

# Mt. San Antonio College Mascot and Moniker Community Survey Results Spring 2021

Research by:  
Daniel Berumen  
Vera Froman  
Cathy Stute

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## Executive Summary

In preparation for Mt. San Antonio College's (Mt. SAC) 75th anniversary, the College developed a task force to evaluate the Mt. SAC moniker, "Mounties", and its current mascot, "Joe Mountie". The purpose of the group was to see if the moniker and mascot are appropriate enough to represent the College moving forward. As part of their efforts, a campus community survey was conducted during the spring 2021 term to help the task force evaluate the strength of the two identities. In total, 921 individuals consented to the survey and completed at least one question about the moniker or mascot.

### **Familiarity with Mascot/Moniker**

Community members were asked to rate how familiar they were with the mascot, Joe Mountie, and the Mounties moniker. About 65% of respondents were extremely or very familiar with the Joe Mountie mascot. The most common word or phrase respondents identified with the image of Joe Mountie were "Old Man/Guy", "White Man/Guy", and "Mountain Climber/Man".

About 69% of respondents were extremely or very familiar with the Mounties moniker. The most common word or phrase identified with Mounties were "Mountain/Hill". Many respondents indicated that they associate the College and the surrounding land when they hear the word Mounties.

### **Appropriateness of Mascot/Moniker**

About 43% of respondents indicated that the Joe Mountie mascot represented the community very well or somewhat well, while 37.0% indicated that it represented it somewhat not well or not well at all. Similarly, about 43% of respondents indicated that Joe Mountie was appropriate to represent the College, while 31.6% indicated that he was not.

Compared to Joe Mountie, a higher percentage of respondents indicated that the Mounties moniker represented the community very well or somewhat well; about 54% indicated that it represented it very or somewhat well, while 23.2% marked somewhat not well or not well at all. About 55% of respondents indicated that Mounties is an appropriate moniker for Mt. SAC, while only 19% indicated that it was not.

### **Should College Consider Changing Mascot/Moniker?**

Community members were then asked whether the College should consider changing the Joe Mountie mascot. About 43.4% of respondents indicated that it should consider a change, while another 39.5% did not. Conversely, only 32.9% of respondents indicated that the College should consider changing the Mounties moniker and 48.1% indicated that it should not.

In open ended comments, those who indicated that the College should consider changing the mascot and moniker highlighted the need to change them to be more representative of the current student body, and many felt that they did not appropriately represent the College's commitment to diversity, equity and inclusion. Others noted negative associations with colonization and the Royal Canadian Mounted Police. Those who argued against the change, highlighted the historic and personal connections they and the College community have with the moniker and mascot, and highlighted how well both the moniker and mascot represented the College and the surrounding landscape.

## Introduction

In preparation for Mt. San Antonio College's (Mt. SAC) 75th anniversary, the College developed a task force to evaluate the Mt. SAC moniker, "Mounties", and its current mascot, "Joe Mountie". The purpose of the group was to see if the moniker and mascot are appropriate enough to represent the College moving forward. As part of their efforts, a community survey was conducted during the spring 2021 term to help the task force evaluate the strength of the two identities.

The survey contained 24-items, which included both multiple choice and open-ended questions. The question topics included items related to respondents' demographic background, their role or relationship to the College, questions around their connection with the moniker and mascot, and their beliefs about their appropriateness and continued use. The survey was administered online from June 2<sup>nd</sup> to June 23<sup>rd</sup>, 2021. Invitations to complete the survey were sent directly to management, faculty, staff, and student email accounts, and additional survey invitations were sent to individuals on College donor and alumni lists.

Community members were able to skip any question, other than the first, which asked for their consent to participate in the study. In total, 921 individuals consented to the survey and completed at least one question about the moniker or mascot.

## Respondents' Background and Demographics

To begin the survey, community members were asked about their role and/or relationship with the College. Respondents were able to select more than one choice. The most common response selected was current student, which was selected by 45.4% of all respondents (Table 1 below). This was followed by faculty, which was selected by 23.0% of all respondents, and staff at 20.1%.

As a reference, during the spring 2021 term, there were 30,959 students enrolled in credit and noncredit courses at the College, indicating that about 1.4% were represented in the survey results.

*Table 1. Role/Relationship to Mt. SAC*

<b>Role/Relationship</b>	<b>Count</b>	<b>Percent (N = 921)</b>
<b>Manager</b>	63	6.8%
<b>Faculty</b>	212	23.0%
<b>Staff</b>	185	20.1%
<b>Current student</b>	418	45.4%
<b>Alumni or former student</b>	146	15.9%
<b>Community member/Donor/Retired</b>	78	8.5%
<b>Unreported</b>	1	0.1%

Community members were then asked if they ever participated in, or have been involved with, various campus activities and groups at Mt. SAC. About 27% of respondents indicated that they were involved with a student club, and about 15% were involved in athletics (Table 2). As with the previous question, respondents were able to select more than one response.

*Table 2. Participation in Activity or Group at the College*

<b>Activity or Group</b>	<b>Count</b>	<b>Percent (N = 921)</b>
<b>Associated Students</b>	61	6.6%
<b>Athletics</b>	137	14.9%
<b>Competitive team</b>	33	3.6%
<b>Performing arts group</b>	72	7.8%
<b>Student club</b>	251	27.3%
<b>None of the above</b>	507	55.0%

At the end of the survey, community members were asked a series of questions related to their demographic background. About 58% of respondents indicated that they identified as female, and 32.4% identified as male (Table 3). About 20% of community members either selected the “Prefer not to say” option, or skipped the question.

