

NAMING FACILITIES

CW
(REGULATION)

The Department of Public Relations will serve as the Superintendent's designee to establish and facilitate a community task force to receive and evaluate name nominations and make a recommendation to the Board of Trustees.

Exhibit 1
School Naming
Rubric

The school naming rubric will be provided to task force members to guide their evaluation of name nominations.

The task force may also serve as the Superintendent's committee to recommend a school mascot and colors.

Review and
recommendation
process

Below is a general outline of the task force nomination review and recommendation process:

Meeting 1-
Organizational
Meeting

Staff will provide an overview of the school naming process, including Policy CW(LOCAL) and the evaluation of nominations using the School Naming Rubric. All nominations will be provided to task force members for review and ranking prior to the next meeting.

Meeting 2-
Semi-Finalist
Selection

Staff will prepare a matrix of each member's individual nomination rankings for discussion. Based on the rankings and discussion, the task force will select three to five nominations through consensus to continue in the process.

Meeting 3-
Final Ranking

The individual(s) who submitted the semi-final nominations will be invited to present to the task force. Each presenter will be given 10 minutes. After the presentations, the task force will re-rank the semi-finalists and reach a consensus on the top three names (in order) to be recommended to the Board of Trustees.

Meeting 4-
Mascots and Colors
Selection

If the task force is asked also to recommend mascots and colors to the Superintendent, staff will present members with information on mascots and colors used by schools throughout the region. The members will review all available information and reach a consensus on their recommendation to the Superintendent. The same process also will be used with an independent committee if chosen by the Superintendent.

Staff will provide the Board of Trustees with updates throughout the process. The final recommendation of the task force will be presented to the Board of Trustees for consideration in a timely manner.

Approved:
Jose Espinoza, Ed. D., Superintendent
September 4, 2013