



Administrative Procedure 7035

Naming and Renaming of Division Facilities

Board Governance Policy Cross Reference: [1](#), [4](#), [14](#)

Administrative Procedures Cross Reference:

Form Cross Reference:

Legal/Regulatory Reference:

Date Adopted: November 2004

Date Amended: December 2017

The Brandon School Division accepts the rights and responsibilities to assign names to Division facilities under its jurisdiction, using consistent procedures and ensuring distinctive and appropriate names are selected.

The intent of these procedures is to establish an equitable process for naming and renaming of Division facilities subject to any applicable Provincial Acts/Regulations. The Division will make every effort to provide for community input into the selection process of naming new, amalgamated or relocated schools.

GUIDELINES

1. When a new school site is purchased, or planning for a new school facility is initiated, the Superintendent/CEO will establish a temporary, generic name related to the adjacent streets or parks. When design for a new school facility is approved, the procedures for naming of the school will commence.
2. Facilities or sections thereof must be named or renamed in accordance with the following criteria or combination thereof:
 - a) The name of the geographic area which the facility will serve, which should be widely known and recognized.
 - b) The name of the street or park on which the facility is located.
 - c) An historical name that once applied to the area where the facility is located.
 - d) The municipal location.
 - e) After an event(s) or distinguished person(s) recognized as having made an outstanding contribution to the Division, community, province or country. Names of individuals should only be used posthumously.
3. A facility name that is already used in the community or in another school division, especially a neighbouring one, should be avoided.

4. When a new facility is to be named, the Superintendent/CEO will establish an ad hoc committee to bring forward a recommendation to the Board of Trustees. This committee will consist of the following members:
 - a) Two trustees appointed by the Board.
 - b) One facility administrator (School Leader or designate if applicable).
 - c) Two representatives of the School Advisory Council (if applicable).
 - d) Two community representatives.
 - e) One member of Senior Administration.
5. The ad hoc committee will invite suggested names for the new facility from individuals or groups throughout the Division and especially from the area adjacent to the location of the new facility.
6. Any proposal for a name change of an existing facility or a section thereof must be forwarded to the Superintendent/CEO. Should the Board decide to proceed, an ad hoc committee will be established to bring forward a recommendation to the Board. The Committee shall consist of:
 - a) Two trustees appointed by the Board.
 - b) One administrator from the facility (School Leader or designate).
 - c) Two staff representatives from the facility.
 - d) Two representatives of the School Advisory Council(s).
 - e) Two community representatives.
 - f) One member of Senior Administration.
7. An annex to a school will traditionally use the same name as its main school; however, proposals to rename an annex will be considered by the Board when the existing name is deemed to no longer be appropriate.
8. Relocated schools may be permitted to keep their original name.
9. A school wishing to name or rename a section(s) of their school must:
 - a) Form an in-house committee with representation from the school administration, the staff, the School Advisory Committee and the students.
 - b) Forward a written request to the Board with the proposed name(s) or name change(s) and the reason(s) for the change(s).
 - c) Provide the period of time (e.g. 5, 10, 15 years) the name of a section of their school will be effective if named after an individual posthumously.
10. The naming of a facility or section thereof or to perpetuate the name of a benefactor is prohibited unless expressly approved by the Board of Trustees, and that the benefactor or other contributors wanting to honour the benefactor

- provide all or a substantial part (exceeding 75%) of the cost of the facility or section thereof.
11. The naming of a facility or section thereof to generate financial gain must be authorized by the Board of Trustees with the financial arrangement and length of time for the naming rights subject to Board approval.
 12. The Division shall review the proposed name of a facility with municipal authorities to ascertain the appropriateness of the name.
 13. Once the Division has divested itself of a facility, all Division signs are to be removed.
 14. This administrative procedure does not apply to the recognition of distinction or benefaction by the placing of plaques or other memorials where such recognition does not carry with it the naming of something such as the above. The Superintendent/CEO or other Division administrator designated by the Superintendent/CEO, is delegated responsibility for approving all matters in connection with the size, design and location of plaques, donor walls, etc.