

# Franklin High School Mascot Identification Committee

**NOVEMBER 6, 2018**

*School community engagement process to identify a new identity  
for Franklin High School*

**Portland Public Schools Community and Public Engagement**

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## Franklin High School Mascot Identification Committee

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### Overview

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In May, 2018, the Board of Education reviewed a complaint requesting a name change of the Franklin High School nickname, “Quakers,” asserting the name “Quakers is the name of an organized religion and as such, is inappropriate, offensive, and unconstitutional.

In response to the complaint, the Superintendent submitted to the Board, a request for review of the districts naming school district property policy 2.20.010.

After a public comment period and several public readings by the Board of Education and Superintendent, a revised policy was formally adopted by the Board of Education, stating that names shall not be a person, location or character whose primary identification is of a religious nature or be a name of a religious group or members.

In Board resolution No. 5649, the Board directed District staff to bring a community engagement process to determine a new nickname for Franklin High School to the Board of Education.

Communications and Public Engagement (CAPE) staff have been directed to work with the principal to help select committee members from the stakeholder groups identified in the Administrative Directive and convene meetings, solicit ideas, perform public outreach, provide easy access for the committee and community members to provide feedback, tabulate responses and provide a full report of the recommendations to the Superintendent for his review and decision.

CAPE staff will ensure the Board Policy and Administrative Directive have been satisfied and will then forward the FHSMIC recommendation to the Superintendent. Once the new mascot name is approved, Facilities will be directed to make the appropriate signage changes throughout the school. In addition, the school will have until June 30, 2020 to make changes to all branded items including but not limited to: uniforms, school building logos, school websites, Twitter accounts, Facebook and other social media, t-shirts and other branded items sold in the school store.

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## Stakeholders

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- Principal
- Franklin Students and Families
- Teachers
- Portland Interscholastic League
- Alumni Association
- Current Franklin High School Partners
- Community Members
- Franklin High School Cluster Middle Schools
- Area Neighborhood Association
- Franklin High School community

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## Committee Charter

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At the direction of the Superintendent, Communications and Public Engagement (CAPE) staff will assist the Franklin High School principal in facilitating committee meetings, ensuring the committee adheres to the District Policy and Administrative Directive, creating all agendas, surveys and postcards, and communicating with the Franklin High School Mascot Identification Committee (FHSMIC) members and Franklin community.

The charge of the FHSMIC is to engage the Franklin High School community in generating ideas for a new identification/mascot for the school. A list of three to five names will be submitted to the Superintendent for consideration.

The FHSMIC committee will consist of:

- FHS Principal- Serving as Meeting Facilitator
- 2 community members from the immediate community served by FHS
- 1 teacher and 1 classified staff
- 1 FHS parent leader
- 2 Franklin High School students
- 1 member of the Franklin High School Alumni Association

The FHSMIC will adhere to the timeline for choosing a name, consistent with the June 30, 2019 deadline imposed by the Board of Education in Resolution 5649.

The FHSMIC will make available a method for interest parties to comment via US mail, email or telephone.

The FHSMIC may hold public meeting(s) to hear comment from community members, parents, prospective students, and staff.

The FHSMIC will ensure that the names selected meet the criteria outlined in Board Policy 2.20.010-P. Consideration will be given to any historical background of the name to ensure that it is not associated with activities in conflict with the District's mission, goals and policy of non-discrimination.

On or before the conclusion of their timeline, CAPE and the FHSMIC will submit to the Superintendent, the recommendation of the name, a description of the process used to determine the recommendation, the extent of support for the names in the school and neighborhood communities and a brief rationale for the name.

CAPE, at the direction of the Superintendent, will bring the proposal, along with a recommendation to the Superintendent for consideration and recommendation to the Board. The Board will vote on the Superintendent's recommendation.

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### Community Engagement Plan

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- ✓ The Franklin High School principal, with the assistance of CAPE will solicit stakeholder groups to participate on the committee and provide input through public comment
- ✓ Develop and distribute online survey
- ✓ Mail postcards to solicit suggestions
- ✓ Outreach to cluster middle schools
- ✓ Set up dedicated email account for responses
- ✓ Set up dedicated phone line
- ✓ Automated calls to ask for participation and feedback from postcards and email
- ✓ Inform affected school families of the FHSMIC work via school messenger
- ✓ In addition to mailing postcards, go door to door with postcards in a two block deep radius around the school
- ✓ Write article to be placed in PULSE, cluster school newsletters and neighborhood papers
- ✓ Invite Neighborhood Association to attend meetings and provide feedback
- ✓ Invite local business association to attend meetings and provide feedback  
Ensure all surveys, mailers and emails are translated, as well as having interpreters at all meetings.

