

## **FF - NAMING DISTRICT SITES AND FACILITIES**

Each District site with a separate geographic location (including schools, building complexes, plants, and athletic stadiums) shall be identified by one name. District facilities (including auditoriums, gymnasiums, buildings, and athletic fields) at individual geographic locations may under exceptional circumstances be identified by a name distinct from that of the site at which they are located. Such facilities shall be named for persons making significant contributions to Poudre School District R-1, unless a compelling reason is established in favor of another basis for the name. Schools may also be identified by descriptive terms constituting a “brand promise.” All District site and facility names, and all school brand promises, must be approved by official action of the Board of Education.

Suitable name categories for District sites shall include any deserving person, locale or area, in accordance with the following guidelines:

1. The District shall name high schools for regional objects or geographic areas, unless a compelling reason is established in favor of another basis for the name. Combined middle school/high schools shall be named using the name categories for high schools.
2. The District shall name middle and elementary schools for local persons contributing to public education, including but not limited to persons associated with elementary, middle and high school education, central office assignments, and Board of Education membership, unless a compelling reason is established in favor of another basis for the name. Such persons may be living or deceased, and shall have made a significant contribution to local public education as a volunteer, teacher, administrator, Board member, donor, etc.

A school that wishes to include descriptive terms constituting a brand promise in its name shall demonstrate to the Board of Education that such terms accurately describe the educational philosophy, methodology and/or curriculum of the school. Such descriptive terms must be in addition to the name of a deserving person, locale or area based on the District site categories described above. The school shall provide acceptable assurances that it will continue to faithfully implement the brand promise and include the brand promise, as appropriate, in its marketing and public relations efforts and in its internal and external communications.

If the Board approves a school’s use of descriptive terms constituting a brand promise in the school’s name, the school shall conduct an evaluation every five (5) years as to whether it has continued to faithfully implement the brand promise. The results of each such evaluation, including all related evidence, shall be submitted to the superintendent. If the superintendent determines that the school has not continued to faithfully

implement the brand promise, the superintendent may recommend rescission of the authorization for use of descriptive terms constituting that promise in the school's name.

## GENERAL PROCEDURES

1. In order for a proposal to be considered for the naming or renaming of a District site or facility, a complete Site/Facility Name Proposal Form must be received by the published solicitation date.
2. Supporting documents may be sent, but need not be considered by the superintendent, superintendent's designee, and/or the committee involved in the naming or renaming process.
3. If a person has been a District employee, he or she shall not be eligible to have a District site or facility named after him/her until one year after he/she has left the employ of the District.
4. Proposed names of persons shall be made public unless removed from consideration by that person or, if that person is deceased, by a family member.
5. It is recommended that an appropriate plaque or other signage detailing pertinent information about a person for whom a site is named be displayed at the site.
6. A school that wishes to include descriptive terms constituting a brand promise in its name shall: (a) explain the underlying educational philosophy, methodology and/or curriculum, how it was selected and how it will benefit students; (b) explain how the quality and effectiveness of the underlying educational philosophy, methodology and/or curriculum will be measured, evaluated and used for school improvement; (c) explain how the school's brand experience

Interested persons or groups shall submit name recommendations with background and reasoning to the committee. Forms for submissions shall be available upon request.

The committee shall review all recommendations and submit three proposals to the superintendent or superintendent's designee. The superintendent or superintendent's designee shall review the proposals and submit them along with his or her recommendations to the Board of Education.

Notwithstanding the above, the superintendent may recommend to the Board of Education that a new high school site be named for the town or city in which the school is located, unless a current high school is already named for that town or city. The name

Adopted by Board: January 24, 1994  
Reviewed by Board: December 9, 1996  
Revised by Board: May 22, 2006  
Revised by Board: May 26, 2009  
Revised by Board: December 8, 2020