



Administrative Directive 2.20.011-AD

Procedures for Naming School District Property

INTRODUCTION

PPS is committed to providing a welcoming and inclusive environment for PPS students, families, and staff. Renaming District places, property, and representative images is an exceptional event, and the decision should be made only after careful and deliberate consideration. [Board Policy 2.20.010-P](#) provides criteria and conditions for naming and developing representative images (e.g., mascots) of District properties and programs.

Naming decisions must be grounded in the District's vision, mission, and core values. Importantly, naming decisions must be guided by the District's mission to "[disrupt racial inequities to create vibrant environments for every student to demonstrate excellence.](#)" Renaming, however, is neither the sole nor the primary way by which PPS fulfills its aspirations to become more inclusive and to build a sense of belonging.

The renaming process should be a clear, inclusive, and rigorous learning process for students and the school community. It should be clearly communicated, open to community input, and guided primarily by current PPS students.

REQUIREMENTS AND GENERAL GUIDANCE FOR THE RENAMING PROCESS

A. Initiate Request

Any school community stakeholder (current student, educator, staff, or alumni) may express, in writing, to the school principal that they are interested in initiating a process to name, rename, or rebrand, as specified in Board Policy 2.20.010-P [Naming School Property](#), VII.

The school principal will determine if the request has merit and school-wide interest. The principal's decision must consider the District's focus on eliminating systemic discrimination and its impact on student learning and educational activities. Because the impact of renaming is substantial in terms of potential public confusion and administrative and fiscal costs, the school principal must ensure the request from the party or parties proposing the name change has persuasive evidence that the benefits of renaming outweigh community and District impacts.



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If the school principal determines that the request to engage in a renaming process is beneficial to the school community, they will be responsible for coordinating with their Area Senior Director, Assistant Superintendent, and the Chief of Schools to submit, in writing, a formal request to the Superintendent.

At a minimum, this request must include

- School administrator support and rationale
- Description of community readiness
- Description of the desired results and possible outcomes and a direct connection to the District's vision, mission, and core values.
- Explanation of how the process will create opportunities for racial equity & social justice, including
 - How is the current name fundamentally at odds with the PPS mission?
 - How are students, particularly Black, Native American, and students of color, currently impacted by the existing name(s)?
 - How will students of color experience a greater sense of belonging through and after this proposed renaming process?

If the principal and supervisors decide not to proceed with a renaming process, it will be the responsibility of the school principal to send a communication to the party or parties requesting the name change outlining the reason for not proceeding.

B. Office of the Superintendent Review

Upon receipt of the written request, the Superintendent will schedule a meeting with the school principal, the principal's supervisor, the assistant superintendent, and the Chief of Schools to review the request.

The Office of the Superintendent will provide a written response with a decision and possible next steps following the meeting.



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The Superintendent may consider the following criteria:

- Is there strong school administration support to engage in and facilitate a community process?
- Is community ready to engage in a meaningful process that gathers input from a diverse set of stakeholders and a representative renaming committee?
- Is there a clear commitment to creating opportunities for how racial equity and social justice may be advanced through the renaming process?
- What is the current budget available and what are the cost considerations for renaming?
- How many renaming processes are currently active across PPS?

C. Establish Project and Engagement Plan

If approved, the Superintendent will assign staff to establish a project and community engagement plan, in consultation with school administrators.

D. Establish Renaming Committee

After finalizing the community engagement plan, school administrators will establish a renaming committee. The committee will identify opportunities and inform processes that are in the best interest of the school community and the school's future. The committee will be facilitated by the school principal and will prioritize the voices and leadership of current PPS students. The committee shall include, at a minimum:

- School administrators
- Current students, who compose the majority of the committee
- Staff (at least one classroom educator and one classified employee)
- School community partners
- Alumni



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- Other key stakeholders as determined by the school principal

E. Community Engagement and Consensus Building

The committee will be responsible for working with school administrators to communicate with staff, students, parents, alumni, and community groups of affected schools about the naming process.

The committee will be responsible for executing the community engagement plan to bring a broad awareness campaign to notify stakeholders that a name or mascot change is being formally considered.

F. Submitting Renaming Committee Proposal to the Office of the Superintendent

After the community engagement process is complete and there is consensus in the school community for a name change, the committee will prepare a formal proposal.

This proposal will include:

- Names of renaming committee members and a description of the process used to form the committee
- Proposed name change
- The rationale for the proposed name change
- Evidence of consensus-building and community support
 - The documentation must provide evidence that current and former students, along with current school staff were engaged
- Evidence of process prioritizing current student voice in the decision-making process
- Evidence of student learning opportunities during the renaming process
- Evidence that consideration was given to the historical background of the proposed name to ensure that it is not associated with activities that are in



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conflict with the District's vision, mission core values, and policy of nondiscrimination

- Unless exempt under Board Policy 2.20.010-P, a budget and source of funds for implementing the renaming

After receipt of the written proposal, the Superintendent will meet with the school principal and selected representatives from the renaming committee.

After review of the proposal, the Superintendent will determine if the evidence provided satisfactorily meets the process and criteria outlined in this administrative directive, including the identification of any necessary resources required for the implementation of the renaming. The District will also conduct an investigative background on the proposed name to ensure the proposed name is not in conflict with the District's mission, goals, and policy of nondiscrimination.

The Office of the Superintendent will provide a written response with a decision.

G. Superintendent Recommendation to the School Board for Vote

If the Superintendent, after reviewing all of the above, supports the school renaming committee's proposed name change, they will recommend to, and work with, School Board leadership to include it in an upcoming regular school board meeting agenda for their consideration and final vote. The Principal, and a representative(s) of the renaming committee, should be prepared to describe their process, and rationale for their proposed name, and to respond to any questions that the school board may have.

H. Establish and Communicate the Implementation Timeline

If approved by the PPS School Board, the Superintendent will assign operations, communications, and project management staff to collaborate with school administrators to establish a reasonable implementation timeline.

Related Board Policy: [2.20.010-P](#)

History: Approved 6/2005; Amended 6/2019; 1/2023