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## District Policy

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Board Policy 2.20.010-P Naming School District Property sets forth criteria and conditions for naming and development of associated brand elements of district properties and programs. Naming school district properties includes but is not limited to, naming schools, school facilities, programs, non-school facilities, as well as school mascots, symbols, logos and other images used to represent district property and programs.

The Superintendent may initiate the process for naming, renaming, or rebranding of programs and properties independently. The Superintendent may also receive requests to rename schools or non-school facilities from individuals, petitions, chosen committees, or other representative groups. To initiate the process for renaming, a request must be submitted to the Superintendent for approval and must include the rationale for the request and information detailing the level of support for the request.

If approved by the Superintendent, the Communications and Public Engagement Department will be assigned to establish a timeline and to initiate the process for establishing a new name or for renaming an existing property, program, etc.

It is the responsibility of the Communications and Public Engagement department to ensure procedural requirements of Board Policy 2.20.010-P and this administrative directive are satisfied and remain consistent with the district's brand guidelines.

For the purpose of this administrative directive, the following definitions will apply:

### 1. Definitions

- a. School. An institution with a separate organizational structure that has an assigned administrator and site council, a teaching staff, and budget and curriculum that meets state content standards.
- b. School Facility. The physical plant or building housing a school including but not limited to the playgrounds, athletic fields, and parking lots.
- c. Programs. A distinct course of related actions utilizing special techniques or focused on a topic area with activities designed to achieve a specific outcome.
- d. Non-school facilities. Physical plant or building housing district offices which support schools.
- e. Focus Options. A separate Board-recognized school or program structured around a unique curriculum or a particular theme.

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f. Areas within a School Facility. Spaces and rooms inside and out, including, but not limited to, classrooms, auditoriums, gymnasiums, administrative offices, halls, and cafeterias, athletic fields, playgrounds, and parking lots.

g. School Conversion. New schools resulting from division of one existing school into more than one separate and distinct school.

h. School Merger. A school formed from combining two or more schools into one school or location.

i. School Reconfiguration. Rearrangement of grades or programs within a school.

j. Community / School Community. The students, family, caregivers, faculty, administration, alumni, community partners, and other key stakeholders.

k. Brand. A school or district's identity including more than just names and logos. Branding captures values, culture, and personality. It defines how identity will be represented.

The procedure for naming and renaming shall take place in the following manner:

### I. Naming and renaming

1. School facilities, focus options, programs, conversions, mergers, reconfigurations, mascots.

a. At the direction of the Superintendent, the Communications and Public Engagement department will establish a timeline for the naming process and will work with the school principal to form a naming committee.

b. The committee will be facilitated by a member of the Communications and Public 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 Communications and Public Engagement department will work with the principal to determine how representatives are selected for the committee.

c. 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.

d. The committee, working with the Communications and Public Engagement Department, will notify the staff, students, parents, and community groups of affected schools about the naming process.

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- e. The committee will ensure a process for all interested parties to provide input.
  - f. 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.
  - g. The recommendation must contain:
    - 1. Documentation of the level of school community support and the process used to determine that support. The documentation must show that current and former students along with school staff have been included in the discussions and should include the names of committee members and a description of the process used to form the committee.
    - 2. Documentation of consideration given to the historical background of the name and its relevance to the community served by the school.
    - 3. A fiscal impact statement and suggested methods of covering the expense of the name change.
    - 4. If the name change is being proposed to address discrimination or because the current name does not comply with the criteria specified in Board Policy 2.20.010-P, the party is exempted from providing a fiscal impact statement.
  - h. Once the Superintendent has approved the recommendation, the Superintendent will present the recommended name to the full board for approval.
  - i. The full Board will vote to approve the recommendation. The decision of the Board will be final.
  - j. Once a name is approved, the Communications and Public Engagement department will develop brand identity elements. Brand identity elements, including symbols, marks, or logos will be submitted to the Superintendent for approval.
2. Areas within a school facility
- a. Requests to name an area within a school facility (i.e., the library, gymnasium, playing field) shall be presented to the school principal.
  - b. The request should be supported by a rationale and summary of staff, student, parent, alumni, and community support for the naming.
  - c. If the request is approved by the principal, it will be presented to the appropriate supervisor of the school's cluster for approval and referral to the Superintendent.

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1. The decision to proceed will be based upon evaluation of the request and rationale under Board Policy 2.20.010-P.
2. If the principal and supervisor decide not to proceed, a letter outlining the reason will be sent to the proposer(s).
  - d. If a decision is made to proceed, the principal will work with the Communications and Public Engagement department to establish a timeline and form a committee consisting of a member of the Communications and Public Engagement department 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.
  - e. 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.
  - f. The committee, working with the Communications and Public Engagement Department, will notify the staff, students, parents, and community groups of affected schools about the naming process.
  - g. The committee will ensure a process for all interested parties to provide input.
  - h. 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.
  - i. 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.
  - j. Once the Superintendent has approved the recommendation, the Superintendent will present the recommended name to the full board for approval.
  - k. The full Board will vote on the Board Committee's recommendation. The decision of the Board will be final.
  - l. The Superintendent or designee, in conjunction with the Communications and Public Engagement Department and 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.

