



PORTLAND PUBLIC SCHOOLS

OFFICE OF STRATEGIC PARTNERSHIPS & ENGAGEMENT

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Date: April 9, 2021

To: School Board of Education

From: Adam Skyles, Principal Leodis V. McDaniel High School
Camille Idedevbo, Office of Strategic Partnerships and Engagement

cc: Jonathan Garcia, Chief Engagement Officer
Dani Ledezma, Senior Advisor of Racial Equity and Social Justice

Subject: Approval Request Leodis V. McDaniel High School Mascot Name

BACKGROUND

On February 23, 2021, the Portland Public Schools Board of Directors unanimously approved [Resolution No. 6251](#) to change the name of Madison High School to Leodis V. McDaniel High School. For several years, students, families, and staff at Madison High School advocated for changing the name of the school because of the misalignment with our district values and commitment to Racial Equity and Social Justice. In 2019, the Madison Peace and Justice Club conducted a poll where more than 80% of students supported the name change.

Today, we are excited to submit for approval the name of the new Leodis V. McDaniel HS mascot. Through a series of community engagement efforts, the greater Leodis V. McDaniel community has selected **Mountain Lions** to represent the school's new brand identity. **Mountain Lions** was the top choice among the students, staff, and community members. One school community member said, "Mountain lions are a species that's important to the Pacific NW. They represent our school's values of strength and persistence."

In this new era for both Portland Public Schools and more specifically, Leodis V. McDaniel High School, we recognize the accelerated timeline associated with developing a new brand identity. However, the historic events of the past year created momentum that has driven the next phase of this important work. The Leodis V. McDaniel community brought together a committee to lead the engagement process including the school principal, current students, staff, community members, parents, and alumni. With this level of commitment to charting a new course for the school, we feel confident that we've amassed sufficient community feedback in support of this new mascot name.

As Portland Public Schools continues to lean into our district vision and disrupt systems that are no longer in alignment with our organization's direction, we are presented with opportunities to redefine our ways of working. This show of support for the Leodis V. McDaniel community is a prime example. While the school board has made unprecedented accommodations for Leodis V. McDaniel High School, in the fall, the Office of Strategic Partnerships and Engagement will present a formalized process for which other school communities can apply to a renaming and subsequently rebranding process.

RELATED POLICIES/BEST PRACTICES

2.20.010-P Naming School District Property

2.20.011-AD Procedures for Naming School District Property

FISCAL IMPACT

The Office of the Superintendent will work collaboratively with the school community to identify how to cover the related expenses for all rebranding elements.

COMMUNITY ENGAGEMENT

The community engagement process was defined by both quantitative and qualitative approaches to solicit feedback from the community on the new mascot, including three surveys and a final recommendation from the Renaming Committee.

March 3 - March 11	First survey: Leodis V. McDaniel HS opened a survey to the entire school community for all mascot recommendations. 518 initial nominations were made.
March 12 - March 16	Second survey: The school's renaming committee narrowed all of the 518 community responses to 6 finalists , and added an additional 6 for a second community vote. There were a total of 12 recommendations for which to vote. There were 1232 responses from the second survey.
March 15 - March 6	Students had the opportunity to complete the survey during class and other opportunities curated by staff i.e., social media, clubs, etc.
March 19 - April 8	Third survey: The community ranked their top three choices out of 6. The responses totaled 1512 .
April 8	The Leodis V. McDaniel Renaming Committee made the final mascot recommendation for Mountain Lions .

Leodis V. McDaniel HS Naming Committee

- Zane Emerson - Student
- Athene Marston - Student
- Cindy Nguyen - Student
- Jaya Probasco Mitchell - Student
- Lesly Valdivia Marquez - Student
- Aminah Ali - Parent and Community Member
- Brady Bennon - Teacher
- Tonya Farmer - Alumni and Parent
- Mele Kavapalu - Alumni
- Miguel Rodriguez - Former Staff
- Nancy Sullivan - Staff
- Maxwell Tuttle - Alumni
- Maria Hernandez Segoviano - PPS Community Engagement Specialist
- Adam Skyles - Principal

TIMELINE FOR IMPLEMENTATION / EVALUATION

April 9 - April 14	The Leodis V. McDaniel renaming + design committee will gather all concept ideas in preparation for a meeting with MKT BOX, a creative design agency.
April 14	The athletic department will submit the fall athletics uniform order.
April 15	MKT BOX will meet with the McDaniel renaming + design committee.
April 16 - April 27	MKT BOX will produce 3 mock ups of the McDaniel mascot, and will incorporate feedback opportunities throughout the week.
April 28 - May 5	The McDaniel community will open a final survey with the three mockups for a vote.
May 6 - May 13	MKT BOX will collaborate with the McDaniel design team to refine the final mascot design choice.
May 14	MKT BOX will produce the final brand package.
May 15	The Leodis V. McDaniel Renaming Committee will introduce the new mascot and the branding portfolio to the school community.

STAFF RECOMMENDATION

After a comprehensive engagement process with the school community, staff recommends that the Board approves the Leodis V. McDaniel mascot name change from Senators to the Mountain Lions. With the shift from Madison High School to Leodis V. McDaniel High School, it is also appropriate to redefine the symbol of the school community. The school has identified the Mountain Lions as their preferred mascot. Proponents of this name have described Mountain Lions in the following way:

“The Mountain Lion emphasizes leadership, strength, courage, integrity and power. Mountain Lion do not have to lead through force but rather, through a graceful strength of example. The symbolism of a mountain lion indicates leadership. Native to PNW, the mountain lion would be the first mascot name for a 6A school in the state of Oregon.”

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

_____ (Initials)

ATTACHMENTS

- A. [McDaniel Mascot Change Proposal Presentation](#)