

Moniker and Mascot Survey Preliminary Results

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July 19, 2021

Survey Respondents

- Survey was administered from June 2-23, 2021
- 921 respondents are included in the analysis
 - Respondents include those who consented and then completed at least one question about the moniker/mascot
- Respondents could skip any questions

Respondents by Role (Unduplicated)

Role	Unduplicated Count	Percent
Manager	63	6.8%
Faculty	209	22.7%
Staff	173	18.8%
Current student	397	43.1%
Alumni or former student	69	7.5%
Community member/Donor/Retired	9	1.0%
Unreported	1	0.1%
Total (Unduplicated)	921	100.0%

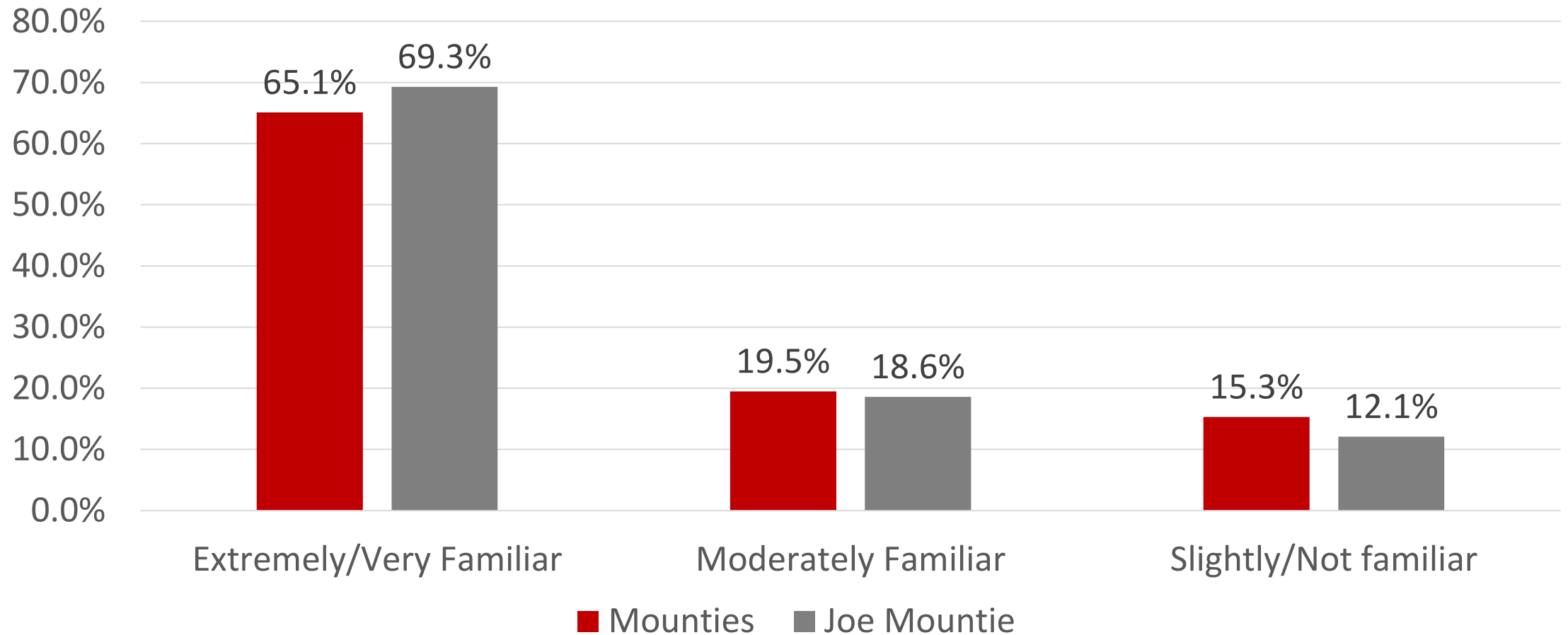
Respondents by Gender

Gender	Count	Percent
Female	475	57.5%
Male	268	32.4%
Non-binary/Both	17	2.1%
Prefer not to say/No Response	161	19.5%
Total	921	100%

