

CARLISLE AREA SCHOOL DISTRICT

SECTION: PROPERTY
TITLE: NAMING RIGHTS
ADOPTED: June 20, 2013
REVISED: April 17, 2014
October 20, 2016
March 17, 2022

701.1. NAMING RIGHTS

Purpose

The Board believes that the naming of facilities or areas of the District is a matter of great importance, one that requires careful and considerable thought. The intent of this policy is to set forth parameters and guidelines for use by the Board in meeting its responsibility in this area.

In all cases, the Board retains control and ownership over the named facilities. Naming rights will not convey any input or control over the content of school programs offered in the named facilities nor the disposition of said named facilities.

The Bison Foundation may recommend a person or entity for which a district facility or property may be named. The Bison Foundation Board will approve the naming recommendation prior to sending it forward to the Superintendent for review. Other persons/organizations may make a naming recommendation directly to the Superintendent. Any person or organization will review all information regarding the proposed donor and provide that information in writing to the Superintendent to include name of person or organization to be honored, the facility to be named, and all supporting documentation, including any historical link between the donor and the district.

Delegation of Responsibility

The Superintendent will review the request and determine if additional information is needed before presenting it to the Facilities Committee of the Board. Specific written requests should be supported by the following:

1. The honoree's contribution to education.
2. Demonstration of exemplary character.
3. The effect of the naming upon the school and community.

The Superintendent will bring the information to the Facilities Committee of the Board with a recommendation to accept or reject the proposed naming. If the recommendation is to accept the naming, a draft MOU will be included for the committee's review.

Definitions

A naming opportunity offers an opportunity to permanently associate a name proposed by a donor or donors to a school facility or feature for as long as the facility or feature remains in use by the district. Examples of a facility include Wilson Middle School, Emma T. McGowan Building and the Gene Evans Gymnasium. The Board approval of names for facilities will depend upon affirmative evidence that the individuals or organizations have made positive contributions to the school district, community, or society.

As used here a facility means a building or area (indoors or outdoors) in which instruction, counseling, or extracurricular activities take place. Examples include classrooms, hallways, auditoriums and libraries, playing fields or surfaces.

Feature means a specific component of the educational or athletic program, landmark, or other object not deemed a facility. Examples include auditorium seats, bleachers, clock towers, sound systems, statuary, and display cases.

Guidelines

Policy And Procedure

The Bison Foundation will develop a list of planned naming opportunities with a dollar contribution designated for each. The Bison Foundation will make it clear in all of the literature that all naming opportunities are subject to approval of the Board of School Directors and must meet any general criteria established by the Board of School Directors for approval.

The Board reserves the right to refuse contributions that are too restrictive in purpose, that are inconsistent with the districts stated Carlisle Way or priorities, or that would not be beneficial to the school district.

The Board cannot accept any contributions made with a view towards naming a facility or feature where to do so would involve unlawful discrimination based upon race, color, age, creed, religion, gender, gender-identity, sexual orientation, ancestry, national origin, marital status, pregnancy, handicap/disability, or any other status protected by law.

Facilities will not be named for persons who are currently employed by the district or who currently hold public office. For naming consideration in these instances, a person shall have been retired from the District or public office for a minimum of three (3) years.

The Board reserves the authority to revoke the naming of a facility in the event that the individual or entity for whom the facility is named is determined to have committed any criminal act or undesirable behavior deemed to warrant such removal, in the sole judgment and discretion of the Board.

Following the approval of naming rights on any district property or portion of district property, a Memorandum of Understanding or comparable document will be written and signed by The Bison Foundation president (if applicable), the president of the School Board and the District Superintendent.

Upon approval, appropriate signage will be placed to honor the person or organization for which the facility is named. This will be coordinated with the Director of Facilities and approved by the Board.