

**FDC-R Naming Facilities**

7/1/22

**RATIONALE/OBJECTIVE:**

The Cobb County School District (District) recognizes that the official names of its facilities are vital to their public image. Therefore, when selecting names for facilities for recommendation to the Cobb County Board of Education (Board), the District will emphasize effective public communication and the honor and integrity that the name will reflect upon the facility.

**RULE:****A. NAMES FOR NEW DISTRICT FACILITIES:****1. General Provisions:**

- a. Individuals and organizations in Cobb County may submit names for new facilities for consideration by the District for recommendation to the Board.
- b. Names for new District facilities must be approved by the Board.
- c. New facilities may be named for individuals, families, communities and geographic areas of Cobb County. Specific provisions:
  - (1) If the name proposed honors a person, the honoree must be deceased for at least three (3) years.
  - (2) The person must have made a significant educational, historical or social contribution in the community.
  - (3) Names of persons that duplicate in whole or part the last name of an existing District facility shall be ineligible for selection as the name of a new facility.
  - (4) Names of communities served and geographic locations in proximity to the facility may be proposed for consideration.

**2. Name Selection Committee:**

- a. If the construction of a new facility involves more than one school, the Superintendent's Office will request that a principal from one of the affected schools coordinate the process of naming the new facility. This principal will establish a Name Selection Committee (Committee), with membership consisting of:
  - (1) Principals from the other schools at the same grade level having attendance zones that will be affected by the new facility;
  - (2) Two or more parents and/or community members, from each affected school, to be selected by that principal. A principal may identify representatives from the recognized parent/teacher association, other school support organizations or the general school community; and
  - (3) Other individuals, to be determined by the coordinating principal.
- b. If the construction of the new facility will involve only one school, the building principal will oversee the naming of the new facility and will establish a Name Selection Committee (Committee) to consider names for the new school. The principal may appoint members to the Committee from parents, community members, members of the recognized parent/teacher association, other school organizations, or the general school community.

**3. Public Involvement:**

- a. The District will use various means to advise the community of the process and the timeline for naming of the new school(s) when the principal coordinating or overseeing the naming process reports the formation of the Committee and sets its working timeline. These means shall include, but not be limited to news releases, mailings, e-mail, social media, or postings on school websites to inform the recognized parent/teacher association, the Cobb Chamber of Commerce, community organizations and civic clubs.

- b. The public may submit names for Committee consideration through the US Mail, fax or e-mail to a District Contact designated by the Superintendent. The names submitted must conform to Section A.1.c., and its subsections above, in order to be considered.
- c. A minimum six-week timeline shall be established for the public to propose names. The District Contact will send an acknowledgement letter to those who offer names for Committee consideration.
- d. The District Contact will forward the names proposed and any supporting documentation to the coordinating or overseeing principal for the Committee's review.
- e. The District Contact shall maintain lists of names previously proposed by the public but not used in naming schools. Such lists will be provided to the appropriate Committees for re-consideration.
- f. Individuals or groups submitting a name may be invited to attend a Committee meeting to present information in support of the suggested name.

**4. Procedures:**

- a. The coordinating or overseeing principal will set the Committee's working timeline; typically, it would involve at least two (2) meetings over a two (2) to three (3) month period. This timeline should take into account the period for public input, the school calendar, and the Board's meeting schedule.
- b. Each Committee may designate one meeting to allow individuals/groups who submit names to make brief presentations in support of the suggested name. These presentations should underscore the educational, geographical, historical, personal or social significance of the favored name.
- c. Committee members will consider all names offered. Through a secret ballot process, the members will identify the three (3) most preferred names, with the one receiving the most votes becoming the Committee's first choice. The coordinating or overseeing principal forwards this list of three (3) potential names to the Superintendent's designee, without disclosing the results to the Committee or others, except as may be required by law.
- d. At this point, the Committee has accomplished its task and it disbands.
- e. The District Contact will prepare a Board agenda item incorporating the Committee's list of three (3) proposed names, with appropriate background information about each name. The committee's first choice of school name is presented as the Superintendent's Recommendation. The Board may accept one of the Committee's three (3) names, or it may vote on and approve another name.
- f. Once the Board votes on a name, the Superintendent's Office shall advise the schools and the public of the approved name.

**B. NAMES FOR AREAS WITHIN EXISTING FACILITIES:**

**1. General Provisions:**

- a. Areas within existing facilities and property shall be titled in accordance with their function and the official District name for the facility.
- b. The areas within existing facilities that may be named include, but are not limited to: media centers, stadiums, theaters, gymnasiums, cafeterias/lunch rooms, buildings detached from the main building of the facility (classrooms, administrative or athletic), driveways, play grounds, athletic fields, gardens or nature areas containing a minimum of 300 square feet.
- c. The District understands that periodically, communities served by existing facilities may wish to recognize individuals for long and honorable service.

**2. Donors:**

Areas within an existing facility as described in Section B.1.a., and its subsections above, may be named for entities that make donations of \$250,000 or more. The donation may be to an individual school, the Cobb Schools Foundation, or to the District. The Superintendent will notify the Board when such a donation is received, including any recommendation regarding naming an area within an existing facility for the donor. If the Board approves the Superintendent's recommendation, then the name shall be approved.

**3. Honorees:**

**a. Provisions:**

Schools and their communities may honor a living or deceased person or an entity, according to the following provisions:

- (1) District employees, living or deceased, may be considered if they have worked at the educational facility for a minimum of five consecutive years or ten cumulative years in the District.
- (2) Living or deceased members of the community served by the educational facility may be eligible, if those individuals have distinguished themselves through ten (10) documented years of school-related service and have held membership in at least one school-related support organization (e.g. recognized parent/teacher association, booster organization, etc.) during the years of their children's enrollment in the District.
- (3) Alumni of distinction, living or deceased.

b. **Procedures:**

The administrator in charge of the facility shall manage requests to name areas of existing facilities for individuals or entities the school seeks to honor:

- (1) These requests shall be forwarded to the Superintendent or his designee for notification to the Board prior to administrative approval.
- (2) The Superintendent or his designee will inform the Board of the request in writing and will set a time period for Board Members to comment. When the time period has expired, the Superintendent's designee will advise the local school administrator of the status of the request.

4. **Signs or Markers:**

Local school administrators shall confer with the SPLOST Department regarding guidelines and specifications for signs or markers to be placed at existing school facilities to honor persons or entities for whom the specific area is named.

**C. RE-NAMING EXISTING FACILITIES:**

When the repurposing of a facility occurs, the Superintendent or designee shall manage requests to re-name the facility in accordance with section B. above.

**D. OTHER USE OF SCHOOL PROPERTY FOR COMMEMORATIVE PURPOSES:**

1. School administrators and faculties may, at their option, place pictures, plaques and other non-permanent commemorative objects on the internal walls of educational facilities in recognition of persons, organizations and events.
2. The use of school facilities and property for honoring or memorializing persons shall be limited to the provisions of this Administrative Rule. However, if the naming of a facility for this purpose preceded the adoption of this Rule, that name may remain in place.

Adopted: 5/14/69; 6/9/04(Reg)

Revised: 11/9/83; 8/8/84; 7/28/88; 2/13/91; 12/13/95; 7/22/99; 5/27/04

Reclassified an Administrative Rule: 9/1/04

Revised: 12/8/05

Revised and recoded: 8/23/12 (Previously coded as Administrative Rule FF)

Revised: 4/17/13; 5/13/15; 7/1/22