

Teaching, Learning, & Enrollment Committee

Focus: Enrollment Updates



PORTLAND
Public Schools

September 18, 2025

Agenda

- Enrollment Current State
- Communications & Marketing Strategy
- Shifting Practices in Schools
- Dual Assignment



Enrollment: Count as of

9	Grade Level	Projection	As of 9/12	Difference
	Kindergarten	2608	2738	130
	1st grade	2802	2765	-37
	2nd grade	2875	2881	6
	3rd grade	3013	2990	-23
	4th grade	3160	3155	-5
	5th grade	3108	3081	-27
	6th grade	3164	3220	56
	7th grade	3156	3184	28
	8th grade	3094	3142	48
	9th grade	3359	3481	122
	10th grade	3338	3381	43
	11th grade	3235	3264	29
	12th grade	3396	3348	-48
	School Total	40308	40630	322
	District Total	43529	43887	358

***There are still 10 day drop implications. This will be a high point of enrollment.**

Enrollment: Over/Under by Grade

Band

As of 9/12	Schools Under Projection	Schools at or Over Projection
K-5	20	25
K-8	7	6
Middle	6	9
High	4	6
Total	37	46

***There are still 10 day drop implications. This will be a high point of enrollment.**



PPS Enrollment Communications & Marketing Strategy

Connect. Inspire. Enroll

Marketing and communications play a critical role in enrollment by shaping how families see and experience PPS.

As we work to recruit, retain, and recover students, our strategy is designed to both build pride in the district and strengthen connections at the neighborhood level.

This approach is carried out through two complementary campaigns, one global and one localized, each rolled out in phases to maximize impact. Together, these campaigns create a unified message while meeting families where they are.



Campaign Theme and Concept

Global Message: *"Legacies Are Made at PPS"*

Celebrates the long-standing impact of a PPS education. This message connects to pride and trust by reminding families that PPS is where futures are shaped, talents are nurtured, and lifelong success begins, honoring our alumni while inspiring current and future families.

LEGACIES
ARE MADE AT PPS

Whether a student becomes a civic leader, an artist, a business innovator, or a first-generation graduate, PPS plays a foundational role in their journey.



Localized Message: *"Your Opportunity. Your Community."*

Focuses on neighborhood schools and the value of staying local. It emphasizes strong relationships, community ties, and the convenience of quality education close to home, directly addressing declining enrollment trends by encouraging families to rediscover and invest in their local schools.

Greatness doesn't require leaving your zip code, it's found in the strength, relationships, and opportunities within your own community.

Phased Approach (Global)

Phase 1: Research & Insights

- Gather honest feedback to understand family perceptions, pain points, and priorities.
- Launch newly branded PPS website as the primary marketing tool and voice of PPS

