

RSU #2 POLICY ON NAMING SCHOOL BUILDINGS, SPACES AND FACILITIES

RSU 2 schools and facilities are tangible expressions of our communities' commitment to public education. As such, the names of school district spaces should honor geographic locations, public figures, or individuals whose names have special significance to the people of the community. This policy provides guidelines to the RSU 2 School Board, which is responsible for approving the names of all district-owned school buildings, spaces, and facilities.

Criteria for Naming

Any name approved by the Board for a building, space, or facility must honor one of the following:

1. **Geographic location:** The name may reflect a location or geographic feature of local significance.
2. **Public figure:** The name may honor a public figure, alive or deceased, of exemplary moral character, who made a positive impact at the state, national, or international level.
3. **Local individual:** The name may honor an individual, alive or deceased, of exemplary moral character, who made significant, lasting contributions to the students, the school district, or the local community.

Sites that serve a district-wide purpose or facilities that are jointly owned by the school district and other entities shall be named according to their educational purpose.

Sponsorship Naming

The Board may grant naming rights in return for providing RSU 2 with a significant financial contribution, sponsorship, or other commercial transaction (generally at least 50% of the cost of the named property, including provision or supply of equipment, materials, land, or services). Such naming rights generally will be restricted to public spaces and athletic facilities.

The District and the sponsoring party must sign an agreement that includes at least the following: financial terms, schedule of payments, duration of naming rights, and the terms and conditions governing what would cause naming rights to be revoked or modified. The agreement may permit the District's right to use the name and other brand elements of the named party. The named party shall have no rights to determine the purpose of the facility, unless provided for in the agreement. The District will not agree to any condition in a naming rights agreement that would unreasonably limit the progress toward RSU 2's mission and purpose, statutory obligations, or the local authority of the Board.

Naming Process

Any citizen, community group, or Board member may submit a written proposal of nomination to the Board to initiate the process of naming of a building, space, or facility. Upon receiving a proposal, the Board shall have 60 days to appoint an advisory committee consisting of community members and RSU 2 personnel to review the proposal and make recommendations to the full Board for review and adoption.

During its review, the advisory committee shall:

- determine if the proposed name meets one of the criteria listed above
- solicit input from community, historical, and/or cultural groups
- consider potential costs associated with the name
- research the history of the proposed name
- gauge public support for the proposed name

The committee will present its research and recommendations to the Board within 8 months of the initial proposal. The Board is responsible for the final decision and reserves the right to accept or reject any proposal to name or rename a building, space, or facility.

Name Review

Periodically, the Board shall review school, space, or facility names to ensure their continued appropriateness. If the Board determines that a particular name is no longer be appropriate, it may initiate a name change by developing a written proposal of nomination. The renaming process follows the same guidelines outlined above.

Approved: 11/14/19