



BOARD POLICY ON NAMING CONVENTIONS

PURPOSE

To describe the criteria, guidelines, and procedures, for naming or renaming Academy facilities, buildings, rooms, or spaces.

APPLIES TO

This policy covers all Academy campuses, buildings, other structures, auditoria, rooms, and public areas at all John Adams Academy campuses and John Adams Academies, Inc. facilities.

NAMING OF BUILDINGS AND SPACES

John Adams Academy has a rich history of naming buildings and spaces within its facilities in honor of those involved in the founding of our nation, those who have demonstrated lives in alignment with our Vision and Mission and founding principles, or places of historical significance. Designating a name to a building or space has a direct impact on how the Academy is seen and how the Vision and Mission are interpreted.

Just as care and intentionality are taken in our formative educational process, a principled, proactive approach is taken in the designation of environmental spaces that serve as a unique interface between the Academy and all stakeholders.

Several factors go into the naming of a building or a space within the Academy, but chief among them is safety. The naming convention process assures that our building names and spaces are integrated into the Academy's Comprehensive Safety Plan for effective communication and coordination between site staff and local authorities. Following a set process ensures that administrators, safety teams, and authorities are able to identify and respond to urgent situations in a timely manner.

Another important consideration in the naming convention process is practicality. In the everyday course of business, stakeholders are accustomed to referring to buildings and spaces in certain ways. Changing references to these

locations can have a direct impact on someone’s experience in interacting with our Academy. Proper naming and proper communication ensures that stakeholders are aware, have the opportunity to be included in the process, understand the reasons associated with the naming, and are not confused or caught off guard by unexpected references to buildings and spaces. This process also ensures consistency by utilizing a set nomenclature when designating buildings or building spaces within a campus and throughout our network of schools.

AUTHORITY FOR NAMING

The naming of any Academy building or space is the province of the Board of Trustees. The authority to re-name or remove the name of any Academy building or space also resides in the Board.

CRITERIA FOR NAMING

Before forwarding a name to the Board for consideration, the Academy shall undertake a thorough degree of due diligence to ensure the recommendation meets the established criteria and is free of financial influence, commercial influence, or conflict of interest. Academy buildings and spaces shall not be named as a result of monetary donation or financial consideration. For a donor to the Academy to be considered, the individual must meet the criteria established for naming.

Naming in Honor of a Person

Buildings and spaces are named in honor of distinguished individuals who have made extraordinary contributions in the furtherance of America's founding principles.

For purposes of this policy, the term “distinguished” implies acknowledged excellence or superiority for an extended period of public virtue, the character to voluntarily sacrifice or subjugate personal wants for the greater good of other individuals or the community.

Buildings and spaces shall not be named for currently sitting elected officials, currently sitting Academy Board members, or current Academy staff.

Naming in Honor of Places or Principles

Buildings and spaces are named in honor of places of historical significance or in honor of principles upon which our American republic was founded.

Honoring places of historical significance connects us with the great events of the past, helps us to understand the service and sacrifice of those that came before us, and ties the Academy directly to the American Heritage of the quest for liberty and self-governance.

Honoring the founding principles of the United States of America is also an important consideration in naming of buildings and spaces. American foundational principles did not come into being at the signing of the Declaration of Independence. They exist in nature, given by our creator, and they are unalienable. As such, these first principles are worthy of honor within Academy facilities not only as they are connected with our American Heritage, but also as a reminder that it is upon these first principles that good government is based. As stated in the Declaration of Independence, "That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed."

Just as an American Classical Leadership Education is founded on liberty, our reflective value should emulate the same. Reminding our stakeholders that we are agents not to be acted upon but sovereigns who, with inspiration, freely ascend to the truth.

