

Curriculum and Instruction 8705		Administrative Application	
Naming and Branding of School Teams and Clubs		Last Reviewed /Approved on:	August 14, 2024
		References:	Policy 12 – Role of the Director Policy 17 – Catholic School Community Councils
		Status:	Operational

Preamble

The name and logo of a school's teams and clubs are an important representation of the cultural character and identity of the school, its community and the Regina Catholic School Division (RCSD). The naming and creation of school teams shall be a function of the school administration in consultation with Executive Council, the Catholic Community School Council (CSCC), and the school community.

Application

1. Team names and logos are integral to the identity and legacy of a school. In the event that the name and associated logo of a school's teams and clubs no longer reflect the values, identity and culture of the school, consideration for the re-naming and re-branding shall follow this process:
 - a. The principal shall provide specific rationale for the name change and seek initial approval from the area-superintendent
 - b. The principal shall begin a consultative engagement process with the students, staff, and parent community for the development of a new name and logo which will include the following considerations:
 - i. Cost-benefits analysis
 - ii. Criteria for proposals and selection process
 - iii. Development of a submission process
 - iv. Development of a feedback process
 - v. Selection of a committee to manage submissions and guide decision making
 - c. The new name and logo must reflect the mission, core values and identity of the school community with consideration for the following:
 - i. Names and logos already representative of existing Regina Catholic schools

- ii. Culturally appropriate names and logos that reflect Catholic values and inclusivity with respect to the rights of all.
- iii. Programming and language considerations of the school (eg. French Immersion, English, and dual track identities).

d. The new name and logo must be approved by:

- i. the CSCC
- ii. Executive Council

e. Associated costs for rebranding and purchase of team uniforms will be incurred by the school and/or the CSCC.

2. In the event of a new school construction, the naming of a school team and the design of its associated logos shall:

- a. Be the responsibility of the appointed school administration as part of the planning and visioning process
- b. Involve the participation of the school community, its staff, and students
- c. Support and approval of the CSCC
- d. Support and approval of Executive Council