*Table 3. Respondents by Gender*

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

Community members were then asked to identify their ethnicity. While respondents were able to select multiple options, the data in Table 4 on the next page contains the breakdown of their choices by the federal Integrated Postsecondary Education Data System (IPEDS) categories.

About 38% of respondents indicated that they were Hispanic or Latina/o/x, about 23% indicated that they were White, and another 9.4% selected Asian (Table 4). About 23% of respondents did not select an ethnicity.

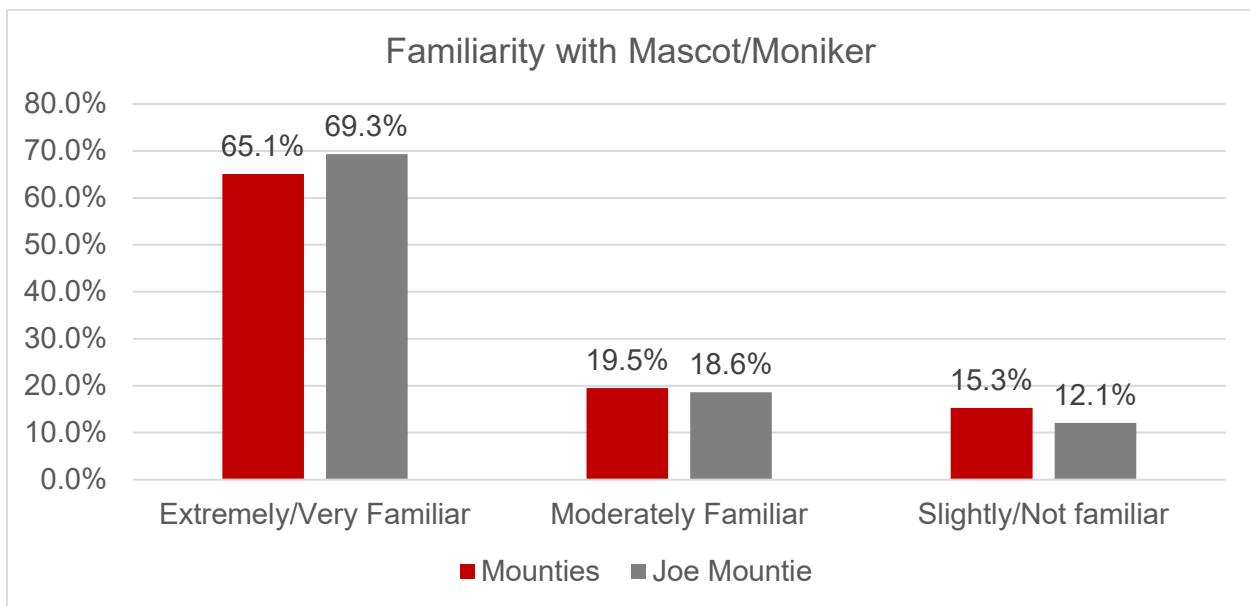
Table 4. Respondents by Ethnicity

IPEDS Ethnicity	Count	Percent
African American/Black	26	2.8%
Asian	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%
<b>Total</b>	<b>921</b>	<b>100.0%</b>

## Familiarity with Mascot and Moniker

Community members were asked to rate how familiar they were with the Mounties moniker and the Joe Mountie mascot. Over 65% of respondents indicated that they were either extremely familiar or very familiar with both (Figure 1). About 15% and 12% of respondents were slightly or not familiar with Mounties and Joe Mountie, respectively.

Figure 1. Familiarity with Mounties Moniker and Joe Mountie



In an open-ended question, community members were asked to identify three words that come to mind when they see an image of [Joe Mountie](#). The responses were analyzed, and similar words or phrases were grouped in order to identify which were the most common. The most common word or phrase identified in the open-ended responses was “Old Man/Guy”, which was identified 175 times, or 11.8% of all words or phrases analyzed (Table 5). The next most common words or phrases were “White Man/Guy” (3.7%) and “Mountain Climber/Man” (3.4%).

*Table 5. Words or Phrases Associated with Image of Joe Mountie*

<b>Word/Phrase</b>	<b>Instances Identified</b>	<b>Percent</b>
Old Man/Guy	175	11.8%
White Man/Guy	55	3.7%
Mountain Climber/Man	50	3.4%
Friendly	38	2.6%
Outdated	37	2.5%
Man (Only)	36	2.4%
Rugged	28	1.9%
Hunter	26	1.7%
Canada/Canadian(s)	24	1.6%
Cute	24	1.6%
Fun	24	1.6%
Cool	21	1.4%
Happy	21	1.4%
Santa	21	1.4%
Other Responses	909	61.0%
<b>Total Responses Identified</b>	<b>1,489</b>	<b>100%</b>

Similarly, community members were asked in an open-ended question to identify which three words come to mind when they hear the word “Mounties”. The most common words or phrases identified in the comments were “Mountain/Hill” (8.9%), and the College, Mt. SAC (Table 6).

