

PROCEDURE FOR NAME CHANGE OF A SCHOOL

The Board of Education will have final approval for any school name change. The following process will be used to bring forward any proposed name change for a school.

I. Notice to Board of Education

Written notice, by the school administrator, must be given to the Board of Education regarding a school community's interest in pursuing a name change at least four months prior to the anticipated Board vote and prior to engaging stakeholders outside of the school community.

- A. School administration must notify the supervising director of buildings and grounds of plans to pursue a name change and confirm their understanding of the district procedure.
- B. The supervising director and school administration should then inform the Superintendent. Notification must include routing an Abstract for Correspondence with the Superintendent. The abstract must include a rationale statement for why the school community is considering a name change, financial plan, an overview of the engagement process, timeline, other information the site feels would be relevant, and receive signatures from the principal, supervising director of buildings and grounds, the supervisor of the Facilities Department, and the Director of Finance.
- C. The Superintendent will then provide direction regarding notifying the Board of Education.

II. School Process for Determining a Proposed School Name Change

- A. School administration must contact the Facilities Department for a rough cost estimate for replacing the school's signage and all other related structural renovation costs. Typical signage costs range from \$15,000 to \$30,000 depending on the size of the school, the number of entrances, and the length of the proposed name.
- B. School administration may design its own inclusive school community engagement process; however, it must include the following elements:
 1. Engagement with the following stakeholders:
 - a. Students
 - b. School staff
 - c. Parents and guardians

- d. The community surrounding the school
 - e. Targeted groups (i.e. alumni associations, funding partners, etc.)
 2. An opportunity for all students in the school to vote
 3. Communication with the surrounding community of possible name change through media or distribution of flyers
 - C. Additional guidelines for designing an inclusive name change process include:
 1. Communicating with the full school community about the reason for the name change
 2. In class discussions of the name change process (as appropriate by grade level)
 3. An invitation for all students to generate name ideas (as appropriate by grade level)
 4. A process where students have the opportunity to respond to all proposed name ideas
 - D. After a proposed name has been determined, the following steps must be taken by the school administration:
 1. Contact the Facilities Department for a refined estimate for signage costs.
 2. Contact the superintendent to be included on a Board of Education meeting agenda.
 3. Prepare a packet of information as described in Section III. below.
- III. Board Approval of Name Changes
- A. The Superintendent (or designee) shall inform the Board of the proposed name change by placing it on the agenda for a regular meeting of the Board of Education.
 - B. School administration must prepare an information packet and provide it to the Executive Assistant to the Superintendent & School Board (electronically) no later than two weeks before the Board of Education meeting. The information packet must include:

1. The proposed name change
 2. A clear rationale statement for the proposed name change
 3. A description of the inclusive school community engagement process
 4. A description of the process for determining the final name, which must include a vote of the school's students
 5. An estimate for the costs associated with the name change, such as signage, stationery, business cards, apparel, etc., along with a statement for how the school will cover those costs.
 6. Timeline for completion of the name change process.
- C. The Board will vote on whether or not to approve the proposed name change.
- D. Upon Board approval of the name change, the supervising director of buildings and grounds (or designee) will send the name request, with proof of Board approval, to the appropriate parties at the Wisconsin Department of Public Instruction to assure accurate reporting of the change for official records with the state.
- E. The supervising director of buildings and grounds will then take all necessary actions to coordinate with the Business Office, Human Resources, Principal, Athletic Conference, CESA, WIAA, and any other necessary entities to ensure the name change is made with those entities.

Cross references:

Board Policy 9750 – Naming Rights and Sponsorship Opportunities

Board Policy 9760 - Memorials

Board Policy 9700 – Relations with Special Interest Groups

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