

NAMING SCHOOL FACILITIES/PROPERTIES

FILE: FF-R1

Upon receipt of a response to a statement of need or a proposal submitted by the Board, an individual or corporate entity, the superintendent or designee shall consult with the Board as to the desirability and advisability of naming a facility, portion of a facility, or property. The Board may establish a contribution threshold for the naming of a facility or portion of a facility. If directed to proceed by the Board, the superintendent will:

- A. Conduct appropriate research as needed to accumulate sufficient information to establish a perspective on the desirability of a potential naming.
- B. Conduct a thorough “due diligence” review of each donor and the person/entity in whose honor the naming is to be made and the implications of the naming for the institution. A thorough due diligence would include, at a minimum:
 1. Review of any potential conflict of interest issues and evaluate if the entity who’s proposed for naming is of suitable standing and reputation to reflect favorably upon the school system.
 2. Review of the potential impact upon the academic autonomy of the ACPS;
 3. Evaluation of the impact on future giving by the donor or others;
 4. Consultation with ACPS legal counsel to ensure compliance with applicable laws and regulations.
- C. After completing A and B, the superintendent will make a recommendation to the Board concerning a recommended name, a process for establishing the name, the advisability and desirability of establishing a name, the duration of any name, and any applicable consideration that should be given for such naming rights.
- D. After directed by the Board, the superintendent will enter into an agreement approved by the Board.
- E. The agreement may stipulate a time frame for recognition, and that it remains subject to applicable policies of the Board. The agreement shall also provide that the naming rights are subject to reconsideration by the Board in extraordinary circumstances if the Board determines that the previously approved naming may be damaging to the reputation of the ACPS, or are contradictory to applicable law or to the policies, procedures or strategic objectives of the ACPS.

Board Reviewed 12/12/17	Superintendent Approved 12/12/17
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