NOMENCLATURE

When Honoring a Person

When naming a building or space for a person:

- The person's first and last names shall be used. For example, John Adams, Thomas Jefferson, Benjamin Franklin, etc.
- When a person is universally recognized by their full name, then the full name shall be used. For example, Martin Luther King, Jr. is not known by "Martin King", so the appropriate designation would be Martin Luther King, Jr.
- Initials shall not be used. For example: Martin Luther King, Jr. would not be officially honored as MLK.

Use of the person's full name distinguishes and sets them apart from others who share in one of their names, thusly providing a greater degree of honor and distinction. Use of a single name, either first name or last name, or initials, does not fully identify the person being honored, causes confusion, and lessens the honor intended to be conveyed.

For example, a building referenced as the "Adams Building" does not identify whether it is John Adams, John Quincy Adams, or Abigail Adams. In addition,

use of only a first name also loses a sense of formality. As campuses grow and additional names are considered for future spaces, the benefit of this nomenclature becomes even more apparent.

When Honoring Places or Principles

- Places

In naming a building or space after a historical site or place of honor nomenclature will refer to the common reference to the site or place of honor as long as it encapsulates an understanding of the site or place intended to be honored. It is not necessary to use the full designation, such as state, county or province. I.e., a space in a building named to honor the battle of Lexington may be referred to as “Lexington Hall”, instead of “Lexington, Massachusetts Hall” or “Battle of Lexington Hall.”

- Principles

The naming of a building or space after a founding principle will use the common reference to that principle or concept intended to be honored. The concept must adequately define the principle and delineate its connection to the physical space (i.e. Freedom Field, Equality Lane, Providence Hall etc.).

Single Building Facilities

When an Academy is located in a single building the Academy campus shall be referred to as John Adams Academy and the building itself shall not be named. Spaces within the single building or among the facility grounds may be named according to the criterion in this policy.

Multiple Building Facilities

When a campus consists of more than one building each building, as well as spaces within the buildings, or among the facility grounds, may be named according to the criterion in this policy. However, the campus continues to be designated as John Adams Academy. This ensures that our Academy namesake, John Adams, continues to receive honor and distinction even as other inspiring persons may receive honor. For safety reasons each individual building is required to maintain a technical identification that makes it clear which building is being referenced. This will be by street address for separate parcels, or by building letter for buildings within the same parcel.

NAMING PROCESS

The process for naming a building or space is as follows.

1. A proposal to name or re-name a building or space on an Academy campus shall generate from the Headmaster of that campus. A proposal to name or re-name any other Academy building or space shall generate from the Chief Business Officer. The proposal will be made in the form of an official letter that is submitted to the Branding Team for consideration and review.
2. The Branding Team will ensure that the proposal meet the minimum criteria as outlined in this policy and if so, will convene a panel consisting of a member of the Safety Team from the respective school site, Branding Team, a Board Member, and Superintendent’s Cabinet to review the proposal and make a recommendation for amendment or approval.
3. A vetted and approved proposal is then submitted to the Executive Director for review and recommendation to the John Adams Academy Board of Trustees.
4. If the Executive Director approves of the recommendation, the Executive Director shall have an agenda action item for naming of an Academy building or space placed on the agenda of the next regular meeting of the Board. **The proposed name shall not be included in the agenda action item request, or in the item description in the Agenda.**¹
5. At the time the item is added to the agenda, the Academy shall send the proposed name, proposal letter, and agenda item cover sheet with a brief narrative of the proposal individually to each Trustee of the Board. **No public communication of a proposed name shall be made until the name is presented for consideration to the open meeting of the Board.**²
6. If approved by the Board, the building or newly named space shall have a proper dedication to honor the significance of the space and the beholding of its namesake.
7. Following dedication, the building or space will be officially referred to by that designation. I.e., a multi-purpose room designated as “Independence Hall” shall then be referred to in normal communication and parlance as “Independence Hall” and not “the MPR.”

¹ Because the final authority for approving names or renaming rests with the Board of Trustees, and to avoid use of the proposed name prior to approval, no public announcement of the naming/renaming may be made until Board approval has been granted.

² Ibid