Respondents by Ethnicity

Ethnicity (IPEDS Categories)	Unduplicated Count	Percent
African American/Black	26	2.8%
Asian/Pacific Islander	87	9.4%
Hispanic or Latina/o/x	351	38.1%
Native American/Alaskan Native	8	0.9%
Two or more	28	3.0%
Unreported	212	23.0%
White	209	22.7%
Total	921	100.0%

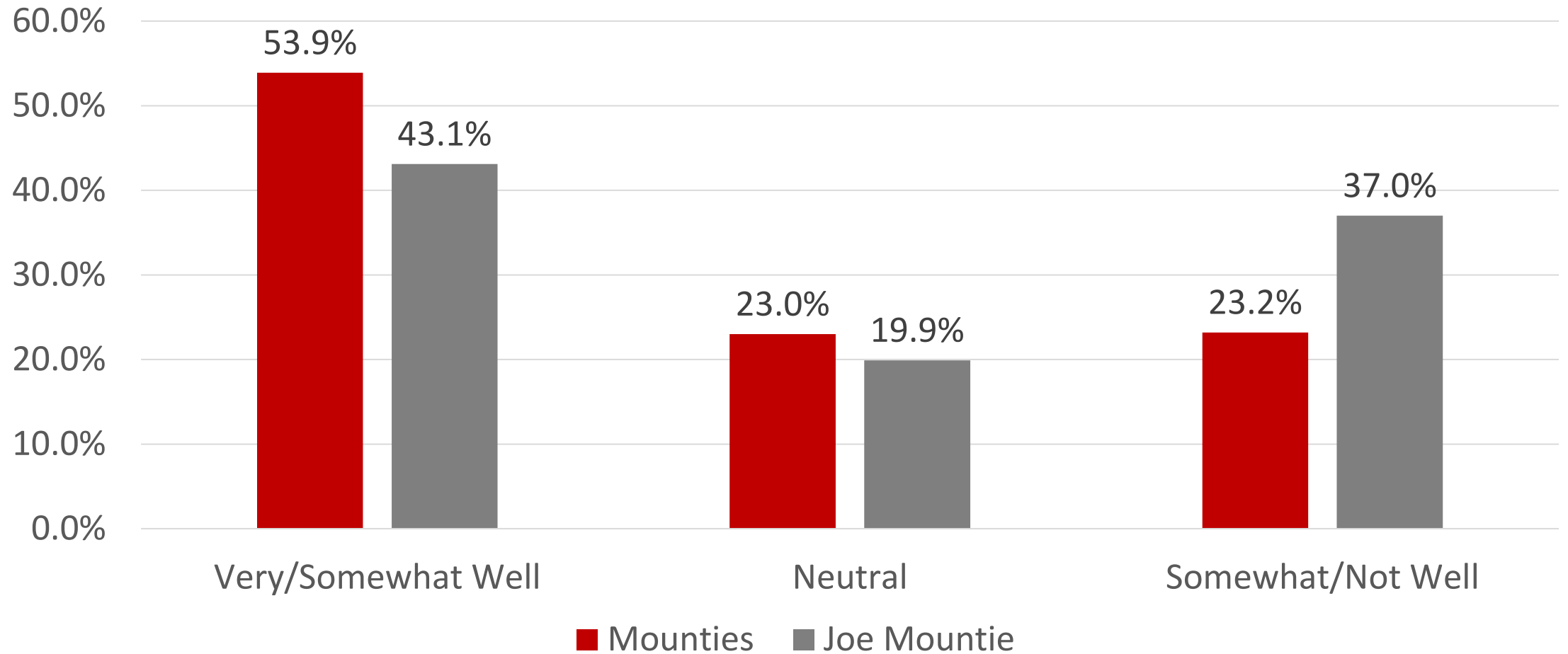
Familiarity with Moniker/Mascot



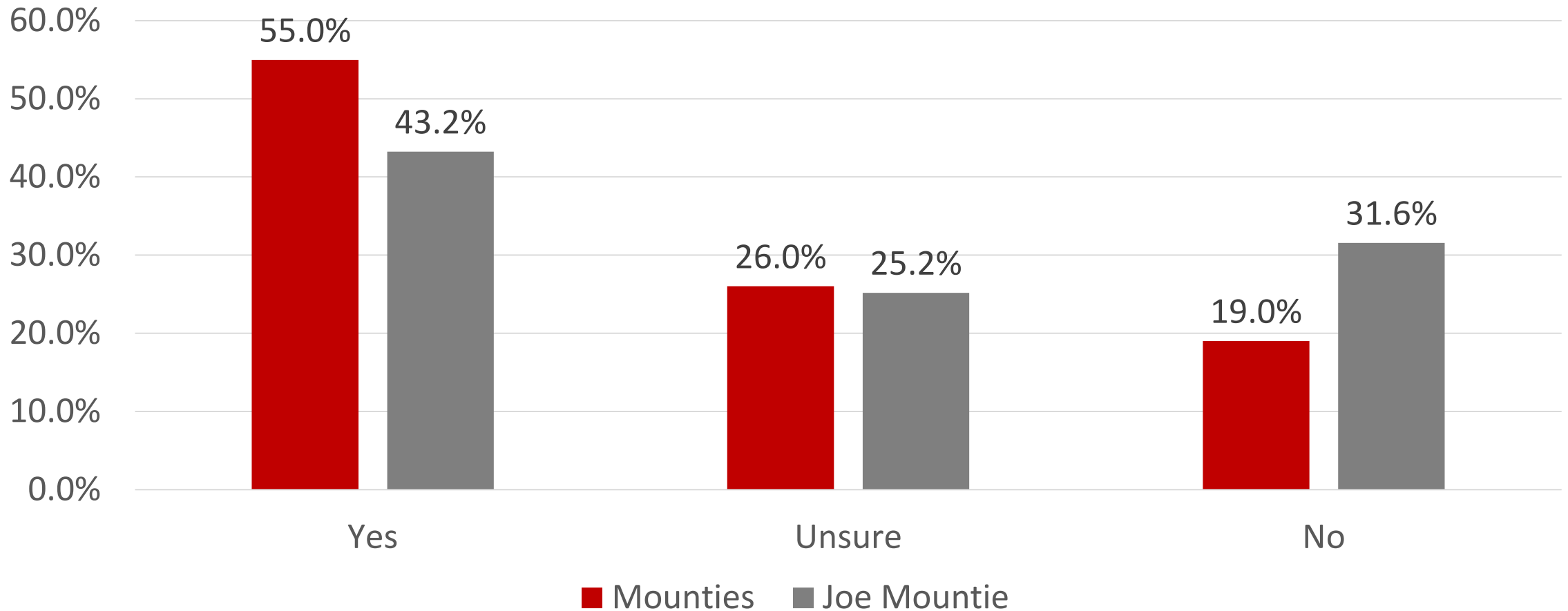
Three Words That Come to Mind

Mountie	Joe Mountie
Mountain/Hill	Old Guy/Man
The College	White Guy/Man
Police/Law Enforcement	Mountain Climber/Man
Mountain Climber/Man	Friendly
Canada/Canadians	Outdated/Dated
Sports/Athletes	Man (Only)
Mascot (Joe Mountie)	Rugged
Students	Hunter
Pride/Proud	Canada/Canadians
Old Guy/Man	Cute

Moniker/Mascot Represents Mt. SAC Community



Moniker/Mascot Appropriate to Represent College



Is "Mountie" Appropriate to Represent the college? Themes Identified:

No and Unsure

- Makes them think we are connected with the Royal Canadian Mounted Police
- Does not represent our diversity
- Is outdated
- Don't understand why this moniker was chosen or its history

Yes

- Historical connection or tradition connected to the college
- Is part of the college's name and a local mountain
- Mountie is a metaphor for valuable characteristics of our study body and faculty

Is "Mountie" Appropriate to Represent the college? Comments

No and Unsure

- *"The original concept of "mountaineers" is supposed to elicit thoughts of independence, perseverance, ability to face challenges and overcome them and respect and love of nature/environment. The moniker says none of these things to me. It only brings to mind the Royal Canadian Mounted Police"*
- *"There is no representation of the student population in the word Mountie. The word Mountie is very vague, no clear definition about a Mountie's attributes, characteristics that we can tie back to the current Mt. SAC population"*

Yes

- *"Mt SAC has a strong history in academics and athletics in this community. Continuation of traditions and core values illustrate important strengths for current and future students looking for those qualities in a school they choose to call their own"*
- *"We are surrounded by beautiful, strong, stellar mountains. The mountains provide a beautiful backdrop to our equally beautiful campus. In addition, Mounties is synonymous with the name of the College, Mt. (Mount) SAC"*