*Table 6. Words or Phrases Associated with “Mounties”*

<b>Word/Phrase</b>	<b>Instances Identified</b>	<b>Percent</b>
Mountain/Hill	152	8.9%
The College (Mt. SAC)	77	4.5%
Police/Law Enforcement	74	4.3%
Mountain Climber/Man	65	3.8%
Canada/Canadians	56	3.3%
Athletics/Athletes	55	3.2%
Mascot (Joe Mountie)	53	3.1%
Students	51	3.0%
Pride/Proud	47	2.7%
Strong/Strength	46	2.7%
Old	44	2.6%
Explore/Explorer	37	2.2%
Community	30	1.7%
Horses	30	1.7%
Spirit	26	1.5%
Nature	25	1.5%
Tradition	20	1.2%
Other Responses	827	48.2%
<b>Total Responses Identified</b>	<b>1,715</b>	<b>100%</b>



## Appropriateness for College: Mounties

Community members were asked to identify how well they think the Mounties moniker represents the Mt. SAC community. About 54% of respondents indicated that it represented the community very well or somewhat well, while 23.2% indicated that it represented it somewhat not well or not well at all (Table 7).

*Table 7. How Well Moniker Represents Mt. SAC Community*

<b>Mounties Represents Mt. SAC</b>	<b>Count</b>	<b>Percent</b>
<b>Very well</b>	330	36.1%
<b>Somewhat well</b>	163	17.8%
<b>Neutral</b>	210	23.0%
<b>Somewhat not well</b>	82	9.0%
<b>Not well at all</b>	130	14.2%
<b>Total</b>	<b>915</b>	<b>100.0%</b>

Members were then asked to evaluate whether the current moniker was appropriate to represent the College. Overall, about 55% of respondents indicated that Mounties is appropriate, while only 19% indicated that it was not (Table 8). When “unsure” responses are removed, about 74% of respondents felt the moniker was appropriate.

*Table 8. Is Moniker Appropriate to Represent the College*

<b>Mounties Appropriate</b>	<b>Count</b>	<b>Percent</b>
<b>Yes</b>	503	55.0%
<b>Unsure</b>	238	26.0%
<b>No</b>	174	19.0%
<b>Total</b>	<b>915</b>	<b>100.0%</b>

## Moniker is Appropriate to Represent College Open-Ended Responses

In an open-ended question, respondents were prompted to explain their response. The responses were analyzed and themes or topics were identified. Table 9 contains a summary of the themes that were identified in the open-ended responses of those who indicated that the moniker was appropriate. The counts represent how often a theme emerged, and some responses collected generated more than one theme.

For these respondents, the most common theme identified in the comments referred to the idea that moniker was part of the school name and/or that it was a reference to the mountains that are near the College.

For example, one respondent noted that:

*“I feel it's fitting for Mt. SAC. The smell and look and feel of the college all remind me of the mountains. I think the name was chosen because of the ruggedness and look of the college campus. When I get out of my car every day, it smells like the mountains. I love it!”*

The second most common theme referred to the historical connection many felt with the moniker and mascot. These comments reflected both a positive connection to respondents' experiences with the College, and to the College's overall accomplishments. For example, one respondent noted:

*“I believe the value in the name comes from the legacy and the history stemming from the decades of success in athletics and academics. Without those accolades, the name on its own wouldn't be as valuable.”*

Some of the comments in this theme indicated that the historical connection was too important to change regardless of the current beliefs:

*“Every time we have a social media philosophy change does not mean we have to change a 75 year old tradition!!! Caving into whims like so many other schools and colleges (Stanford Trees, not Indians anymore, is a good example...)”*

Similar sentiments as well as assumptions that the questions was asked due to a perceived offensiveness, were found throughout the comments.

*Table 9. Moniker is Appropriate Open-Ended Response Themes*

<b>Theme</b>	<b>Instances</b>
<b>It is part of our school name; is a reference to the nearby mountains</b>	143
<b>Historic connection</b>	84
<b>Community representation</b>	82
<b>“Mountie” is a metaphor for our students, staff, and faculty</b>	52
<b>Like or am proud of our moniker</b>	41
<b>Moniker is not offensive</b>	25
<b>Matches our mascot</b>	22
<b>No reason to change it</b>	21
<b>Athletic tradition</b>	8
<b>It is gender neutral and generic</b>	8
<b>Unnecessary to change due to cancel culture</b>	7
<b>Are we connected with the Royal Canadian Mounted Police?</b>	5
<b>Uninterested in topic</b>	2
<b>Could be updated</b>	2
<b>Joe and Jane Mountie</b>	2
<b>Other</b>	4

## Moniker is Not Appropriate to Represent College Open-Ended Responses

Table 10 contains a summary of the themes that were identified in the open-ended responses of those who indicated that the moniker was *not* appropriate. The counts represent how often a theme emerged, and some responses collected generated more than one theme. For these respondents, the most common theme was that the moniker does not represent the College effectively. Specifically, that the moniker, as well as Joe Mountie, does not represent the College’s values, the students and their struggles, and the diversity of the College. In many instances, respondents referred to Mounties and the Joe Mountie mascot interchangeably.

Some representative comments for these themes include the following:

*“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”*

*“I understand the concept behind Mounties being that we are high achieving students who exceed their limits. Personally, I do not feel that the mascot properly represents the Chicax community, the Asian community, the Black community, the LGBT community, international students, etc.. It can serve as a source of frustration. With the inaccurate representation, students feel more like visitors on their own community’s campus. I think the school would benefit from having a more modern and inclusive mascot.”*

*“Often Joe Mountie is depicted holding a musket, which is too close to being an assault weapon, which has been problematic in colleges these past few years with mass shootings. In addition, the Mountie is a police officer, which in many communities is perceived as threat and danger, not as a positive image.”*

The last comment also touches on what was found to be the second most common theme in the responses: that the moniker sounds like it is referring to the Royal Canadian Mounted Police.

