

Board Office Use: Legislative File Info.	
File ID Number	18-0342
Introduction Date	3/14/18
Enactment Number	18-0497
Enactment Date	3-17-18



**OAKLAND UNIFIED  
SCHOOL DISTRICT**  
Community Schools, Thriving Students

# Memo

**To** Board of Education

**From** Marion McWilliams, General Counsel

**Board Meeting Date** March 14, 2018

**Subject** Amendment to Board Policy – BP 7310 Naming of Facility

**Action Requested** Approval by the Board of Education of updates to the Oakland Unified School District Board Policy BP 7310 Naming of Facility

**Background** Periodically modifications to board policies are recommended to align with changes in law or recommended best practices. The proposed modifications to the board policies reflect the District's standards.

**Discussion** In order to ensure that our policies are current, it is important for us to review and update our policies. The modifications have been reviewed and vetted by the General Counsel.

The changes to the policy are shown on the attachment. The proposed deletions are indicated with blue strikeouts. The recommended additions are shown in red.

**Recommendation** Approval of modification to the Oakland Unified School District Board Policy BP 7310 Naming of Facility

**Fiscal Impact** No direct funding implications

**Attachments** Amendment to Board Policy BP 7310 Naming of Facility

# **OAKLAND UNIFIED SCHOOL DISTRICT**

## **Board Policy**

### **Facilities**

BP 7310

Naming of Facility

The Governing Board shall name district schools and other district-owned or leased buildings, grounds, and facilities in recognition of:

1. Individuals, living or deceased, and entities that have made outstanding contributions, including financial contributions, to the school community
2. Individuals, living or deceased, who have made contributions of statewide, 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)*

Any name adopted for any new school shall not be so similar to the name of any existing district school as to result in confusion to members of the community.

Before adopting any proposed name, the Board shall hold a public hearing at which members of the public will be given an opportunity to provide input.

*(cf. 9320 - Meetings and Notices)*

When naming or renaming a district school, building, or facility, the Board may specify the duration for which the name shall be in effect.

### **Memorials**

Upon request, the Board shall consider planting commemorative trees, erecting monuments, or dedicating buildings, parts of buildings, athletic fields, gardens, or other district facilities, in memory of deceased students, staff members, community members, and benefactors of the district.

### **Naming Rights**

The Board may grant to any person or entity the right to name any district building or facility. In

doing so, the Board shall enter into a written agreement which shall:

1. Specify the benefits to the district from entering into the agreement
2. State the roles and responsibilities of the parties to the agreement, including whether or not the Board shall retain the power to approve any proposed name
3. Provide details related to the naming right granted, including the building, grounds, or facility involved and the duration for which the name shall be in effect
4. Prohibit any message, image, or other depiction that advocates or endorses the use of drugs, tobacco, or alcohol, encourages unlawful discrimination against any person or group, or promotes the use of violence or the violation of any law or district policy

(cf. 0410 - Nondiscrimination in District Programs/Activities)

(cf. 1325 - Advertising/Promotions)

(cf. 3290 - Gifts, Grants and Bequests)

5. Reserve the authority to terminate the naming right if it determines that the grantee, subsequent to receiving the naming right, has engaged in any of the prohibited acts stated in item #4 above or other criminal or unlawful acts that might bring the district into disrepute

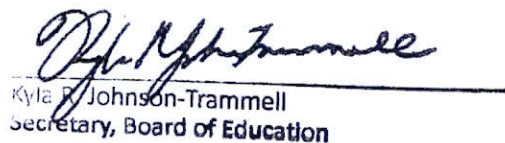
*Legal Reference:*

*EDUCATION CODE*

*35160 Authority of governing boards*

7/14/04; 3/14/18A (if adopted)

  
Aimee Eng  
President, Board of Education

  
Kyla R. Johnson-Trammell  
Secretary, Board of Education

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# OAKLAND UNIFIED SCHOOL DISTRICT

## Board Policy

### Facilities

BP 7310

Naming of Facility

The Governing Board shall name district schools and other district-owned or individual leased buildings, grounds, and facilities in recognition of:

1. Individuals, living or deceased, who and entities that have made outstanding contributions, including financial contributions, to the county or school community
2. Individuals, living or deceased, who have made contributions of state statewide, 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.~~

Any name adopted for any new school shall not be so similar to the name of any existing district school as to result in confusion to members of the community.

Before adopting any proposed name, the Board shall hold a public hearing at which members of the public will be given an opportunity to provide input.

*(cf. 9320 - Meetings and Notices)*

When naming or renaming a district school, building, or facility, the Board may specify the duration for which the name shall be in effect.

### Memorials

Upon request, the Board shall consider naming planting commemorative trees, erecting monuments, or dedicating buildings, parts of buildings ~~or~~, athletic fields, gardens, or other district facilities, in honor memory of the contributions of deceased students, staff members ~~and~~, community members ~~who have been deceased~~, and benefactors of the district.

## Naming Rights

The Board may grant to any person or entity the right to name any district building or facility. In doing so, the Board shall enter into a written agreement which shall:

1. Specify the benefits to the district from entering into the agreement
2. State the roles and responsibilities of the parties to the agreement, including whether or not the Board shall retain the power to approve any proposed name
3. Provide details related to the naming right granted, including the building, grounds, or facility involved and the duration for ~~at least one year~~, which the name shall be in effect
4. Prohibit any message, image, or other depiction that advocates or endorses the use of drugs, tobacco, or alcohol, encourages unlawful discrimination against any person or group, or promotes the use of violence or the violation of any law or district policy

(cf. 0410 - Nondiscrimination in District Programs/Activities)

(cf. 1325 - Advertising/Promotions)

(cf. 3290 - Gifts, Grants and Bequests)

5. Reserve the authority to terminate the naming right if it determines that the grantee, subsequent to receiving the naming right, has engaged in any of the prohibited acts stated in item #4 above or other criminal or unlawful acts that might bring the district into disrepute

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