



CALGARY BOARD OF EDUCATION

Administrative Regulation

8000 - Naming Physical Spaces and Educational Programs, Decommissioning School Names and Using School Names

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- Preamble** The naming or renaming of The Calgary Board of Education (“CBE”) physical spaces and educational programs reflects the CBE’s values and increases public interest and awareness in the CBE. The CBE also acknowledges the importance of naming physical spaces and educational programs in recognition of contributions made to the CBE by donors and sponsors.
- Purpose** 1 This regulation establishes guidelines for naming physical spaces and educational programs, decommissioning school names and using school names. This regulation also facilitates recognition of donors and sponsors who make significant contributions to the CBE.
- Scope** 2 This regulation applies to the naming of all physical spaces and educational programs.
- Statement** 3 (1) In accordance with the Board of Trustees’ Governance Policies, the CBE may name physical spaces and/or educational programs to:
- (a) serve a specific function;
 - (b) honour eminent persons; or
 - (c) recognize financial, in kind or philanthropic donations and sponsorships.
- (2) Requests for naming physical spaces or educational programs will be submitted by the Chief Superintendent to the Board of Trustees for approval.
- (3) The CBE will
- (a) develop and maintain a fund development strategy in accordance with AR 7009 – Donations from the Community/Fund Development;
 - (b) establish specific criteria for naming; and
 - (c) coordinate proposals for naming opportunities for approval by the Board of Trustees.
- (4) No person other than the Board of Trustees will make a commitment to a donor or contributor to name a physical space or educational program.
- (5) Naming or renaming under this Regulation may be limited by time or some other factor or factors. Naming rights in respect of a physical

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space or educational program may be terminated at any time by the Board of Trustees, subject to applicable contractual obligations binding upon the CBE.

- (6) Subject to the provisions of this Regulation, all deliberations of CBE administration and naming committees described in this Regulation shall be confidential until publicly released by the Board of Trustees.

Definitions

- 4 “**physical spaces**” means portions of schools, school grounds, and other Calgary Board of Education facilities.

**PART 1
NAMING VALUES AND PRINCIPLES**

Values and Principles

- 5 (1) The naming of physical spaces and educational programs will support the mission, vision and values of the CBE.

The values and principles stated below shall be considered when naming a physical space or educational program.

- (2) The names recommended or approved will:
- (a) be easily identifiable with the physical space or educational program;
 - (b) be appropriate for the physical space or educational program;
 - (c) not knowingly infringe upon third party intellectual property rights
 - (d) not duplicate or be in conflict with the names of other physical spaces in Calgary;
 - (e) not duplicate or be in conflict with the names of existing educational programs.
- (3) Notwithstanding section 4 (e), the name of a Calgary Board of Education educational program may be duplicated or repeated at the Calgary Board of Education, for example, the International Baccalaureate program at Western Canada High School and the International Baccalaureate program at Sir Winston Churchill High School.
- (4) In approving a naming submission under this Regulation, consideration also shall be given to:
- a) the impact of the proposed name on the CBE;

- b) the anticipated benefit from the donation or sponsorship, if applicable; and
 - c) any other relevant factor or factors in the circumstances.
- (5) In accordance with the values and principles of the CBE, decisions relating to naming and recognition shall not impose any subsequent conditions or obligations upon the CBE that could further the private interests of individuals or organizations, or that endorses a particular political, religious, or ideological view or commercial product or service.
- (6) For the purposes of this Regulation, a proposed name does not contravene section 4(5) simply because the proposed name contains the name or other reference to the sponsor or donor who is making the contribution for which recognition is sought.

PART 2 NAMING ADVISORY COMMITTEE

Naming Advisory Committee

- 6 (1) When a name is required for a physical space or an educational program, the Chief Superintendent or designate shall convene a Naming Advisory Committee (“**NAC**”) composed of five persons, each of whom may be:
- (a) a teacher-certificated employee of the Calgary Board of Education who is familiar with the educational program or space being named, appointed by the Chief Superintendent or designate;
 - (b) an individual from an Area of the Calgary Board of Education nominated by the Area Director from the parents, students, teachers or members of the public in that Area;
 - (c) the Chief Communications Officer or designate;
 - (d) a Superintendent or designate; and
 - (e) any other person(s), appointed by the Chief Superintendent or designate.
- (2) The teacher certificated employee of the Calgary Board of Education who is familiar with the educational program or the space being named, appointed by the Chief Superintendent or designate is the chairperson of the Naming Committee.
- (3) The chairperson of the NAC will establish a deadline for submission of the recommendations of the NAC to the Chief Superintendent.
- (4) The NAC shall recommend name(s) to the Chief Superintendent giving the reason(s) for the choice(s).

- (5) The Chief Superintendent will forward the proposed name(s) to the Board of Trustees, along with the Chief Superintendent's recommendation, if any.
- (6) The final authority for naming a physical space or an educational program rests with the Board of Trustees, and the name is not official until it is approved by the Board of Trustees.

Temporary educational program names

- 7** The responsible Superintendent or designate may establish a temporary, descriptive generic name for a educational program or physical space.

An example of a descriptive generic name for an educational program is: "Junior High School Sports Program".

