

Administrative Procedures for Naming of School District Properties
(Attachment for Policy No. 712)

Purpose

The purpose of these administrative procedures is to set forth guidelines for the implementation of the requirements in Policy 712 - Naming of School District Properties in order to ensure School District of Philadelphia (“District”) school names serve to identify the school community, honor and/or establish a legacy, and develop a sense of pride in the traditions of Philadelphia.

Definitions

New schools: School programs that open with a new school identification number at an existing building or new school site.

Legacy school name: The name of a Renaissance Charter School prior to Charter Management Organization (“CMO”) governance.

Procedures

The process for naming new schools or renaming existing schools begins with a formal School Name Request. School Name Requests must be received no later than November 30 each year in order to allow for review, community engagement, and approval to occur with the goal of submitting a name change to the state by July 30. School Name Requests received after November 30 would be considered for the following school year.

The naming and renaming process consists of four phases: 1) School Name Request Submission, 2) Review, 3) Community Engagement, 4) Approval.

Renaissance charter schools that return to District governance will be given their legacy school name. These procedures do not apply in that situation.

Naming Criteria

School names must meet the following criteria:

- 1. All naming based on a specific individual must comply with the following requirements:**
 - a. The individual must not be a living person, and
 - b. The individual must have been deceased for at least two (2) years.
- 2. In determining whether to name a school after an individual, the District will consider whether:**
 - a. The name will lend prestige and status to an institution of learning;
 - b. The individual played a critical role or contributed to society in ways that supported the success and well-being of the individuals who live in Philadelphia,

the Commonwealth of Pennsylvania, or the United States, now and in the future;
and

- c. The individual’s key activity, advocacy, or accomplishment for which they are most well known aligns with or reflects the District’s mission, vision, and core values.

3. In determining whether to name a school after a geographical location, the District will place emphasis on:

- a. Names of a place or places that are in the neighboring community, Philadelphia, or Pennsylvania; and
- b. Landmarks or places that have historic or geographic significance to the Philadelphia community’s history and the school site.

4. If the school name is not an individual or geographical location, the District will consider whether:

- a. The school name articulates the aspirations of the educational outcomes for District students in alignment with the District’s mission, vision, and core values;
- b. The school name reflects the instructional focus of the school and this instructional focus is embedded in the school’s systems, structures, and organizational culture now and in the future; and
- c. The school name considers the diverse community it serves.

The full name must not already be in use by another District school or facility.

For individuals deceased in the last 10 years, the wishes of the individual’s next of kin shall be taken into consideration. The District will make reasonable efforts to locate the next of kin and consider the perspective of the family before approving any official school name of a person. The use of the name must either be (i) an authorized use under the State law of the State where the deceased was domiciled at the time of the individual’s death; or (ii) approved by the estate of the deceased.

Naming Timelines

Naming New Schools

<i>Timeline</i>	<i>Action</i>
School Name Request Submission <i>November*</i>	A request to name a new school is submitted by the Schools Office using the School Name Request form no later than November 30.
School Name Request Review <i>December</i>	The District School Naming Committee (including but not limited to representatives of Office of Schools, Office of Operations, Offices of Student Support Services, Office of the Superintendent) reviews School Name Requests annually in December and provides written approval or non-approval by the end of January. The District School Naming Committee provides written consent and approval of School Name Request to begin community engagement.

Community Engagement <i>January - March</i>	Engaging the school community to gather feedback and input on the new school name is essential to proposing a name that is representative of the school community's demographics, history, values, and interests. The community engagement window lasts from January through March, during which approved requests are considered publicly among stakeholders. Details and guidance on the community engagement process are below.
School Name Proposal Submission and Review <i>April</i>	New school name(s) is submitted using the School Name Proposal form no later than April 15. The District School Naming Committee will review School Name Proposals and, if necessary, provide feedback in support of a strengthened final proposal.
School Name Approval <i>May</i>	Final drafts of proposals will be submitted to the Superintendent for review along with a timeline for implementation developed by the Office of Operations. The Superintendent shall have the final decision on any new school name recommendations to the Board of Education and may reject any proposal that failed to meet requirements. Recommendations to the Board of Education are made by the Superintendent no later than May 15.
Board Approval <i>June</i>	Recommendations on new school names made by the Superintendent are submitted to the Board of Education for final approval and adoption. The Board of Education may choose to hold a separate hearing and vote on the new school name, which may be part of its regularly scheduled monthly action meeting, or the Board may choose to include the name change as part of the annual school reconfiguration vote that is normally heard at the June Board action meeting for submission to the State Department of Education in July. Note, approval may occur earlier if the Superintendent makes recommendations to the Board of Education earlier than May.
Submission to PDE <i>July</i>	The official school file is submitted to PDE containing name changes.