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### 3. Non-School Facilities and areas within non-school facilities

a. Requests to name non-school facilities or areas within non-school facilities shall be submitted to the Superintendent and accompanied by a statement of rationale and financial impact.

b. The Superintendent or designee will evaluate the request based upon the criteria established in Board Policy 2.20.010-P and make a decision whether or not to proceed with the request.

c. If the decision is not to proceed, the Superintendent or designee will notify the proposer of the decision and the reason for the decision.

d. If the decision is to proceed, the Superintendent will assign the Communications and Public Engagement Department to establish a timeline and form a committee consisting of key stakeholders.

e. 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.

f. The committee's recommendation to the Superintendent 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.

k. Once the Superintendent has approved the recommendation, the Superintendent will present the recommended name to the full board for approval.

l. The full Board will vote on the committee's recommendation. The decision of the Board will be final.

m. Once a name is approved, the Communications and Public Engagement department will develop brand identity elements and will submit to the Superintendent for approval.

### l. Naming as a result of gifts

a. Proposals to name new facilities or parts of existing facilities may be considered as part of the contract negotiations in acceptance of a significant monetary gift.

b. Names proposed must be in keeping with the criteria established in Board Policy 2.20.010-P.

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c. The proposed name will be reviewed by a committee including, but 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.

d. If the committee recommends the name proposal and the Superintendent agrees, the Superintendent will recommend that the Board accept the donation and proposal.

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## **District Administrative Directive**

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Board Policy 2.20.010-P Naming School District Property sets forth criteria and conditions for naming and development of associated brand elements of district properties and programs. Naming school district properties includes but is not limited to, naming schools, school facilities, programs, non-school facilities, as well as school mascots, symbols, logos and other images used to represent district property and programs.

The Superintendent may initiate the process for naming, renaming, or rebranding of programs and properties independently. The Superintendent may also receive requests to rename schools or non-school facilities from individuals, petitions, chosen committees, or other representative groups. To initiate the process for renaming, a request must be submitted to the superintendent for approval and must include the rationale for the request and information detailing the level of support for the request.

If approved by the Superintendent, the Communications and Public Engagement Department will be assigned to establish a timeline and to initiate the process for establishing a new name or for renaming an existing property, program, etc.

It is the responsibility of the Communications and Public Engagement department to ensure procedural requirements of board policy # 2.20.010-P and this administrative directive are satisfied and remain consistent with the district's brand guidelines.

For the purpose of this administrative directive, the following definitions will apply:

### **1. Definitions**

- a. School. An institution with a separate organizational structure that has an assigned administrator and site council, a teaching staff, and budget and curriculum that meets state content standards.
- b. School Facility. The physical plant or building housing a school including but not limited to the playgrounds, athletic fields, and parking lots.
- c. Programs. A distinct course of related actions utilizing special techniques or focused on a topic area with activities designed to achieve a specific outcome.
- d. Non-school facilities. Physical plant or building housing district offices which support schools.
- e. Focus Options. A separate Board-recognized school or program structured around a unique curriculum or a particular theme.

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- f. Areas within a School Facility. Spaces and rooms inside and out, including, but not limited to, classrooms, auditoriums, gymnasiums, administrative offices, halls, and cafeterias, athletic fields, playgrounds, and parking lots.
- g. School Conversion. New schools resulting from division of one existing school into more than one separate and distinct school.
- h. School Merger. A school formed from combining two or more schools into one school or location.
- i. School Reconfiguration. Rearrangement of grades or programs within a school.
- j. Community / School Community. The students, family, caregivers, faculty, administration, alumni, community partners, and other key stakeholders.
- k. Brand. A school or district's identity including more than just names and logos. Branding captures values, culture, and personality. It defines how identity will be represented.

The procedure for naming and renaming shall take place in the following manner:

- I. **Naming and renaming**
  - 1. **School facilities, focus options, programs, conversions, mergers, reconfigurations, mascots.**
    - a. At the direction of the Superintendent, the Communications and Public Engagement department will establish a timeline for the naming process and will work with the school principal to form a naming committee.
    - b. The committee will be facilitated by a member of the Communications and Public 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 Communications and Public Engagement department will work with the principal to determine how representatives are selected for the committee.
    - c. 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.
    - d. The committee, working with the Communications and Public Engagement Department, will notify the staff, students, parents, and community groups of affected schools about the naming process.
    - e. The committee will ensure a process for all interested parties to provide input.
    - f. 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

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activities that are in conflict with the District's mission, goals, and policy of non-discrimination.

