

## **NAMING OF FACILITIES OR PLACES WITHIN OR ON SCHOOL PROPERTY**

Naming a school or places within a school or on school property is an important matter that deserves thoughtful attention. A name associated with educational significance or inspiration should be chosen. The Committee also feels that it is appropriate to name a school, or a section of a school, for physical locations; geographical areas; distinguished local, state, and national leaders whose names will lend dignity and stature to the school; outstanding educators associated with the school, or significant or pertinent events.

The Committee also feels that in appropriate circumstances, naming rights to school buildings, fields, rooms, or structures thereof might be licensed to a corporation or other entity in return for a fee. Two such examples could be the Reading Memorial High School Fine and Performing Arts Center or the Reading Memorial High School Football Stadium. In these cases, the Committee recognizes that the nature and reputation of any such entity seeking to license these naming rights must be consistent with the educational mission of the Reading Public School District.

The Superintendent will prepare for the approval of the Committee a transparent, orderly and public process to follow in recommending names for school buildings, fields, rooms, or structures of an existing school campus.

The Committee encourages and supports community participation and involvement in this process. The Committee believes that members of the community should have the opportunity to present suggestions for names of public school facilities and/or dedication of rooms or areas within a school facility. Personal prejudice or favoritism, political pressure, or temporary popularity should not be an influence in choosing a name. In the naming of public school facilities or dedication of a room or area within a school facility, if the name of a person is to be used, the following criteria will be applied in the selection of a person(s) to be so honored:

- A. A person, living or deceased, for whom a public school may be named or a room or area of a school campus dedicated, must have made significant contributions to education in the Reading Public Schools. Evidences of such contributions may include, but are not limited to, the following:
  - a. Extraordinarily effective and dedicated service to and/or on behalf of the youth in the Reading Public Schools.
  - b. Persistent efforts to sustain a quality system of public education for all youth and to improve programs and services for them.
  - c. Demonstrated understanding of the essential nature of public education in the perpetuation of our democratic form of government.
- B. The nominee must otherwise be worthy of the honor of having a school named for him/her or a room or area dedicated to him/her. Evidence of such attributes should include, but are not limited to, the following:
  - a. Superior levels of performance in strengthening and supporting the public schools.
  - b. Effective citizenship
  - c. Community service
  - d. Excellent character and general reputation
  - e. High standards of ethics
- C. The following procedure shall be followed when there is a formal request to have a building, field, structure, room or other such edifice or area dedicated to an individual:

1. Buildings, fields, rooms, or structures that already have a commonly accepted name will not be eligible for nominations. However, there may be times when buildings, fields, rooms or structures already having a commonly accepted name may be reconsidered to have said name removed. The process used to remove a name from an edifice should be consistent with the process used to recommend a name as outlined in sections C5-C10 listed below. When the Committee is reconsidering an existing name, they should follow the guidelines as stated in sections A and B of this policy to determine if the existing name is still appropriate for the current situation and conditions. Once an existing name is removed by the Committee, then the edifice is eligible again for nomination.
2. Only buildings, fields, structures, rooms or other such edifices on school department property can be considered for nomination.
3. Nominations for naming of buildings, fields, structures, rooms or other such edifices will appear once annually on the school committee's agenda, usually during the first quarter of the school year.
4. At least thirty (30) days prior to the scheduled School Committee meeting, a public notice will be sent out through a variety of media and electronic means soliciting nominations.
5. All parties who are interested in submitting nominations should send a written explanation outlining the specific reasons why the area should be dedicated to a particular individual to the chairman of the School Committee and the Superintendent of Schools, who will meet with the individual or individuals making the request and following that discussion place the request on a School Committee agenda.
6. At the scheduled School Committee meeting, nominating parties will be allowed 10 minutes to present their nomination to the School Committee. The Committee will only ask clarifying questions, not engage in discussion or make decisions.
7. At a subsequent School Committee meeting, nominations will be discussed and voted on as to whether or not to be considered, at which time the chair will call for a vote to either accept the nominations on the table or not. Accepted nominations will be handed over to a subcommittee to be named by the chair for further study and to make recommendations to the School Committee.
8. This subcommittee should include, but is not limited to, one member of the School Committee, the building principal of the school, one member of the Board of Selectmen, one local business leader, one student representative from the appropriate school building under consideration and one member of the historical commission.
9. All subcommittee meetings are public meetings and are subject to the regulations of the Open Meeting Law. Regular updates on the progress of the subcommittee will be given at School Committee meetings.
10. Upon having had time to reach a recommendation, the subcommittee will be scheduled to present to the entire School Committee, at which time the board will enter into discussion and a motion will be made regarding the subcommittee's recommendations. During this meeting any other interested parties will be given an opportunity to voice support or opposition to the nominations, and the School Committee will vote on whether or not to accept the nomination and as a result, name whatever building, field, room or structure that is being considered.

Adopted by the Reading School Committee on September 28, 2006  
Revised by the Reading School Committee on September 13, 2010