

# Coppell ISD

*Empowering Educational Excellence*



# Background

- 2016 Bond called for several new construction projects to address growth, including:



- **New 9th grade campus at the current site of Coppell Middle School West**



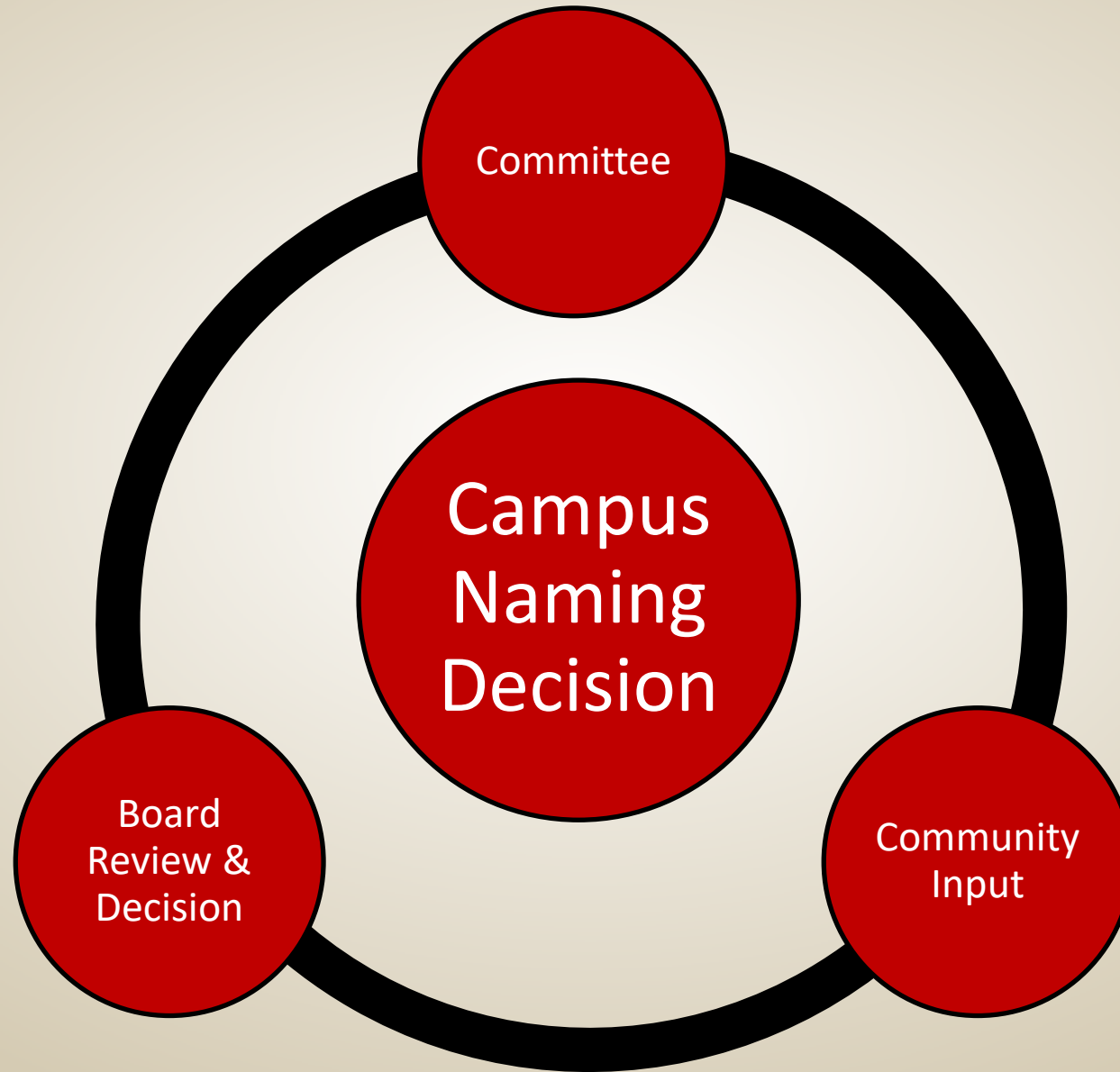
- **New construction of a middle school campus to replace West**

