



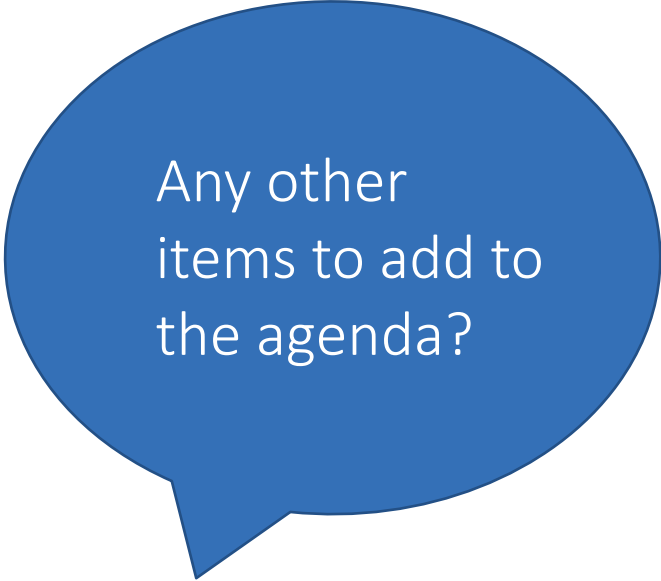
Welcome

Mascot Development Workgroup

May 15, 2023 (Meeting 4b)

Agenda

1. Welcome and New Members
2. Quick review of previous meeting
3. Discuss RFP Work so Far
 - a. Procurement Team's Recommendations on Next Steps
4. Next Steps
 - a. 1st and 3rd Monday at 3 p.m. – Next meeting June 5.



Any other items to add to the agenda?

Meeting Participants

- Italicized members were not able to attend.

- 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
Angelic Davis, purchasing
Ana Cisneros, purchasing
Connie Madarang, purchasing
Tiffany Chen, purchasing



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 meeting notes from Cynthia Orr were emailed previously.

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



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
- OPENGOV
 - Using a new online process with OpenGov
 - Provide feedback via OpenGov comments
 - Trouble? Contact Angelic Davis or Tiffany Chen



Process Agreed so Far

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 approved by Board and PAC then gets full treatment of types of materials
10. Implementation of new mascot in approved formats / usage standards
11. Ensure removal of old mascot



Evaluation Criteria so Far

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+



Mascot Characteristics so Far

Not human

Gender neutral

Reflect geographical location and heritage

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

Original, creative (not clip art)



Discussion:

- Task Force discussed the RFP process with Purchasing Team.
- Task Force saw current draft of RFP and discussed introduction, scope of work, evaluation criteria, questions of vendor.
- **TO DO: Committee is asked to provide feedback by June 5 on the RFP draft through OpenGov software, so all comments, ideas and drafts are in one location.**
- Trouble with OpenGov? Contact Angelic Davis (angelic.davis@mtsac.edu or 909-274-5512) or Tiffany Chen (tchen138@mtsac.edu or 909-274-5514).
- Questions about process? Contact Yen Mai at (umai@mtsac.edu or 909-274-5448)



Next Steps

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

Meeting ID: 909-274-5448 | Phone dial in at +1-669-444-9171

Committee agreed to:

1. Over the next few weeks: Work online to review/improve/provide feedback on RFP through OpenGov
2. Meet June 5 to review **final draft**. Due to finals week, we are not voting to finalize this week.
3. Meet June 12 to finalize RFP and send to advertising

