the county or community
- 2.* Individuals or entities, living or deceased, who have made contributions of state, national or worldwide significance
- 3.* The geographic area in which the school or building is located

The Board encourages community participation in the process of selecting names. A citizen

advisory committee shall be appointed to review name suggestions and submit recommendations for the Board's consideration.

(cf. 1220 - Citizen Advisory Committees)

The renaming of existing schools or major facilities shall occur only under extraordinary circumstances and after thorough study.

Memorials

Upon request, the Board shall consider naming buildings, parts of buildings or athletic fields in honor of the contributions of students, staff members and community members who have been deceased for at least one year.

Legal Reference:

EDUCATION CODE
35160 Authority of governing boards

Policy
reviewed: August 28, 2018

CULVER CITY UNIFIED SCHOOL DISTRICT
Culver City, California

Policy
Adopted: February 17, 1998