



PROCEDURE PR.630.SCO

TITLE: NEW SCHOOLS AND OTHER BOARD FACILITIES - NAMING, SIGNAGE, AND OPENING CEREMONIES

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COMMITMENT TO INDIGENOUS RIGHTS, HUMAN RIGHTS, AND EQUITY

The District recognizes its responsibility to ensure that the development of this procedure and the associated work promotes and protects Indigenous rights, human rights, and equity. The District will strive to address and eliminate discrimination and structural and systemic barriers for students, staff, and community.

1.0 RATIONALE

To support the implementation of Policy P.107.SCO New Schools And Other Board Facilities - Naming, Signage, And Opening Ceremonies and outline the process for naming new schools, special purpose areas, and other Board facilities and renaming existing ones.

2.0 DEFINITIONS

Please refer to Appendix A for a list of definitions of terms used in this procedure.

3.0 RESPONSIBILITY

- 3.1 The Associate Director of Education is responsible for the establishment and oversight of School Naming Committees, including ensuring representation requirements and timelines are met.
- 3.2 Superintendents of Instruction will act as a liaison between the school Naming Committee or School-based Committees and senior management.
- 3.3 Principals will support Superintendents of Instruction in promoting a broader community engagement in School Naming and School-based Committees.

4.0 SPECIFIC DIRECTIVES

Application and Scope

- 4.1 This procedure applies to naming or renaming of a school, special purpose areas within

a school, such as a library, gymnasium, auditorium, or daycare unit, and other Board facilities such as the administration building.

School Naming Committee

- 4.2 Upon the direction of the Director's Executive Council, the Associate Director of Education, in collaboration with the Superintendent of Instruction and the Principal, will establish a School Naming Committee to recommend an appropriate name for a new school.
- 4.3 The School Naming Committee will include the following members:
- a) the Superintendent of Instruction;
 - b) the Principal;
 - c) an Algonquin Elder, a Knowledge Keeper, or an Indigenous representative; and
 - d) parents/guardians/caregivers from the school community and/or the school council, if one is in place.
- 4.4 Additional members may include:
- a) students;
 - b) school staff; and/or
 - c) other members identified upon consultation with the Human Rights and Equity Advisor (HREA) and the District's equity team.

School Name Proposal Requirements and Criteria

- 4.5 School name submissions to the School Naming Committee must include:
- a) the suggested name;
 - b) the rationale for the choice; and
 - c) background information to support the suggested name and demonstrate its alignment with the mission and values of the District and its commitment to Indigenous rights, human rights, and equity.
- 4.6 School name proposals must inspire students, reflect the diversity of the OCDSB Community, and adhere to one or more of the following criteria:
- a) reflecting the school's unique program focus;
 - b) referencing the local environment or ecology (geographical features, flora, fauna, etc.);
 - c) reflecting the significance to Indigenous peoples and the location of the school on traditional unceded Algonquin homelands;
 - d) referencing the street, road, or major thoroughfare on which, or near to where, the school is located;
 - e) referencing to the village, town, subdivision, or community in which the school is

located;

- f) paying homage to famous Canadian event or achievement; and/or
- g) being distinct from names of existing schools within the City of Ottawa.

4.7 School name proposals must avoid names:

- a) of an individual or a family;
- b) of a politically partisan nature;
- c) of a sacred nature;
- d) that might have any potentially harmful interpretations or social contexts.

School Naming Process

- 4.8 The respective Superintendent of Instruction will inform the School Naming Committee of this procedure and will promote constructive and collaborative community engagement in the process.
- 4.9 The School Naming Committee will prepare a process to elicit a variety of name proposals from the broader school community with clear guidelines on the school name criteria stipulated in the policy.
- 4.10 Name proposals can be submitted by any OCDSB Community member to a School Naming Committee.
- 4.11 The School Naming Committee will review name proposals and narrow them for a second round of consultation with the school community.
- 4.12 The School Naming Committee will submit to the Director's Executive Council:
 - a) a recommended school name and two other alternative names; and
 - b) background information that supports its recommendation.
- 4.13 To align with the recent practice,
 - a) schools offering programs from kindergarten to grade 8, or any other elementary grade configuration, will have the designation "Elementary School" as part of the official name;
 - b) schools offering programs from grade 7 to grade 8 will have the designation "Intermediate" as part of the official name; and
 - c) schools offering programs inclusive of grades 9 to 12, or any other secondary grade configuration, (including schools offering grades 7 to 12) will have the designation "Secondary School" as part of the official name.
- 4.14 Where the proposed name and list of alternatives is deemed not suitable, the Director of Education will request that the School Naming Committee review its final recommendation before submission to the Committee of the Whole and Board of

Trustees for approval.

- 4.15 The respective Superintendent of Instruction will submit the school name recommendation supported by the Director's Executive Council to the Committee of the Whole for review and discussion and to the Board for approval.

Naming Process for Special Purpose Areas

- 4.16 Where a school wishes to name a special purpose area within a school, the school principal, upon the Director's Executive Council's approval may establish a School-based Committee with representatives from the school council, parental community, teachers, students, the Superintendent of Instruction, and trustee for the area.
- 4.17 The school principal will follow the criteria and the naming schools process and provide the name recommendation of the school-based committee to the Director's Executive Council for approval.

