

REGULATION

MONTGOMERY COUNTY PUBLIC SCHOOLS

Related Entries: ABA, ACA, CNA-RB, CND, CND-RA, CNE, FFA, KLA-RA
Responsible Office: Office of School Support and Well-being; Office of Strategic Initiatives; Chief of District Operations

Naming School Facilities

I. PURPOSE

To establish procedures to implement Montgomery County Board of Education Policy FFA, *Naming School Facilities*

II. BACKGROUND

- A. Naming a school or facility is a commitment of public resources and a high honor that should be reserved for ideals, core values, and commitments expressed in Board policies, including Policy ACA, *Nondiscrimination, Equity, and Cultural Proficiency*, and equitably represent the diversity of Montgomery County.
- B. It is the responsibility of the Board to assign official names for schools and operations facilities owned by the Board. The Board sets forth criteria for acceptable names and Board processes for naming and renaming schools in Policy FFA, *Naming School Facilities*.
- C. Naming a portion of a school or facility is the responsibility of the superintendent of schools/designee, after careful consideration of community input and consultation, in alignment with Board Policy FFA, *Naming School Facilities*; Policy ABA, *Community Involvement*; and Policy ACA, *Nondiscrimination, Equity, and Cultural Proficiency*.

III. PROCEDURES

- A. Naming New or Reopened Schools
 - 1. The students, staff, and parents/guardians of the community that a new school is intended to serve will be consulted using community engagement processes set forth in Policy ABA, *Community Involvement*.
 - 2. The purpose of engagement activities will be for members of the school community to create a prioritized list of names, from which the Board will

make the final selection.

- a) The Board will provide the school community with up to four names for their consideration.
 - b) Up to two additional names may be nominated by the school community through the community engagement process.
 - c) From these options, the school community must return to the Board a prioritized list of no fewer than four names.
3. Upon the appointment of a principal of a new school, and preferably no later than six months before a new school is scheduled to open, the following shall take place:
- a) The chief of the Office of School Support and Well-being (OSSWB) will –
 - (1) notify the Board’s chief of staff that community engagement is to begin to select a school name, and request that the Board identify up to four names from the Board-maintained list of potential school names;
 - (2) confer with the principal and OSSWB area director to identify and designate an OSSWB administrator to cochair a school steering committee for community engagement (the principal may serve as the cochair);
 - b) The chief of the Office of Strategic Initiatives (OSI) will coordinate with the senior community advisor to designate a community engagement facilitator from the Equity Initiatives Unit (EIU), or other individual trained by EIU, to cochair the school steering committee for community engagement.
 - c) The Board will provide a list of up to four names from the Board-maintained list of potential school names, with a brief rationale for each name explaining why it is recommended.
4. The OSSWB/OSI designated cochairs are responsible for –
- a) convening a steering committee, composed of students, staff, and parents/guardians who are representative of the community the school is intended to serve, the purpose of which is to plan and

- conduct community engagement activities for the school community;
- b) informing the school community of the timeline, purpose, and types of engagement that will occur;
 - c) preparing a summary for the Board and the community at the conclusion of the community engagement process that includes –
 - (1) the school community’s recommendations and priorities;
 - (2) an analysis demonstrating that any name(s) nominated by the school community meets the criteria for acceptable names in Policy FFA and serves the school’s educational mission and values; and
 - (3) a summary of public engagement activities conducted and a description of participants; and
 - d) informing the school community about the summary and providing updates on subsequent Board deliberations.
5. Board processes for deliberation of the community engagement summary will follow Policy FFA.

B. Renaming a School

1. The Board will consider petitions to rename an existing school received from students or parents/guardians of that school community.
 - a) The Board does not vote to rename a school solely on the basis of receiving a petition.
 - b) The Board will assess the strength of a petition based on the degree to which it demonstrates support of the school community and meets criteria set forth in Policy FFA.
 - c) If the school is named after an individual, the Board may also seek independent historical analysis of the individual’s public and private life.
2. If the Board determines that the petitioners provided the required elements, the Board may request community engagement to inform its further deliberations. The purpose of community engagement at this step is not to

identify new names.