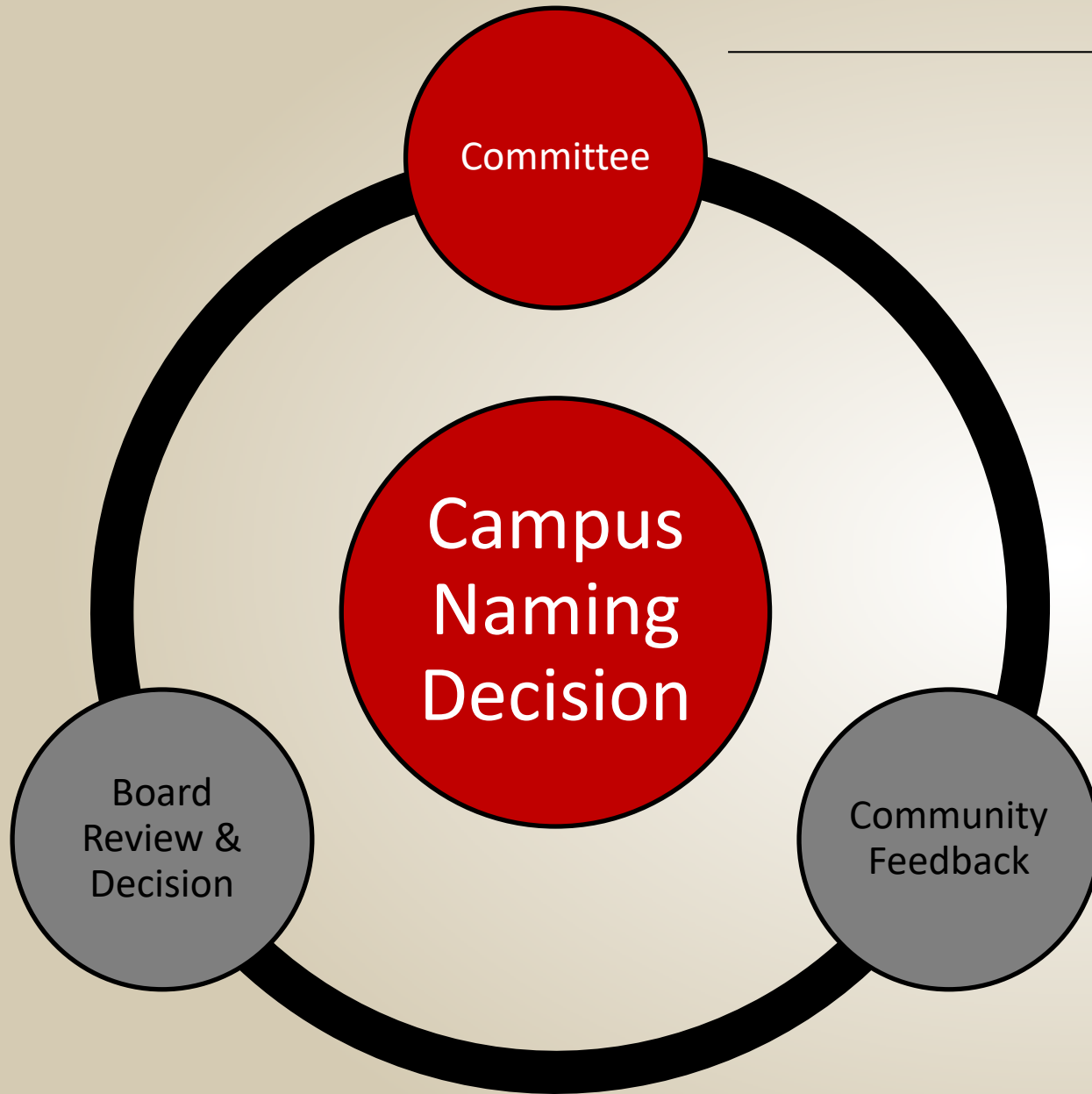


*Both Opening in 2018-2019*

*Empowering Educational Excellence*

# The Process





- **Members:**
  - Suggested by Board of Trustees, and campus and district administration
  - Diverse representation of former and newer parents across several campuses
  - Current CMS West students
  - District and campus employees
- **Process:**
  - Committee met Sept. 27, Oct. 10 & Nov. 6
  - Reviewed current policies & guidelines
  - Established historical practices for naming of campuses
  - Discussed various scenarios and deliberated pros & cons of options

