Jan. 22, 2026

To whom it may concern,

As a company employing copywriters, artists, and creative thinkers, we found it fitting to co-write this endorsement letter with one of our current De La Salle North Catholic students. Wieden+Kennedy has been partners with DLSNC for 16 years. We originally signed up on a whim, thinking this was a nice way to support the community and raise awareness with high school students about careers in creativity—never did we think it would turn into a decade-long relationship.

Leveraging the format of the CWS, we have one student in our office each day of the week. This consistent presence adds a youthful energy to our building and allows students to work on projects alongside our employees. As a result, our staff gets to know them, fostering a sense of belonging and making the students feel like part of the W+K family. In addition, at W+K, we frequently hire our student workers for part-time summer work, which is a win-win for everyone involved.

These experiences allow students to form lasting connections that significantly contribute to their success after graduating from DLSNC. For example, a student who started with us in 2015 at age 14 still visits the office today to discuss his career, work life, and creative projects with the employees he worked alongside. In another instance, we had a student who expressed an interest in real estate, (not really our expertise). However, an employee was able to connect him with a professional in the industry. This connection was instrumental in launching his highly successful real estate career. This illustrates the true power of students collaborating with supportive adults who can leverage their networks to help students thrive wherever their path leads after DLSNC.

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While working here, students are able to help employees on projects that include research, design, and writing, among other things. The students are also instrumental in arranging and maintaining the building to support a creative community. Through these various projects, students are exposed to and participate in a wide variety of positions, all of which make a company like Wieden+Kennedy run. For instance, who knew there was an internal group that helps host community events in the building? Students get to engage in the planning, setup, and teardown of these events in which outside companies use the space at WK. (*We even help plan the DLSNC Prom here!*).

The benefits to the students and the employees at Wieden+Kennedy are innumerable and the impact to the Portland community is far-reaching. So from both of our perspectives and lived experience, we, an employee at W+K for 20+ years and a junior at DLSNC high school halfway through year two at W+K, give the CWS our highest recommendation and endorsement for businesses to participate.

Amiyah

Class of ‘27
DLSNC

Scott Kleiner

Head of Community & Office Services
Wieden+Kennedy