*Note: The timeline must start no later than the November prior to the school's opening (unless pursuing the expedited timeline).

Renaming Existing Schools

<i>Timeline</i>	<i>Action</i>
School Name Request Submission <i>November*</i>	A School Name Request form must be submitted to the Office of Schools on or before November 30th. School Name Request forms may be submitted by the following: <ul style="list-style-type: none"> ● a District employee; ● a principal, teacher, or staff member of the school; or ● a parent, guardian, or family member of the school community.

	School Name Request submissions after November 30th will be received by the District but considered for review the following school year.
School Name Request Review <i>December</i>	The District School Naming Committee (including but not limited to representatives of Office of Schools, Office of Operations, Offices of Student Support Services, Office of the Superintendent) reviews School Name Requests annually in December and provides written approval or non-approval by the end of January. A cost analysis of a name change is conducted. The District School Naming Committee provides written consent and approval of School Name Request to begin community engagement.
Community Engagement <i>January - March</i>	Engaging the school community to gather feedback and input on the new school name is essential to proposing a name that is representative of the school community's demographics, history, values, and interests. The community engagement window lasts from January through March, during which approved requests are considered publicly among stakeholders. Details and guidance on the community engagement process are below.
School Name Proposal Submission and Review <i>April</i>	New school name(s) is submitted using the School Name Proposal form no later than April 15. The District School Naming Committee will review School Name Proposals and, if necessary, provide feedback in support of a strengthened final proposal.
School Name Approval <i>May</i>	Final drafts of proposals will be submitted to the Superintendent for review along with a timeline for implementation developed by the Office of Operations. The Superintendent shall have the final decision on any new school name recommendations to the Board of Education and may reject any proposal that failed to meet requirements. Recommendations to the Board of Education are made by the Superintendent no later than May 15.
Board Approval <i>June</i>	<p>Recommendations on new school names made by the Superintendent are submitted to the Board of Education for final approval and adoption. The Board of Education may choose to hold a separate hearing and vote on the new school name, which may be part of its regularly scheduled monthly action meeting, or the Board may choose to include the name change as part of the annual school reconfiguration vote that is normally heard at the June Board action meeting for submission to the State Department of Education in July.</p> <p>Note, approval may occur earlier if the Superintendent makes recommendations to the Board of Education earlier than May.</p>
Transition Year <i>July - June</i>	A name change transition year will allow for successful implementation of the name and adequate time for cost analysis, budget planning, and preparation.

	The transition year will allow for physical name changes to take place, schools to plan for and allocate relevant funding in their budgets, and for other relevant updates to occur.
Submission to PDE <i>July</i>	Official school file submitted to PDE containing name changes.

Note: The timeline outlined above is over two school years.

Expedited New Name and Renaming Schools Timeline

In the case where a new school name is needed on an expedited timeline, the naming process will follow the timeline below. In this scenario, a new school name will follow the same expectations as outlined in these Administrative Procedures with two key differences.

First, the School Name Request must be submitted with an addendum that explains why an expedited timeline is being requested. The Chief of Schools, Chief of Operations, and Office of the Superintendent will determine if the expedited request is reasonable and justified.

Second, the expedited timeline establishes an accelerated review and approval process to occur within one school year. This allows for a new school name to be implemented in the following year.

<i>Timeline</i>	<i>Action</i>
School Name Request Submission <i>Rolling submission</i>	A request to name or rename a school is submitted using the School Name Request form with an addendum for why the expedited name change is needed.
School Name Request Review <i>Minimum of 2 weeks</i>	The District School Naming Committee (including but not limited to representatives of Office of Schools, Office of Operations, Offices of Student Support Services, Office of the Superintendent) reviews School Name Requests. A cost analysis is conducted. The District School Naming Committee provides written approval of School Name Request.
Community Engagement <i>Minimum of 2 months</i>	Approved requests begin community engagement. A new school name using the School Name Proposal form is submitted to the Superintendent for final review.
School Name Approval <i>Minimum of 5 weeks</i>	A final decision on the school name recommendation is made by the Superintendent. An action item for the school name is prepared and submitted to the Board of Education.
Board Approval <i>Action Meetings occur one time per month</i>	Approval provided by the Board of Education during the Action Meeting.

