



**PITTSBURGH  
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**For Immediate Release**

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**Superintendent Adjusts Plan to Standardize District and School Names in All Communications**  
*Common District Name Will Be "Pittsburgh Public Schools"*

PITTSBURGH July 19, 2007 - Today Superintendent Mark Roosevelt said that the District will use "Pittsburgh Public Schools" as the common and standard way of referring to the District in all communications, including future business cards, stationery, and publications. The District's legal name is, and will remain, the School District of Pittsburgh. However, currently it is commonly referred to in a variety of ways, including Pittsburgh Schools, the Pittsburgh Public Schools, The School District of Pittsburgh, the Pittsburgh Board of Education, and the City of Pittsburgh Schools among others.

At the Board's Education Committee Meeting last week, the District presented a plan to improve customer service, which included addressing the great variation in name usage and graphic identity at the District and school levels. "Through a lot of our prior work with the community, we recognized that we need to make it easier for people to deal with us. The haphazard use of names simply added to the confusion," said Superintendent Roosevelt. "Moving to a consistent, standardized approach will save costs too."

"In an effort to be short and sweet, we originally proposed "Pittsburgh Schools," which is on our School Police badges and cars. But this was misinterpreted, so in an effort to be good listeners, we are adjusting that recommendation," said Lisa Fischetti, Chief of Staff and External Affairs. "Of course, we are committed to public education. That's what *Excellence for All* is about and we will use 'Pittsburgh Public Schools' as our standard way of referring to the District in all future communications."

To associate all District schools with the Pittsburgh Public Schools and reinforce the common commitment of the District and every school to *Excellence for All* and improving student achievement, the District will proceed with adding "Pittsburgh" to the common name of each and every school that it operates. "Our intention is to reinforce how everyone and everything in the District is connected and focused on the common goal of providing *Excellence for All*," added Fischetti.

*Excellence for All* represents both the District's shared vision that everybody can achieve to a high level as well as its commitment to advancing not only student academic performance, but also the performance level of every employee.

All District schools have legal names that are not commonly used, such as "David B. Oliver," which is commonly referred to as "Oliver." The District will not change the legal names of any of its schools, but will connect each school to the larger Pittsburgh Public Schools family, so that Oliver becomes "Pittsburgh Oliver."

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“We want all of our schools to identify themselves as part of our larger undertaking, which is embodied in our motto, *Excellence for All*,” stated Roosevelt. “Schools will now be presented as part of the District’s larger entity, the Pittsburgh Public Schools.” Roosevelt added, “It’s all about a change process that means we are together in our commitment of improving student achievement and the District’s performance.”

The public can review the full Customer Service presentation and the *Excellence for All* plan to the Board by visiting the Pittsburgh Public Schools website at [www.pps.k12.pa.us](http://www.pps.k12.pa.us) or the Division of Communications and Marketing, Room 204.