



PORTLAND PUBLIC SCHOOLS

OFFICE OF THE SUPERINTENDENT

501 North Dixon Street / Portland, OR 97227

Telephone: (503) 916-3962

Date: Tuesday, February 23rd, 2021

To: Board of Education

From: Dani Ledezma, Senior Advisor for Racial Equity and Social Justice

CC: Dr. Shawn Bird, Chief of Schools

Subject: Madison High School Naming and Defining Places Recommendation

BACKGROUND

At the July 14 Board of Education meeting, Portland Public Schools released a plan that lays out a procedure for renaming its buildings and other spaces, with Madison High School as a case study in the Naming and Defining Places Process. It is this approach we implore our community to bring to our intentions and actions on the issue of renaming school buildings - a balanced approach that centers the voices and experiences of our students, especially Students of Color, and aligns with our racial equity and social justice framework and plan. The Superintendents charge grounds this work with a focus on positive school climate, adult-student relationships, students' sense of belonging, cultural responsiveness, and student physical and emotional safety

There are more than 4,000 individuals who have signed the petition advocating to change the name of Madison High School. In 2019, the Madison Peace and Justice Club conducted a poll where more than 80% of students supported the name change.

SCHOOL NAME RECOMMENDATION

Community support for the name recommendation was determined by a student centered engagement process that aligns with PPS vision, values, RESJ framework and plan, and culturally responsive/sustaining pedagogy. As a result of continuous student engagement to support the climate for every student to be successful, the Madison CREED values were identified to uphold in the new name recommendation:

- Community
- Respect
- Education
- Equity
- Diversity

After an extensive community engagement process and meaningful deliberation with students, families, community organizations, and Oregon Indigenous Tribes, we are proud to make the recommendation for the new name for Madison High School to be Leodis V. McDaniel High School.

Leodis V. McDaniel, represents CREED values extensively. McDaniel believed in the power of education being a tool to support students, and build a school community as a home away from home.

Leodis V. McDaniel was a greatly respected, well-loved, and highly celebrated Portland community leader who gained an impeccable reputation as an administrator at Madison High School in the 1970s and 1980s. Prior to becoming principal at Madison, McDaniel worked as a science teacher at MacLaren School for Boys, a counselor at Adams High School, and then as vice-principal at Madison. McDaniel was one of only a handful of Black High school principals in Oregon in the 1980s and was tasked with leading Madison through desegregating and bussing. McDaniel embraced this challenge as he did all of his administrative duties with the singular purpose of fairness to all. He was well-known for his kind demeanor, contagious laugh, absolute integrity, and his instinctual ability to deeply connect with all people. McDaniel was wildly popular with students and staff while earning numerous awards and accolades from the many community organizations to which he contributed.

A staunch supporter of athletics and the arts, McDaniel believed wholeheartedly in education and the value of opportunity. His sudden death in 1987 left the Portland community reeling and his school heartbroken. In addition to the many lives he touched, McDaniel's impact lives on. To this day, a \$10,000 annual scholarship is awarded to a Madison senior in his name to students who have struggled. An annual reunion of hundreds called "The Gathering" is still held, where the initial invitation list was created from McDaniel's funeral guestbook. McDaniel has two adult children who continue to exemplify their parents' teachings of integrity and respect for others.

COMMUNITY ENGAGEMENT

In accordance with Portland Public Schools (PPS) Board Policy 2.20.010-P "Naming School Property," the Board of Education is responsible for the naming of all school district properties.

As an accompanied administrative directive, **2.20.011-AD** "Procedures for Naming School District Property" describes the procedure to consider renaming of school **"Naming and Renaming School facilities, focus options, programs, conversions, mergers, reconfigurations, mascots"**, which is a two-part processing warranting a board approved name from a community engagement process, to be followed by a replicated community engagement process for the visual brand identity will be presented to the Superintendent for approval.

Task from AD 2.20.011	PPS Action
At the direction of the Superintendent, the Community Engagement Department will establish a timeline for the naming process and will work with the school principal to form a naming committee.	At the July 14 Board of Education meeting, Portland Public Schools released a plan that lays out a procedure for renaming its buildings and other spaces, with Madison as a case study in the Naming and Defining Places Process.
The committee will be facilitated by a member	In September/October 2020, the Department

<p>of the Community Engagement Department and shall include the school principal and representatives from the school's community including current students, staff (at least one teacher and one classified employee), community partners, alumni, and any other key stakeholders. The Community Engagement Department will work with the principal to determine how representatives are selected for the committee.</p>	<p>of Community Engagement began pre-planning. The department began working with Principal Skyles, in effort to establish a naming committee and timeline. An application process was utilized to identify participants. The Department of Community Engagement provided key technical support to the principal and students to facilitate the committee, which include:</p> <ul style="list-style-type: none"> ● Principal ● Madison Students and Parents ● Community Members ● Madison Staff/Employees ● Alumni ● Department of Community Engagement Specialist
<p>The charge of the committee will be to solicit input from the greater school community and to make a recommendation to the Superintendent for consideration. This will be a two-part process, to first establish a name, followed by the development of brand identity elements. Both steps will follow the same process.</p>	<p>The committee collected over 2500 community input from the greater school community in Fall 2020 and early 2021 through committee meetings, phonebanks, surveys, group meeting visits, social media campaigns, newsletters, engagement, and cluster-based outreach during Fall 2020. Most outreach was adapted in multiple district wide specific languages for greater access.</p> <ul style="list-style-type: none"> ✓ Solicit input from the greater school, with the advisement of the Department of Community Engagement ✓ Conduct feedback at parent and community group meetings ✓ Outreach to community partners ✓ Community-based survey

	<ul style="list-style-type: none"> ✓ School community newsletters ✓ School social media pages ✓ Language specific phone banking outreach
<p>The committee, working with the Community Engagement Department, will notify the staff, students, parents, and community groups of affected schools about the naming process. The committee will ensure a process for all interested parties to provide input. The committee will ensure that the name selected meets the criteria outlined in Board Policy 2.20.020-P. Consideration will be given to the historical background of the name to ensure that it is not associated with activities that are in conflict with the District’s mission, goals, and policy of non-discrimination.</p>	<p>With the leadership of Principal Skyles in consultation with the Community Engagement Department Specialist, notification of the processes was delivered through newsletters, class presentations, website, school group announcements, and events. The name that was determined, Leodis V. McDaniel, reinforces a school environment that is transformative, humanizing, and aspirational for every student.</p> <ul style="list-style-type: none"> ● August 2020 Department of Community Engagement begins collaborating with Principal Skyles ● September 2020 Preliminary Planning and Engagement Tools Developed ● October 2020 Committee Formation ● November 2020 Community Engagement for Name Suggestions ● December 2020 Committee continues engagement to select a top name ● January 2020 Committee coordinates with Oregon Indigenous Tribes to Finalize Top 8 Finalists. ● February 2020 Final name chosen and BOE Vote

TIMELINE FOR IMPLEMENTATION / EVALUATION

The name will be effective immediately, with implementation and modernization planning to begin in the next school year.

FISCAL IMPACT

After approval, the school and the district will set the timeline for fiscal impacts.

BOARD OPTION/STAFF RECOMMENDATION

After a comprehensive culturally responsive naming process with the school community, the naming committee wishes to recommend changing the title of Madison High School to Leodis V. McDaniel to the Superintendent.

After approval, the second component of the process will initiate to develop brand identity elements, as outlined in AD 2.20.011.

As a member of the PPS Executive Leadership Team, I have reviewed this staff report.

_____ *(Initials)*