



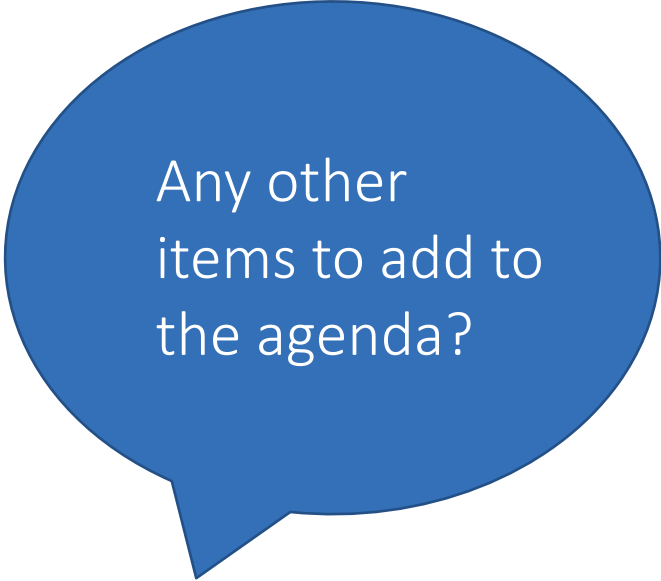
Welcome

Mascot Development Workgroup

April 17, 2023 (Meeting 3)

Agenda

1. Welcome
2. Quick review of previous meeting
3. Reminder of purpose and function
4. Discuss RFP Work so Far
 - a. Any New Samples or Recommendations
 - b. Procurement Team's Recommendations on Next Steps
5. Next Steps
 - a. 1st and 3rd Monday at 3 p.m. – Next meeting May 1.



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
- Danielle Diaz
- *Marc Ruh*
- Lily Rzonca
- Andrea Sims
- April Tellez
- *Special Guests:*
Cynthia Orr, notes
Tiffany Chen, procurement
April Landry, 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

Remind that second meeting notes from Cynthia Orr were emailed 2 weeks ago.

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



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 with OpenGov



Discussion: New Additions

Jill and Yen added more examples or recommendations from other schools and also drafted some language



Discussion: Process

STRUCTURE

Group likes Saddleback example as discussed from research

PROCESS - Communicate, communicate, communicate.

1. Develop process
2. Engage entire community in submitting ideas (explain why and perhaps have other categories)
3. Task Force / Vendor / Research whittles down to semifinalists
4. Open Forums, Those to attend vote for Finalists.
5. Finalists provided to entire community to vote
6. Then winner is sent for design concept (art)
7. Design concepts submitted to the committee; Committee chooses finalists
8. Final designs sent to campus for voting
9. Winner gets full treatment of types of materials
10. Implementation of new mascot in approved formats / usage standards
11. Ensure removal of old mascot



Discussion: Evaluation Criteria

SUCCESS MEANS

Professional quality (well designed, flexible use, unique, engaging)

Represents the campus community well (fits the college brand)

Allows our broad community's opinions to be heard

Input from students, employees, community

Follows the mascot characteristics the group determines as critical

Provided multiple versions as outlined by the group and in editable formats

Strategy and creative material are culturally competent and respectful of DEISA (added from prior meeting #2 so it's in our list)



Discussion: Mascot Characteristics

Gender neutral and not human

Reflect geographical location/heritage

Represents our local area (native animal or plant, etc.)



Discussion: Other Notes

Let's carefully express the concepts and reasoning to the campus as we go.

Teach what we need from the mascot, ex. at open forums before they vote for the finalists.

Acknowledge links to colonization.

Accessible open forum - online and in person - students, employees, alumni, retirees, and community too - lots of voices

Focus on moving forward, not backward, but OK to provide context and background to understand

Focus on providing education at the open forums later so they are informed before voting

Open Forums should include how the mascot should represent the college and its mission and its core values.



Next Steps

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

NEW REGULAR MEETING LINK: <https://mtsac-edu.zoom.us/j/9092745448>

* Meeting ID: 909-274-5448

* Phone dial in at +1-669-444-9171