# The Facilities Naming Committee Decided

- To continue naming secondary schools (6th – 12th grades) after geographic areas or specific programs (such as New Tech High @ Coppell)
- Not to name secondary schools after people (which is only typical of our elementary schools\*)
- To present two naming options to the Coppell ISD community for input vs. keeping it open-ended
- To compile data and make a recommendation to the CISD Board of Trustees

*\*The last elementary school named after an individual was W.H. Wilson Elementary in 1992.*



# Committee Recommended Naming Options

## Two New Middle School Options *(in alphabetical order)*

- Coppel Middle School South
- Coppel Middle School West

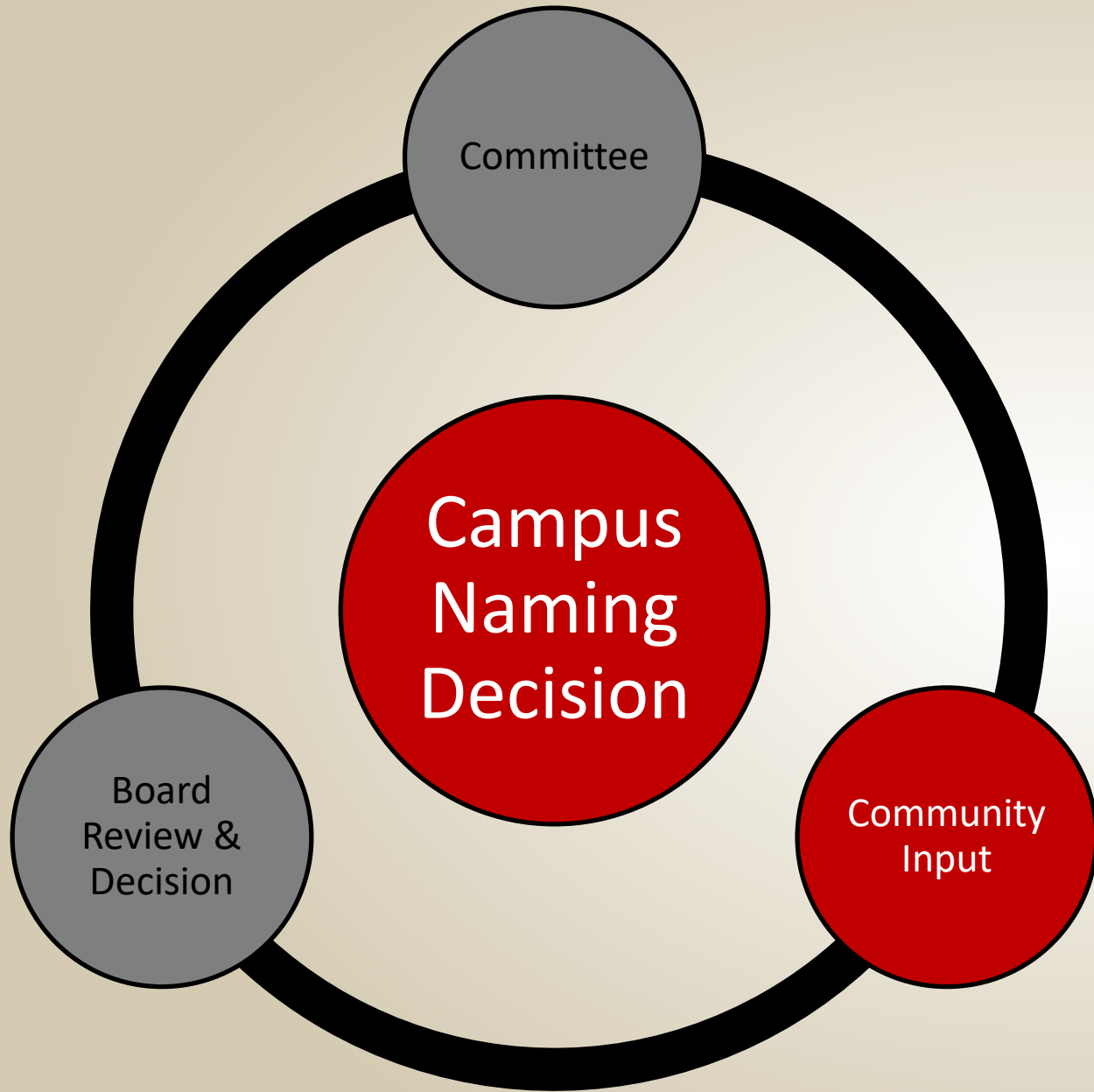
**Background:** CMS South: The new middle school is in the southern portion of Coppel ISD. CMS West has been the name of the current campus for the past 25 years, and the committee felt it has an existing brand and name recognition within the District. It also is not uncommon for a facility to retain its name when relocated.