Phase 2: District Profile Books

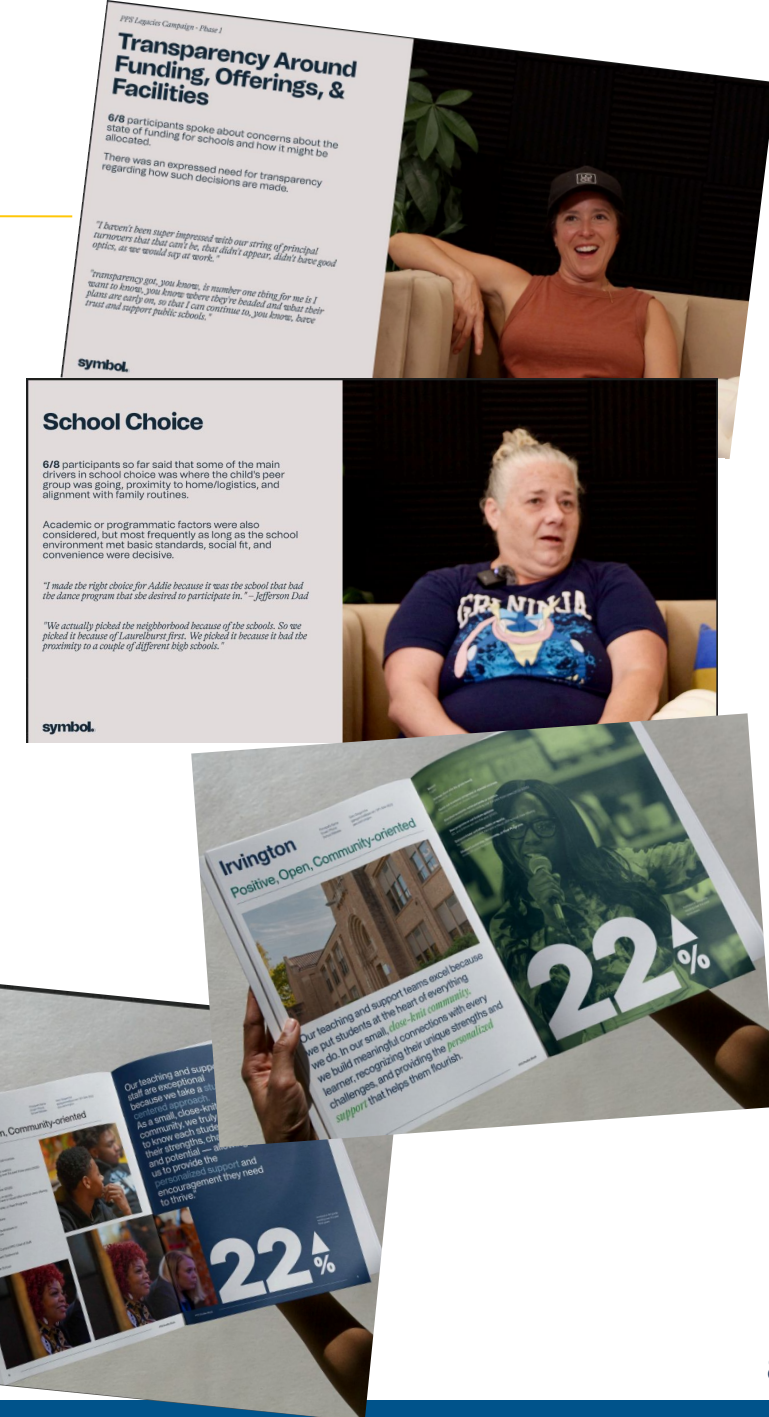
- Highlight each school's strengths and offerings.
- Deploy to real estate agencies, businesses, wraparound service providers, PPS partnership meetings, career fairs, neighborhood associations, faith-based organizations, and community centers.

Phase 3: Digital Strategy

- Paid social media campaigns, SEO strategy, and geo-fencing to reach targeted audiences.

Phase 4: Paid Media and Brand Activation Events

- Targeted ad placements based on research-driven insights.
- Brand activation events to bring the message to life through community experiences and face-to-face engagement.



Phased Approach (Localized)

Phase 1: Prioritize by Data

- Target top 5 lowest-enrollment zip codes (97206, 97202, 97211, 97203, 97214).

