



Mountain View  
Whisman  
School District

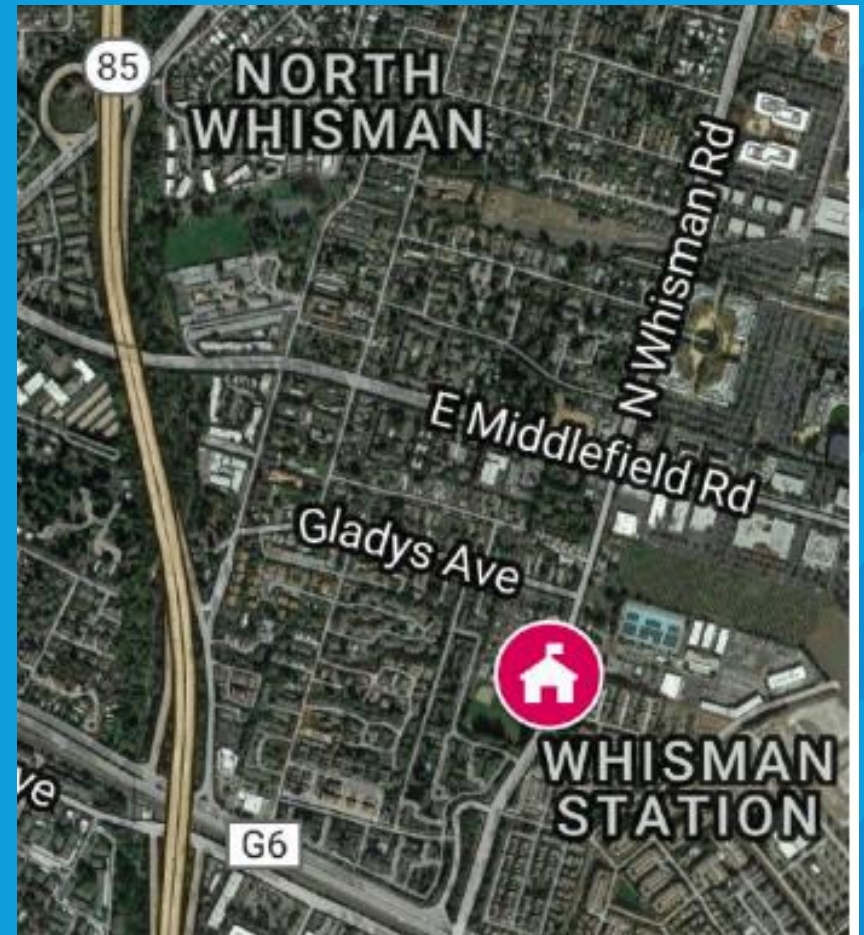
# Naming the new school on North Whisman Road





Mountain View  
Whisman  
School District

# Context



# New school needs a name

- Board of Trustee goal for opening a new school on N. Whisman Road in 2019 for grades K-5
- Board Policy No. 7310, Naming of Facilities
  - Includes public input
    - “Individuals, living or deceased, and entities that have made outstanding contributions, including financial contributions, to the school community
    - Individuals, living or deceased, who have made contributions of statewide, national, or worldwide significance
    - The geographic area in which the school or building is located”
- Board member suggested Jose Antonio Vargas

# New school name parameters

- The new school can't be named Slater or Whisman
  - Existing schools with CDS codes
  - e.g., Stevenson will have new buildings but still just one campus
- Suggested names will bring emotional reactions when they are new



Mountain View  
Whisman  
School District

# Community Input

# ThoughtExchange

Online community conversation was held in March 2018

Marketed through:

schools' newsletters, Superintendent's newsletters, website, social media and direct mail postcard to 5000 residents of the Slater neighborhood



 Mountain View Whisman School District  
750 San Pierre Way  
Mountain View, CA 94043  
650-526-3500  
[www.mvwsd.org/slater](http://www.mvwsd.org/slater)

To be added to the list for future communications about the new school, please visit [www.mvwsd.org/slater](http://www.mvwsd.org/slater).



