

NAMING RIGHTS

The Wells-Ogunquit CSD School Committee recognizes its responsibility as a provider of public education to protect the welfare of students and maintain the integrity of the learning environment.

The Wells-Ogunquit CSD School Committee accepts its responsibility to provide sufficient resources for an effective instructional program from public funds. The School Committee recognizes, however, that in a time of scarce resources, it is necessary to encourage and accept support from individuals or organizations in the community to enhance or extend instructional facilities and programs.

WOCSD facilities are a source of pride for our community. They are a tangible reflection of the commitment of the citizenry to the education of our children. Therefore, the School Committee may choose to name all school facilities or portions only after careful consideration of the message being sent to the community by the name(s) selected.

The Wells-Ogunquit CSD School Committee will consider requests from school and community groups to name a building; a portion of a building; building furnishings, equipment, and artwork; a campus; or a portion of a campus for persons or organizations that have made significant contributions of time, talent, or treasure to the Wells-Ogunquit Community School District. The group making the request must agree to provide appropriate recognition, such as a plaque or marker, for the school. The School Committee shall take into account the opinion of the Superintendent as it makes its decision. Once facilities or portions of facilities are named, the designation will continue in perpetuity.

The naming of district facilities can present an opportunity for revenue enhancement and fundraising. It can provide resources to complement public funding for education when they appropriately support the mission and goals of the District. Revenue from naming rights must be used for activities designed to support student achievement and/or school-approved student activities; assist in the maintenance of existing district educational and athletic programs and facilities; assist in the development and funding of new educational and athletic programs and facilities; and/or provide scholarship for students participating in athletic, academic and activity programs who demonstrate merit or financial need.

The District's buildings, auditoriums, gymnasiums, fields/playgrounds, classrooms and similar rooms offer opportunities for naming rights or plaques acknowledging the source of the funds for the construction, renovation or enhancement of such facility. Accordingly, it is appropriate for the Superintendent to discuss naming opportunities with prospective benefactors. However, no commitments or promises should be made naming a facility, nor should any formal or informal agreements be made with regard to specific dollar amounts needed for a naming opportunity without prior School Committee approval.

Consideration of requests will be reviewed per district procedure. The Superintendent is authorized to develop and implement any administrative procedures necessary to carry out this policy, consistent with applicable statutes and regulations.