*Table 10. Moniker is Not Appropriate Open-Ended Response Themes*

Theme	Count
<b>Does not represent the College and/or its values</b>	50
<b>Association with Royal Canadian Mounted Police</b>	37
<b>Visualization does not represent the College community</b>	24
<b>Do not understand our moniker</b>	23
<b>Outdated</b>	23
<b>Don’t like the moniker</b>	23
<b>Tied to colonization</b>	19
<b>It is racists and/or sexist</b>	11
<b>It is childish</b>	8
<b>“Mountaineers” would be more appropriate</b>	8
<b>Has sexual connotations</b>	7
<b>Should be an animal</b>	5
<b>It is part of our school name; is a reference to the nearby mountains</b>	2
<b>Other</b>	4

Those who indicated they were unsure about the appropriateness of the moniker explained that they did not understand the moniker or its connection, felt that the moniker could be changed, and also connected the mascot to the Canadian Mounted police. Appendix A includes the count of themes identified for these respondents.

## Should College Consider Changing Mounties Moniker

Community members were then asked whether the College should consider changing the Mounties moniker. About 33% of respondents indicated that it should, while another 48.1% felt it should not (Table 11).

*Table 11. Should College Consider Changing Moniker*

Change Mounties	Count	Percent
Yes	301	32.9%
Unsure	173	18.9%
No	440	48.1%
<b>Total</b>	<b>914</b>	<b>100.0%</b>

When the data is disaggregated by role, the only group with a majority of respondents indicating that the College should consider the change were Mt. SAC managers (Table 12). Only 29.2% of current students indicated that the College should consider a change to the Mounties moniker.

*Table 12: College Should Consider Changing Moniker by Role*

Role	Count	Yes	Unsure	No
Manager	62	51.6%	19.4%	29.0%
Faculty	208	43.8%	16.3%	39.9%
Staff	171	29.2%	21.1%	49.7%
Current student	394	29.2%	21.6%	49.2%
Alumni or former student	69	15.9%	5.8%	78.3%
Community member/Donor/Retired	2	11.1%	22.2%	66.7%
Unreported	1	100.0%	0.0%	0.0%
<b>Total</b>	<b>914</b>	<b>32.9%</b>	<b>18.9%</b>	<b>48.1%</b>

In terms of gender, females were only slightly more likely to want the College to consider a change; 35.9% compared to 32.0% of males (Table 13).

*Table 13: College Should Consider Changing Moniker by Gender*

Gender	Count	Yes	Unsure	No
Female	474	35.9%	18.6%	45.6%
Male	266	32.0%	18.0%	50.0%
Non-binary / third gender	17	35.3%	17.6%	47.1%
Prefer not to say/No Response	157	25.5%	21.7%	52.9%
<b>Total</b>	<b>914</b>	<b>32.9%</b>	<b>18.9%</b>	<b>48.1%</b>

In terms of ethnicity, about 50% those who are categorized as being of two or more ethnicities indicated that the College should consider a change (Table 14). This was followed by students who identified as White, for whom 43.5% indicated that the College should consider a change.

*Table 14: College Should Consider Changing Moniker by IPEDS Ethnicity*

<b>IPEDS Ethnicity</b>	<b>Count</b>	<b>Yes</b>	<b>Unsure</b>	<b>No</b>
<b>African American/Black</b>	26	38.5%	34.6%	26.9%
<b>Asian</b>	85	27.1%	22.4%	50.6%
<b>Hispanic or Latina/o/x</b>	350	30.9%	19.7%	49.4%
<b>Native American/Alaskan Native</b>	8	25.0%	12.5%	62.5%
<b>Two or more</b>	28	50.0%	21.4%	28.6%
<b>Unreported</b>	208	25.5%	17.3%	57.2%
<b>White</b>	209	43.5%	15.8%	40.7%
<b>Total</b>	<b>914</b>	<b>32.9%</b>	<b>18.9%</b>	<b>48.1%</b>

### College Should Consider Changing Moniker: Open-Ended Responses

In an open-ended question, respondents were prompted to explain their response. The responses were analyzed and themes were identified. Table 15 contains a summary of the themes that were identified in the open-ended responses of those who indicated that the College *should* consider changing the Mounties moniker. The counts represent how often a theme emerged; as a note, some individual responses generated more than one theme.

The most common theme identified was related to comments or suggestions that the College should modernize or update the moniker and/or the Joe Mountie mascot to be more modern or inoffensive. Similarly, other themes identified were suggestions that a moniker and mascot should be more representative of the values, goals, and diversity of the College.