## Two 9th Grade Campus Options *(in alphabetical order)*

- Coppel High School Freshman Campus
- Coppel High School Ninth Grade Campus (CHS9)

**Background:** The committee was very respectful of preserving the history of Coppel High School for future generations and keeping the two campuses unified. With that in mind, the committee felt strongly that the words “Coppel High School” should be included in the new name, as the new facility will be an extension of the Coppel High School campus. Keeping Coppel High School in the name also would assist with branding and fostering unity between the two campuses.





- Online survey
- Email write-in option
- Social media feedback
- Promoted input options via CISD Informed newsletter, District website, social media and campus communications, as well as traditional media

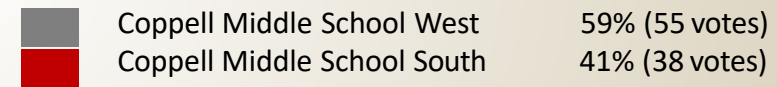
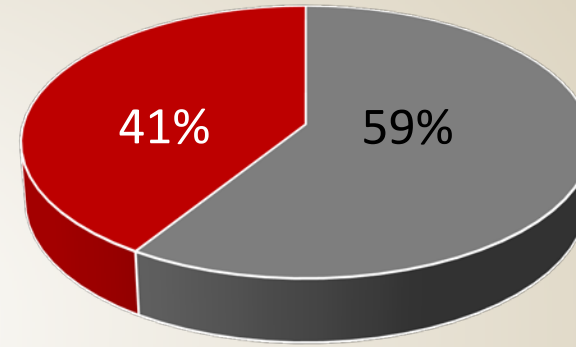
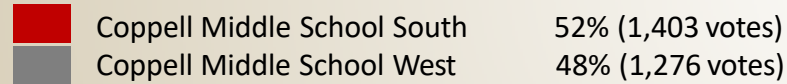
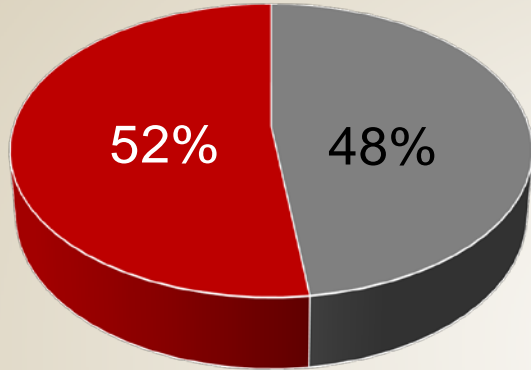
# Community Input Results

Legacy CISD Staff  
name options ( total  
of 10 emails).