Phase 2: School Toolkits

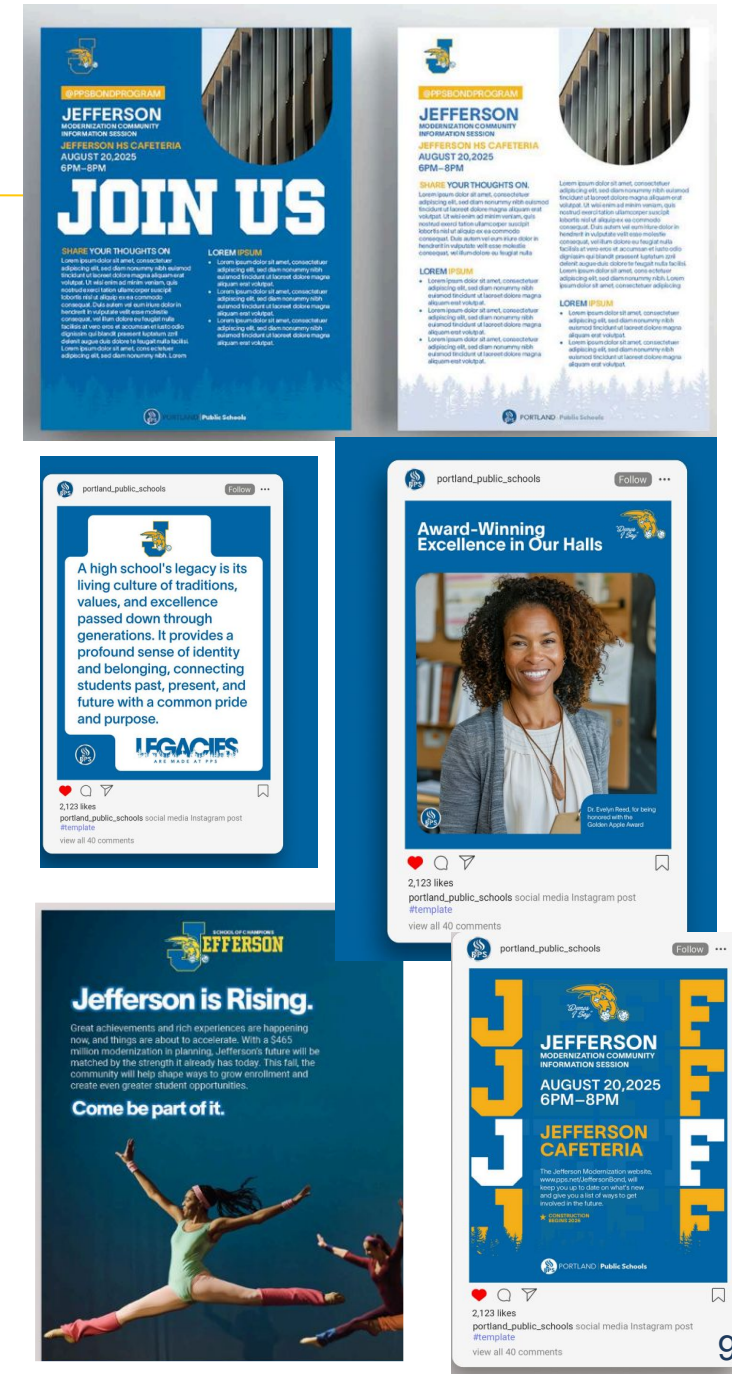
- Launch customized marketing toolkits (brand assets, visuals, fact sheets, messaging) and best practice toolkits (open houses, tours, community engagement).
- Prioritize school website launch for these specific schools as their key marketing platform. *(Official launch date for school sites is January 2026, high-decline sites will launch this fall)*

Phase 3: Paid, Targeted Outreach

- Alumni-focused social media ads tied to each school.
- Targeted outdoor ads in neighborhoods surrounding schools.

Phase 4: Brand Activation & Expansion

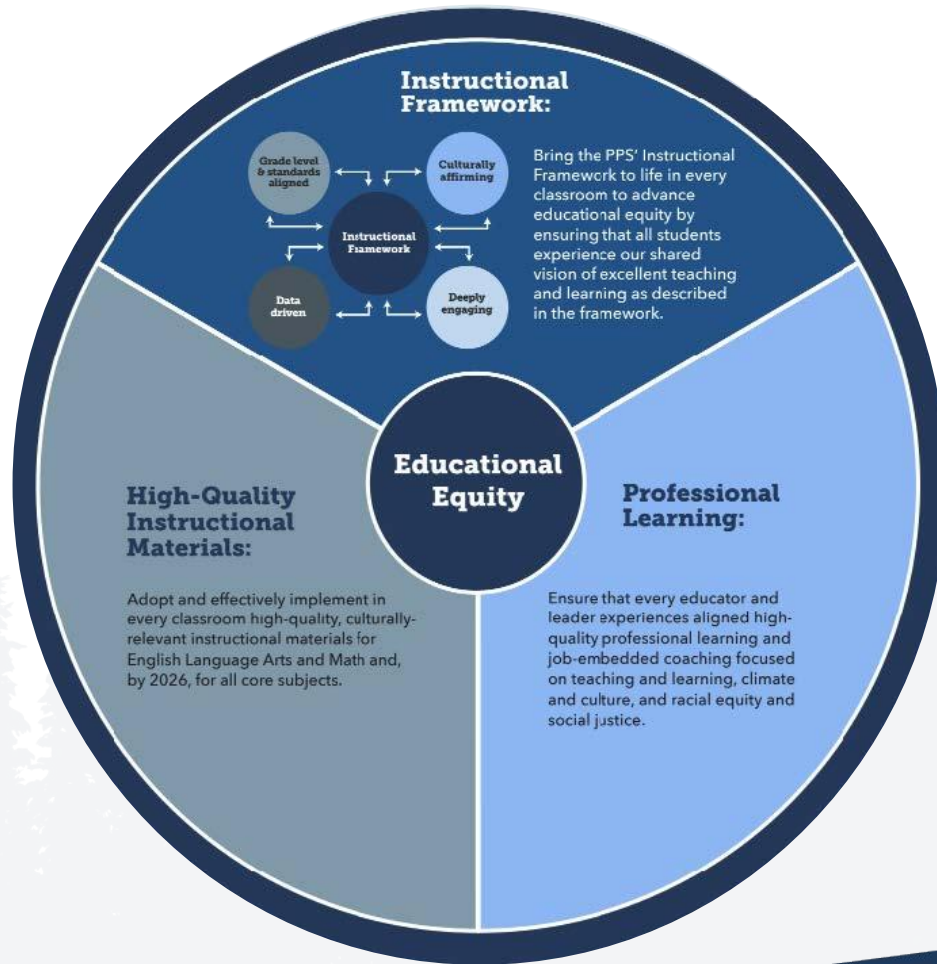
- School-level brand activation events in partnership with FACE, featuring alumni.
- Expand to mid-level decline schools (next 5 zip codes: 97219, 97266, 97213, 97215, 97229), replicating the same strategy until all schools are reached.





