

from Wilson Trojans to
Ida B. Wells Evergreens

A Mascot Change Proposal for the
Portland Public Schools Board of Education

March 30, 2021



Presented By:

Members of the Ida B. Wells HS Renaming Committee

Introducing

The IBW

Renaming Committee



Student Members of the Renaming Committee



Hui Hui, Class of 2022



Liliana, Class of 2022



Aslan, Class of 2022



Jonel, Class of 2022



Nura, Class of 2022



Senya, Class of 2022



Mia, Class of 2021



Katisyn, Class of 2022

Members of the Renaming Committee



Ayesha Coning,
Vice Principal



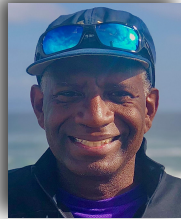
Norma A. Hamilton,
Paraprofessional



Filip Hristic,
Principal



Noreena McCleave,
Alumni

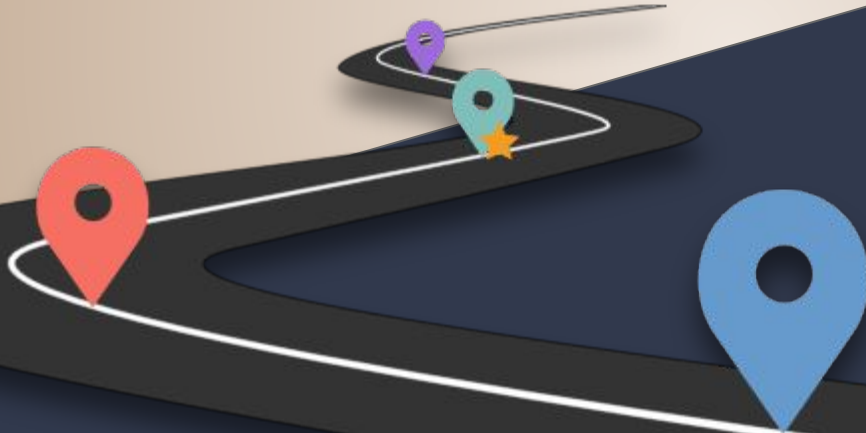


Martin Osborne,
Community Member



Ellen Whatmore,
Language Arts Teacher

Our Committee's Roadmap



Administrative Directive 2.20.011-AD

Procedures for Naming School District Property

PPS *Administrative Directive 2.20.011-AD*

Procedures for Naming School District Property

(highlights)

- ✓ “[N]otify the staff, students, parents, and community groups of affected schools about the naming process.”
 - ✓ “[E]nsure a process for all interested parties to provide input.”
- ✓ “Document [] the level of school community support . . .”
 - ✓ “Document [] the consideration given to the historical background of the name and its relevance to the community served by the school.”

Our Journey

January 2021: Name proposal submitted to PPS Superintendent and approved by the PPS School Board

February:

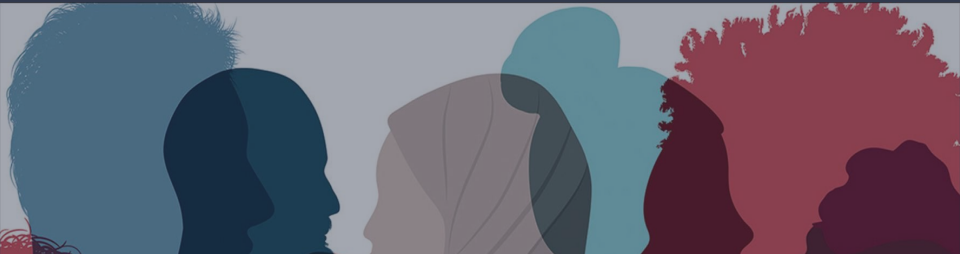
- Initial Community Mascot Survey

March:

- Identified Five Finalists
- Second Community Ranking Survey
- Identified Frontrunner

April

- Finalizing Branding Portfolio



Our Community Outreach

420

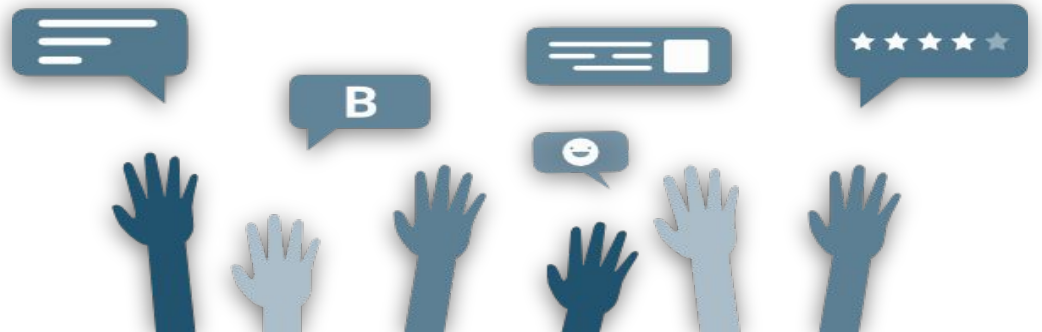
Initial
Nominations

897

Student and
Staff Votes

624

Community Votes



Our final selection:

Evergreens

Evergreens are characterized by the life-giving force of their foliage, the strength of their massive trunk, and the depth of their roots--in an individual tree and as a forest of trees. They provide shelter and sustenance. They have histories that precede us and will continue in perpetuity after we are no more. This symbolic choice is grounded in the spirit of Portland and is representative of Ida B. Wells-Barnett's legacy.

What the Community Told Us

“I think that the Evergreens is a good Mascot name because it already in a way represents the state we live in and we need to appreciate the land we live on as well as the people who live here.” - Current Student

“Evergreens are commonly associated with Oregon, they are important to our regional culture and history, they grow tall and strong, they grow in stands/groves--in community--and are non-gendered.” - Parent/Guardian

“They are iconic. A staple of our regional landscape and industry. And they are mighty and resilient” - Parent/Guardian

“Evergreens allows the current colors to work well. It’s neutral and regionally appropriate. Visually, it’s easy and fun to adapt on all graphics / print platforms. Evergreens are strong and steadfast, give shelter, have deep roots and also reach for the sky. With a somewhat verbally complex new name, the simplicity of trees and symbolism they carry feels right. And the symbol aligns with the strength of the woman we honor.” - Parent/Guardian, Community Member, Alumni



We look forward to your support.

Thank you!

