

Related Entries: (Not identified at this time)

School Names

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- (1) Purpose. The purpose of this policy is to establish standards for names assigned to schools. The naming or renaming of a school is an important event in the history of our community, and choosing the best one requires careful thought and consideration. This policy governs names of schools, and is separate and distinct from other policies that may govern naming of school facilities such as auditoria or gymnasias.
 - (2) Authority. The name of any public school in the School District, including contracted and charter schools, is under the sole control of the School Board. All official references to schools by name must use the school name as approved by the School Board. The School Board may adopt, amend, or change school names at any time.
 - (3) Cause for naming or renaming a school. The Superintendent may recommend adoption, amendment, or change of school names at any time, including but not limited to the following circumstances:
 - (a) Establishment of a new school;
 - (b) Reconstitution of a school;
 - (c) Conversion of a district-operated school to a charter school;
 - (d) A fundamental change in school mission or purpose.
 - (e) Circumstances that make an existing name for a school less appropriate or desirable.
 - (4) Process for school name selection. When a school name is selected and approved, a brief statement explaining the relevance of the name and the process used to select it will be included in the School Board action.
 - (a) For District-operated schools. When a name or a name change for a school is to be considered, the Superintendent or the Superintendent's designee may use a variety of formal and informal processes to gather suggestions and advice on school names, especially when this can be obtained from the students, parents, faculty, and communities most likely to be served by the school. Such processes should include reasonable effort in obtaining public input and may include appointment of an ad hoc committee, polls, surveys, suggestion boxes, name contests, focus groups, social media, and consultation with appropriate officials, authorities, organizations, and experts relevant to the circumstances.
 - (b) For charter schools. Charter school applicants are responsible for implementing their own process for selecting an appropriate proposed name.

46 The District's charter school liaison will review proposed charter school
47 names to determine if they are consistent with the criteria for school names
48 described in this policy. If not, the District's charter school liaison will
49 negotiate with charter school applicants to arrive at a proposed school name
50 that is consistent with the criteria for school names described in this policy.
51 If necessary, charter school applications may be reviewed, recommended,
52 and approved without a proposed school name. A proposed school name
53 compliant with the criteria for school names described in this policy is
54 required for approval of a charter school contract. The governing board of an
55 approved and operating charter school may also ask the Superintendent to
56 recommend changes to the name of existing charter school. Changing the
57 name of an existing charter school requires an amendment to the charter
58 school contract.

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- 60 (c) For other schools. For schools that are not directly operated by the School
61 District and which are not charter schools sponsored by the School Board,
62 other processes for considering and approving school names and school
63 names changes may be used as appropriate for the situation. In such cases,
64 the criteria for school names described in this policy should be met to as
65 great a degree as possible.

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67 (5) Criteria for school names. School names approved subsequent to the adoption of this
68 policy shall be consistent with the following criteria:

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- 70 (a) Relevance. School names and mascots should make reference to at least
71 one of the following:
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- 73 1. The history, culture, and people of Florida and especially of southwest
74 Florida;
 - 75 2. The natural environment and native flora and fauna of Florida and
76 especially of southwest Florida;
 - 77 3. Notable events or achievements that are associated with Florida and
78 especially with southwest Florida;
 - 79 4. The neighborhood, community, or physical location of the school;
 - 80 5. Founders, leaders, heroes, symbols, and fundamental principles of our
81 nation.
- 82
- 83 (b) Civic Pride. School names should be evocative of pride of place, regard for
84 history, seriousness of mission, and respect for students and parents.
85 Schools should have names that enhance and honor the community they
86 serve. Schools names should not be generic, vague, or bland.
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- 88 (c) Brevity. School names should be brief, pronounceable, and memorable.
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- 90 (d) Formatting. School names should be such that they do not cause inadvertent
91 problems with formatting for print, for shared databases, for online and
92 mobile device use, and for other common purposes.

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1. The formal names of schools should not include acronyms.
 2. School names should not contain an asterisk, hyphen, dash, slash, semicolon, or any other unnecessary punctuation mark.
 3. Whenever possible, school names should be configured without apostrophes, internal periods, commas, or other punctuation.
 4. Schools names should use conventional spelling and capitalization.
 5. For technical reasons, the full school name should be 25 characters or fewer (including spaces) or easily abbreviated to 25 characters or fewer (including spaces).
- (e) Distinctiveness. School names should be distinct and dissimilar from the name of any other public school, public charter school, private school, college, or university in southwest Florida, with the following exceptions:
1. Schools located on the same campus;
 2. Schools located on adjacent properties;
 3. Schools that are part of permanent feeder patterns.
- (f) Labeling. Care should be taken when including labels in school names.
1. School names may include the word "academy" only if they are secondary schools in which the curriculum is deliberately narrowed, focused, or delimited, such as in being directed toward specific vocational, occupational, or professional paths.
 2. School names should not include numeric grade spans (e.g., K-8, 6-12).
 3. School names may include traditional grade span designation such as "elementary," "middle," or "high" but outdated designations such as "junior high" and "senior high" should be avoided.
 4. School names should not include the word "magnet" or make any other reference to a student assignment procedure.
 5. School names should not include jargon, instructional terminology, or labels for students or classroom models such as "alternative," "comprehensive," or "exceptional."
 6. School names of charter schools may include the word "charter."
 7. Schools may not be named after vendors, corporate sponsors, education service providers, management companies, contractors, or other entities external to the school district.
 8. Schools names should not contain recognizable trademarks, service marks, brand names, or advertising slogans.
- (g) Individuals. Care should be taken when using the names of actual persons in school names.
1. In general, school names should not be named for any individual until a suitable interval after the individual's death. Exceptions could be

- 140 considered for living people who have been formally recognized as
141 national or state heroes or achievers by formal action of Congress, the
142 President, the Florida Legislature, or the Governor.
- 143 2. School names should be styled so as to avoid internal periods or other
144 punctuation (e.g., "Neil Armstrong Elementary School" is preferred
145 instead of "Neil A. Armstrong Elementary School.")
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- 147 (h) References to Native Tribes. Other than local place names, school names
148 and mascots should not contain references of any sort to any indigenous
149 native tribe as indicated by the "Statement of the U.S. Commission on Civil
150 Rights on the Use of Native American Images and Nicknames as Sports
151 Symbols" issued on April 13, 2001. Exceptions could be considered when
152 formally requested or endorsed by tribal action.
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- 154 (i) Appropriateness. School names should be carefully screened to avoid any
155 inappropriate connotation.
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- 157 1. Acronyms of school names should be considered for inadvertent
158 embarrassments before recommendation or approval.
- 159 2. Words that have been used in derogatory ways should be avoided.
- 160 3. Names that are likely to create controversy should be avoided.
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- 162 (j) Language. School names should be in a language that is spoken by a
163 significant portion of the community, or a historical language of Florida.
164 Therefore, appropriate languages from which to draw in key words in school
165 names could include English, Haitian Creole, Miccosukee, Muscogee
166 (Creek), Portuguese, and Spanish.
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- 168 (k) Coherence. Principals are encouraged to designate aspects of the school
169 program in such a way that they relate to the school name, especially the
170 school mascot, colors, insignia, program names, team names, events,
171 publications, and productions.

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173 *STATUTORY AUTHORITY:* ss. 1001.41, 1001.42, F.S.

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175 Adopted: 11/17/15