



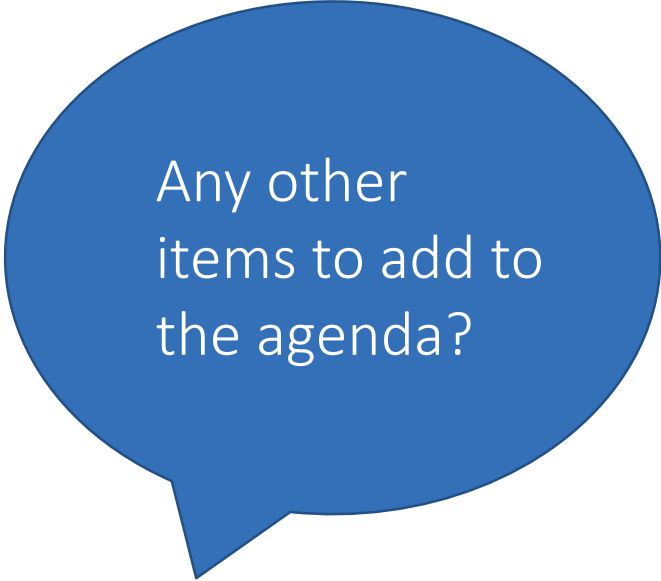
# Welcome

Mascot Development Workgroup

April 3, 2023

# Agenda

1. Welcome
2. Introduce Danielle Diaz, here for Ruby Rojas
3. Review Notes from previous meeting
4. Check Workgroup Meeting Time for Ruby
5. Reminder of Purpose and Function
6. Discuss RFP Work so Far
  - a. Any Samples?
  - b. Scope of Work?
  - c. Evaluation Criteria?
  - d. Potential Companies?
  - e. Timing of the Project?
7. Next Steps – April 10, meet with Tiffany Chen from Procurement



Any other items to add to the agenda?

# Meeting Participants

- Marc Acuna
- Cesar Alvarado
- Christian Alvarado
- Sandra Bollier
- Jill Dolan
- Marisa Fierro
- Joe Jennum
- Lee Jones
- John Lewallen
- Ruby Rojas (Danielle Diaz)
- Marc Ruh
- Lily Rzonca
- Andrea Sims
- April Tellez
- *Special Guests:*  
Cynthia Orr, notes  
Tiffany Chen, procurement



# Expectations

- Share your honest opinions
- One person speaks at a time
  - Raise your hand via "Reactions" or use Chat
- Debate the idea, not the person
- Be informed and involved throughout the process

# Meeting Notes Review

Share first meeting notes from Cynthia Orr.

This is not a formal committee, so we don't have to vote to approve, but can make corrections together.

Cynthia will send out.



# Purpose and Function

## PURPOSE

The PAC Mascot Development Task Force will oversee the process of researching, developing, designing, recommending to PAC, and implementing a Board of Trustees approved new college mascot.

## FUNCTION

- HIRE A BRANDING COMPANY
  - Develop a RFP to secure the services of a branding company specializing in mascot development
  - Identify and interview finalists
  - Recommend a company for the President and Board to hire
  - Oversee procurement of the services
- FACILITATE CAMPUS PROCESS
  - In partnership with the company, support campus processes in the research, development, design and implementation of the new mascot





# What is a Mascot?

- Person, thing or object that represents the organization (ex. Joe Mountie)
- Thought to bring good luck
- Often serves as a spokesperson
- Often related to the moniker (A moniker is the nickname, ex. Mounties or Dodgers or Bruins)



# The Request for Proposal (RFP) Process

IMPORTANT: We will get what we ask for.

Formal, multi-meeting process with Procurement

Using a new online process.

Did everyone get an invitation from Tiffany for an online account? If not, email her for another invitation.





# Discussion: RFP Samples

ADDED AFTER MEETING:

See Smartsheet at:

<https://app.smartsheet.com/b/publish?EQBCT=eee5a8c3bd26442eb3b935d534392918>

Add to Smartsheet at:

<https://app.smartsheet.com/b/form/c1812b34118d4510ac0965809663e422>



# Discussion: Scope of Work

ADDED AFTER MEETING:

See Smartsheet at:

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Add to Smartsheet at:

<https://app.smartsheet.com/b/form/c1812b34118d4510ac0965809663e422>



# Discussion: Evaluation Criteria

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# Discussion: Timing

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See Smartsheet at:

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# Discussion: Moving Forward

ADDED AFTER MEETING

Please reach out to your networks for RFP samples and vendor recommendations.



# Next Steps

## ADDED NOTES FROM MEETING:

Continue to meet the 1<sup>st</sup> and 3<sup>rd</sup> Monday of the month via Zoom. Cynthia Orr will send a calendar invitation on my behalf.

Tiffany Chen will join us at the next meeting to begin work on the RFP.