Is "Joe Mountie" Appropriate to Represent the college? Themes Identified:

No and Unsure

- Does not represent our diversity/culture
- Is outdated
- Connection to Canada or Royal Canadian Mounted Police ill-suited to a southern California college

Yes

- Historical connection to or tradition of the college
- Aligns well with the college's moniker, "Mountie"
- Joe Mountie is a symbol of positive characteristics of our college community

Is "Joe Mountie" Appropriate to Represent the college? Comments

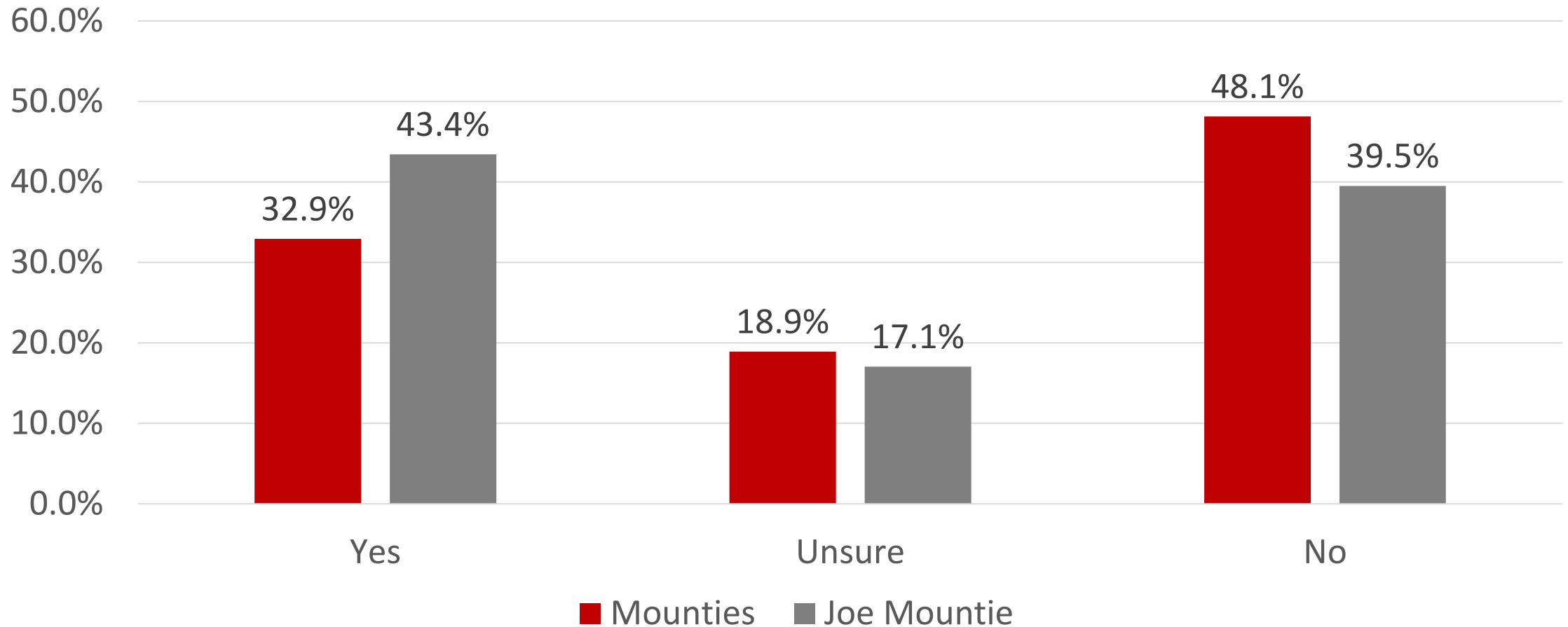
No and Unsure

- *..."Joe Mountie is a really creepy weird throwback wearing a Davy Crockett hat that was now famously worn by several of the insurrectionists on 6 Jan."*
- *"I don't see myself or my classmates, and in fact see a deep rooted message against us."*
- *"A white male does not represent what we are. Joe is sometimes pictured with a gun. I do not see how he represents a diverse, inclusive, anti-racist institution of learning at all."*

Yes

- *"There is familiarity and an association to the name. There is history and memories built with the name. PLEASE [DO] NOT CHANGE JUST TO CHANGE. You will be erasing memories that were built."*
- *"Mt. SAC moniker is very unique. The college is named after the local mountains and the history of gold miners and mountaineers. If people are offended or think it inappropriate by the moniker Mounties then just change it back to mountaineers."*
- *"A Mountie represents strength and courage."*

College Should Consider Changing Moniker/Mascot



Should the "Mountie" moniker be changed?

