

## NAMING RIGHTS – SCHOOL FACILITIES/PROPERTIES

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- I. The elected Board may vote to issue a statement of need or consider a proposal to enhance the school system through the naming of facilities, properties or portions of facilities or properties in honor of persons (living or deceased) or entities such as a business or foundation in exchange for a monetary contribution as determined by the Board of Education.

Examples of the categories of persons and entities eligible include:

- A. Alumni with close ties to the school or facility.
  - B. Persons who have made an outstanding contribution to a school, the ACPS, Allegany County, the State of Maryland, the nation or the world.
  - C. Donors who have made significant contributions to the ACPS or a specific school or program within a school.
  - D. Donors who have made significant contributions toward construction, renovation and/or the critical programmatic, annual operating, or future capital renewal costs of new, renovated, or other existing facilities.
  - E. Employees (superintendents, administrators, principals, faculty, staff) – no earlier than Five (5) years following the end of employment/appointment or upon death. No facility or property may be named for a current employee.
  - F. Combinations of the above.
- II. Upon receipt of a response to a statement of need or a proposal submitted by an individual or corporate entity, the superintendent or designee shall:
    - A. Consult and coordinate, as needed, with appropriate representatives of the central office, current and retired individuals associated with the school or facility, and members of the community affected to provide the Board with information of the collective institutional memory and perspective with regard to the potential naming;
    - B. Consult with the Board as to the contribution threshold for the naming of a facility or portion of a facility;
    - C. Conduct a thorough “due diligence” review of each donor and the person/entity (if different than the donor) 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 such as corporate naming opportunities to avoid commercial influence.
      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.

5. Enter into a written gift agreement approved by the Board with each donor when the naming of a facility may result (unless this provision is waived by the Board); the agreement must stipulate that, among other items, time frame for recognition is subject to the prior approval by the Board, that it remains subject to applicable policies of the Board, and to subsequent reconsideration by the Board. Reconsideration by the Board may occur in extraordinary circumstances if the prior approved naming may be damaging to the reputation of the ACPS, or contradictory to applicable law or to the policies, procedures or strategic objectives of the ACPS.

### III. Documentation

When the name of an individual is proposed, the proposal must be in the form of a nomination and must be accompanied by supporting documentation that provides evidence of the extraordinary contribution that was made by that individual. Normally such documentation is of the nature that would be provided in connection with the nomination of an individual for a prestigious county, state or national prize.

### IV. Statement of Need/ Proposal Considerations

Nominators must consider and respond to the following questions in preparation of a nomination of a distinguished individual and in providing supporting documentation:

- A. What was the individual's extraordinary contribution(s) in terms of professional or public service?
- B. How does the contribution relate to the mission of the ACPS?
- C. How will naming the building, room or facility after the individual reflect the history and purpose of the ACPS?
- D. Will the contribution of the individual still be recognized two to three decades in the future?
- E. On whom in society does the contribution have the greatest impact?
- F. How is the individual being nominated related to the school, facility, or space in question?

### V. Nominations and Approval

- A. Generally, nominations may be submitted at any time and the Board of Education will meet and act on the nominations in a timely fashion.
- B. Nominations for current or former employees of the ACPS will normally not be reviewed by the Board until at least five (5) years have elapsed since the termination of their employment (whether by death, retirement or resignation) in order to ensure their sustained recognition and thus, the strength of the nomination.
- C. When there is a nomination for naming a school or facilities within a school, the school administration must be consulted.
- D. Where an individual's name is involved, deliberation by the Board will be conducted in accordance with Maryland law.

- E. When a naming right is granted for an ACPS facility/property, the length of time that the naming right is in effect will be determined at the sole discretion of the Board of Education. When a school facility/property with naming rights established needs to be replaced or upgraded, the individual or organization who has existing naming rights will be accorded the first right of refusal to renew the financial commitment required to continue the name.