PPS Enrollment Shifting Practices in Schools

Roadmap to Educational Equity



We are committed to providing all students with high-quality teaching and learning in every classroom, every day - instruction that helps them achieve our Graduate Portrait and closes persistent gaps in outcomes based on race.

District Continuous Improvement Plan: Strategies



ATTENDANCE



LITERACY



MATH



9th GRADE SUCCESS

Tier 1 Integrated Climate & Culture Practices

Data-based Attendance Review and Response

School & Community-wide Attendance Initiative

High-Quality, Inclusive Core Instruction

Assessment, Data, & Intervention:
Formative Analysis and Differentiated Support

Family and Community Engagement

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Implement 9th Grade Success Road Map

What's Happening In Schools?

Summer Enrollment Drive and Kindergarten Connect

Starting with our youngest students and focusing on enrolling kindergarten students, in addition to outreach at all of our critical enrollment points of Kindergarten, 6th grade, and 9th grade.

Back to School Nights

Opening our schools so that parents can ask questions, meet their teachers, hear about rigorous instruction, and build school community.

Heritage and Community Events

Schools can be a hub of the community, so continuing to foster traditions, build new ones, and celebrate the wonderful diversity within our schools.

Information Nights and Shadow Days

Thinking through capturing students at kindergarten, middle school, and the high school.

Principal Outreach Efforts

Kindergarten Connect

For our youngest learners, we start the drive for kindergarten enrollment in the spring.

Kindergarten ramp up is a way to make connections with families and students through summer meetups, play dates, and visits to their school. At the start of the year, parents get to meet their teachers, see their classrooms, and make 1:1 connections that build a strong community.



Principal Outreach Efforts

Back to School Nights

In the fall, Back to School Nights are a way to continue to foster relationships, inform parents of upcoming events, and allow them face to face time with teachers.

Rigorous courses, student supports, and community connections are all ways to leverage successful back to school nights.



Principal Outreach Efforts

Heritage Events

Portland schools are rich with diversity, and so each month schools celebrate their communities, welcoming not only current students, but future ones too, to enjoy food, music, and culture.

As we open our schools, families can see the many ways that PPS helps to foster welcoming communities.



**Festival de la Familia -
Latino Heritage
Celebration- Sept. 25 at
5:30 p.m**

Join us for a wonderful performance of Ballet Folklorico, delicious food and a night to celebrate our students' Latino heritage and culture.

Principal Outreach Efforts

Community Outreach

Neighborhood schools can be a fun hub for the community, welcoming in our current and prospective students through fun and engaging community activities.

As we foster our community within schools, we garner a positive reputation and make public schools a premier place to build strong school bonds.

Peninsula PTA
Community Events


Peninsula Elementary

Mark Your Calendars:
Fall 2025

9/2/25- Boohoo Yahoo- PES Porch

9/13/25- Back to School Bash- Mayfly

10/08/25- Walk-n-Roll to School- PES

10/15/25-Community Meeting- PES Library

10/18/25- Apple Harvest Party- PES Courtyard

10/29/25- Fall Festival- PES

11/08/25-Leaf Raking- PES

11/11/25-Pie Pick Up - PES Porch

11/14/25-Ruby Bridges Walk- PES

11/15/25-BINGO night- Mayfly

11/19/25-Community Meeting- PES Library

12/10/25-Dine Out- Por Que No

17

Principal Outreach Efforts

Information Nights - Heading to High School

High School Fact Sheets allow prospective students to see what offerings each school has to offer.