- g. The recommendation must contain:
  - 1. Documentation of the level of school community support and the process used to determine that support. The documentation must show that current and former students along with school staff have been included in the discussions and should include the names of committee members and a description of the process used to form the committee.
  - 2. Documentation of consideration given to the historical background of the name and its relevance to the community served by the school.
  - 3. A fiscal impact statement and suggested methods of covering the expense of the name change.
  - 4. If the name change is being proposed to address discrimination or because the current name does not comply with the criteria specified in Board Policy 2.20.010-P, the party is exempted from providing a fiscal impact statement.
- h. The Superintendent will review the recommendation, and when approved, the Superintendent will present the recommended name to the full board for final approval.
- i. The full Board will vote to approve the recommendation. The decision of the Board will be final.
- j. Once a name is approved, the Communications and Public Engagement department will develop brand identity elements. Brand identity elements, including symbols, marks, or logos will be submitted to the Superintendent for approval.

### **2. Areas within a school facility**

- a. Requests to name an area within a school facility (i.e., the library, gymnasium, playing field) shall be presented to the school principal.
- b. The request should be supported by a rationale and summary of staff, student, parent, alumni, and community support for the naming.
- c. If the request is approved by the principal, it will be presented to the appropriate supervisor of the school's cluster for approval and referral to the Superintendent.
  - 1. The decision to proceed will be based upon evaluation of the request and rationale under Board Policy 2.20.010-P.
  - 2. If the principal and supervisor decide not to proceed, a letter outlining the reason will be sent to the proposer(s).
- d. If a decision is made to proceed, the principal will work with the Communications and Public Engagement department to establish a timeline and form a committee consisting of a member of the

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Communications and Public Engagement department 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.

- e. 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.
- f. The committee, working with the Communications and Public Engagement Department, will notify the staff, students, parents, and community groups of affected schools about the naming process.
- g. The committee will ensure a process for all interested parties to provide input.
- h. 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.
- i. 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.
- j. Once the Superintendent has approved the recommendation, the Superintendent will present the recommended name to the full board for approval.
- k. The full Board will vote on the recommendation. The decision of the Board will be final.
- l. The Superintendent or designee, in conjunction with the Communications and Public Engagement Department and 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.

### **3. Non-School Facilities and areas within non-school facilities**

- a. Requests to name non-school facilities or areas within non-school facilities shall be submitted to the Superintendent and accompanied by a statement of rationale and financial impact.
- b. The Superintendent or designee will evaluate the request based upon the criteria established in Board Policy 2.20.010-P and make a decision whether or not to proceed with the request.

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- c. If the decision is not to proceed, the Superintendent or designee will notify the proposer of the decision and the reason for the decision.
  - d. If the decision is to proceed, the Superintendent will assign the Communications and Public Engagement Department to establish a timeline and form a committee consisting of key stakeholders.
  - e. 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.
  - f. The committee's recommendation to the Superintendent 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.
  - k. Once the Superintendent has approved the recommendation, the Superintendent will present the recommended name to the full board for approval.
  - l. The full Board will vote on the recommendation. The decision of the Board will be final.
  - m. Once a name is approved, the Communications and Public Engagement department will develop brand identity elements and will submit to the Superintendent for approval.
- I. Naming as a result of gifts**
- a. 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.
  - b. Names proposed must be in keeping with the criteria established in Board Policy 2.20.010-P.
  - c. 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.
  - d. 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.
  - e. The decision of the Board is final.

**Franklin High School Mascot  
Identification Committee**

# Franklin High School Mascot Identification Committee

**MILESTONES**

**ENGAGEMENT PROCESS**

**COMMENCE MEETINGS**

**COMMUNITY ENGAGEMENT PROCESS**

**COMMITTEE REVIEW PERIOD**

**SUPERINTENDENT REVIEW**

**FINAL DECISION**

## **Timeline for District Action and Decision**

- November 13** Present engagement plan to Board, Superintendent and school community
- November 30** Invitations go out to proposed stakeholders
- December 15-30** Telephone and email follow up to confirm FHSMIC members and send out letters of acceptance
- January** **Hold 1 meeting- date TBD with principal**
- Introductions and charter overview
  - Timeline and public outreach discussion and planning
  - Develop social media strategy for survey
- February** **Hold 1-2 meetings-dates TBD with principal**
- Distribute survey to FHSMIC
  - Distribute survey to attendees
- March** **Hold 1-2 meetings- dates TBD with principal**
- Solicit names from community via postcards, door to door, and business flyers
- April** **Hold 1 meeting**
- Review names from surveys, fliers, and emails
  - Vote on names to submit to the superintendent
- April 15-May 15** **Superintendent makes decision**
- May 28** **District Board meeting**
- Superintendent submits recommendation to the Board
  - First reading and public input and two week input period
- June 11** **Board votes to adopt new mascot**