

**FISCAL MANAGEMENT****NAMING FACILITIES IN EXCHANGE FOR DONATIONS**

## I. General Information

## A. Intent

1. The Ohio County Board of Education (Board) may recognize people and/or entities that have supported the Board, either through distinguished effort or substantial financial gifts or endowments, by naming facilities in their honor.
2. Naming or renaming a building is a matter deserving the thoughtful attention of the board.
3. An acceptable purpose for naming facilities for persons or entities is to honor living or deceased persons or entities that have made a substantial monetary or outstanding personal service contribution.
4. This policy is intended to encourage private support through opportunities to name facilities.
5. This policy is intended to support, coordinate and manage the naming process to ensure consistency and uniformity in naming facilities of the Board.
6. All namings pursuant to this policy shall be subject to periodic review to determine that the naming continues to be consistent with the interest, mission and legal guidelines applicable to the Board.

- B. Authority. The Board shall retain authority for naming all facilities, and entering into agreements to name facilities, unless otherwise delegated pursuant to Board vote.

## C. Consistent with Law and Mission

1. Donations shall not be accepted when contingent upon names that:
  - a. advertise or depict tobacco or alcoholic beverage products or any other materials or products that may not legally be used by school age children or are otherwise not in compliance with the federal, state, board, or school rules;
  - b. are harmful to the health and welfare of

- students;
- c. are exploitive or unduly intrusive into the classroom or home;
- d. would detract from or interfere with student learning;
- e. would conflict with the educational mission of the schools; or
- f. would commercialize or damage the image of the district or the schools.

#### D. Definitions

1. "Facility" or "facilities" shall refer to any Board owned or operated building, sport or other structure, auditorium, gymnasium, room, hallway, walk, plaza, open space, landscaped area, hill, forest, field, square, street, lane or other physical improvements or natural features of the Board owned or operated property or other property under the administrative control of the board, or part thereof, and collections (e.g. books, sculptures, paintings, fossils).
2. For purposes of naming, "permanent" shall be defined as the life of or existence of the named facility, for example, until the use of the facility is changed such that it must be abolished, demolished, substantially changed or renovated, or rebuilt, absent any exceptional circumstances.
3. For purposes of naming, "fixed period" shall be defined as an assigned duration less than permanent which ends at the earlier of the assigned duration or until the use of the facility is changed such that it must be abolished, demolished, substantially changed or renovated, or rebuilt, absent any exceptional circumstances.
4. Solely for purposes of reimbursement, "pro rata share" shall be defined as that fraction of the remaining term, with the numerator as the number of years remaining and the denominator as the total number of years approved. For a name approved permanently, the denominator shall be (50,75,100) years.

## II. Terms

### A. Name(s)

1. The Board shall not approve a name that is unreasonable in length (number of words) and the Board shall be the sole arbiter of the reasonableness of the same.
  2. The Board shall not approve a name that is inconsistent with its mission or inconsistent with legal requirements.
  3. No facility shall be given a name so similar to the name of an existing facility so as to cause confusion.
  4. When naming a school building, the name should include a designation of the type of school, such as elementary, middle, high or a brief description of a specialized school.
- B. Duration of Naming. The Board may approve names to be used for either a fixed period or permanently and must so designate the same upon approval of such name.
- C. Balancing Considerations. The recognition will balance the significance of the facility being named with the contribution made.
- D. Contingent Gifts.
1. When gifts are contingent upon naming opportunities, written agreements will be executed by the Board and the donor(s) outlining the terms of all naming arrangements.
  2. The agreement in such case may, at the option of the donor(s), include a provision of pro rata share reimbursement should the Board change the approved name prior to the expiration of the term.

### III. Process: Evaluation Procedures

- A. Separate Consideration. Each proposal for naming a facility shall be considered on its own merit.
- B. Suggestions from Groups or Individuals. The Board will consider requests from school and community groups or individuals to name a facility for a person, provided the proposed name has special significance and/or the person has made an outstanding contribution to the school or

school system. The group or individual making the request must agree to provide appropriate recognition, such as a plaque, portrait, or marker for the facility.

- C. Contingent Proposals: Initial Evaluation. A proposed donation contingent upon naming a facility shall first be reviewed by The Superintendent to evaluate its consistency with the terms of this policy. The Superintendent shall provide feedback to the proposed donor(s) regarding the same prior to the initial presentation to the Board.
- D. Contingent Proposals. Consistency with Policy. The Board shall next consider the proposed donation contingent upon naming a facility to determine its consistency with the terms of this policy.
- E. Optional Public Comment. The Board may place the proposed agreement on public comment utilizing the timelines for comments no shorter than that provided for in the Board's policy on policymaking.
- F. Board Action. Upon conclusion of any such time for public comment, the Board shall consider accepting or rejecting the proposed agreement.
- G. Report to Donor(s). The Superintendent shall report the Board's decision on the proposed agreement to the proposed donor(s).
- H. Anonymity: Confidentiality.
  - 1. Should the proposed donor wish to remain anonymous and/or wish to avoid premature disclosure to an honoree, the Board shall, if and as permitted by law, comply with the proposed donor's wish.
  - 2. In particular, the Board shall in such instances avail itself of any appropriate basis under West Virginia's Open Governmental Proceedings Act to convene in executive session to consider the proposed donation.

#### IV. Severability

- A. If any provision of this policy or the application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications of this policy.

**REGULATION REVIEWED:** June 9, 2014

**REGULATION ADOPTED:** March 26, 2008

**OHIO COUNTY BOARD OF EDUCATION**