In 2015, the Mountain View Whisman School District Board of Trustees voted to open a neighborhood school in August 2019 next to the former Slater Elementary, at 220 N. Whisman Rd. The District soon will begin construction on a new school.

#### What should we call it?

As we prepare to open this new school, we want to hear your opinions about the important attributes and contributions of the potential person/namesake for this new school, as well as the traits of its new principal. The online conversation (ThoughtExchange) is open now. Please visit [www.mvwsd.org/slater](http://www.mvwsd.org/slater) to join in before March 8.

#### Who will attend?

Students in grades kindergarten through 5 in your neighborhood will attend when the school opens, based on the boundaries approved by the Board of Trustees last year. Please see [www.mvwsd.org/residency](http://www.mvwsd.org/residency) for more specific information.

#### When does construction start?

Sitework begins in April. You will notice construction noise and truck traffic around the site. We will do our best to limit the disruption to the neighborhood, but please know there will be a noticeable impact to you and your fellow neighbors. If you would like to report noise issues or other construction concerns, please contact Robert Clark, Ed.D., CBO, at [rclark@mvwsd.org](mailto:rclark@mvwsd.org) or 650-526-3500. Thank you for your support, patience, and partnership as we create facilities for our community's children.

Para este anuncio en español, por favor vaya a [www.mvwsd.org/slater](http://www.mvwsd.org/slater)

\*\*\*\*\*ECRWSEDDM\*\*\*\*  
Local  
Postal Customer

# Asked ...

- As we consider naming our new school, what are the more important attributes and contributions of the potential person/namesake?

# ThoughtExchange

## Participation



320

Participants



373

Thoughts



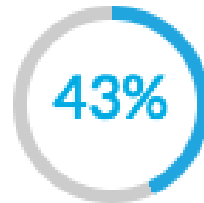
7157

Ratings



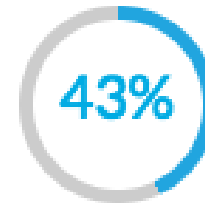
137

Participants shared thoughts



136

Participants rated thoughts



178

Participants explored thoughts





# Qualities of a name

**Reflective of schools values** Name should be reflective of the values this school stands for. We want the school to be inclusive, innovative, diverse. etc. *MVWSD: Join the Conversation 2018!*

4.8  (5 )  
Ranked #1 of 106

**A leader who is authentic and fearless, cares about every individual regardless of race, culture and religion** *MVWSD: Join the Conversation 2018!*

4.6  (16 )  
Ranked #2 of 106

**person of good character** *MVWSD: Join the Conversation 2018!*

4.6  (13 )  
Ranked #3 of 106

**A role model** Someone who has made a difference in this world, someone the children can admire for their hard work, strength, and accomplishments. *MVWSD: Join the Conversation 2018!*

4.6  (10 )  
Ranked #4 of 106

**Values Formal Education** Many of the big names in technology are dropouts. For elementary school, we should pick a namesake who actually values and encourages education. *MVWSD: Join the Conversation 2018!*

4.3  (16 )  
Ranked #5 of 106

# Naming data highlights

- “Community building” was the most important quality, with respect for “diversity” and “inclusion” as subsets
- Top thoughts did not differ significantly between Slater neighborhood and those living outside the neighborhood
- Strong support for someone who is “significant/successful in education”

# Names suggested

- Michelle Obama
- Gail Urban Moore - former Board member
- Jose Antonio Vargas - former MVWSD student, Pulitzer-prize winning journalist
- Grace Hopper- invented the computer
- Barack Obama
- Ruth Clouse Chance - philanthropist from California



Mountain View  
Whisman  
School District

# Next steps

# Next steps

- Reconvene focus group and vet names
  - Include background info on each name
  - Rank names
- Community input on top two names
- Superintendent brings recommendation to the Board on May 31 for discussion and June 14 for action