Policy 8170.67
School Board

FACILITIES

Facilities Planning

Naming School Facilities and Dedicating Areas of School Facilities or Grounds

This policy supersedes Policy 8170.56.

I. PURPOSE

To establish guidelines for the naming of school facilities and the permanent dedication or naming of areas of school facilities or grounds to honor individuals or for assigning naming rights for portions of school facilities in order to recognize private or corporate entities that make a significant contribution to benefit Fairfax County Public Schools.

II. SUMMARY OF CHANGES SINCE LAST PUBLICATION

III. RESPONSIBILITY OF THE SCHOOL BOARD

It shall be the responsibility of the School Board to select names for all school facilities and to authorize the permanent dedication or naming of areas of school facilities or grounds to honor individuals. In fulfilling this responsibility, the School Board shall make every effort to respect the preference of the community, however, final decisions on the naming of school facilities and the dedicating of areas of school facilities or grounds shall rest entirely with the School Board. School names as well as mascots associated with those names, will reflect an inclusive, respectful learning environment as outlined in our adopted One Fairfax Policy.

The School Board shall also have the responsibility to authorize naming rights for portions of school facilities in order to provide recognition for private or corporate entities that make a significant contribution to benefit Fairfax County Public Schools.

IV. GUIDELINES FOR SCHOOL FACILITIES

The School Board member(s) representing the area in which a new school facility is located are encouraged to solicit suggestions for names from members of the community. A process and set of guidelines for soliciting community input are specified in the current version of Regulation 8170, Procedures for Naming School Facilities and Dedicating Areas of School Facilities or Grounds. As appropriate, the School Board member(s) may submit a recommended name or several names to the School Board for consideration.

The School Board acknowledges that the community may want to recognize exceptional contributions to a school or the school division, including financial contributions, by providing for the permanent dedication or naming of appropriate areas of a school facility (library or media center, commons area, gymnasium, etc.) or school grounds (field, courtyard, etc.) in honor of individuals and private or corporate entities making such exceptional or outstanding contributions. Names of deceased or retired individuals who have made such exceptional or outstanding contributions may be proposed. Names of persons actively serving Fairfax County Public Schools shall not be considered.
When a school facility is recast and used for a new purpose or function, the School Board may rename that facility.

The School Board may also consider a change in the name of a school or facility where some other compelling need exists, to ensure an inclusive, respectful learning environment as outlined in our adopted One Fairfax Policy or when the Board deems it appropriate.

V. THE SALE OF NAMING RIGHTS

Revenue from a naming rights contract will be allocated to a Facilities fund for the maintenance and enhancement of school facilities. Disbursement of these funds will be approved by the School Board.

All naming must be compatible with the mission of Fairfax County Public Schools. Signage shall not overly commercialize the educational environment and shall be sensitive to the design standards, facility aesthetics, and student and visitor experience in the setting in which it is placed.

- Naming rights provided by FCPS that recognize financial contributions shall be commensurate with the value of the contribution received. The naming of a school facility or school grounds in recognition of a financial contribution cannot be made conditional on revenue outcomes for the individual, or private or corporate entity making the contribution.

- Naming or dedication of a school facility or school grounds to recognize financial contributions does not imply endorsement of the contributor by FCPS or the School Board.

A naming rights agreement shall not confer on any entity an enforceable right, entitlement, or other interest of any sort relating to the use, possession, or control of any School Board assets.

A naming rights agreement shall not confer on any entity the power to direct or control management and operation of any School Board, FCPS facility, or program.

The Superintendent, or designee, retains final approval over the placement, content, appearance, and wording of all signage. Exterior signage shall be limited to the extent practicable so that sign location, size, and lighting are not visible from adjacent residential properties, public rights of way, or as may otherwise be permitted by County regulation. Where applicable such signage may require a sign permit in accordance with the County’s Zoning Ordinance.

The School Board reserves the right to terminate an existing naming rights agreement should conditions arise during the term of the naming rights agreement that result in it conflicting with this policy or if the naming rights agreement is no longer in the best interest of Fairfax County Public Schools. A decision to terminate shall be made by the School Board in consultation with Division Counsel.
The School Board authorizes the Division to negotiate the initial terms and conditions of all contracts associated with naming rights, including financial terms. All contracts shall be reviewed by the Office of Procurement Services and Division Counsel. Contracts for naming rights shall be subject to final approval by the School Board.

Contracts for naming rights shall be valid for an initial term of five (5) years, unless otherwise approved by the School Board.

Legal Authority: Code of Virginia, 22.1-89.4

See also the current version of:
Regulation 8170, Procedures for Naming School Facilities and Dedicating Areas of School Facilities or Grounds

Policy adopted: February 26, 1987
Corrected: November 1, 1993
Revised: May 14, 2004
Reviewed: July 14, 2008
Revised: November 17, 2008
Reviewed: February 6, 2014
Revised: December 17, 2015
Revised: June 8, 2017

FAIRFAX COUNTY SCHOOL BOARD