From courses, to athletics, band, to the ways that students are supported and the little things that make each school unique and special.



Principal Outreach Efforts

Heading to High School - Shadow Days

Shadow days are an innovative way to get non-PPS students to experience a day in the life at a PPS school. Helping to disrupt myths, foster positive interactions, and build connections as we reconnect students to our great school system.



GENERAL FOR A DAY

NON-PPS STUDENTS CAN SIGN UP TO SHDOW A
CURRENT GRANT GENERAL FOR A DAY

JANUARY 14TH OR FEBRUARY 5TH
SIGN UP: [TINYURL.COM/GHSSHADOW](https://tinyurl.com/GHSSHADOW)



Dual Assignment



Jefferson Dual Assignment

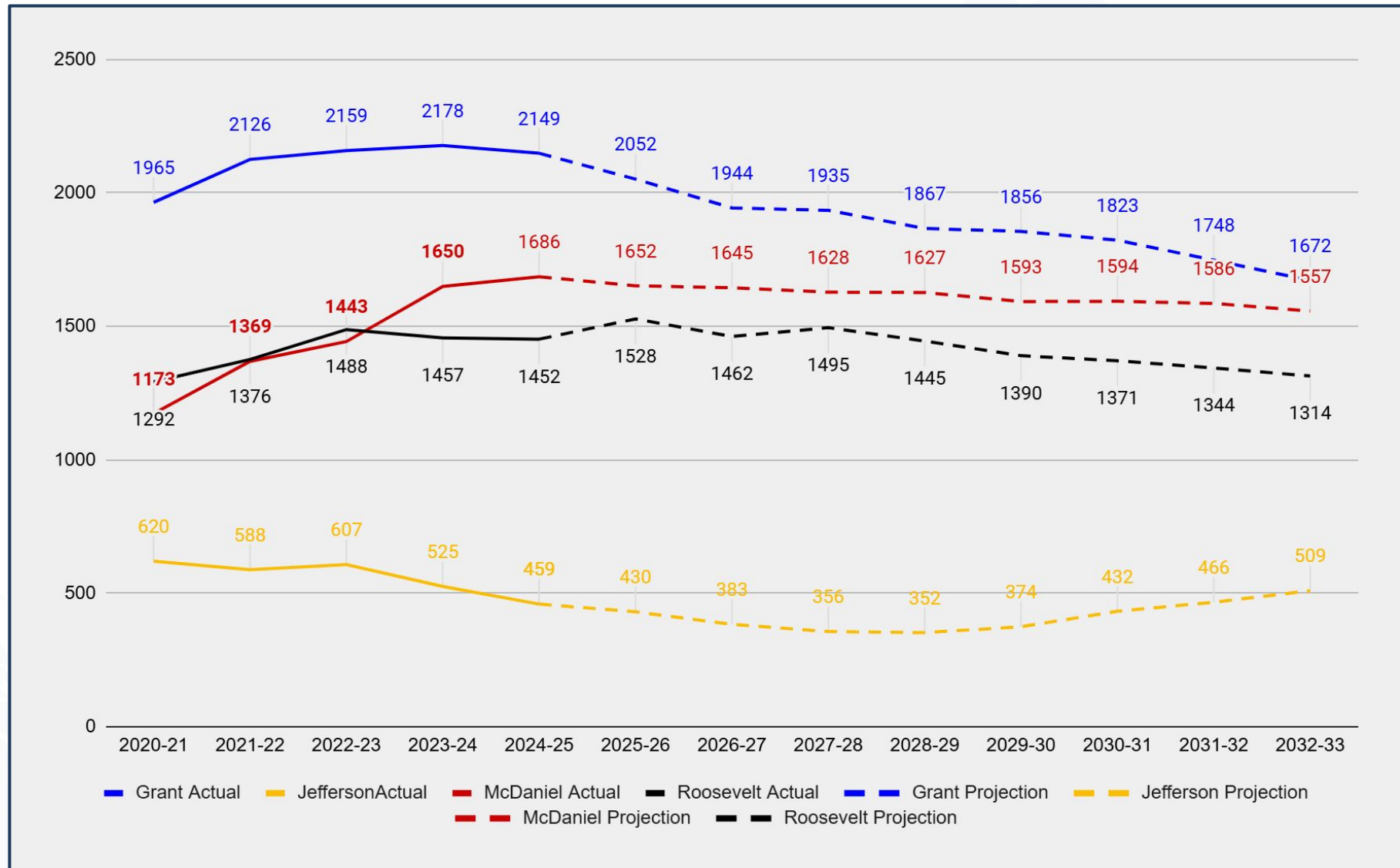
For over a decade, Portland Public Schools (PPS) has implemented a dual assignment policy for Jefferson High School, allowing students in designated zones to choose between Jefferson and neighboring comprehensive high schools. Resulting in:

