



PORTLAND PUBLIC SCHOOLS

OFFICE OF PARTNERSHIPS AND ENGAGEMENT

501 North Dixon Street / Portland, OR 97227

Telephone: (503) 916-3270 / Email: jgarcia@pps.net

Date: Friday, August 23, 2019

To: Guadalupe Guerrero, Superintendent

CC: Stephanie Soden, Executive Chief of Staff; Claire Hertz, Deputy Superintendent for Business and Operations; Dr. Kregg Cuellar, Chief of Schools; Peyton Chapman, Principal of Lincoln High School; Liz Large, General Counsel; Joe LaFontaine, Assistant Superintendent of High Schools

From: Jonathan Garcia, Chief Engagement Officer

Subject: Resolution Authorizing the Naming of the new Lincoln High School's Athletic Field, the Mike Walsh Field

BACKGROUND

2002 Board Resolution #2213

On April 20, 2002, the PPS Board of Education adopted Board Resolution #2213, permitting donor recognition at Lincoln HS's track and field in return for a donation to renovate the school community's field. According to Board Resolution #2213, the Walsh Family, in memory of PPS Lincoln graduate Mike Walsh, donated \$250,000 toward the Cardinal Field Project under the agreement that the track and field facilities will be named the "Mike Walsh Field" or other similar name for a period of not less than 25 years, or until 2027.

About Mr. Mike Walsh

Mike Walsh attended Lincoln HS from 1957-1960. A star athlete, Mr. Walsh was a first team all-state football player and was named Most Valuable Player of the 1960 Shrine All Star Game. He ran varsity track and served as Lincoln HS's Student Body President for the Class of 1960. Mr. Walsh attended and graduated from Stanford University on a football scholarship. He would go on to graduate number one in the 1969 Yale Law School class. Mr. Walsh was in the first White House Fellows Class in 1965, working with US Secretary of Agriculture Orville Freeman and serving as the youngest White House Fellow since its founding. Mr. Walsh would go on to have a successfully public and business career: serving as US Attorney for Southern California under President Carter, Executive Vice President of Cummins Engine Company, Chairman of Union Pacific Railroad, and Chairman of Tenneco. Mr. Walsh passed away of brain cancer in May of 1993, and attributed much of his successes to the lessons he learned while a student at Lincoln.

The Lincoln HS Modernization Project (2017 Bond)

Through the generous support of the 2017 Bond by the residence of Portland, Lincoln HS's modernization project is scheduled to begin the summer of 2020, with the new athletic field ready for use at the beginning of the 2023 school year.

Resolution Authorizing the Naming of the new Lincoln High School's Athletic Field, the Mike Walsh Field

The Walsh family has approached Principal Peyton Chapman and the Friends of Lincoln High School with a generous donation of \$100,000 and commit to raising another matching \$100,000 for a total of **\$200,000**. This investment would be spread over 5 school years and be used for academic programming to support student eligibility, tutoring for athletes, athlete student table supervision and one on one supports that open access to participation in athletic teams. Lincoln High School currently has a total student body of about 1,700 students, with 21 percent of those students coming from historically underserved communities. Moreover, over 1,200 (70 percent) of students at Lincoln HS participate in athletic programming.

The Principal of Lincoln High School and representatives of the student body, parent community, alum, teaching and administrative staff and representatives of Friends of Lincoln (who represent the PTA, Local School Foundation and Booster Club) all agree that this generous contribution merits ongoing recognition of the Mike Walsh Field. Their request is to extend the naming rights until 2038, or 15 years from when the new athletic field is ready for us.

RELATED POLICIES/BEST PRACTICES + TIMELINE FOR IMPLEMENTATION

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. Furthermore, according to Section IV, Part 1, of the Board Policy, the Board of Education has the authority to accept monetary or in-kind donations from individual and entities, and accordingly, can consider naming locations within a school for a significant gift as determined by the Board.