Some representative comments around these themes include:

*“75 years is a long time. The demographics of our campus have changed significantly over that period. Often we associate mascots with Athletics (an entrenched tradition), but the moniker should represent the entirety of our student body. But those who follow and know some athletic teams, don’t go by Mounties. They form their own nickname and identity.”*

*“I believe it is best to reevaluate the symbolism that our moniker established in the time it was created and consider whether it can serve to reflect the modern-day values our campus community stands for or if we need to create a new one that can serve that purpose more appropriately.”*

*““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.”*

*“There have been student concerns over the mascot for some time and we should take their lead in this. The Mounties have a troubled history with indigenous people and we should be respectful of this. In general, as well, people as mascots have a troubled history of their own and it seems much more wise to move our mascot away from being a person or a man to instead being a non-gendered animal or natural object (a la the Stanford tree or Santa Cruz banana slugs).”*

*Table 15. College Should Consider Changing Moniker Open-Ended Themes*

<b>Theme</b>	<b>Count</b>
<b>Should modernize or update it</b>	63
<b>It should represent our values, goals, diversity and be more inclusive</b>	51
<b>Tied to colonization</b>	42
<b>Need to represent current and future students</b>	41
<b>Too close to Royal Canadian Mounted Police</b>	31
<b>Open to new ideas</b>	29
<b>Visualization does not represent the College</b>	26
<b>Should be an animal</b>	22
<b>No strong connection to it</b>	15
<b>“Mountaineers” would be more appropriate</b>	14
<b>It is racist and/or sexist</b>	12
<b>Do not understand moniker</b>	11
<b>Doesn’t communicate our strengths or successes</b>	10
<b>It is childish</b>	9
<b>Has sexual connotations</b>	8
<b>Other</b>	4

### College Should Not Consider Changing Moniker: Open-Ended Responses

Table 16 contains a summary of the themes that were identified in the open-ended responses of those who indicated that the College *should not* consider changing the Mounties moniker. The counts represent how often a theme emerged.

The most common theme identified in these open-ended comments related to respondents sense of pride and connection to the Mountie moniker. These respondents indicated that they were “proud to be a Mountie”, and many found the moniker “unique”. Similarly, respondents wrote about the connection between the moniker and the College, and how for many, it is used to refer to alumni, staff, faculty, and current students. For example, a couple of representative comments include:

*“I do not think the college should consider changing the “Mounties” moniker because there is such pride in being a Mountie that it would be a shame to see it go. The moniker is also short and the image of Joe Mountie is so memorable that I do not think it should be changed.”*

*“It has been a part of the history of the community of Walnut for many years. I also believe that the Mountie moniker represents a positive reminder that we as students*

*faculty and other support staff that we should all be as diligent as a Mountie at all times to achieve our goals.”*

Many respondents indicated more broadly that they saw no reason to change the moniker or the mascot, including many who were passionately against changing it:

*“In our current social climate I think it is appropriate to be known as the Mounties. With everything that has been happening I feel like being a Mountie has given us a sense of pride, teamwork and we have been the champions for change. As a staff member I feel proud to be a Mountie. We are the Mounties!”*

*“I would be vehemently against changing the name. In this age and culture of scraping our history, we need it to stop. Changing it would erase the history of all who were proud to be called Mounties.”*

*Table 16. College Should Not Consider Changing Moniker Open-Ended Themes*

<b>Theme</b>	<b>Count</b>
<b>Like or proud of moniker</b>	93
<b>Historic connection</b>	74
<b>No reason to change it</b>	72
<b>Moniker is not offensive</b>	32
<b>It is part of our school name; is a reference to the nearby mountains</b>	30
<b>Familiarity to attached to it</b>	24
<b>“Mountaineer” is a metaphor for our students, staff, and faculty</b>	18
<b>Too expensive and difficult to change</b>	9
<b>Neutral on the topic</b>	9
<b>Could modernize or update it</b>	8
<b>There are bigger issues to focus on</b>	6
<b>Faculty or former students may get upset</b>	4
<b>Change it depending on others</b>	3
<b>Do not understand our moniker</b>	2
<b>Other</b>	3

A table with the themes identified for those who were unsure whether the College should consider changing the Mounties moniker is available in Appendix B.

## Appropriateness for College: Joe Mountie

Community members were asked to identify how well they think Joe Mountie represents the Mt. SAC community. About 43% of respondents indicated that it represented the community very well or somewhat well, while 37.0% indicated that it represented it somewhat not well or not well at all (Table 17). These responses indicate that respondents were less likely to feel that Joe Mountie represented the community well compared to the Mounties moniker.

*Table 17. How Well Does Joe Mountie Represents Mt. SAC Community*

<b>Joe Mountie Represents Mt. SAC</b>	<b>Count</b>	<b>Percent</b>
<b>Very well</b>	238	29.2%
<b>Somewhat well</b>	113	13.9%
<b>Neutral</b>	162	19.9%
<b>Somewhat not well</b>	109	13.4%
<b>Not well at all</b>	192	23.6%
<b>Total</b>	<b>814</b>	<b>100.0%</b>

About 43% of respondents indicated that Joe Mountie was appropriate to represent the College, while 31.6% indicated that he was not (Table 18). This compares negatively to the 55% of respondents who indicated that the Mounties moniker was appropriate. When “unsure” responses are removed, about 52% of respondents feel it is appropriate, compared to 74% for the Mounties moniker.

*Table 18. Is Joe Mountie Appropriate to Represent the College*

<b>Joe Mountie Appropriate</b>	<b>Count</b>	<b>Percent</b>
<b>Yes</b>	352	43.2%
<b>Unsure</b>	205	25.2%
<b>No</b>	257	31.6%
<b>Grand Total</b>	<b>814</b>	<b>100.0%</b>

## Joe Mountie is Appropriate to Represent College Open-Ended Responses

In an open-ended question, respondents were prompted to explain their response. The responses were analyzed and themes or topics were identified. The counts represent how often a theme emerged; as a note, some individual responses generated more than one theme.