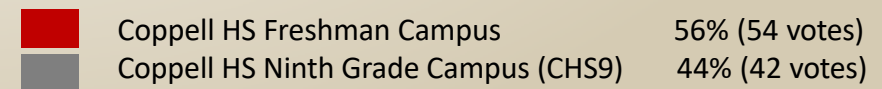
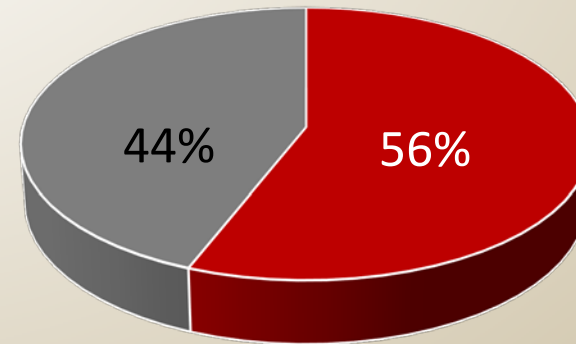
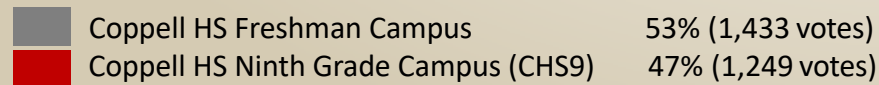
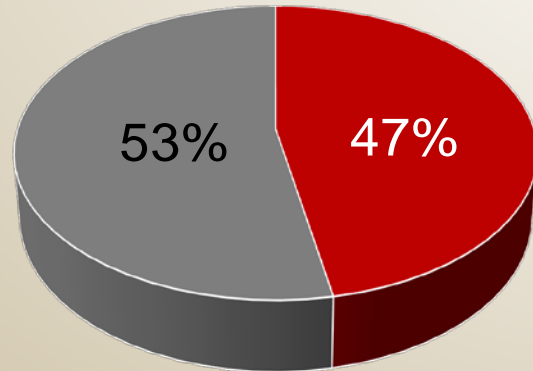
## Online Survey

## Email Write-In

### New Middle School



### New 9<sup>th</sup> Grade Campus





# Community Feedback

**Coppell ISD**  
Published by Adam J. Bennett · October 10 at 1:38pm

WE NEED YOUR INPUT. We are in the process of naming the new middle school and the new 9th grade campus. To take a quick survey go here, <http://ow.ly/3uQf30fFB7r> or you can email us your thoughts at [input@coppellisd.com](mailto:input@coppellisd.com).

Deadline to vote: October 19, 2017

After receiving community input, the District Naming Committee will provide the Board of Trustees with the naming options for consideration at the October 23, 2017 Board meeting.

2,741 people reached Boost Post

Like Comment Share

Smitha Krishna, Mindy Nims and 9 others

2 Shares

Write a comment...

**Coppell ISD**  
Published by Hootsuite · October 5 at 3:00pm

WE NEED YOUR INPUT. We are in the process of naming the new middle school and the new 9th grade campus. To take a quick survey go here, <http://ow.ly/3uQf30fFB7r> or you can email us your thoughts at [input@coppellisd.com](mailto:input@coppellisd.com).

Deadline to vote: October 19, 2017

After receiving community input, the District Naming Committee will provide the Board of Trustees with the naming options for consideration at the October 23, 2017 Board meeting.



**CISD Name New Schools Survey**  
Web survey powered by SurveyMonkey.com. Create your own online survey now with SurveyMonkey's expert certified FREE templates.

SURVEYMONKEY.COM

9,108 people reached Boost Post

Like Comment Share

Nicole Laichak-Mack, Bobby Shi and 36 others

Chronological

**Anu Mudigonda Done** ✓  
Like · Reply · Message · October 5 at 5:15pm

**Mark Stanfill** I am very disappointed that there was not a write-in option. Please consider adding the more social-media-friendly option "Schooly McSchoolFace" to the list of 9th grade campus names  
Like · Reply · Message · 5 · October 5 at 5:18pm  
1 Reply

**Jason Axe** Stay away from anything with "South" in the name. Dont want to be renaming it again in a year. 😊  
Like · Reply · Message · 2 · October 5 at 5:20pm  
1 Reply

**Tressie Vanlandingham CRW**  
Like · Reply · Message · October 5 at 5:32pm

**Katie Ewen Pam Hochberg Crombar Allyson Keto Stephanie Howell**  
Like · Reply · Message · 2 · October 5 at 5:35pm  
2 Replies

**Marijana Clent** Name for one of the schools should be Laura Springer!  
Like · Reply · Message · 10 · October 5 at 5:54pm  
1 Reply