3. At the direction of the Board, the following shall take place:
 - a) The chief of School Support and Well-being (OSSWB) will confer with the principal and OSSWB area director to identify and designate an OSSWB administrator to cochair a school steering committee for community engagement. The principal may serve as the cochair.
 - b) The chief of the Office of Strategic Initiatives (OSI) will coordinate with the senior community advisor to designate a community engagement facilitator from the Equity Initiatives Unit (EIU), or other individual trained by EIU, to cochair the school steering committee for community engagement.
4. The OSSWB and OSI cochairs are responsible for –
 - a) convening a steering committee, composed of students, staff, and parents/guardians who are representative of the school community, the purpose of which is to plan and conduct community engagement activities for the school community;
 - b) informing the students, parents/guardians, staff, and alumni of the school community that the Board has received a petition to rename the school, and the timeline, purpose, and types of community engagement activities that will occur;
5. The students, staff, parents/guardians, and alumni of the school community will be consulted using community engagement processes set forth in Policy ABA, *Community Involvement*, to determine –
 - a) the meaning the name holds for the current school community;
 - b) for schools named after individuals, the degree to which the individual's life affirms the school's educational mission, the school community's values, Board core values, and/or Policy ACA; and
 - c) options for addressing the concerns expressed in the petition.
6. At the conclusion of community engagement activities, the cochairs are responsible for preparing a summary for the community and the Board that includes –

- a) an analysis of school community feedback about the meaning the name holds for the current school community, and any options for addressing concerns expressed in the petition that may have emerged in the community engagement process;
 - b) for schools named after individuals, the degree to which the individual's life affirms the school's educational mission, the school community's values, Board core values, and/or Policy ACA;
 - c) an analysis of renaming costs incurred by comparable school systems,
 - d) a summary of community engagement activities conducted and a description of the participants; and
 - e) informing the school community about the summary and providing updates about subsequent Board deliberations.
7. Board processes for deliberation of the community engagement summary will follow Policy FFA.

C. Portions of School Facilities

1. The chief of OSSWB, as the designee of the superintendent of schools, may approve petitions from current students, staff, or parents/guardians of that school community to name a portion of a school facility.
2. The petitioner(s) must present the proposal to the school principal, and the petition must include sufficient information to evaluate the requested portion of the school facility to be named and the name requested, as follows:
 - a) Object
 - (1) Any object that requires facility modifications in order to name or rename a portion of a school facility must comply with applicable Board policies and MCPS regulations, including Policy CNE, *Facility Improvements that are not Funded with Montgomery County Revenues*.
 - (2) The petition must provide a robust cost analysis and include sufficient funding or a fundraising proposal that complies with Regulation CNA-RA, *Fundraising*, and Regulation CNA-RB, *Advertising*.

b) Name

Regulation CNA-RB, *Advertising*, allows for commemorative messaging on structural elements, and the criteria for naming schools in Policy FFA apply to portions of school facilities, with the following exceptions:

- (1) If the portion of the school facility is to be named after an individual, it is preferred but not required that portions of school facilities be named for deceased distinguished persons who have made an outstanding contribution to the school, community, county, state, or nation. The name of a living person may be considered for a portion of a school facility, provided the individual is not currently employed by MCPS, not still active in their career, nor currently holding or seeking public office.
 - (2) Proposals to name portions of school facilities in commemoration of deceased students will generally not be approved. The principal must consult with the director of Psychological Services, who may recommend against the proposal under certain circumstances.
3. The principal shall acknowledge the receipt of the petition.
 - a) The principal/designee shall review the petition and inform the petitioner if any elements are missing. The petitioner(s) may revise and resubmit the petition as appropriate. The petition must be complete before subsequent steps can occur.
 - b) The principal/designee will inform the petitioner and chief of OSSWB/designee when a complete petition has been received.
 4. The principal may request the support of a trained community engagement facilitator, trained by EIU to support the principal/designee in conducting community engagement as set forth in Policy ABA.
 5. The principal/designee is responsible for –
 - a) convening a steering committee composed of students, staff, and parents/guardians, that is representative of the school community;

- b) informing the students, staff, and parent/guardians of the community that a petition has been received to name a portion of the school and the timeline, purpose, and types of community engagement activities that will occur to include –
 - (1) no fewer than 21 calendar days for students, staff, and parents/guardians to provide public comments to the steering committee, and
 - (2) consultation with the steering committee to review and analyze the petition and public comments, and make a recommendation to the superintendent of schools/designee; and
 - c) preparing a summary for the community and the chief of OSSWB, as the designee of the superintendent of schools, that includes an analysis of community feedback and the steering committee recommendation.
6. The steering committee may recommend that the chief of OSSWB reject, approve, or, in consultation with the petitioners, recommend approval of the proposal with amendments.
- a) The principal and supporting EIU-trained facilitator, are nonvoting members of the steering committee.
 - b) The principal will notify the petitioner and the appropriate OSSWB area director of the steering committee’s recommendation.
7. The appropriate OSSWB area director shall carefully review all of the information received, consult with the director of Facilities Management as needed, and recommend that the chief of OSSWB reject or concur with the recommendation. The chief of OSSWB/designee will notify the principal and the petitioner(s) of their decision and the petitioner(s)’ right to appeal the decision in accordance with MCPS Regulation KLA-RA, *Responding to Inquiries and Complaints from the Public*.

