

# Mascot and Moniker Task Force

Joe Jennum and Uyen Mai, co-chairs

June 3, 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

# Purpose of the Task Force

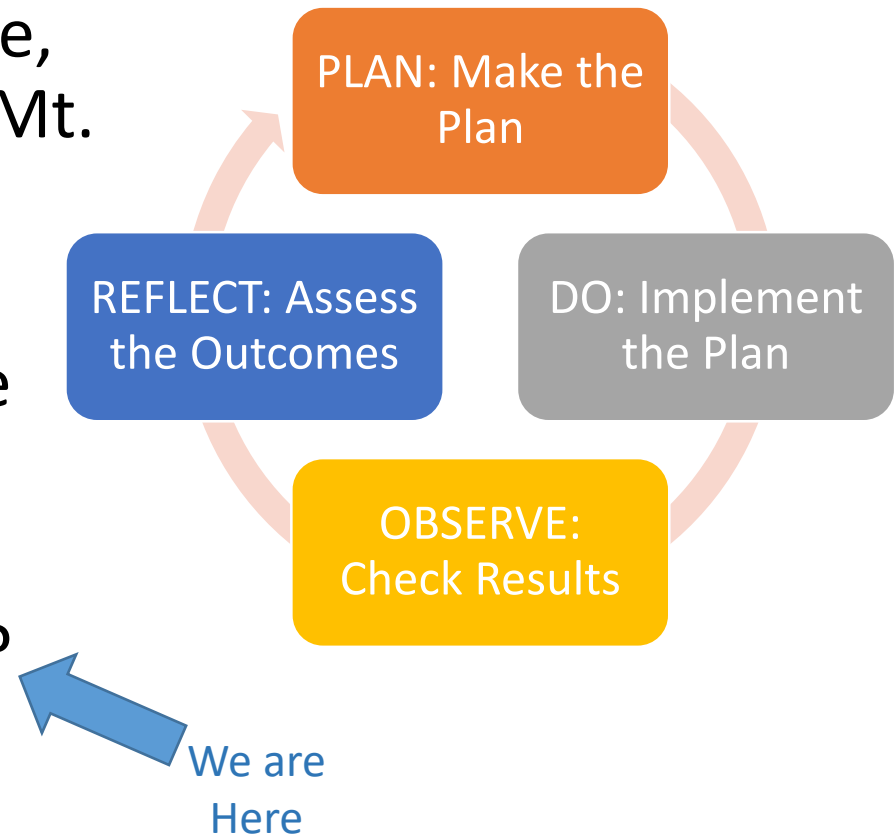


This task force will evaluate the Mt. SAC mascot (Joe Mountie) and athletic moniker (Mounties).

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- Found and discussed historical documents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

- Discussion: What is the process we should use to make the change
- Proposal: Vote on a tentative process that can be re-evaluated, including in the Fall and after a Creative Team is established.

# Discussion RE: Should we use an outside Creative Team?

- Group overwhelmingly wants to use an outside company because: (a) they have expertise, experience and staffing to support this significant initiative (b) they have an outside perspective, which can be helpful (c) we can ensure the mascot meet's the college's national-level reputation (d) this mascot is going to be used for decades and put in our history books, we want to make sure we get it right.
- When should we bring them onboard? We should take them onboard in the beginning because they probably already have survey/research instruments and guidance on the process.
- Additionally, the company should have a DEISA focus.
- Vote: 10 want to hire externally; 0 want to develop internally



# Discussion RE: What process should we use?

- The process we recommend is that the college bring in an outside agency specializing in mascot development and with a focus on DEISA to help guide the process in developing and implementing a new mascot.
- Vote: 10 in support; 0 against



# Next Steps

- Joe and Yen will bring forward the committee's proposals to Dr. Scroggins.
- Joe and Yen will report back to the committee the results.