



## **Administrative Regulation 7115 SCHOOL NAME ENHANCEMENT**

**Responsible Office:** Office of the School Performance

### **PURPOSE**

This administrative regulation shall describe the criteria and process used by the Washoe County School District for enhancing the name of an existing school.

### **REGULATION**

#### 1. Application

- a. Upon receiving approval from the Area Superintendent, principals who wish to enhance the name of their school through the addition of a descriptor in the school title may apply to the Office of the Superintendent or his/her designee utilizing the following process:
  - i. Provide a detailed rationale as to why the enhancement is necessary, i.e. to effectively market or brand the school's particular focus (example: "STEM Academy" to replace "Middle School")
  - ii. Provide evidence of how the school currently meets the designation provided by the enhancement. (Example: What makes the school a STEM Academy, school-wide).
  - iii. Design and submit a communications plan for immediate implementation upon approval. The plan must include, but is not limited to: Updating websites and web directory, letterhead and signage issues, and notification of the school community.

#### 2. Approval Committee

- a. Application for school name enhancements must be reviewed by an Approval Committee prior to submission to the Board of Trustees for final approval. The committee will be composed of one member from each of the following District Offices/Departments: Academics, Student Accounting, School Performance, Operations, and Communications.

#### 3. Final approval of a school name enhancement shall rest with the Board of Trustees.

#### 4. Monitoring

- a. Monitoring for continued use of the enhancement will be part of the school improvement process and completed by the Office of School Performance.
  - b. If the zoned Area Superintendent feels that the school no longer meets the criteria for the enhancement and the enhancement should be removed, the principal may re-apply to keep the designation.
  - c. If the principal does not apply to keep the designation, the enhancement shall be removed for the following school year.
5. For the purposes of this regulation, renaming an existing school and school name enhancement are different actions. School name enhancement is the act of enhancing the name of an existing school through the addition of a descriptor in the school title. (example: "STEM Academy" replacing "Middle School")

### **DESIRED OUTCOMES**

1. This regulation and its accompanying Board Policy provides an equitable process for school name enhancement.

### **IMPLEMENTATION GUIDELINES & ASSOCIATED DOCUMENTS**

1. This regulation reflects the goals of the District's Strategic Plan.
2. This regulation complies with the following governing documents of the District:
  - a. Board Policy 7110, Naming of Schools
  - b. Administrative Regulation 7110, Naming of Schools
3. This regulation complies with Nevada Revised Statutes (NRS) and Nevada Administrative Code (NAC) to include:
  - a. Chapter 338, Public Works, and specifically:
    - i. NRS 338.200 Prohibition against naming public building or structure after member of governing body.

### **REVIEW AND REPORTING**

1. This regulation shall be reviewed annually for potential revisions and to remain in compliance with Board Policy 7110.

**REVISION HISTORY**

Date	Revision	Modification
05/2012	1.0	Adopted as an Accepted Practice
1/14/2014	2.0	Converted to Administrative Regulation and revised