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# NEW TRIER TOWNSHIP HIGH SCHOOL DISTRICT 203

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Board of Education Policy 8-80

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## **SCHOOL-COMMUNITY RELATIONS GIFTS, NAMING, ADVERTISING, AND TRIBUTE POLICY**

### **Philosophy**

New Trier Township District 203 welcomes and values donations or gifts consistent with District-established priorities, whether dedicated to a specific purpose or project, or given as a gift to the general fund. The District acknowledges that the generosity of donors reflects the District's core beliefs in compassion and service, demonstrating to students the principles of philanthropy along with a commitment to quality programs and services by alumni, parents, community members, and businesses.

The intent of the District is to minimize the impact of commercialism on students. Donations or commercial advertisements should never influence curriculum or instruction at New Trier, nor should teachers feel pressure to present viewpoints or beliefs as the result of a donation, gift, or advertisement. There should be no appearance of impropriety as a result of a donation, gift or advertisement.

The District recognizes that through its selection of specific vendors for uniforms, textbooks, food, drinks, and technology, students are exposed to commercial messaging. The selection of vendors and products should never influence policy or practice at New Trier, nor should they indicate endorsement of that company or donor's beliefs. New Trier will always comply with required bidding practices, and no vendor selection should be seen as permanent or outside the bidding process.

### **Donation Policy**

New Trier Township High School District 203 welcomes donations of money, equipment, and materials which support district-established priorities. The Board believes in equal opportunity for all students and as such, desires to avoid any actual or appearance of a conflict of interest created by a donation. The following parameters will guide the donation of all gifts to the school; however, in all cases final discretion will rest with the Superintendent and Board of Education, and all gifts must comply with Illinois law.

- The Board reserves the right to refuse any donation.

- Naming opportunities will be associated with donations only under the conditions outlined in the following section (**Naming Policy: New Trier District 203**).
- Recognition of donations may occur through ceremonies, printed programs, or other methods of honoring donors as approved by the Board in advance of accepting the donation.
- Before beginning a fund-raising campaign for a specific project or program, independent groups or donors must seek the approval of the Board.
  - Donors will be encouraged to work through organizations associated with the District, including but not limited to the District 203 Scholarship Fund, New Trier Education Foundation, Athletic Boosters, Fine Arts Association, TARP, and Parents' Association.
  - Individuals or groups wishing to donate but who do not wish to work through one of the established New Trier groups must contact the Superintendent who will refer the matter to the Donations Committee or to the Board.
- A Donations Committee will form at the Board's discretion to identify District needs and/or to consider requests for donations or fund-raising projects. This committee will make recommendations to the Board of Education for approval.
- District employees shall not solicit donations from vendors with whom they may enter into contracts.

### **Naming Policy: New Trier District 203**

New Trier District 203 will consider naming buildings, programs, parts of buildings, or outdoor facilities on either campus as follows:

- To recognize individuals who have attained achievements of extraordinary and lasting distinction. These will be individuals who have had direct, substantial, and active association with the District, and have demonstrated meritorious service over a period of years. Anyone may make a naming proposal for meritorious service:
  - The written nomination shall be submitted to the Superintendent. The nomination must contain specific and detailed information about the nature and extent of the nominee's contributions to New Trier. Those contributions should be clearly significant and extraordinary.
  - The nomination shall be forwarded to a committee appointed by the Superintendent. The committee will research the nomination and present a recommendation to the Board of Education for action.
  - The nominee, if an employee of the District, should have retired or left the employ of New Trier a minimum of five years before the nomination.
- To recognize benefactors (individuals, corporations, or other organizations) who have made substantial financial contributions to the District for facilities projects:
  - Naming opportunities to benefactors may include new facilities or existing facilities that are undergoing substantial renovation.
    - The donation must equal at least one-half the cost for constructing or acquiring a new facility;
    - The donation must equal at least one-half the total project cost for renovating an existing facility.

- Signage reflecting a corporate or organizational naming of a facility must conform to all District signage guidelines and may not include the organization logo or other components of branding.
- The Board has the right to refuse donations or refuse to grant naming rights under all circumstances.
- Once named, a facility will normally retain the name until the facility is replaced or substantially renovated, at which time the name may be changed or removed.

The Board of Education retains the right to remove names.

### **Advertising Policy**

Consistent with the philosophy stated above, the District is opposed to the placement of any for-profit advertisement on District facilities or grounds that directly targets students as individual consumers during the school day or as part of the instructional program. Advertising at District-sponsored extracurricular events must be approved in advance by the Superintendent or his/her designee.

### **Tribute Gift Policy**

Tribute gifts in honor of New Trier students, staff, alumni, retirees, or friends of the school are encouraged to be made to established school groups or programs. For example, gifts may be made to the Fine Arts Association, Athletic Booster Club, New Trier Education Foundation, TARP, Parents' Association, or the District 203 Scholarship Fund. Gifts to specific programs (i.e., Literary Festival, Bridge-Builders, Names Program, etc.) also may be made in honor of a current or former student or staff member.

### **Memorial Tributes for Students and Staff**

A Commemorative Garden has been established on the Winnetka Campus in order to commemorate the memory of a student or staff member who dies during their time at New Trier High School. Contributions may be made to the year-round beautification efforts of the New Trier Commemorative Garden as a living tribute to the lives that so enriched and touched their peers. Honorees shall be recognized in a Memorial Book to be maintained by the school; contributions will be recorded elsewhere.

Each year, those who have contributed to the Commemorative Garden or who have added names to the Memorial Book will be invited to participate with family and friends in an Interfaith Ceremony to remember and honor those individuals.

**Legal Reference: 105 ILCS 5/16-1**

**Adopted: 10/17/94**

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