

FACILITIES

Naming New Schools, Mascots, and Colors

1. Naming new schools and determining their mascots and colors is the sole responsibility of the Board. An Ad Hoc Naming Committee will be appointed to suggest possible names, mascots, and colors when the need arises.
2. A new school is defined as one that has never been included in Horry County Schools' list of schools and whose name the Board has never approved. A school built to replace an existing school will continue to be called by its original name and will maintain its original mascot and colors absent Board action to the contrary.
3. If building a new school results in the creation of a new attendance area, the Board will appoint an Advisory Board for the new attendance area before the Naming Committee is appointed.
4. The Naming Committee shall include, but is not limited to, the following:
 - a. The local Advisory Board,
 - b. School Improvement Council members – one from each attendance area (in addition to those serving on the local Advisory Board),
 - c. Student representatives [such as Student Council President(s) and/or Vice-Presidents] from the affected attendance area(s) (this may not be appropriate when naming an elementary school),
 - d. A total of four community leaders from the attendance area(s),
 - e. Principals from the affected attendance area (ex-officio members), and
 - f. District Office representatives (ex-officio members).
5. The Naming Committee will compile a list of possible school names, mascots, and school colors. Mascots that are culturally offensive will not be considered.
6. The Naming Committee will survey students. The surveys will be advisory in nature and are not to be considered as a vote. The results of the survey will be only one factor that is considered.
7. Names to be considered for schools may not memorialize individuals or endorse a cause or an organization.
8. Names to be considered for a school may denote the school's location or geographic area. Names suggested by the natural setting and habitat of the school location also may be considered.
9. When feasible, the District prefers uniformity with names within an attendance area (e.g., Carolina Forest Elementary School, Carolina Forest Middle School, and Carolina Forest High School).
10. The Superintendent or a designee shall be responsible for forwarding the Naming Committee's suggestions to the Board for consideration.
11. The Naming Committee must conduct its activities in a manner consistent with the S.C. Freedom of Information Act.

Legal reference.

State.

S.C. Code § 30-4-10 et seq – Freedom of Information Act.

Revised: 7-1-02; 7-1-06.