Many respondents noted that Joe Mountie was a symbol of the positive attributes of the College. Respondents indicated that he represented attributes such as the “pioneer spirit”, of “exploring new horizons”, and used words such as “strong” “friendly”, and “fun” to describe him. For example, one respondent provided this description about Joe Mountie:

*“Joe Mountie stands for the same values and character I believe in. He's the image of the pioneer spirit and pioneering into the future is always relevant to students, faculty and achievers. Mountain men were tough, courageous, adventuresome, and could make*



*do with little. They ventured into the wild and survived. While we have lifestyle luxuries today and don't really need to struggle, students are struggling to get through college and into the workforce. It's still a jungle out there! You have to have many of the Mountie attributes in order to stay determined to pursue your dreams and become successful"*

Many also noted that Joe Mountie was appropriate because the College is located near mountains:

*"Joe Mountie looks somewhat like a 19th century "Mountain" man (Raccoon hat), and from the red coat somewhat like a Canadian RCMP "Mountie." So in both cases he calls to mind Mount San Antonio Mounties"*

For many, Joe Mountie has been a part of the College's history and traditions, and as such, is appropriate to continue to represent the College.

*Table 19. Joe Mountie is Appropriate Open-Ended Responses*

<b>Themes</b>	<b>Count</b>
<b>Symbol of positive attributes of college</b>	58
<b>Connection to college name or nearby mountain</b>	41
<b>Historical / Traditional connection</b>	32
<b>Not inappropriate or offensive</b>	20
<b>Representative of students/college</b>	16
<b>The mascot could use only some/minor changes</b>	10
<b>Unique</b>	7

### Joe Mountie is Not Appropriate to Represent College Open-Ended Responses

For those who indicated that they did not think Joe Mountie was an appropriate mascot to represent the College, the most common reason given was that it does not represent the diversity or the culture of the College. In particular, these respondents noted that as a White male he didn't represent the current student body. Many noted that explorers have a "problematic" history, particularly with Indigenous peoples, and as such does not represent the College's commitment to diversity, equity and inclusion.

Some representative comments around these two themes include the following:

*"The mascot is an elderly, white, male. First, the student population is mostly female, and the majority are under 25 years of age. Also, the vast majority of the student population falls in one of the non-white ethnicity groups with Latinos representing more than 50%. Additionally, we have become accustomed to the land acknowledgments yet our mascot still depicts a white male"*

*"Joe is an older, White man whose life and career do not represent anything our students bring--their youth, their cultural diversity, their language heritage, their respect for the land. To feature a White male mountaineer as our mascot knowing that when the*

*White explorers came they stole the land from the Indigenous People, is to make a mockery of our Land Acknowledgements. Adding words (the Land Acknowledgement) without changing the symbols used to represent who we are, makes the words seem hypocritical, insincere, and performative”*

*“I don’t see myself or my classmates, and in fact see a deep rooted message against us”*

Others noted that the connection to the Royal Canadian Mounted Police is also an issue:

*“...Joe Mountie is heavily inspired by real-life mountaineers, who work as the national police force in Canada... the problem with having a Mountie being an ambassador of sorts to our school lies within the organization’s long series of controversies that include the use of excessive force, scandals, political bias, sexism, xenophobia, and violence/cruelty towards indigenous populations throughout its history...”*

*Table 20. Joe Mountie is Not Appropriate Open-Ended Responses*

<b>Themes</b>	<b>Count</b>
<b>Doesn't represent diversity of college</b>	106
<b>Doesn't represent culture of college</b>	94
<b>Outdated</b>	25
<b>Difficult to relate to or connect with</b>	20
<b>Connection to Canada / Royal Canadian Mounties</b>	12

Those who were unsure about whether Joe Mountie is representative of the College, indicated issues with how he does not represent the diversity of the College, and a lack of familiarity to why he was chosen. A table with all the themes identified for this group are available in Appendix C.

## Should College Consider Changing Joe Mountie Mascot

Community members were then asked whether the College should consider changing the Joe Mountie mascot. About 43% of respondents indicated that it should, while another 39.5% think it should not (Table 21).

*Table 21. Should College Consider Changing Mascot*

Consider Changing Joe Mountie	Count	Percent
Yes	354	43.4%
Unsure	139	17.1%
No	322	39.5%
<b>Total</b>	<b>815</b>	<b>100%</b>

In terms of their role or relationship with the College, 63.3% of managers and 54.5% of faculty think the College should consider changing Joe Mountie (Table 22). About 39% of current students surveyed think the College should consider a change.

*Table 22: College Should Consider Changing Mascot by Role*

Role	Count	Yes	Unsure	No
Manager	60	63.3%	13.3%	23.3%
Faculty	187	54.5%	13.9%	31.6%
Staff	152	44.1%	19.7%	36.2%
Current student	350	39.1%	19.1%	41.7%
Alumni or former student	58	12.1%	12.1%	75.9%
Community member/Donor/Retired	7	28.6%	14.3%	57.1%
Unreported	1	100.0%	0.0%	0.0%
<b>Total</b>	<b>815</b>	<b>43.4%</b>	<b>17.1%</b>	<b>39.5%</b>

About 46% of respondents who identified as female indicated that the College should consider changing Joe Mountie (Table 23). Only 40.8% of those who identified as male indicated the same.

