

# Toronto District School Board

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Policy P047

Title: **NAMING SCHOOLS AND SPECIAL PURPOSE AREAS**

Adopted: August 29, 2001

Revised: December 14, 2005, February 11, 2009, **February 9, 2011**

Reviewed: April 2010, March 2012

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## 1.0 OBJECTIVE

To establish guidelines for the naming and renaming of schools, special purpose areas of schools and new additions.

## 2.0 RESPONSIBILITY

Director, Strategy and Planning

## 3.0 DEFINITIONS

*Special Purpose Area* A room or other sub-component area of a school (including new wings) other than a classroom that is unique or has special significance to the school and the local community such as an auditorium, courtyard or garden.

*Local Community* The geographic area defined by the local school's attendance area, families of students attending the school, and alumni association members, if any.

## 4.0 POLICY

### Schools

- 4.1. The naming or renaming of a school or school wing may be necessitated as a result of site consolidations, academic redesignation, school closures, school reopenings, school expansions and on the rare occasion, a request from the school or local community.
- 4.2. Approval of the Board is required before a process may be implemented to determine and propose a new name (except when the school is already part of a Board-approved reorganization).
- 4.3. Consultation with the school (including students) and local community shall be an integral part of any renaming process.
- 4.4. Names of schools shall be based on one of the following criteria:
  - (a) The name of the street on which the school faces

- (b) The historical or current name of the district or local community in which the school is located
- (c) A name symbolic of the unique program focus of the school in the case of specialized or alternative schools
- (d) The name of a renowned Canadian of historical significance to the Toronto community, or whose contribution to Canadian society or to the world is recognized and valued across Canada
- (e) The name of an internationally renowned person whose contribution to humanity is widely recognized within the Toronto community or across Canada
- (f) In respect of a new school wing, the name of a community member whose long-term unique contribution of voluntarism has enhanced the learning environment and overall well-being of the school community

4.5. The Board shall approve school names and name changes.

#### Special Purpose Areas

- 4.6. The school principal and Business Development staff, in consultation with school representatives, student representatives (student council representatives, where applicable) and the local trustee, shall determine the names of special purpose areas of a school.
- 4.7. When a donor's contribution constitutes a significant percentage of the total cost of a project, the donor's name may be considered as a possibility for the name of the special purpose area.
- 4.8. Signage and plaques recognizing donors shall not constitute commercial advertising.
- 4.9. Signage and plaques recognizing donors shall be modest, in good taste, and complement the style and design of the facility and project.
- 4.10. Any sponsorships involving written contractual arrangements, advertising, logos or any other instances that will affect another school, department or the Board system-wide will be referred to the Business Development department prior to acceptance.

## **5.0 SPECIFIC DIRECTIVES**

The Director is authorized to issue operational procedures to implement this policy.

## **6.0 REFERENCE DOCUMENTS**

Policy P021, Fundraising and Donor Recognition

Operational Procedure PR592, Naming Schools and Special Purpose Areas

Operational Procedure PR508, Fundraising