

## **RADNOR SCHOOL BOARD SHOULD AMEND NAMING RIGHTS POLICY**

April 12, 2011

Dear Editor,

For the past two years, the Radnor Township School District has felt the constraints of the Act 1 limitations on its main source of revenue, school property taxes. In order to meet the state mandated index (a cap on tax increases) last year, our District had to cut expenses to offset a multimillion dollar shortfall. The District made the extremely difficult decision to modify educational programs which led to the furlough of roughly 12 teaching, staff and administrative positions in order to balance the school district budget.

How does our School District maintain a quality Radnor education that not only benefits our students and our community while also living within the state mandated index? First and foremost, our School District must continue to make fiscally smart decisions when budgeting. However, it is also imperative that the District explore alternative means of revenue to not only supplement tax revenues but to potentially supplant those revenues as State government budgets continue to reduce educational funding.

One such means of incentivizing alternative funding is through the limited expansion of the current naming rights policy. Some of the existing policy language is somewhat antiquated. The existing policy provides for naming rights for individuals who have made significant contributions to the school district for 25 years or more. These contributions must be significant to a particular district facility. However, school buildings must retain their current names.

The School Board is reviewing this policy for amendments to a) relax the restrictions for naming rights granted for outstanding service by individuals to the school community and to b) allow for the naming rights for financial contributions. Under the proposed revisions, the School Board would have the discretion to permit limited naming rights to persons, organizations or companies in places like classrooms, foyers and hallways. Building names would remain sacrosanct and off limits. No favoritism could be gained through the use of naming rights.

There are also other important considerations as well. These include whether the proposed naming rights would be inconsistent with the District's educational mission and whether a proper balance is struck between commercial character of the naming rights and any distraction they might pose to a learning environment.

As the Radnor 2011 candidates for school board, we support the District's endeavor to expand the capability of naming rights. The potential for additional revenue to support

the education of our students is compelling, so long as the funds are utilized to enhance District stated educational goals and initiatives. This would create an additional avenue for the members of our community, be they individuals or corporate, to partner with the District as fellow stakeholders in the educational success of our students and the future of our community.

Sincerely,

**The Radnor 2011 Candidates for School Board**

Eric Budin

Lisa Borowski

Kimm Doherty

Sheila Palmer

Eric Zajac