The Re-naming Process

- 4.18 In response to a request from any student, staff, or another school community member the principal, in collaboration with the school council, may submit a request to rename a school, a special purpose area within a school, or another facility to reflect a change in use, program, or other need to the Superintendent of Instruction.
- 4.19 The Superintendent of Instruction will work with the principal to ensure that a rationale for the name change is supporting the request and will submit this recommendation to the Director's Executive Council.
- 4.20 In the case of a name change to a school and where the Director's Executive Council supports the request, the Associate Director of Operations will be requested to submit a complete financial analysis of the costs associated with the school name change.
- 4.21 The respective Superintendent of Instruction will submit the request of a school name change, accompanied with the rationale and a complete financial analysis to a standing committee of the Board and then the Board of approval.
- 4.22 Approval of two thirds of Board members is required to initiate the process of renaming a school.
- 4.23 The process of renaming a school will follow the naming process and criteria stipulated by the Board in Policy [P.107.SCO: New Schools and Other Board Facilities - Naming, Signage, and Opening Ceremonies](#).

Signage

- 4.24 The OCDSB's logo and name will be incorporated into the overall design of all new school signage and, subject to the availability of funds, in all existing schools and special purpose areas.
- 4.25 The Ministry of Education requires school boards to provide project signage and building plaques for capital projects undertaken by boards when the project funded through the New Pupil Place Grants or the Pupil Accommodation Facility Renewal

Grants have a value of \$500,000 or greater. An allowance to cover costs of the dedication plaque(s) is included under the capital allocation budget for the project.

Opening Ceremonies

- 4.26 At least six months in advance, when possible, of the opening of a new school, major addition, or other Board facility, the District will strike an Official Opening Committee with appropriate General Managers, staff from the Communications and Information Services department, representatives from the school council, and chaired by the principal and Superintendent of Instruction.
- 4.27 The official opening will take place within five months of the school, educational support facility, or major addition being opened.
- 4.28 The official opening ceremonies for new schools will:
- a) where possible, follow the Algonquin protocols;
 - b) be structured with minimum formality; and
 - c) include participation by:
 - i. the Minister of Education (Please follow the Communications Protocol for Capital Projects);
 - ii. students, staff, and community representatives;
 - iii. Elected Representatives; and
 - iv. an Algonquin Elder, a Knowledge Keeper, or an Indigenous representative.
- 4.29 The official opening ceremony may not be held on [a religious or creed-based day](#), a day of significance, or during a Board or committee meeting.
- 4.30 The program for an official opening will be organized in close consultation with the Superintendent of Instruction, the school council chair, and principal to ensure appropriate focus on student activities and the local community. Appendix B indicates the assignment of specific tasks relative to the program for an official school opening.
- 4.31 A tour of the school or the special purpose area and a reception may follow the ceremony, if so desired.
- 4.32 If joint facilities will be built, such as a public library, day care, or community centre,
- a) representatives from the joint facilities will be invited to sit on the Official Opening Committee for the purpose of a joint ceremony;
 - b) duplication and added costs should be avoided; and
 - c) a suitable plaque may be included.

5.0 APPENDICES

Appendix A: Procedure Definitions

6.0 REFERENCE DOCUMENTS

OCDSB [P.107.SCO: New Schools and Other Board Facilities - Naming, Signage, and Opening Ceremonies](#)

OCDSB [Procedure PR.570.FAC: School Site Assessment and Acquisition](#)

APPENDIX A: PROCEDURE DEFINITIONS

In this procedure,

Board means the Board of Trustees.

District means the Ottawa-Carleton District School Board.

Elected Representatives means the elected representatives for the area in which the school or building resides and/or elected representatives for the students attending therein, including school council members, board trustees, municipal councillors, provincial members of parliament, and federal members of parliament.

OCDSB Community means employees, students, parents, guardians, trustees, committee members, school council members, caregivers, permit holders, vendors, service providers, contractors, volunteers, visitors, and all other persons learning, working, or accessing services in the OCDSB environment

APPENDIX B: TASKS FOR OFFICIAL SCHOOL OPENING

Task	Involved in Decision-Making	Action Agent
1. Select date	Official Opening Committee	Official Opening Committee members
2. Order plaque (60 days required for production)	Official Opening Committee/ Facilities and Physical Planning	All/Facilities and Physical Planning
3. Suggest speaker(s)/Master of Ceremony	Official Opening Committee	Official Opening Committee members
4. Invite Chair of the Board, school trustee, Director of Education, DEC members, and invite speaker(s)/Master of Ceremony as soon as day of opening is confirmed	Communications Advisor, in collaboration with the principal	General Manager, Communications or Communications Advisor
5. Speakers list and responsibilities	Official Opening Committee	Official Opening Committee members
6. Prepare invitation list	Official Opening Committee	Official Opening Committee members with input from the Communications Advisor
7. Draft invitation	Principal/ Communications Advisor	Communications Advisor
8. Printing/Designing invitations (minimum one week required for printing)	Communications Advisor	Communications Advisor
9. Follow-up on invitations	Communications Advisor with the lead of the Principal	Communications Advisor
10. Draft program	Official Opening Committee	Communications Advisor
11. Printing and designing programs (minimum one week required for printing)	Communications Advisor	Communications Advisor
12. Contact media	Communications Coordinator	Communications Coordinator

13. Stage arrangements/Decorations/Flowers/Ribbon/Refreshments/Chairs (for stage and audience)/Sound System	Principal	Principal
14. Student guides (if required)	Principal	Principal
15. Extra custodial services (if required)	Principal	Principal
16. Parking arrangements	Principal	Principal
17. Thank-you letters	Principal	Principal

Note: Each action agent is requested to advise the Communications Advisor of decisions taken so that up-to-date information is available for the Director at all times.