*Table 23: College Should Consider Changing Mascot by Gender*

Gender	Count	Yes	Unsure	No
Female	468	45.7%	18.2%	36.1%
Male	262	40.8%	13.4%	45.8%
Non-binary / third gender	17	58.8%	17.6%	23.5%
Prefer not to say/No Response	68	33.8%	23.5%	42.6%
<b>Total</b>	<b>815</b>	<b>43.4%</b>	<b>17.1%</b>	<b>39.5%</b>

About 65% of respondents who are categorized as being of two or more ethnicities indicated the College should consider a change to Joe Mountie (Table 24). This was followed by 53.8% of African-American/Black respondents, and 51.2% of White respondents.

*Table 24: College Should Consider Changing Mascot by IPEDS Ethnicity*

<b>IPEDS Ethnicity</b>	<b>Count</b>	<b>Yes</b>	<b>Unsure</b>	<b>No</b>
<b>African American/Black</b>	26	53.8%	15.4%	30.8%
<b>Asian</b>	86	34.9%	15.1%	50.0%
<b>Hispanic or Latina/o/x</b>	349	42.4%	18.3%	39.3%
<b>Native American/Alaskan Native</b>	8	25.0%	12.5%	62.5%
<b>Two or more</b>	26	65.4%	11.5%	23.1%
<b>Unreported</b>	117	33.3%	17.1%	49.6%
<b>White</b>	203	51.2%	16.7%	32.0%
<b>Total</b>	<b>815</b>	<b>43.4%</b>	<b>17.1%</b>	<b>39.5%</b>

### College Should Consider Changing Mascot: Open-Ended Responses

In an open-ended question, respondents were prompted to explain their response. The responses were analyzed and themes were identified. Table 25 contains a summary of the themes that were identified in the open-ended responses of those who indicated that the College *should* consider changing the Joe Mountie mascot.

Those who indicated that the College should consider changing the mascot, noted that Joe Mountie does not feel representative of the diversity of the current student body, both in terms of his race and his gender. Similarly, many feel his image contrasts with the College’s commitment to diversity, equity, inclusion. As such, many specifically called out the need to identify a new mascot that is more representative of the demographics of the current student body.

Some representative comments include:

*“Changing the mascot would provide an opportunity to rebrand our institution with a focus on leadership, excellence, service, students, equity, social justice, anti-racism, and regional partnership”*

*“Considering our student demographics, most of them don't associate themselves with or know what a Mountaineer is. Additionally, the majority of our students are not white, older males. Maybe when the college was founded having Joe Mountie made sense because it was representative of the population. That is no longer the case...”*

*“Given that we live in the middle of a metropolitan area and that our college serves a very racially diverse population and is a Hispanic serving institution, our mascot should reflect that reality, not a reality that is centuries old. The mountaineer is not relevant to our student population”*

*“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. I think it is within the task force's best interest to reevaluate our mascot and see if his role best represents Mt. SAC's values and spirit”*

*Table 25: College Should Consider Changing Mascot Open-Ended Responses*

<b>Themes</b>	<b>Count</b>
<b>Doesn't represent diversity of College/student body</b>	<b>89</b>
<b>Doesn't represent culture/values of College</b>	<b>57</b>
<b>College needs new mascot that is current, relatable, inclusive</b>	<b>35</b>
<b>Difficult to relate to or connect with</b>	<b>22</b>
<b>Current climate of racial and social justice dictates time for change</b>	<b>22</b>
<b>Animal would be suitable for mascot</b>	<b>21</b>
<b>Outdated</b>	<b>18</b>
<b>Joe Mountie needs updating</b>	<b>17</b>
<b>The mascot should be something other than a human representation</b>	<b>11</b>
<b>Should have geographical relevance. Not connection to Canada / Royal Canadian Mounties</b>	<b>9</b>

### College Should Not Consider Changing Mascot: Open-Ended Responses

Table 26 contains a summary of the themes that were identified in the open-ended responses of those who indicated that the College *should not* consider changing the Joe Mountie mascot. A large number of respondents indicated that they simply saw no reason to change the mascot. Other respondents noted that they had a personal connection to Joe Mountie, thought the historical connection to Joe Mountie was important, and felt that he effectively symbolized the College and the student body.

For example, some comments include:

*“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 Mt. SAC represents or meant in their lives, including Joe Mountie. Changing it would be like cutting that part off”*

*“It's unnecessary and our time, energy, and finances are better spent elsewhere”*

*“I know he's a fictitious character, but being a Mt. SAC alumni and current staff for many years, I think of Joe as part of my Mt. SAC family. I would feel emotionally robbed if he was suddenly gone”*

*“Joe Mountie stands for pioneering and having the physical and mental characteristics to survive and succeed in the toughest of situations. He stands for the students that come to Mt. SAC with dreams and hopes. Mt. SAC will give them the mental and physical skills to become successful in their lives and careers. He doesn't look like any college student I've ever seen so I find it interesting that he may offend someone. He's a cartoon. He's cute. We can all identify with him because he's unlike any of us”*

Other common themes identified, included many who did not find Joe Mountie offensive or inappropriate, those who highlighted his uniqueness, and those who felt that his likeness aligned with the mountains in both the physical area around the College, and in its name.