PART 3 SCHOOL INITIATED NAMING OF PHYSICAL SPACES

School Based Advisory committee for naming parts of schools

- 8 (1)** When a name for a physical space is initiated by a school, the school principal may convene a school based Advisory Committee composed of:
 - (a) the principal responsible for the administration of the school who is the chairperson of the committee;
 - (b) at least one parent representative appointed by the school council, or the school principal;
 - (c) the Chief Communications Officer or designate;
 - (d) any other person(s), appointed by the principal.
- (2) The Advisory Committee will determine the process for considering and for receiving suggestions for names.
- (3) Regardless of the process chosen by the Advisory Committee, anyone may submit a name to the school principal, who shall forward the name to the Advisory Committee.
- (4) When proposing names, the Advisory Committee shall consider the criteria stated in Part 1 of this regulation, and include that information in their recommendations when appropriate.
- (5) The Advisory Committee shall recommend two or three names to the NAC.

**PART 4
DECOMMISSIONING SCHOOL NAMES**

Reuse of school names not permitted

9 If a decision has been made to close a CBE school or to consolidate it with another CBE school, and the school building is retained for other uses at the CBE, then:

- (a) the name of the closed school is withdrawn from association with the closed school and the building is henceforth known as the “ _____ School Building”; and
- (b) the name of the closed school may be transferred to, amalgamated, consolidated or combined with the name of another CBE school or facility as the Board of Trustees determines.

School closed or consolidated and building retained

10 If a decision has been made to close a school or to consolidate it with another school, and the school building is retained for other uses at the Calgary Board of Education, the principal of the closing school shall ensure that:

- (a) the use of the school’s name as a school is formally commemorated in the school’s closing ceremonies in a dignified and honorable manner; and that
- (b) a permanent physical acknowledgement of the school and its name, such as a plaque, is placed
 - (i) either in the successor or receiving school, if any, or
 - (ii) in the corporate offices of the Calgary Board of Education.

School closed or consolidated and building not retained

11 If a decision has been made to close a school or to consolidate it with another school, and the school building is not retained for other uses at the Calgary Board of Education, the name of the school is permanently withdrawn from use as a school name, and the principal of the closing school shall ensure that:

- (a) the permanent withdrawal of the school’s name from use is formally commemorated in the school’s closing ceremonies in a dignified and honorable manner; and that
- (b) a permanent physical acknowledgment of the school and its name, such as a plaque, is placed
 - (i) either in the successor or receiving school, if any, or
 - (ii) in the corporate offices of the Calgary Board of

Education.

- Schools named after distinguished individuals** **12** If a decision has been made to close a school named after a distinguished individual who is still living in the Calgary area, or whose family is still in the Calgary area, the principal of the closing school shall ensure that the individual or a family representative are:
- (a) advised of the school closing; and
 - (b) invited to participate in the closing assembly.

**Procedures:
Use of School
Names**

**PART 4
USE OF SCHOOL NAMES**

- Use of school names** **13 (1)** Students, parents, school councils, and school/parent societies and others shall obtain the approval of the school principal or their teacher-certificated designate before they use the name of the school in activities outside of the school.
- (2) In accordance with section 5(1) of Administrative Regulation 7008 - School Based Fund Raising, anyone wishing to use the name of a school in fund-raising activities shall obtain the prior written approval of the school principal.
 - (3) A school council must include the name of the school in its name.
 - (4) A school/parent society that wishes to include the name of the school in its name must obtain the prior written approval of the school principal.
- Exterior school building signage** **14 (1)** New school name signage must comply with the following requirements:
- (a) exterior signage requires a City of Calgary Development Permit;
 - (b) all signage shall include the name of the school, the phrase “Calgary Board of Education” or “The Calgary Board of Education” and if possible, the CBE logo;
 - (c) the street address of the school may be used in free-standing signs;
 - (d) vandal and tamper-proof technology shall be used in all signage.
- (2) All new school name signs shall not include
- (a) the names of or acknowledgment of school sponsors on the school sign.

- (3) The use of the school logo or the name of school teams on school signs shall meet the standards approved by the Superintendent of Facilities and Environmental Services and the Chief Communications Officer.
- (4) Additional information on school sign options is available from Director, Capital Planning and Development Services.

Effective date **15** This regulation came into effect on July 1, 2005.

References

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| Legal References: | <ul style="list-style-type: none"> • School Act R.S.A. 2000, c. S-3, sections 20, 60 and 61 |
| Governance Policies | <ul style="list-style-type: none"> • GC-3 Board Job Description, (3.8) • GC- 5: Board Committees - Terms of Reference - School Naming Committee |
| Administrative Regulation References: | <ul style="list-style-type: none"> • • 5001 - School Councils and School/Parent Societies • 7008 - School Based Fund Raising • 7009 – Donations from the Community/Fund Development |
| Contact Persons: | <ul style="list-style-type: none"> • For verification of official school names: Assistant Corporate Secretary • For school signage requirements: Director, Capital Planning and Development Services |

APPENDIX A

November 5, 2007



Calgary Board of Education

SUBMISSION FORM FOR NAMING PHYSICAL SPACES OR EDUCATIONAL PROGRAMS

<p>1. Individual or Group Proposing the Name:</p>
<p>2. Current Name (if any):</p>
<p>3. Proposed Name:</p>
<p>4. How does the proposed name align with the values stated in Part 3 of AR 8000 - Naming Physical Spaces and Educational Programs, Decommissioning School Names and Using School Names the Calgary Board of Education and the City of Calgary as a whole?</p>
<p>5. If the proposed name is the name of a person, has this person made a significant personal contribution to the educational program or school? If so, please explain. Include information about the person's contribution.</p>
<p>6. If the proposed name is the name of a person, and this person has <u>not</u> made a significant personal contribution to the educational program or school, what is the importance of this person to the program or school? Please explain.</p>
<p>7. Any other information that would be useful in the consideration of naming this program, school grounds or room.</p>