As an accompanied administrative directive, **2.20.011-AD “Procedures for Naming School District Property”** describes the procedure to consider naming of “areas within a school facility” and “naming as a result of gifts.” Here is a general outline according to the AD and attributing timeline of the project:

Task in the AD 2.20.011	What we did?
Requests to name an area within a school facility shall be presented to the school principal.	<ul style="list-style-type: none"> • Friends of Lincoln was approached by the Walsh Family about a generous commitment to donate \$100,000 with a promise to raise an additional \$100,000. • The Friends of Lincoln then approached Principal Peyton Chapman with the donation and request to extend the name of the Mike Walsh Field.
The request should be supported by a rationale and summary of staff, student, parent, alumni, and community support for the naming.	<ul style="list-style-type: none"> • The PPS Chief Engagement Officer met with Friends of Lincoln representatives and Principal Chapman to understand the rationale behind this donation and request for naming extension. In their initial feedback, there was an overwhelming commitment and support of the request; we agreed to conduct a limited scope of engagement effort at the school specifically.
<p>If a decision is made to proceed, the principal will work with the Community Engagement Department to establish a timeline and form a committee consisting of a member of the Engagement Team and representatives from the school’s community including students, staff (at least one teacher and one classified employee), community partners, alumni, and any other key stakeholders. 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.</p> <p>The committee, working with the Office of Strategic Partnerships and Engagement, will notify the staff, students, parents, and community groups of affected schools about the naming process.</p>	<ul style="list-style-type: none"> • Following the conversation with the Principal, the Chief Engagement Officer met with a cross-section of the Lincoln High School community, including students, staff, parents, alumni and administrators. The list of participants are below. • The conversation with these individuals was overwhelmingly positive in support of extending the name of the field. According to every student in attendance, “It is part of the DNA of our campus. We all know it as the Walsh Field.” Similarly, faculty and staff in attendance expressed enthusiasm and were encouraged by the financial investment to support student-athletes. “I know many of our student-athletes will benefit from additional academic support.” Parents, Alum and Friend of Lincoln representatives were also enthused by the

<p>The committee will ensure a process for all interested parties to provide input.</p>	<p>conversation and shared that the Walsh Family has been and will continue to be part of the legacy and community that is Lincoln.</p>
<p>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 policies.</p>	<ul style="list-style-type: none"> • Mr. Walsh is a distinguished alum of Lincoln High School with an incredible professional and personal success. He is a role model for student-athletes and his story expresses the shared values of our school system. • In addition, the Lincoln HS community previously did an extensive community wide process to name the field after Mike Walsh and did extreme vetting of his legacy and history personally and professionally.
<p>The committee’s recommendation must be approved by the school principal and cohort supervisor prior to submitting to the Superintendent. The recommendation shall include an outline of the process used to establish the committee, a summary of engagement activities with school community members, the rationale for the choice, and any supporting information regarding the name’s relevance to the community served by the school.</p> <p>A committee will be formed to review the proposal and members will include, but are not limited to, General Counsel or designee, Senior Director of Communications and Public Engagement, and the Principal (if the name affects an existing school facility). 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>If the committee recommends accepting the naming proposal as part of the terms of the donation, they will submit their recommendation to the Superintendent for review and approval. If approved, the Superintendent will recommend that the Board accept the donation and proposed name.</p>	<ul style="list-style-type: none"> • This proposal has been approved by the Principal of Lincoln High School. • This proposal was shared with Assistant Superintendent Joe LaFountaine and he has agreed to move this forward to the Superintendent.

<p>Once the Superintendent has approved the recommendation, the Superintendent will present the recommended name to the full board for approval.</p> <p>The full Board will vote on the recommendation. The decision of the Board will be final.</p> <p>The Superintendent or designee, in conjunction with the Office of Strategic Partnerships and Engagement and the Office of Facilities Management, must approve all permanent signs or markers used to honor persons or acknowledge entities for which areas within the school are named. Unless otherwise agreed to by the Superintendent or designee, the cost of signs or markers or any other cost associated with the naming will be the obligation of the individual school.</p>	<ul style="list-style-type: none"> • Upon Superintendent Guerrero reviewing and if he so chooses to approve the recommendation, it will be shared with the PPS Board of Education. • Upon consideration by the Board Chair, they will add to the Board Meeting Agenda.
--	--

