NAMING NEW FACILITIES

The Salem School Board shall be responsible for the naming of new facilities within the School District.

The Salem School Board may, subject to the provisions contained herein, name a facility, or a portion of a facility (e.g. the “Davis Gymnasium” at Salem High School) after an individual or organization for a significant contribution to the furtherance of education in the Salem School District.

In the case of individuals:

1) The person so honored shall have demonstrated, by professional or community service, a commitment to further quality education and the furtherance of student achievement.
2) Such honor will only be conferred after the death of the person to be honored.
3) In the case of former employees, the commitment shall be reflected by dedication considered beyond that which would be generally expected by an employee.
4) In the case of elected school officials, the commitment shall be reflected in the demonstrated commitment of extended tenure in office and service in various leadership and liaison roles within and outside the district.
5) In the case of volunteers or other community leaders, the commitment shall be through unselfish volunteer service and leadership of the community on education issues.
6) While the commitment of significant resources to construct or maintain a given facility may be considered, it shall not be the policy of the District to “sell” naming rights to facilities.

In the case of organizations:

1) Commitment of resources to the construction or maintenance of a facility shall be a permissible ground for the decision to honor an organization; however, the organization’s reputation, character and standing in the community (in Salem or at large) shall also be considered.
2) Plaques or other tangible evidence of the naming of the facility shall be of the same character as that for individuals; generally display of logos or trademarks shall not be permitted.

In naming facilities (or portions thereof) the intention of the School Board should be that such name should be permanent/perpetual. Nevertheless the Salem School Board retains the right, in appropriate and compelling circumstances, to rename a facility.
PUBLIC DEDICATION: NAMING THE BUILDING

Nominations for consideration may be submitted to the Chair of the school board. Nominations must include a written justification. The justification should indicate a substantial contribution in time, effort, or ideas in the development of education for Salem’s children.