

Board Proposal: Official Naming of 622 Alternative High School for SY 2026-27

Purpose:

To approve an official name for 622 Alternative High School that strengthens identity, clarifies communications, enhances branding, and inspires students, staff, and the community.

Proposed Name: Ascend High School (AHS)

Ascend High School symbolizes growth, upward movement, and personal achievement, aligning perfectly with the mission of 622 Alternative High School. The acronym **AHS** is retained, providing continuity with current usage in transcripts, internal documents, and communications. Staff and students have responded positively to the aspirational tone of the name.

Why a Formal Name Beyond “622 Alternative High School”?

1. Identity & Pride:

- “622 Alternative High School” is functional but lacks personality and a sense of belonging.
- The word alternative can come with a negative connotation and be discouraging for students and families.
- A strong, aspirational name like **Ascend High School** gives students and staff a shared identity, fostering pride, engagement, and school culture.

2. Clarity & Recognition:

- The current name is generic and can be confusing for families, community members, and partners.
- The current name of Alternative High School, as defined by MDE, currently encompasses all alternative programming in the district, such as credit recovery at North and Tartan and School within a School at the middle schools, which causes confusion for college applications, transcripts, and programming at different sites.
- An official name makes the school easier to identify in communications, transcripts, applications, and local outreach.

3. Branding & Visibility:

- A formal name allows consistent branding across signage, newsletters, websites, and social media.
- It differentiates the school from other alternative programs, online programs, or regional schools.

Next Steps

1. Board approval of **Ascend High School (AHS)** as the official name.
2. Official process of naming and acquiring through MDE’s Alternative Learning Department.
3. Launch communications plan for students, families, staff, and community partners.
4. Design logos, signage, and materials reflecting the new name.
5. Integrate the name into all official documents, transcripts, and marketing initiatives.

Consent Agenda: Official Naming of 622 Alternative High School to Ascend High School (AHS)

January 26th, 2026

Summary

Approve the official naming of *622 Alternative High School* as **Ascend High School (AHS)**, effective beginning with the 2026–2027 school year. The new name strengthens school identity, improves clarity and recognition for students, families, and external partners, and supports consistent branding and communication. The acronym AHS maintains continuity with existing documentation and transcripts. Administration is directed to complete all required Minnesota Department of Education processes and implement the transition, including updates to official records, communications, and branding materials.

Motion

Move to approve the official naming of *622 Alternative High School* as **Ascend High School (AHS)**, effective the 2026–2027 school year, and direct administration to complete all required Minnesota Department of Education processes and implementation steps.