Naming as a Result of Gift

Task in the AD 2.20.011	What we did?
<p>Proposals to name new facilities or parts of existing facilities may be considered as part of the terms of acceptance of a significant monetary gift. Names proposed must be in keeping with the criteria established in Board Policy 2.20.010-P. A committee will be formed to review the proposal and members will include, but are not limited to, General Counsel or designee, Senior Director of Communications and Public Engagement, and the Principal (if the name affects an existing school facility). 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>If the committee recommends accepting the naming proposal as part of the terms of the donation, they will submit their recommendation to the Superintendent for review and approval. If approved, the Superintendent will recommend that the Board accept the donation and proposed name.</p>	<p>On August 23, 2019, the following committee members met to review the proposal:</p> <ul style="list-style-type: none"> • Jonathan Garcia, Chief Engagement Officer • Liz Large, General Counsel • David Roy, Interim Senior Director, Communications • Peyton Chapman, Principal at Lincoln HS <p>The agenda for the meeting included:</p> <ul style="list-style-type: none"> • Discuss the historical background of the naming • Intended/Unintended Consequences of Naming • Recommendation to the Superintendent <p>The Committee recommended to the Superintendent approval and to recommend to the Board of Education to accept the donation and proposed name.</p>

FISCAL IMPACT

The Walsh family will donate \$100,000 and commit to raising another matching \$100,000 for a total of **\$200,000** to Lincoln HS’s athletic programming to support scholar-athletes achieve success on and off the field over 5 years (about \$40,000 per school year). The dollars would be used to support student-athlete eligibility, including, but not limited to an Athletics Tutoring Program, academic mentoring, study table, and one-on-one supports. The goal is to increase the academic achievement of student athletes at Lincoln HS.

COMMUNITY ENGAGEMENT

As suggested in the 2.20.010 Administrative Directive, a “committee” should be convened that represents different stakeholders from the local school community. As such, we convened 13 individuals, representing students, administration, alumni, parents and staff. The list of attendees are below:

1. Peyton Chapman (Principal)
2. JoAnn Wadkins (Vice Principal)
3. Karen Hahn (Parent)
4. Sharlie Preusser (Parent)
5. Amanda-Jane Elliot (Teacher)
6. Nate Watson (Teacher)
7. Gayle Lenox (Teacher)
8. Cate Bikales (9th Grade Student)
9. Zoe Tomlinso (9th Grade Student)
10. Jack Forman (12th Grade Student)
11. Caitlyn Aldersea (12th Grade Student and ASB President)
12. David Perlman (President of the Lincoln HS Alumni Association)
13. Dara Wilk (Friends of Lincoln)

The conversation with these individuals was overwhelmingly positive in support of extending the name of the field. According to students in attendance, “‘Mike Walsh’ is part of the DNA of our campus. All we’ve ever known the field to be called is the Walsh Field.” All, except for one, of the students were also student-athletes and shared their enthusiasm for receiving additional academic support through the generous gift.

Similarly, faculty and staff in attendance expressed enthusiasm and were encouraged by the financial investment to support student-athletes. “I know many of our student-athletes will benefit from additional academic support.”

Parents, Alum and Friend of Lincoln representatives were also enthused by the conversation and shared that the Walsh Family has been and will continue to be part of the legacy and community that is Lincoln. “The Alumni Association is in full support of this recommendation to the Board; Mr. Walsh is an incredible exemplar of Lincoln graduates.”

Following approval from the Superintendent to share with the Board of Education, we will request that the Principal of Lincoln HS send an all-school message about the pending board consideration and to provide input through a simple google survey.

STAFF ANALYSIS

In 2002, the Lincoln High School community went through a rigorous community process to name their field, the “Mike Walsh Field.” The generous donation from the Walsh family in honor of Mr. Walsh made it possible for the field to be completed, which was a huge community effort to upgrade all of our high school fields.

The request in front of the Board of Education simply requests an 11 year extension of field name to be the “Mike Walsh Field.” Representatives of the Lincoln HS community agreed that the extension of the “naming right,” was in line with their thinking and don’t expect any pushback from the community.

For further consideration, PPS should address and provide a few recommendations of where to locate and any potential conventions associated with the naming of these spaces. The Strategic Partnerships team will partner with the Facilities and Asset Management to propose these concepts to the Superintendent before being final.

Furthermore, as is suggested by the Board Resolution, Friends of Lincoln and the Lincoln HS Principal would be required to provide a yearly update on how the funds supported student-athletes achieve academic and athletic success.