



DISTRICT OFFICES

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BSD Policy F2

BURLINGTON SCHOOL DISTRICT POLICY

CODE F2: POLICY ON NONDISCRIMINATORY MASCOTS AND SCHOOL BRANDING

Purpose

The purpose of this policy is to ensure that school branding in every school in Burlington School District supports welcoming, positive, and inclusive learning environments for all students.

Definitions

For purposes of this policy and administrative rules and procedures developed pursuant to this policy:

1. **School** A public school or an independent school approved under section 166 of Title 16.
2. **School Board** or **Board** The Burlington Board of School Commissioners, the governing body of Burlington School District.
3. **School branding** Any name, symbol, or image used by a school as a mascot, nickname, logo, letterhead, team name, slogan, motto, or other identifier.

Policy

It is the policy of Burlington School District to provide welcoming, positive, and inclusive learning environments for all students by prohibiting the use of discriminatory school branding, which undermines the educational experiences of members of all communities and perpetuates negative stereotypes.

Administrative Responsibilities

The superintendent or designee shall:

1. Periodically review and provide recommendations for necessary updates to the nondiscriminatory school branding policy as necessary.
2. Assist the School Board in its review of the District's school branding to ensure compliance with the policy following any school branding changes or updates to the policy.
3. Assist the School Board in ensuring the prohibition of school branding that directly or indirectly references or stereotypes the likeness, features, symbols, traditions, or other characteristics that are specific to either:
 - a. the race, creed, color, national origin, sexual orientation, or gender identity of any person or group of persons.
 - b. any person, group of persons, or organization associated with the repression of others.
4. Develop a procedure for an individual to file a complaint that an element of school branding is in violation of the policy.

Complaints

Any individual may file a complaint by contacting the Superintendent who will hear the complaint in a fair and just manner, or by sending an email to the Secretary of the Burlington Board of School Commissioners, which must include the complaint, relevant facts, and further explanations. The Board shall hear the complaint in a fair and just manner. The Board shall render a decision within 45 days of the hearing, which must include a summary of facts and the basis for the decision.

If the individual is not satisfied with the Board's decision, the individual may appeal the decision to the Secretary of Education. Appeals shall be filed within 30 days of the school board's decision by sending a written notice of appeal to the Agency of Education.

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