D. Mascots

In accordance with Policy ACA, *Nondiscrimination, Equity, and Cultural Proficiency*, the Board encourages mascots, logos, team names, chants, and musical accompaniments to be inclusive, nondiscriminatory, and bias-free, and to provide a welcoming climate for all. The chief of OSSWB, as the designee of the

superintendent of schools –

1. approves mascots for schools, after school-level consultation with and careful consideration of school community input; and
2. may establish guidelines for community input, consistent with procedures set forth in section IV.C.4 above.

Regulation History: Formerly Regulation No. 230-5, revised October 1982; revised November 26, 1997; revised June 29, 2000; revised April 25, 2005; revised November 17, 2005; revised November 28, 2006; revised October 14, 2010; revised August 7, 2014; revised January 3, 2018; revised October 31, 2022.

MCPS NONDISCRIMINATION STATEMENT

Montgomery County Public Schools (MCPS) prohibits illegal discrimination based on race, ethnicity, color, ancestry, national origin, nationality, religion, immigration status, sex, gender, gender identity, gender expression, sexual orientation, family structure/parental status, marital status, age, ability (cognitive, social/emotional, and physical), poverty and socioeconomic status, language, or other legally or constitutionally protected attributes or affiliations. Discrimination undermines our community's long-standing efforts to create, foster, and promote equity, inclusion, and acceptance for all. The Board prohibits the use of language and/or the display of images and symbols that promote hate and can be reasonably expected to cause substantial disruption to school or district operations or activities. For more information, please review Montgomery County Board of Education Policy ACA, *Nondiscrimination, Equity, and Cultural Proficiency*. This Policy affirms the Board's belief that each and every student matters, and in particular, that educational outcomes should never be predictable by any individual's actual or perceived personal characteristics. The Policy also recognizes that equity requires proactive steps to identify and redress implicit biases, practices that have an unjustified disparate impact, and structural and institutional barriers that impede equality of educational or employment opportunities. MCPS also provides equal access to the Boy/Girl Scouts and other designated youth groups.**

For inquiries or complaints about discrimination against MCPS students*	For inquiries or complaints about discrimination against MCPS staff*
Director of Student Welfare and Compliance Office of District Operations Student Welfare and Compliance 850 Hungerford Drive, Room 55, Rockville, MD 20850 240-740-3215 SWC@mcpsmd.org	Human Resource Compliance Officer Office of Human Resources and Development Department of Compliance and Investigations 45 West Gude Drive, Suite 2500, Rockville, MD 20850 240-740-2888 DCI@mcpsmd.org
For student requests for accommodations under Section 504 of the Rehabilitation Act of 1973	For staff requests for accommodations under the Americans with Disabilities Act
Section 504 Coordinator Office of Academic Officer Resolution and Compliance Unit 850 Hungerford Drive, Room 208, Rockville, MD 20850 240-740-3230 RACU@mcpsmd.org	ADA Compliance Coordinator Office of Human Resources and Development Department of Compliance and Investigations 45 West Gude Drive, Suite 2500, Rockville, MD 20850 240-740-2888 DCI@mcpsmd.org
For inquiries or complaints about sex discrimination under Title IX, including sexual harassment, against students or staff*	
Title IX Coordinator Office of District Operations Student Welfare and Compliance 850 Hungerford Drive, Room 55, Rockville, MD 20850 240-740-3215 TitleIX@mcpsmd.org	

*Discrimination complaints may be filed with other agencies, such as the following: U.S. Equal Employment Opportunity Commission (EEOC), Baltimore Field Office, GH Fallon Federal Building, 31 Hopkins Plaza, Suite 1432, Baltimore, MD 21201, 1-800-669-4000, 1-800-669-6820 (TTY); Maryland Commission on Civil Rights (MCCR), William Donald Schaefer Tower, 6 Saint Paul Street, Suite 900, Baltimore, MD 21202, 410-767-8600, 1-800-637-6247, mCCR@maryland.gov; or U.S. Department of Education, Office for Civil Rights (OCR), The Wanamaker Building, 100 Penn Square East, Suite 515, Philadelphia, PA 19107, 1-800-421-3481, 1-800-877-8339 (TDD), OCR@ed.gov, or www2.ed.gov/about/offices/list/ocr/complaintintro.html.

**This notification complies with the federal Elementary and Secondary Education Act, as amended.

This document is available, upon request, in languages other than English and in an alternate format under the *Americans with Disabilities Act*, by contacting the MCPS Office of Communications at 240-740-2837, 1-800-735-2258 (Maryland Relay), or PIO@mcpsmd.org. Individuals who need sign language interpretation or cued speech transliteration may contact the MCPS Office of Interpreting Services at 240-740-1800, 301-637-2958 (VP) mcpsinterpretingservices@mcpsmd.org, or MCPSInterpretingServices@mcpsmd.org.