

# ADMINISTRATIVE REGULATION

## BALTIMORE CITY PUBLIC SCHOOLS

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### NAMING/RENAMING A SCHOOL PROGRAM OR FACILITY

#### I. Guidelines

- A. The School Leader, the Instructional Leader Executive Director (ILED), the Office of Engagement, or the Chief Operations Office's first procedural step in the naming or renaming of a school facility or school program is to contact the Office of Achievement and Accountability ("OAA").
1. OAA must be provided with a completed School Renaming Request form (FFA-RA Form 1) which includes the current school program or school facility location, grades served, current name, operator, if any, proposed timeline for renaming, and new names under consideration (if any). The request must also specify if the renaming request applies to the school facility or school program.
  2. If School Leadership elects not to submit a request from the neighborhood/parent community group or organization to the CEO/designee, then School Leadership should share feedback to the group. Prior to the parent/community group or organization appealing the decision of the School Leader to the CEO/designee, the School Leader must convene a meeting with the group to determine if a resolution can be reached. School Leadership is responsible for setting the agenda, taking meeting minutes and completing a participant sign in list. School Leadership must keep these materials as record and will be called upon to share as evidence should a mediation meeting be convened by the CEO/designee.
  3. OAA in conjunction with the Office of New Initiatives, the Chief Operations Office (Facilities Department), Family and Community Engagement, and 21<sup>st</sup> Century Schools will review the request. If the request is for a school facility name change, then the departments will determine whether the school facility being named sufficiently qualifies as a building or part of a building, and not an individual classroom. In making this determination, the OAA will, if necessary, consult with other departments and/or the Maryland State Department of Education, and will also take into consideration the Baltimore City Code and any relevant federal requirements at the time of application.
- B. Once OAA, in consultation with departments listed in 2.A.II, has made the determination, which shall be made within 30 days of the initial request, OAA will provide feedback to the School Leader on the naming/renaming request in writing.

OAA will advise the School Leader whether it is appropriate to move forward with the naming or renaming committee. The School Leader shall convene a naming or renaming committee.

1. If the School Renaming Request is submitted by the Instructional Leader Executive Director (ILED), the Office of Engagement, or the Chief Operations Office's then the CEO may designate a Baltimore City Public Schools staff member to serve as the facilitator and chairperson of the naming/renaming committee.

**C. School Leader/Designee Responsibilities**

1. Naming/Renaming Committee - If the request is approved by CEO/designee, the School Leader/designee shall convene a school naming/renaming committee.

**a. Membership**

- i. The School Leader/designee shall appoint a member from each of the following groups:
  - a) the organized parent group;
  - b) School Family Council ("Council");
  - c) student body (selected by the Student Government Association ("SGA") president, or if there is no SGA then by popular vote);
  - d) faculty; and
  - e) staff.
- ii. The School Leader/designee will also solicit the participation of a local community member.
- iii. The School Leader will participate on the committee and shall be its chairperson unless a designee has been appointed to chair the committee.
- iv. If a school does not yet have an organized parent group, Council, SGA or student body, faculty and/or staff, the School Leader/designee will confer with OAA and modify the committee membership as reasonably required.

**b. Duties**

When convened, the committee will be responsible for overseeing the process, set forth below in section II.D.

**D. Naming/Renaming Process**

1. Neighborhood community groups and organizations, students, teachers, elected officials and other interested citizens should be afforded an opportunity to suggest names for the school facility or school program. At least one community forum for the purpose of seeking comments and input from the school community must be held. The forum should include a public vote on the naming options under consideration. At this meeting, the School Leader/designee shall outline the policy standards set forth in the "Naming/Renaming a School Program or Facility" (Policy

FFA). The School Leader/designee shall also advise the interested parties of the list of previously used names for now closed school facilities and school programs. This list of names may be obtained from the Facilities office.

2. The School Leader/designee as chairperson will tabulate the suggested names based on the vote from the community forum held and then make their own recommendation. The School Leader/designee will then communicate this recommendation to the CEO in the form of a memo. The memo, with supporting evidence, may be shared with OAA for review and vetting.
  - a. Before forwarding his/her recommendation to the CEO for Board vote, the School Leader/designee shall provide evidence that:
    - i. the proposed name meets the Board's criteria as outlined in the "Naming/Renaming a School Program or Facility" policy;
    - ii. sufficient documentation is provided in support of naming a school program or school facility, or a unique portion thereof, after an individual;
    - iii. a request for naming rights of a school facility, or a unique portion thereof, includes a funding plan and sufficient assurances that the entity donating the funds will meet the agreed upon obligation; and
    - iv. a request for naming rights of a school facility, or a unique portion thereof, includes a funding plan for the installation, and possible later removal, of any additional signage associated with the name change.
3. OAA will make the recommendation to the Board on behalf of the CEO at a public Board meeting. The School Leader/designee will also attend this meeting in support of the recommendation to the Board.
  - a. Prior to the Board meeting, OAA will:
    - i. convene with staff members from the Office of New Initiatives, the Chief Operations Office (Facilities Department), Family and Community Engagement, and 21<sup>st</sup> Century Schools to determine whether the naming or renaming of the school facility, or a unique portion thereof, or school program, is advisable and in line with the Baltimore City Code; and
    - ii. prepare a presentation for the Board, setting forth the steps taken by the School Leader/designee and committee, the various names recommended at the various stages of the process, and the CEO's recommendation.
4. In order for the new name to become effective on July 1, Board approval must be announced no later than May 30. If, however, the passage of a City ordinance is required for the change of the school facility name, Board approval must be announced no later than February 15.

5. If a grade configuration change is approved by the Board and the school's grade configuration is specified in the school's name, the school's official name shall be changed to reflect the change in grade configuration designation (i.e. Elementary to Elementary/Middle).

**E. Steps to Follow Subsequent to Board Approval**

1. If the Board adopts the CEO's recommendation and passes the resolution, the CEO, as Secretary to the Board, signs and dates two (2) original resolutions. One (1) resolution is forwarded to the Office of Legal Counsel, and one (1) to the Office of Achievement and Accountability.
  - a. Office of Achievement and Accountability will prepare the original resolutions and share with the CEO for signature.
  - b. Office of Achievement and Accountability will send a copy of the signed resolution to the School Leader to be kept at the school for its record.
2. If it is necessary to alert the Mayor and City Council about the Board's vote (see III.F. of Policy FFA), a third original resolution will be signed by the CEO and sent to the Mayor in support of the Board's request for an ordinance. A copy of this letter should be sent to the State Superintendent of Schools.
3. City Schools officials may proceed to officially recognize the school program or school facility or part of a school facility by its new name only after July 1 and after the passage of the City ordinance, if applicable.
4. It is the responsibility of OAA to alert the following departments about the approved name:
  - a. Information Technology Department - Chief
  - b. Communications – Executive Director
  - c. Chief Operating Officer
  - d. Human Capital - Chief
  - e. Chief Financial Officer
  - f. Office of New Initiatives
5. OAA shall arrange for an annual announcement of the official school list, including all renamed school programs and school facilities.

**II. References**

Related Policies and Administrative Regulations:

FFA, FFA-RA Form 1

*Regulation History:* New Administrative Regulation, March 9, 2010; revised January 9, 2018; revised December 13, 2018