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Board Cover Memorandum

To Facilities Committee

From Dr. Kyla Johnson-Trammell, Superintendent
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Kenya Chatman, Executive Director of Facilities Planning and Management
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Meeting Date March 20, 2025

Subject Establishment of the committee for the renaming of the administrative building at 1011 Union Street the former Cole Elementary Site

Ask of the Board Discussion and update with the newly established committee for the renaming of the administrative building at 1011 Union Street from the Cole Elementary School and now the new administrative center.

Background The Oakland Unified School District (OUSD) has a longstanding commitment to honoring individuals and institutions that have played a significant role in shaping Oakland’s educational landscape and the broader community in the naming of our schools and our buildings. This commitment is reflected in Board Policy 7310, which establishes the framework for naming and renaming district facilities. The policy emphasizes the importance of community engagement in this process, ensuring that naming decisions reflect the values, history, and aspirations of the district’s students, families, and stakeholders.

This February, the new administrative building was completed and has begun to serve as an administrative center for student and family support, key administrative functions, leadership development and providing essential services that enhance student achievement and community engagement. Not only will the building serve as the administrative center for OUSD, the new administrative building also represents a significant economic investment in the West Oakland neighborhood, providing opportunities for small local businesses to benefit from increased activity and district operations in the area.

Historically, OUSD has recognized influential figures and institutions by naming district buildings. The former administrative headquarters at 1025 2nd Avenue was named the Paul Robeson Building in tribute to the renowned scholar, artist, and activist whose legacy of social justice and advocacy continues to inspire generations. Similarly, Board documents reference the designation of the future

administrative leadership center as the Marcus A. Foster Leadership or Educational Complex, in honor of Dr. Marcus A. Foster, OUSD's first African American superintendent. Dr. Foster was a trailblazer in educational leadership, known for his dedication to equity and transformative reforms that benefited Oakland's students.

The site of the newly completed OUSD administrative building also carries deep historical significance. Previously home to Cole Grammar School and later Cole Elementary, the location has served generations of Oakland students and contributed to the educational fabric of West Oakland. Recognizing this rich history, the district remains committed to preserving and honoring the legacy of institutions and individuals who have shaped public education in Oakland.

Discussion	The staff will discuss with the Facilities Committee the launch of the process and the community members that will serve as the Adhoc Community Advisory Committee pursuant to Board Policy 7310. This committee will provide recommendations to the Facilities Committee for naming the site and identify possible strategies that acknowledge the site's historical significance for West Oakland. The Adhoc Community Advisory Committee shall consider, among other options, the historical significance of the Paul Robeson Building, the contributions of Marcus A. Foster, and the legacy of Cole Elementary School, prior board discussion and commitments, and other potential names that reflect the values, mission, and aspirations of the Oakland Unified School District and its community. The goal of the community advisory group is to provide clear options to the Board of Education and a recommendation and rationale for the new name of the administration building located at 1011 Union Street.
Fiscal Impact	Currently, there is no fiscal impact. As the committee explores naming options for the new administrative building, a budget will be developed and shared with the Facilities Committee and the Board.
Attachment(s)	Board Policy 7310

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, who have made outstanding contributions to the school community or who have made contributions of statewide, national, or worldwide significance
2. Entities that have made outstanding contributions to the school community or that have made contributions of statewide, national, or worldwide significance
3. The geographic area in which the school or building is located
4. Community expressions of values consistent with the mission, aspiration, and/or purpose of public education in Oakland.

The Board encourages community participation in the process of selecting names. Unless the Board directs otherwise, a citizen advisory committee shall be appointed to review name suggestions and submit recommendations for the Board's consideration.

For schools or other district-owned or leased buildings, grounds, and facilities which have been renamed, the Board shall include a permanent recognition of such historical name as it deems appropriate.

(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 and Activities)

(cf. 1325 - Advertising and 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; 4/22/20A