

Mascot and Moniker Task Force

Joe Jennum and Uyen Mai, co-chairs

May 26, 2022

Expectations



- Share your honest opinions
- One person speaks at a time
 - Raise your hand via “Reactions” or use Chat
- Respectfully debate the idea, not the person

Guests

- Invited to stay and watch, but not participate in discussion at this time.
- The committee is focused on evaluating the research results of more than 900 voices as well make sense of discussions to determine next steps.

Purpose of the Task Force

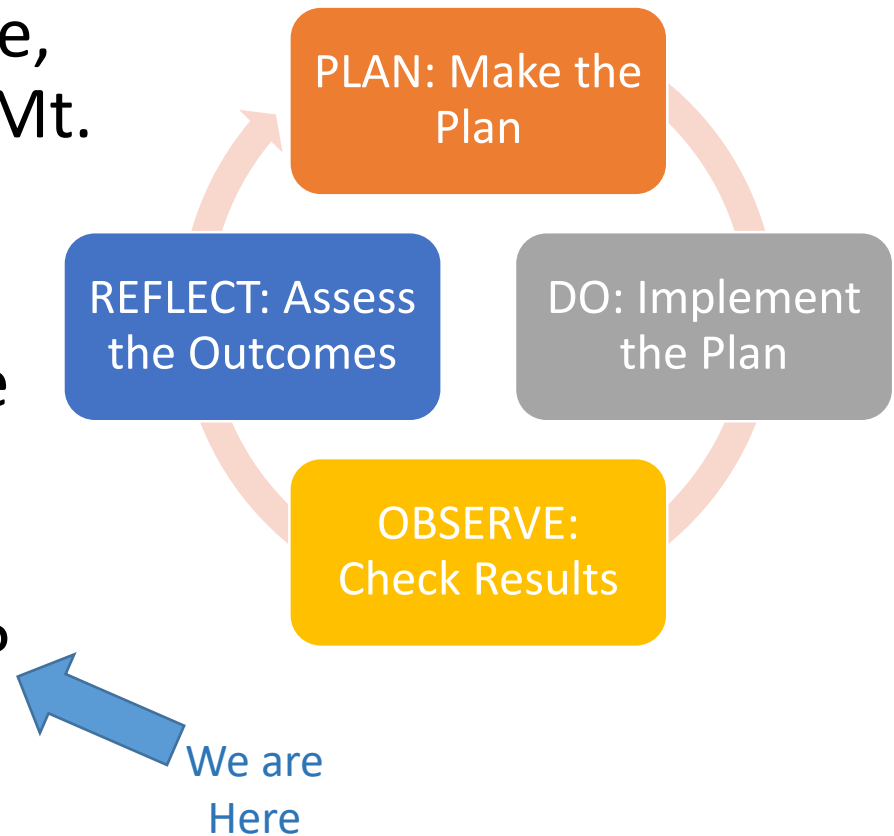


This task force will evaluate the Mt. SAC mascot (Joe Mountie) and athletic moniker (Mounties).

The task force will evaluate the strength of the two identities to determine if they appropriately represent the college for the next 75 years.

What do we need to know?

- Is the mascot, Joe Mountie, the right mascot to bring Mt. SAC into the future?
- Is the moniker, Mounties, the right nickname for the college into the future?
- What process should be used to make the change?



Summary of Progress So Far

- Developed a process; conducted and analyzed a survey
- Found and discussed historical documents
- Voted on whether to recommend changing mascot Joe Mountie. Vote determined 15 wanted to change Joe Mountie; 2 voted to keep the mascot.
- Voted on if we want to start a vote on the moniker or find a new process. Vote determined 14 wanted to vote now; 3 voted to come up with a new process.
- Voted on whether to keep the moniker Mounties. Vote determined 12 wanted to keep the moniker; 5 wanted to change the moniker.

