

# Facilities Policies

San Rafael City Schools

September 9, 2019

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# AGENDA - Community Relations & Board Policies First Reading

- Advertising and Promotion (BP 1325)
- Gifts, Grants, Bequests (BP 3290)
- Naming of Facility (BP 7310)
- SRHS Stadium Facilities Use Agreement

# Introduction / Background

With the increase of donation and recognition opportunities, the SRCS Board of Education requested a review of our existing policies.

Board Policy 7310 – Naming of Facilities was the sole policy being reviewed and until last spring, had not been reviewed or revised since 2008.

Following CSBA's direction, we are introducing three policies to address these areas:

- Advertising and Promotion
- Gifts/Grants/Bequests
- Naming of Facility

# Advertising and Promotions (BP 1325)

Example: Booster groups selling ads/banners

## Overview:

The Governing Board establishes this policy to ensure effective and consistent standards for advertisements and promotions by non-school groups in school-sponsored publications, on district and school websites and social media, and on school facilities and grounds.

## New and Different:

*Paid advertisements on school property, including, but not limited to, advertisements on school buildings, athletic fields, scoreboards, and billboards.*

## Approval:

The Superintendent or designee may approve.

*New Criteria for Approval -*

Superintendent, principal, or designee shall not accept . . . or allow . . . any materials or advertisements that . . . *Position the District on any side of a controversial issue.*

# Gifts, Grants, Bequests (BP 3290)

Example: Financial donation to support the high school athletics

## Overview:

The Governing Board may accept any gift, grant, or bequest of money, property, or service to the district from any individual, organization, foundation, or public or private agency that desires to support the district's educational program. While greatly appreciating suitable donations, SRCS Board of Education shall reject any gift which may directly or indirectly impair its authority to make decisions in the best interest of SRCS students or its ability or commitment to provide equitable educational opportunities.

## New and Different:

*Such appreciation may take the form of letters of recognition or Board resolutions; plaques, commendations, or awards; planting of commemorative trees or gardens; or naming or renaming of buildings, grounds, or facilities. Conferment of any such honor shall be in accordance with applicable Board Policy.*

*Includes corporate sponsorship, online fundraising, and appreciation criterion.*

## Approval:

The Superintendent or designee may approve. Specific to appreciation, the Board or a school-site subcommittee may show appreciation for any donation to the District in any manner it deems appropriate.

# Naming of Facility (BP 7310)

Example: Name change for recognition or appreciation

## Overview:

The Board encourages community participation in the process of selecting names. A school site advisory committee shall be appointed to review name suggestions and submit recommendations for the Board's consideration.

## New and Different:

- *Before adopting any proposed name, the Board shall hold a public hearing at which members of the public will be given an opportunity to provide input.*
- *When naming or renaming a district school, building, or facility, the SRCS Board may specify the duration for which the name shall be in effect.*
- *The Board may grant to any person or entity the right to name any district building or facility. In doing so, the Board shall enter into a written agreement which shall:*
  - *Specify the benefits to the district...*
  - *State the roles and responsibilities...*
  - *Provide details related to the naming...*
  - *Prohibit any message, image, or other depiction that...*
  - *Reserve the authority to terminate the naming right...*

## Approval:

The Governing Board will review and approve.

# SRHS Stadium: Facilities Use Agreement – Outside Use Groups

- Addendum to Terms and Conditions for Civic Center Use of the SRHS Stadium.
- Reviewed extensively and collaboratively with MARA.

# Recommendation

- Adopt Updated Board Policy 1325 - **Advertising and Promotion**
- Adopt Updated Board Policy 3290 - **Gifts, Grants, Bequests**
- Adopt Updated Board Policy 7310 - **Naming of Facility**
- Adopt Updated **SRHS Stadium Facilities Use Agreement**

Questions