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International School of Portland Debuts New Name and Logo

—The 31-year-old Portland independent school, formerly known as The International School, is a trailblazer in language immersion education and inquiry-based learning—

August 3, 2021 (PORTLAND, Ore.) – For more than three decades, the [International School of Portland](#) has been a center of excellence for multicultural education in the Portland metro area, with unique status as an International Baccalaureate elementary school with three languages under one roof. Today, the institution has announced a new name, transitioning from The International School to the International School of Portland.

“There are many international schools around the world, but we are distinct in our leadership and what we offer, as well as our history as a trailblazer in language immersion education and inquiry-based learning,” said Bodo Heiliger, Head of School. “To better differentiate ourselves while also paying tribute to our place in the world, we are excited to officially become the ‘International School of Portland.’”

The International School of Portland is one of only two schools in the United States to provide three full language immersion programs—Mandarin, Japanese and Spanish—under one roof. It is home to the longest-running Chinese immersion program in the Pacific Northwest. It is also the only program in the country to offer full Japanese language immersion, and to combine Japanese immersion with the renowned International Baccalaureate approach.

The International School of Portland is an International Baccalaureate (IB) World School, and was the first school in the Pacific Northwest authorized to offer the IB Primary Years Programme. The International Baccalaureate’s focus is on fostering critical thinking and building problem-solving skills while encouraging diversity, international mindedness, curiosity, and a healthy appetite for learning and excellence.

In addition to the new name, the International School of Portland also unveiled its new logo. The owl’s wings stand for the number of language tracks offered at the school, and when flipped,

resemble the letter “E” for English, the school’s common language. The rebranding was done by Oregon’s [Weinstein PR](#), a boutique public relations and branding agency based in Portland.

“Owls are found all around the world, and while their cultural significance is as diverse as all the countries represented in our school, they commonly symbolize wisdom, intelligence and knowledge—all qualities we honor and cultivate in education,” noted Heiliger.



New Leadership Builds on Three Decades of Innovation

The school’s new name and branding coincides with its new leadership. In May 2021, the International School of Portland announced two new leadership appointments. Bodo Heiliger was named Head of School, and Dr. Pamela Chandler joined as Head of Elementary.

“This is an exciting time for the International School of Portland. Our small campus is a global microcosm, helping to shape children who are more open-minded, kind, patient and tolerant—traits our world needs more than ever,” said Heiliger. “We are excited to build upon our first 31 years and foster the next generation of global citizens, teaching them how to approach challenging global issues with empathy and compassion.”



Heiliger, who was formerly the school’s Head of Elementary, has also been instrumental in the creation of the [Deloris A. Spear Center for Teaching Excellence](#), an outgrowth of the school focused on international educational innovation and professional learning in the Pacific Northwest. The Spear Center provides opportunities for educators to share best practices in multicultural teaching and develop a network of highly skilled professionals who are invested in immersion and inquiry-based education.

About the International School of Portland

Founded in 1990, the International School of Portland provides a warm, multicultural environment where children are fully immersed in Mandarin, Japanese or Spanish from preschool through fifth grade. Its small classes and inquiry-based International Baccalaureate curriculum enable children to acquire language and culture as they learn to pursue knowledge beyond the classroom and throughout life. Unlike other immersion schools, at least 75% of the classroom experience is in the language, including math.

The International School of Portland's world-renowned professional faculty and staff hail from more than 17 countries and provide a loving, multicultural environment that engages the school's nearly 400 students in academics, PE and the arts. The school promotes a positive climate that offers long-term, secure relationships that support academic, physical, cognitive, social and emotional development—an approach known as “whole child” education.

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