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# Memo

**To** Facilities Committee

**From** Gary Yee, Chair

**Board Meeting Date** April 17, 2020

**Subject** Board Policy 7310 – Naming of Facility

**Action** Approve sending revisions to *Board Policy 7310 – Naming of Facility* to full Board for consideration.

**Background** *Board Policy 7310 – Naming of Facility* establishes the process by which district schools and other district-owned or leased buildings, grounds, and facilities are named.

**Discussion** The proposed revisions to *Board Policy 7310 – Naming of Facility* include adding two additional bases for naming district schools and other district-owned or leased buildings, grounds, and facilities: entities that have made contributions of statewide, national, or worldwide significance, and community expressions of values consistent with the mission, aspiration, and/or purpose of public education in Oakland. The revisions also including enabling the Board to recognize historical names of schools and other district-owned or leased buildings, grounds, and facilities that have since be renamed. The revisions include other minor changes and clean-up.

**Fiscal Impact** N/A

**Attachment** Proposed changes to *Board Policy 7310 – Naming of Facility* (redline)  
Proposed changes to *Board Policy 7310 – Naming of Facility* (clean)

# 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~~ who have made outstanding contributions, ~~including financial contributions,~~ to the school community or who have made contributions of statewide, national, or worldwide significance
- ~~2. Individuals, living or deceased, 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
- ~~3.4. 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; [4/2220A](#)

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### **Facilities**

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