Themes Identified:

No and Unsure

- Moniker has a long history and is tradition at Mt. SAC
- Enjoy or find pride in the moniker
- People see no need or reason to change the moniker

Yes

- Does not represent the diversity of our campus or the inclusive nature of Mt. SAC
- Moniker should be updated to better suit who are students are now and our future students

Should the "Mountie" moniker be changed?

Comments

No and Unsure

- *“As I said above, tradition is important! Having the fortitude to resist the urge to be willing to change with the whims of the climate is honorable and in my opinion, mandatory if the school is to remain the quality institution that it is...”*
- *“The moniker is simple and easy to remember. Complicating it is unnecessary”*

Yes

- *“This is the perfect opportunity and time for the college to be proactive about its image, mission, and place in the community by selecting a moniker that is more inclusive and representative of the entire campus community. In my opinion the moniker should be changed”*
- *“Mounties” no longer represents the mission and core values of the college. It excludes our Native American students from the community because it connotes the Canadian Mounted Police, which had a role in suppressing First Nations”*

Should the "Joe Mountie" mascot be changed?

Themes Identified:

No and Unsure

- Mascot represents history and tradition at Mt. SAC
- Joe Mountie is unique
- Change is unnecessary
- Mascot could be modernized

Yes

- He is not representative of the diversity or culture of Mt. SAC
- Armed mascot is inappropriate
- Human as mascot is problematic
- Joe Mountie is outdated/not relatable

Should the "Joe Mountie" mascot be changed?

Comments:

No and Unsure

- *"There's no reason to get rid of him. So much of the school's physical structure has changed & is evolving. Joe Mountie reminds me of the school environment that's I remember as a student. I don't want to lose him too"*
- *"Good or bad it's OUR Mountie. Many generations of students and faculty hold fond memories of everything MtSAC represents or meant in their lives, including Joe Mountie. Changing it would be like cutting that part off"*

Yes

- *"We should move away from having a person as a mascot. These are never good ideas; they have a troubled and offensive history and we are right to be moving away from this. We should let the students lead on this movement. That is what good colleges do"*
- *"Joe Mountie is a product of his time and has undergone multiple revisions to his appearance over the years, which have primarily been positive. However, no amount of updates to his character can erase his connections to the challenging history of his real-life counterparts"*

College *Should* Consider Changing Moniker/Mascot

Primary Role	Mounties (N = 914)	Joe Mountie (N = 815)
Manager	51.6%	63.3%
Faculty	43.8%	54.5%
Staff	29.2%	44.1%
Current student	29.2%	39.1%
Alumni or former student	15.9%	12.1%
Community member/ Donor/ Retired	11.1%	28.6%
Total	32.9%	43.4%

College *Should* Consider Changing Moniker/Mascot

Gender	Mounties	Joe Mountie
Female	35.9%	45.7%
Male	32.0%	40.8%
Non-binary / third gender	35.3%	58.8%
Prefer not to say/No Response	25.5%	33.8%
Total	32.9%	43.4%

College *Should* Consider Changing Moniker/Mascot

IPEDS Ethnicity	Mounties	Joe Mountie
African American/Black	38.5%	53.8%
Asian	27.1%	34.9%
Hispanic or Latina/o/x	30.9%	42.4%
Native American/Alaskan Native	25.0%	25.0%
Two or more	50.0%	65.4%
Unreported	25.5%	33.3%
White	43.5%	51.2%
Total	32.9%	43.4%

Other Feedback

- The most common theme in these comments were those who suggested the mascot should be changed. The second most common theme were those who suggested the mascot should NOT be changed
- Many respondents provided suggestions for new mascots, with the most popular being some kind of animal (ex: Goats, eagles, mountain lion).
- There were about 21 comments asking for more information about the workgroup; the composition, what the goal for the workgroup is, what work is being completed, and suggestions for further research