

Office of Superintendent of Schools  
Board of Education Meeting of December 12, 2013

Office of Business and Community Relations  
Michele Pola, Chief Business and Community Relations Officer

**SUBJECT: PROPOSED REVISIONS TO BOARD POLICY CW(LOCAL),  
NAMING FACILITIES—FIRST READING**

This agenda item seeks Houston Independent School District (HISD) Board of Education approval to revise board policy CW(LOCAL) with regard to the adoption of school mascots, nicknames, symbols, and emblems. Schools will be given a transition period to meet the mandates regarding the use of mascots. Beginning with the 2014–2015 school year, all schools must be in compliance with the newly revised policy.

The proposed changes to are noted in the attached revised policy are currently under review.

COST/FUNDING SOURCE(S): None

STAFFING IMPLICATIONS: None

ORGANIZATIONAL GOALS/IMPACT: This agenda item supports HISD Goal 1: Increase Student Achievement and HISD Goal 5: Improve Public Support and Confidence in Schools and is aligned to Core Initiative 5: Culture of Trust through Action.

THIS ITEM DOES NOT REQUIRE CONSULTATION.

THIS ITEM DOES MODIFY BOARD POLICY.

RECOMMENDED: That the Board of Education accept the proposed revisions to Board Policy CW(LOCAL), *Naming Facilities*, on first reading.

NAMING FACILITIES

CW  
(LOCAL)

NAMING AND  
RENAMING OF  
DISTRICT FACILITIES

The Board shall have final authority and responsibility for the naming of District facilities and specific areas of facilities.

For the purpose of this policy, the term District facility shall apply to new and existing schools, including schools scheduled for consolidation through redirection or closure, sport complexes, athletic facilities, and other office buildings and facilities. A specific area or portion of a facility shall refer to a wing, annex, library, media center, auditorium, performing arts center, gymnasium, athletic field, or common area. A specific area or portion of a school shall not apply to classrooms, school offices, and cafeterias.

CRITERIA FOR  
NAMING FACILITIES

Citizens and staff members, as well as Trustees, may submit names to be added to a historical list of suggested names. Such list shall be cumulative, shall be maintained in the office of the chief school support officer, and shall be provided to the chairperson of the naming committee.

SCHOOLS

Schools or other facilities may be named for persons, communities (e.g., neighborhoods), locations (e.g., landmarks), or functions (e.g., District programs). Names of persons to be considered shall be of deceased individuals who have made a significant contribution to the local community, the state, or the nation. In naming any facility for the first time, any waiver of this policy shall require a two-thirds vote of the membership of the Board. In renaming a facility, any waiver of this policy shall require a unanimous vote of the membership of the Board.

In the cases of consolidations, closures, and the like, consideration should be given at the onset as to how the naming shall be handled. The name selection committee may consider a new name, an existing name, or a combination of school names.

SPECIFIC AREAS OF  
SCHOOLS AND  
FACILITIES

Specific areas of schools and facilities may be named for persons, communities, locations, or functions. If the area is named after a person, the following criteria shall apply:

- The individual may be living or deceased;
- The individual must have made a significant contribution to the local community, state, or nation; and
- The individual must be widely respected by the community and the general public.

PROCESS FOR  
SELECTING NAME OF  
SCHOOL

For selecting the name of a school, the Superintendent or designee shall appoint a committee from the area of the school to be named. The committee shall include the chief school officer as chairperson; the principal of the school to be named, if any; and at least five representative community residents with sensitivity to all

NAMING FACILITIES

CW  
(LOCAL)

geographic areas affected by the naming of the school. The chief school officer may also solicit input from other constituents affected by the naming of the school. The chief school officer shall report the consensus of the committee to the Superintendent. Prior to the preparation of an agenda item for Board consideration, the Superintendent will discuss the recommendation with the Trustee of the area of the school to be named. The Superintendent will present the recommendation to the Board for approval.

PROCESS FOR  
SELECTING NAME  
OF SPECIFIC AREAS  
AND FACILITIES  
OTHER THAN  
SCHOOLS

For selecting the name of specific areas of schools and facilities, sports complexes, athletic facilities, and any other facilities that are not schools, the Superintendent or designee shall appoint a committee of appropriate individuals and shall present the committee's recommendation to the Board for approval. No athletic facilities in the District shall be given more than two (dual) names.

SCHOOL SYMBOLS

All mascots, nicknames, and descriptors—including symbols, banners, flags, pennants, or similar identifiers—used by a school's sports teams, extracurricular clubs, curricular clubs, or organizations shall respect cultural differences, values, and attitudes. The Board prohibits the use of any race or ethnic group as a mascot or nickname. [See DIA (LOCAL)]