



Book	AAPS Administrative Regulations
Section	7000: Communication
Title	Naming
Number	7150.R.01
Status	Active
Legal	
Adopted	July 15, 2008
Last Reviewed	June 7, 2012

1 Purpose

- 1.1 To provide guidelines for naming of facilities.

2 Organizational Units Affected

- 2.1 Superintendent
- 2.2 Board of Education
- 2.3 Community and administrative staff

3 Definitions

- 3.1 AAPS: Ann Arbor Public Schools
- 3.2 District: Ann Arbor Public Schools
- 3.3 Board: Board of Education
- 3.4 "Facility" or "part of the facility": all district properties, building structures and interior spaces including classrooms, auditoriums, athletic arenas, as well as exterior spaces including athletic fields and playgrounds.

4 Background Information

5 Procedures

- 5.1 In the best interest of the prospective honoree/donor and the district, any communication or release of the request shall remain confidential until the appropriate approvals have been obtained.
- 5.2 All naming requests shall be submitted in writing to the Superintendent. Every reasonable attempt will be made to respond to the request within 90 days.
- 5.3 All naming requests shall demonstrate that the proposed honoree has met the criteria outlined below.
 - 5.3.1 Extraordinary Service (see guidelines listed in section 6.2)
 - 5.3.1.1 Nominees shall have given extraordinary service with distinction to the district recognized by the community.
 - 5.3.1.2 Nominees may not be actively employed or a current school board member for the district at the time of the naming, unless there are exceptional circumstances approved by the Board of Education.
 - 5.3.2 Private Financial Support
 - 5.3.2.1 Any financial gift with the purpose of naming a facility or part of a facility shall adhere to all district policies and guidelines.
 - 5.3.2.2 A due diligence process will be followed before the district accepts any financial donation for naming purposes to protect against the appearance of undue influence or conflict of interest.
 - 5.3.2.3 All gift donations will have a gift agreement reviewed by both parties including legal counsel to include proposed naming, duration of naming and financial payments over time.

5.4 Signage

The size, design (including logos) and wording of the plaques and other signs to acknowledge donor generosity and express district appreciation need to be consistent with the district's signage guidelines and approved by the

district.

5.5 Duration of Name

5.5.1 The name of facilities or parts of facilities in honor of an individual is expected to last for the lifetime of the facility or part of facility.

5.5.2 When the useful life of a facility ends and a replacement or substantial renovation needs to be accomplished, it is up to the district to decide if the name will continue to appear on the new facility or part of the facility if the facility is renamed.

5.5.3 If renaming is decided the district will make every attempt to inform the original donors or honoree or immediate family members.

5.5.4 Recognition of earlier donors and honorees shall be included in a new or renovated facility as appropriate and determined by the district.

5.5.5 Naming of a facility after a corporation or organization will have a defined set of years determined in the naming agreement. This will be determined on a case-by-case basis.

5.5.6 Naming of a facility will not preclude naming of individual parts within that facility such as classrooms, athletic fields.

5.5.7 If there is a change in the original function of the facility or part of the facility, any related naming agreement must be reviewed. If the proposed change is not consistent with the original agreement the donor must be notified.

5.5.8 If, at any time following the naming agreement, circumstances change substantially of the donor or honoree so that continued use of that name may compromise the public trust, the Superintendent will be consulted to determine future action, which could result in revoking the use of the naming rights.

5.6 Level of Financial Supported (Suggested percentages)

The following are gift guidelines to take into consideration to determine a significant level of financial support.

These levels are suggested levels. The Board may review and consider other levels of financial support offered.

5.6.1 New facility: 25% or more of construction costs

5.6.2 Renovated facility: 25% or more of renovation costs

5.6.3 Existing facility: 25% of fair market value

5.6.4 Revoking naming rights: See 5.5.8 above. There will be no refund of investment by donor if naming right is revoked.

6 Work Instructions, Templates, & Samples

6.1 Signage Guidelines

6.2 Guidelines for Facility Naming Based on Extraordinary Service

7 Training & Feedback

8 Implementation, Compliance & Assessment

[FacilityNamingGuide.pdf \(46 KB\)](#)