Agenda

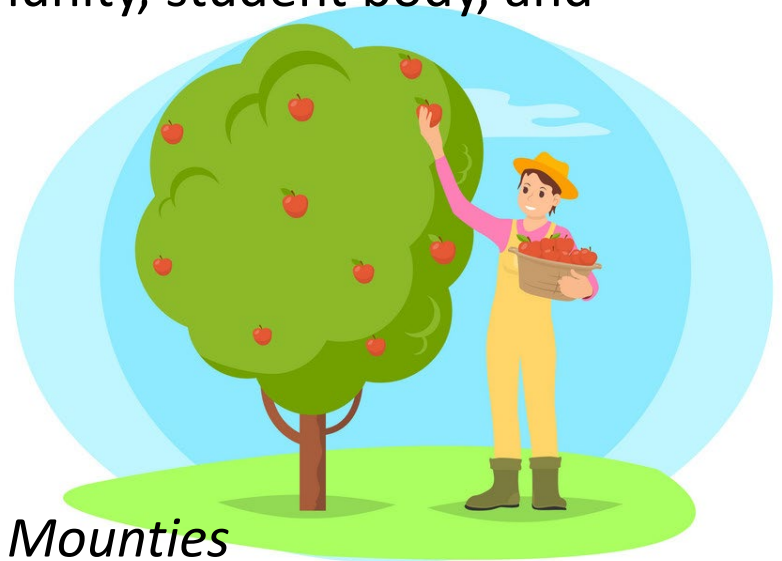
- Note previous research in methods used can be used as foundation. Material will be attached and link sent via email.
- Discussion: What is the process we should use to make the change

Selection Criteria from Amherst

QUESTION: What are Mt. SAC's criteria for its new mascot?

The New Mascot Should...

- Be unifying for the campus and larger community;
- Represent positive qualities, ideals, or associations around which people can rally;
- Be broadly relevant across the community, student body, and among generations of alumni;
- Be representative of the college's experience or history, either generally or specifically;
- Work equally well for women's and men's sports teams
- Have the potential to translate in a visually pleasing manner.
- *ADDITION: Be based on the moniker Mounties*



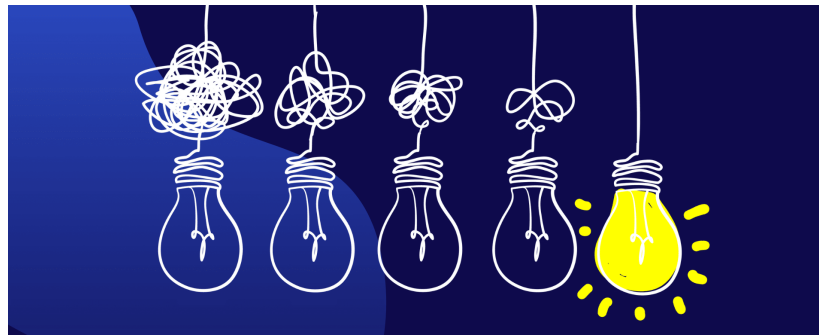
Draft Process Part 1 - Get Ideas

- **Summer** - Check for committee membership updates. Draft communications to campus in summer. Develop mascot selection criteria. Develop survey to collect mascot ideas for moniker Mounties and identify any missing selection criteria.
- **Fall** – Finalize mascot selection criteria and survey. Communicate with campus. Survey the community for mascot ideas that work with Mounties and identify any missing selection criteria. Encourage groups across campus to participate.
- **End of Fall** – Discuss mascot idea finalists and selection criteria with key groups, such as: Associated Students leadership, President's Advisory Committee, etc.



Draft Process Part 2 – Clarify Concepts

- **Fall** – Bring on board broader Creative Team. Committee should recommend if we should hire an outside agency or recruit an internal team. Creative Team can help committee determine mascot ideas that can have best potential to meet selection criteria.
- **Winter** – Committee provides recommendation(s) to President; Hear decision from leadership on mascot concept.
- **Winter** – Put together creative briefing outlining the mascot concept we want developed by the Creative Team



Draft Process Part 3 – Make Creatives

- **Winter** – Creatives developed from mascot concept
- **Spring** – Committee and Creative Team review, edit and test mascot(s). Focus groups and other research can be used.
- **Spring** – Committee puts forward selection(s) for President/Board. Edits and decisions are made.
- **Summer** – Mascot iterations developed and branding/usage guidelines set
- **Fall** – Mascot formally launched



Next Steps for Our Team

- Give committee time to:
 - Review mascot change methods previously compiled (April 2021) for ideas on how to develop a new mascot
 - Edit/improve draft process
 - Edit/improve concept selection criteria
- Yen will request feedback from committee via email to see if we can firm up the recommended process before summer break, submit to President.
- If our recommended process is approved, move forward with subcommittees doing some preliminary work during the summer. Subcommittees can focus on (1) selection criteria (2) survey development. These materials can be finalized in the Fall.
- See if Mary is available this summer, and if not, request Academic Senate leadership participation in subgroups.
- Try to reconvene again on a Friday at the regular time? June 3? Yen will ask Cynthia Orr to check if (1) the meeting can work (2) see if Summer meetings can work.