Submission to BOE <i>July</i>	Official school file submitted to PDE containing name change.
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Note: The timeline outlined above is over one school year and ranges from 3.5 to 6.5 months.

Community Engagement Requirements

Any new school name or renaming of a school shall include a community engagement process before the final action on an official school name is completed. The community engagement process must include the requirements outlined in this section with the goal of 1) informing students, staff, parents, graduates/alumni and community of the property involved and 2) obtaining their opinion of the desirability of the recommendation. Information and artifacts produced as a result of the engagement process are submitted to the District School Naming Committee and Superintendent. Please refer to the [Community Engagement Checklist](#) to ensure the minimum requirements have been met.

The following requirements and deliverables must be met as a result of the community engagement process.

1. **Provide letters of support from the Assistant Superintendent and Principal.**
2. **Hold, at minimum, one meeting with the School Advisory Council (“SAC”) and one open community meeting.** The principal and SAC will be held accountable for the procedures outlined in sections i and ii and must present convincing evidence that the following steps were completed. Holding multiple meeting dates and times are highly encouraged in order to meet the needs of all families and community members. Meetings may be held on the same date as another school event for convenience, but the meeting must be separate and all notices of the meeting must be related to the discussion of the name change. All meetings should be held at the school whenever possible. If a meeting cannot be held at the school, then the location of the meeting must be within the immediate vicinity of the school and accessible by public transportation.
 - a. **Meeting with that SAC** - If the SAC does not exist, the principal must meet with a group of various students, teachers, leaders, parents, and community members to gather input. For the purpose of the name change process, this group will be called the “School Naming Council.” The following must be provided:
 - i. The date, time, and sign-in sheet for the meeting
 - ii. Description of how, when, and where students, teachers, parents and/or community members were notified that the school name change would be discussed at the meeting
 - iii. A copy of the notices posted
 - iv. A copy of the letter sent home with students
 - v. A copy of the agenda that allows for presentation of the name and discussion and feedback from attendees
 - b. **Open community meeting.** The following must be provided:
 - i. The date, time, and sign-in sheet for the meeting
 - ii. Description of how, when, and where students, teachers, parents, alumni, and/or community members were notified that the school name change would be discussed at the meeting. (At a minimum, families and the

- community must be notified about the suggested name change and open community meeting by robocall, text alert, and email alert; school-based social media if available; school website; backpack mail; and palm cards and/or flyers.)
- iii. A copy of the notices posted
 - iv. A copy of letters sent
 - v. A copy of the agenda that allows for
 1. presentation of the name and discussion and feedback from attendees and
 2. information regarding the school name change survey and when responses are due
 - vi. A copy of the meeting presentation (if applicable)
3. **Provide the following notices to school stakeholders:**
- a. Reasonable efforts to notify the following groups (if they exist) that a name change is being considered at the school: Home and School Association (“HSA”), Friends of Group(s), Alumni Association, Registered Community Organizations (“RCO”)
 - i. Copy of the notices posted (if applicable)
 - ii. Copy of letters sent
 - b. Notification to the City Council representative
 - i. Copy of letters sent
4. **Provide letters of support from the City Councilperson and at least two of the following: the SAC or “School Naming Council,” HSA or Friends of Group, Alumni Association, or RCO**
5. **Conduct a school survey with the following requirements:**
- a. Students, parents, and community members must be given at least three weeks to submit survey responses from the date they were first notified the survey was available
 - b. Questions on the survey must allow for the following responses:
 - i. Support for or against the proposed name change
 - ii. The reason the respondent supports or opposes the name change
 - c. Survey results must be submitted along with the other artifacts in the community engagement process

Meeting the Needs of Multilingual Families

The District strives to ensure equitable access to services and opportunities for multilingual families and their children. Communication related to the community engagement name changing process should reflect the languages spoken by the families of that school community. Upon request, translation and interpretation services must be provided at all community meetings related to the school name change process. For assistance in translations, interpretations, and other outreach services, please:

- a. Visit the website at <https://www.philasd.org/face/translations>,
- b. Contact via email at translation@philasd.org, or
- c. Call 215-400-4180

Submission of Community Engagement Artifacts

Please submit all community engagement information and artifacts to the Office of Schools by emailing SGS@philasd.org.

Questions and Support

Please contact SGS@philasd.org with any questions or clarifications on these procedures.

Maintenance Schedule

These procedures will be reviewed upon policy renewal, or as needed.

Related Information:

[School Name Change Financial Considerations](#)