



Mountain View
Whisman
School District

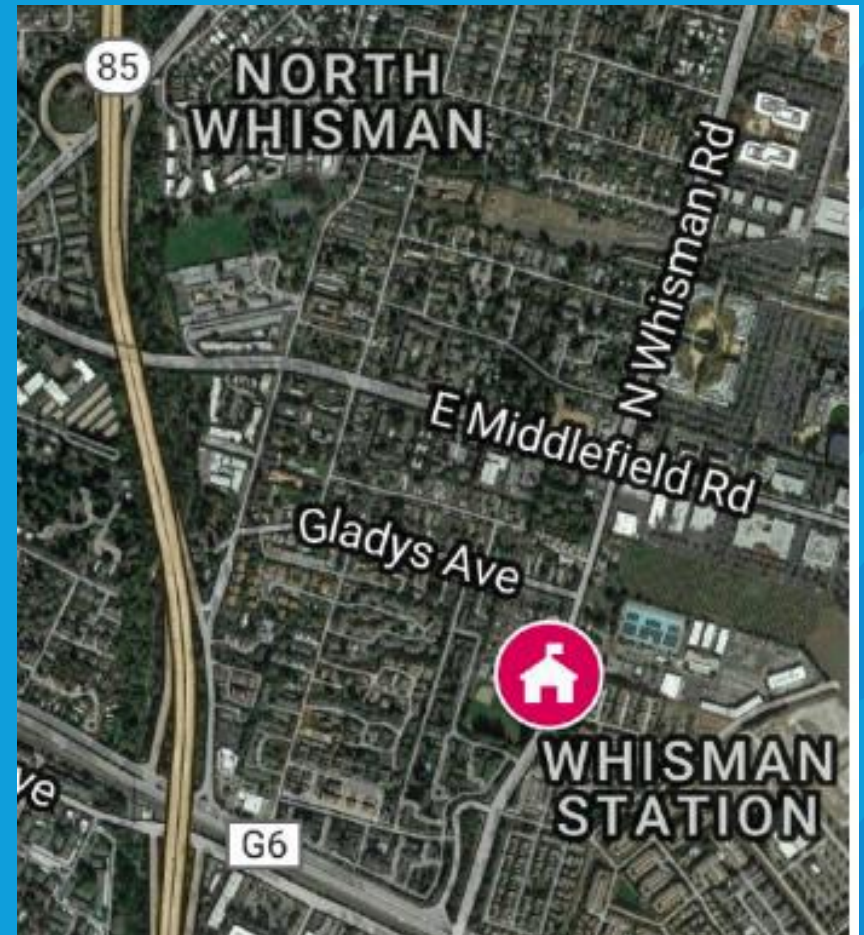
Naming the New School on North Whisman Road





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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



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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

To be added to the list for future communications about the new school, please visit 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 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 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 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

*****ECRWSEDDM****
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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



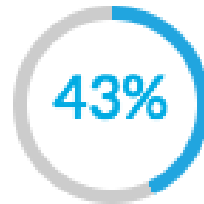
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Ratings



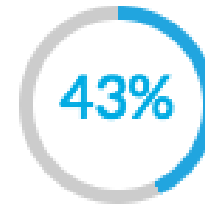
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Participants shared thoughts



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

Selection process and results

- Reconvened focus group and vetted names
 - Included background info on each name
 - Ranked each name
 - Grace Hopper
 - Gail Urban Moore
 - Barack Obama
 - Michelle Obama
 - Jose Antonio Vargas

Results of Input on Suggested Name

Rankings:

- Jose Antonio Vargas (tie with most votes)
- Barack Obama (tie with most votes)
- Michelle Obama
- Gail Urban Moore
- Grace Hopper

Recommendation

- N. Whisman School - Jose Antonio Vargas
- Preschool - Barack and Michelle Obama Preschool (combination name)
- Rename the Boardroom to the Gail Urban Moore Leadership Center



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Next steps

Decision at June 14, 2018 Board Meeting

Board votes on a name for the new school on North Whisman Road, Preschool and Boardroom.