**Abby Lockard Lane** Well those weren't creative at all 🙄  
Like · Reply · Message · 3 · October 5 at 6:05pm  
7 Replies

**Jennifer Garvey Lee Sheesh.** I'd love a name that was a little more original.  
Like · Reply · Message · 1 · October 5 at 7:13pm

**Claire Ebert Springer** Freshman Center.  
Like · Reply · Message · 3 · October 5 at 9:28pm

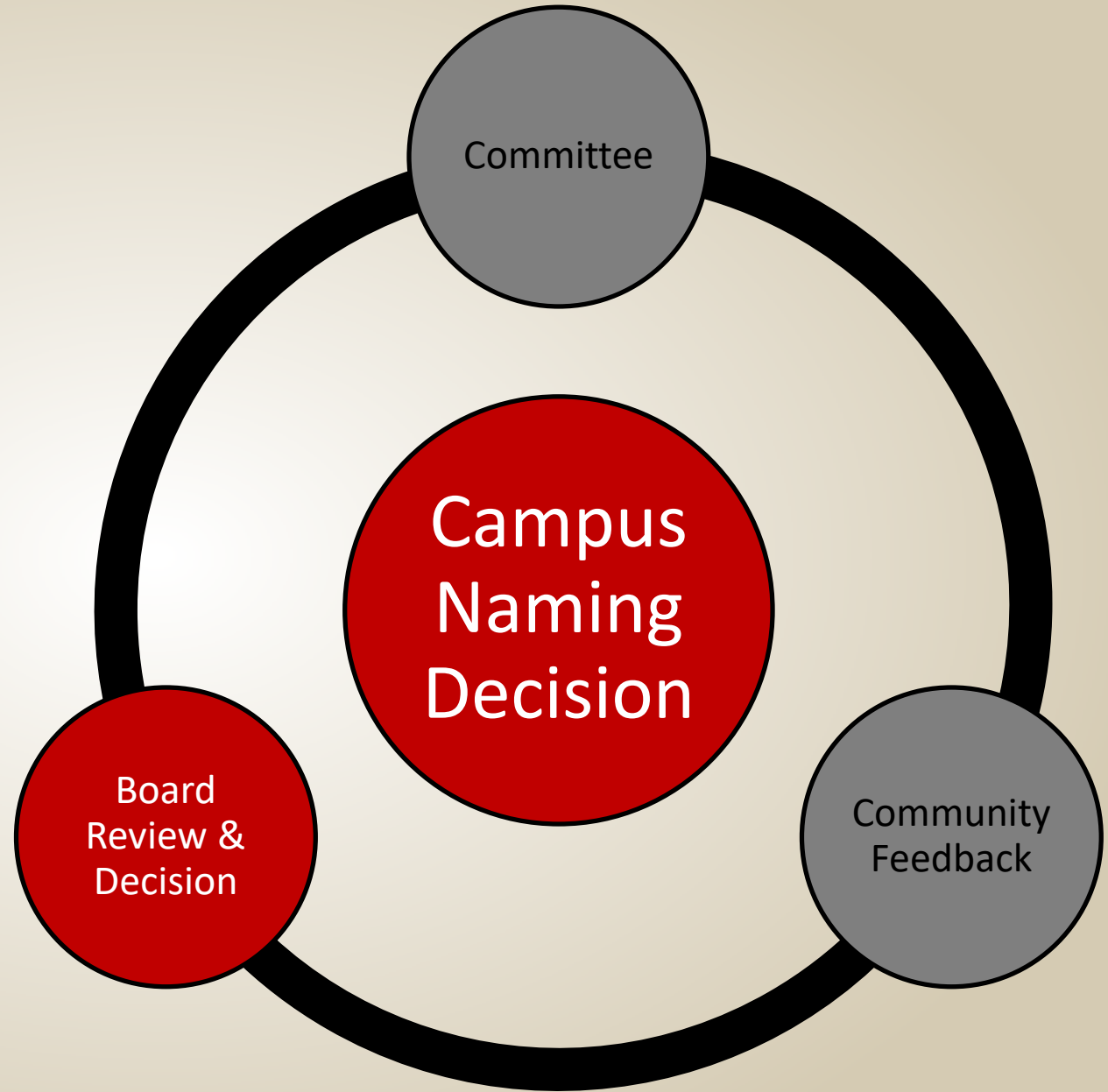
**Marijana Clent** <https://www.ipetitions.com/.../new-9th-grade-campus-name...>  
Like · Reply · Message · 1 · October 5 at 10:22pm

