



Mascot Makeover

January 17, 2024

What is a Mascot?

- Something adopted by a group to represent them (ex. Geico Gecko)
- Embodies the group's collective energy; fosters team spirit
- Is a symbol of the group, sometimes serves as a spokesperson
- Often related to the moniker (a moniker is the nickname, ex. Mounties or Dodgers or Bruins)



Criteria Established by Group

MASCOT CHARACTERISTICS

Not human

Gender neutral

Reflects our location/heritage

A native plant or animal

Original creative design
(not clip art)

SUCCESS CRITERIA

Professional quality

Represents the college well

Allows for broad community opinions to be heard

Input from students, employees, community

Follows characteristics the group determines as critical

Culturally competent



Survey Participants

ANSWER CHOICES	RESPONSES	
Student	74.17%	2,731
Faculty	6.33%	233
Staff	8.12%	299
Alumni	6.63%	244
Community	0.90%	33
Manager	1.66%	61
Other (please specify)	2.20%	81
TOTAL		3,682



Important Mascot Qualities

ANSWER CHOICES	RESPONSES		
Perseverance	44.11%	1,624	2
Strength	49.46%	1,821	1
Intelligence	40.28%	1,483	3
Nobility	19.31%	711	
Competitiveness	20.23%	745	
Liveliness	17.25%	635	
Confidence	39.92%	1,470	4
Approachability	23.60%	869	
Humor	18.31%	674	
Uniqueness	27.54%	1,014	5
Total Respondents: 3,682			



Survey Provided Ideas Total Votes

	1	2	3	TOTAL
A Mountain	47.50% 560	20.10% 237	32.40% 382	1,179
BigHom Sheep	28.93% 278	34.24% 329	36.84% 354	961
Gnatcatcher Bird	26.11% 88	31.75% 107	42.14% 142	337
Black Bear	30.97% 534	36.25% 625	32.77% 565	1,724
Mountain Lion	41.68% 849	33.19% 676	25.14% 512	2,037
Kingsnake	28.38% 128	31.93% 144	39.69% 179	451
Raccoon	39.93% 321	28.73% 231	31.34% 252	804
Red-Tailed Hawk	31.83% 396	33.76% 420	34.41% 428	1,244
Mountain Dog	43.72% 640	27.12% 397	29.17% 427	1,464
Bison	24.97% 211	28.76% 243	46.27% 391	845

5

2

1

4

3



Popular Survey Write-in Ideas

- Phoenix (not native animal)
- Dragon (not native animal)
- Goat (similar long horn sheep did not perform well, committee didn't find it a good match)
- Eagle (not native to our local mountains)
- Wolf (not native to local mountains)
- Coyote (negative homophone with human smuggler)
- Squirrels (does not align with popular mascot qualities)
- Mountaineer type (no humans; what would represent a Mountaineer?)
- Dinosaur, such as T-Rex (not a native animal)



Final Two

Workgroup narrowed down to Mountain Lion and Bear:

- Top 2 most popular in survey
- They align with Characteristics, Success Criteria, and Important Mascot Qualities
- They are beloved by native Tongva people, according to Native History faculty
 - Bear is a symbol of strength, courage, intrepidness
 - Tribes called Mountain Lions teachers and viewed them as their relatives



Discussion

Athletics representatives had strong reservations about feline type mascots. They strongly preferred Bears, which would be more unique within the Community College system.

After a thorough discussion, the group voted and determined 10-2 to choose Bear over Mountain Lion for reasons including:

- It meets the Workgroup's selection criteria and success criteria.
- It makes the mascot more unique within the Community College System
- It supports more buy-in across the college for the new mascot to avoid secondary, unofficial mascots
- The beautiful symbolism of bears to Native Peoples



Vote

Following the discussion, this is the mascot I will vote for:

- * Mountain Lion (2)
- * Bear (10)