- Under-enrollment at Jefferson
- Overcrowding at other schools
- Confusion for families

[June 10, 2025 Board Presentation](#)
[Memo - Increasing Enrollment at Jefferson](#)



Enrollment at Dual Assignment Schools



Dual Assignment Community Engagement Timeline



Review + Initiate

- Board presentation on current state of enrollment
- Plan for engagement

Engage + Develop

- Form advisory committee
- Three public meetings before Winter Break
- Develop scenarios

Study + Recommend

- Analyze scenarios + feedback
- Recommend action to increase JHS enrollment to Board

Continue District and school efforts to increase enrollment at Jefferson

Dual Assignment Community Engagement Timeline

August

September

October

November

December

Review + Initiate

- Form internal advisory committee
- Interview 4 HS & 12 Feeder principals
- Develop initial scenarios
- Outline engagement plans

Engage + Develop

- First open house night 09.10.25
- Board Teaching, Learning and Enrollment Committee Meeting September 16

Engage + Develop

- Finalize engagement agenda and scenarios
- Public engagement nights: 10.20 (M), 10.23 (Th), 10.27 (M), 10.29 (Th)

Study + Recommend

- Analyze scenarios + feedback
- Board Teaching, Learning and Enrollment Committee Meeting November 13

Study + Recommend

- 12.10.25 Share Final Rec. Public Mtg
- 12.16.25 Board Work Session
- January 2026**
- 01.13.26 BOARD VOTE

Dual Assignment Board Engagement Timeline

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Study + Recommend

- 12.10.25 Share Final Rec. Public Mtg
- Board Work Session December 16
- January 2026**
- Board Vote January 13, 2026

Community Engagement: B2SNs

Purpose: First chance for families in the Jefferson feeder schools to hear from staff about changes to dual assignment and upcoming engagement events this school year.

Week of	
Sept 8	Jefferson + Vernon (09.10)
Sept 15	Martin Luther King, Jr. (09.16) Peninsula (09.17) Chief Joseph, Sabin, Faubion, Irvington, Ockley Green (09.18)
Sept 22	Harriet Tubman Middle School (09.24) Boise-Eliot-Humboldt, Beach, Woodlawn (09.25)

Community Engagement: Scenarios

Overview:

- I. Share scenarios
- II. Take Feedback
- III. Share Out Final Recommendation

Proposed Dates

Monday, October 20 | Ockley Green

Thursday, October 23 | Harriet Tubman

Monday, October 27 | Vernon K-8

Thursday, October 29 | Faubion K-8

Wednesday, December 10 - Final
Recommendation

Path to Robust Enrollment (Jefferson)

Marketing, Communications and Engagement Efforts

Research + Data Collection

Marketing
enrollment trends
research

Deploy Materials

Jefferson
marketing toolkit
development

Drive Awareness

Information
sessions at JHS
and school visits

Drive Awareness

Media and
advertisement
campaign

Spring 2025

Summer 2025

Fall 2025

Winter 2026

Drive Awareness

Co-Host events
with community
Partners

Board Direction

Recommendation
to the board

Dual Assignment Community Dialogue

Strengthen
enrollment at
Jefferson during
modernization and
ensure robust
long-term
enrollment

Executive Sponsor: Dr. Jon Franco
Program Lead: Margaret Calvert

PHASE I

Enrollment Campaign

PHASE II

Jefferson Dual
Assignment

PHASE III

School Rightsizing

Questions

