



Independent School District 152



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Naming of School Buildings and School Grounds Procedure

Administrative Procedure: 101-2.A

Date Adopted: 09/15/2025

Date Reviewed: 09/15/25

Section: 100 School District

Date Revised: 09/15/25

I. PURPOSE

The purpose of this procedure is to provide guidance related to the naming of school buildings and school grounds.

II. GENERAL STATEMENT

Application of this procedure may result in a facility being named after an individual or a company. It is anticipated that this may be appropriate at times when facilities are being built, remodeled, or additions added. It is conceivable as well that such honorary efforts might make the difference between a project being realized or not, or between its being adequate versus exemplary.

The process for naming a new school will begin, if possible, as soon as construction has become a financial reality, the site has been selected, and the architect has been appointed. The names of sites which serve a district-wide function (e.g. administrative services, community education) and for facilities or portions of facilities which are jointly owned by the school district and other entities may be named to illustrate the nature of their role in the district.

Portions of school facilities, such as libraries, auditoriums/theaters, gymnasiums, gardens/walks, athletic fields/facilities, and concessions/locker rooms, shall be named according to their educational purpose. However, names of individuals or entities may also be associated with these facility sub-units upon designation by the board.

The School Board, with assistance from the administration, will review recommendations from one of two sources: the Moorhead Schools Legacy Education Foundation regarding honorary naming through financial contribution, and/or the appointed School Naming Task Force regarding honorary naming without financial contribution.

The board has the final authority on the selection of a school name, major portions of school buildings, or school grounds, as well as on rescinding or changing a facility name. The board has the discretion to name existing facilities to recognize individuals who meet nomination criteria, with or without financial requirements, as stated below.

This procedure notwithstanding, it is the intent of the school board that naming portions of the building or school grounds occur infrequently and on a limited basis.

III. HONORARY NAMING WITHOUT FINANCIAL CONTRIBUTION

1. At times, there may be appropriate opportunities to honor individuals who have distinguished themselves through their association with the school district, either as alumni, employees, or community members.
2. Such honorary naming may be applied to a new school, provided the name is recommended as part of the School Naming Task Force process.

The process is as follows:

- The School Naming Task Force committee composition will have representative staff members from each school, representatives from the secondary student body, executive director of human resources and operations, assistant superintendent of learning and accountability, central office team members, and cabinet members as needed, and three parent representatives (one from each elementary, middle and high school).
- The committee will develop a recommendation to the administration for further review and provide a basis for the recommendation to the School Board regarding the naming of the school sites.
- The committee shall propose a list of not more than three (3) names to the School Board for consideration.

The board will apply the following guidelines in considering any individual's name proposed for a facility or portion thereof:

General Guidelines:

Historically, the School Board has named facilities after individuals who have had direct, substantial, and active association with the district and have exemplified the district's mission. Selection may also be based on the individual's record of scholarship,

creativity, leadership, humanitarian service, or public service. Facilities may also be named to recognize organizations, individuals, geographical or historic features, and programs that have had a significant impact in on the life of the district or as a result of leasing naming rights, contracts to sell advertising, or agreements with a sponsoring agent as permitted by statute.

Recommendations must provide evidence of significant importance to the district and must outline the justifications for the name being suggested. When naming sites, facilities, and/or grounds, special consideration should be given to names that hold significance for students and citizens, enhance the educational program of the school district, and align with the school district's mission and vision. Naming for such contributions is at the district's discretion and in support of its mission.

Appropriate categories for school names include:

- Individuals: a famous, local, state, or national figure who exemplifies outstanding character or other admirable traits.
- Places: locations, landmarks, or topographical features related to the school site.
- Symbolism: a word or words that capture the essence of the place or function of the school.

When naming a facility under the "Individual" category, the Superintendent and the board will evaluate the proposed name against the following additional criteria:

- Nominee has had a significant, long-term relationship with Moorhead Area Public Schools.
- Nominees who are former Moorhead Area Public Schools employees must have been retired or separated from district employment for a minimum of two years. Recognition of outstanding service to the school district while serving in an academic or administrative capacity to the Moorhead community.
- Nominee has widespread support from colleagues, parents/guardians, and students.
- Nominee has achieved local, regional, and national recognition for achievements that extend beyond the generation of the contribution.
- The nominee has held local, regional, and national leadership roles in the field of expertise and is no longer actively involved in their career.

IV. HONORARY NAMING THROUGH FINANCIAL CONTRIBUTION:

Monetary valuations may be assigned to proposed naming rights on a case-by-case basis to aid in making decisions about granting naming rights.

The monetary valuation for naming a school, stadium, field, theatre, library, or gymnasium through a financial contribution will be determined by the Superintendent after consultation with relevant staff, other professionals, and the Moorhead Schools Legacy Education Foundation. Each case should consider market comparisons for naming rights.

Application of this procedure may result in a facility being named after a company or an individual. It is anticipated that this may be appropriate at times when facilities are being built, remodeled, or additions added. It is conceivable as well that such honorary efforts might make the difference between a project being realized or not, or between its being adequate versus exemplary.

Recommendations for Honorary Naming through Financial Contribution will be processed through the Moorhead Schools Legacy Education Foundation and presented first to the Superintendent and then to the School Board for approval.