

Naming WJUSD's New School: Process and Community Involvement

Earlier this year, Woodland Joint Unified School District asked for the community's help in identifying a name of the new elementary school in the Spring Lake development area.

The name submission campaign ran from May 24 – June 9, and was promoted via the local newspaper, WJUSD website, social media posts and advertisements, fliers at schools, and email messages sent to WJUSD administrators. People who were interested in participating could submit their name choice via an online form, by mail, or drop-off-box at the District's front office. We received 55 unduplicated names during this period. Overall, the goal was to open the naming of the school up to the community.

Once the submission period had closed, the program and facilities committees for the new school met to review the submissions. The committee members were provided biographical information as it was available (either provided with the submission or located online) in advance of the meeting.

At the meeting, committee members identified their preferred names, discussed their reasoning and methodically narrowed their recommendation to a single name. This recommendation was brought to the Board of Trustees on Aug. 17 for discussion. Board members suggested that the committee revisit other options that reflect either a local geographic area or a Woodlander who has contributed significantly to the community.

Based on the Board's request, the facilities and program committees will meet again to prepare an updated recommendation to present at the Board Meeting on Sept. 14, 2017.