**Jeffrey Ketterer** Mr. Vern Edin for MS!  
Like · Reply · Message · October 6 at 2:54am

**Grant Summers** Springer and West is Best.  
Like · Reply · Message · October 6 at 9:05am

**Lindy Saxe Kinnan** What about CHS Freshman Center and the abbreviation could still be CHS9?  
Like · Reply · Message · 1 · October 6 at 12:32pm

- Facilities Naming Committee delivered its recommendations at the Oct. 23<sup>rd</sup> Board Meeting
- Board voted to postpone naming new campuses to a future meeting when all board members are present



# Additional Committee Review & Consideration

- With Board decision postponed, the Committee decided to reconvene before the November Board meeting to:
  - Consider additional feedback and
  - Review the previous recommendation
- During the Nov. 6 Committee Meeting, we revisited to ensure:
  - We were considering the potential evolution of learning within each building, as well as the district's future
  - We weren't constrained by current practices or policies, nor budget concerns
  - We were honoring the legacy of the district, while not leading to confusion among the community
- After further consideration and discussion, **the committee had an even stronger conviction about our original recommendations**
- As such, the Committee is reaffirming its recommendations from the October Board meeting



# District Naming Committee Recommendations



# Facilities Naming Committee

- Sangeeta Bachani (parent)
- Nichole Bentley (parent)
- Linda Cook (staff)
- Billy Faught (community)
- Manish Sethi (parent, Coppell Education Foundation President)
- Emily Froese (staff)
- Anthony Hill (School Board Trustee)
- Cody Koontz (staff)
- Louis Macias (staff)
- Kevin Nevels (parent)
- Kim Pearce (staff)
- Brianna Hinojosa-Flores (parent, City Council Member)
- Aakash Patel (student)
- Isha Simha (student)
- Gabe Warren (student)



# Appendix



# Board Policy CW (Local)

The Board believes naming school facilities is a matter of great importance. In selecting a name, the Board may give preference to people who have made significant contributions to education.

Further, the Board will not be influenced in its decision by personal prejudice or favoritism, political pressure, or temporary popularity in choosing a name.

When a school facility is to be named, the Superintendent may solicit names from staff, students, and community, when deemed advisable by the Board. A timetable shall be established before naming any facility.

In selecting names, special consideration may be given to those names that will have a special meaning to all students and citizens, and will enhance the educational philosophy of the District.

In the naming or renaming of a District facility after a District employee or elected official, there shall be a one-year waiting period from the time of resignation or retirement before the Board may consider such a request.

In the naming of school buildings or other facilities in the District, the following guidelines shall be used:

1. Facilities may be named for any living or deceased persons who have served the District or the community.
2. Facilities may be named for any local, state, or national heroic figure.
3. Facilities may be named for any local, state, or national geographic area.
4. Facilities may be named for any symbol of the State of Texas.



# History of Naming CISD Campuses

- 1967 Renamed Coppell School W.W. Pinkerton Elementary
- 1979 Coppell Middle School West
- 1983 Richard J. Lee Elementary (re-purposed in the summer of 2008)
- 1986 Coppell Middle School East
- 1987 Barbara S. Austin Elementary
- 1989 Coppell High School
- 1991 Mockingbird Elementary
- 1992 W. H. Wilson Elementary
- 1993 Lakeside Elementary
- 1994 Town Center Elementary
- 1996 Cottonwood Creek Elementary
- 1996 Valley Ranch Elementary
- 1998 Coppell Middle School North
- 1998 Denton Creek Elementary
- 2000 CISD Annex (alternative education campus). Outgrew its original location and, once a new campus was identified, became known as Victory Place @ Coppell
- 2008 New Tech High @ Coppell (with promise that next CISD elementary school would be named Lee Elementary)
- 2014 Richard J. Lee Elementary