*Table 26: College Should Not Consider Changing Mascot Open-Ended Responses*

<b>Theme</b>	<b>Count</b>
<b>No reason to change it</b>	52
<b>Historical / Traditional connection</b>	34
<b>Like the mascot</b>	24
<b>Representative of students /college</b>	21
<b>Joe Mountie is not offensive / not inappropriate</b>	12
<b>The mascot could use some updates</b>	12
<b>Unique</b>	9
<b>Aligns well with Mountains, Mt of Mt. SAC or Mountie</b>	7
<b>Symbol of positive attributes of college</b>	5

Those who were unsure of whether the College should consider a change noted that Joe Mountie could be updated rather than completely changed, and felt that they needed to know what the replacement would be first, before they made a decision. A table with the count of the themes identified is available in Appendix D.

## Other Feedback

The last question in the survey was an open-ended question that prompted community members to provide any additional feedback on the mascot and moniker. The responses were analyzed and themes were identified. The themes are available in Table 27.

Many respondents indicated an appreciation that the College was providing an opportunity for feedback, and that there was not going to be a decision made without consultation of the College community. There were suggestion or questions about the task force, including expanding the opportunities for feedback, such as creating contest or allowing people to vote on the future of the mascot and moniker. Other suggestions included making sure that more information about the makeup of the taskforce and its purpose are provided by the College, as well as suggestions to consider the issue carefully.

A number of respondents made suggestions about what the mascot should be going forward, with a number of respondents suggesting non-human mascots. These suggestions primarily included animals, such as mountain goats, mountain lions, coyotes, dogs, owls, squirrels, eagles, hawks and wolves. A few respondents provided suggestions to add a female mascot, change the ethnicity of Joe Mountie, or change it to another type of explorer or mountaineer.

As in the other comments, many respondents indicated that whatever the new mascot or monikers will be, they should represent the values, goals, and diversity of the College. Some representative comments around this theme included:

*"I actually look a little like Joe Mountie, and I love our students and work hard to serve them. He is a great tradition, but times change. If we are ever going to do this, now, with a gorgeous new stadium and amazing facilities is a great time to rebrand. Also, let's face it, winning is what makes it all go. Our success in competition, what made us the College of Champions, is what will make whatever we call ourselves a success..."*

*"I did not give it a second thought until a Native American student passionately brought it up at an Academic Senate meeting. I'm grateful to him and to my colleagues who stepped up to amplify his concerns to the Mt. SAC community. They embody the practices in the campus climate survey that's currently circulating"*

*"I think Joe Mountie is unique to Mt. SAC. But as for the next 25 years, it does not touch the diversity of the area nor is it relatable. I mean an old white mountain man represents a college? Huh?"*

*"Joe Mountie features imagery that can be upsetting if you belong to groups that have historically been victimized by white settlers and/or gun violence"*

Many suggested that the moniker and/or mascot be modernized or updated. The responses suggested that these respondents were less interested in the symbolic reasons for a change, but rather found the moniker and mascot outdated or non-representative of the local area. For example:

*"Just to consider that this is a completely new generation. Maybe it's time to rethink and redesign the mascot"*

*"Yes I believe an upgrade is needed, but please don't make him too crazy. He doesn't need to be flashy, but refreshed"*

*"Mt. SAC should stay as the home of the Mounties. However, good old Joe needs a new modern look. The current one won't last 75 years more"*

Conversely, many respondents provided short and concise statements indicating that they saw no reason for a change, and would like to keep the mascot and moniker as is. As with previous comments for other sections of the survey, many respondents noted the importance of the historical connection the moniker and mascot have with the College and the community:

*"Don't change anything! The term, Mounties and the mascot Joe Mountie are steeped in tradition. Changing either would be like starting all over. Keep the tradition alive!"*

*“My mother attended this school in 1970, and that is when I first learned the names of the moniker and mascot. I loved them then. I attended kindergarten through high school in this area, and I've always known exactly who and what Mt. SAC was, partly because of the representation and association with the mascot and moniker. I appreciate the longevity of these and would like to see them remain”*

A separate group of respondents provide more detailed and passionate responses, indicating that a change would be wrong, and that they would be upset at such a change:

*“Don’t become woke and feel the need to change traditions. I’m proud to be a Mountie. Stick to the roots of the college. If this changes I’ll be leaving this school.*

*“The fact that this email and survey is even being conducted makes me very disappointed in our school. Why is this even being considered? Why does a mascot need to be changed to be inclusive for everyone?”*

*“These would be good times to be focused on other issues. Even bringing this up now may cause controversy. Weigh the criticisms you’ll probably get of Joe Mountie against the potential hullabaloo you’ll get when attempting to change it...to...what?”*

*Table 27. Other Feedback Themes*

<b>Theme</b>	<b>Count</b>
<b>Thanks/positive responses regarding opportunity to provide feedback</b>	38
<b>Non-human mascot suggestion</b>	34
<b>Suggestions or questions about task force</b>	30
<b>It should represent our values, goals, diversity and be more inclusive</b>	30
<b>No reason to change it</b>	30
<b>Should modernize or update mascot/moniker</b>	25
<b>Do not change because of historic connection</b>	17
<b>Would be wrong/offensive to change</b>	16
<b>Change Joe</b>	15
<b>Other comments/unrelated comments</b>	15
<b>Other suggestions for mascot</b>	12
<b>Like or proud of moniker/mascot</b>	8
<b>Do not change because they represent the College</b>	7
<b>Open to new ideas</b>	6
<b>Change (no specifics provided)</b>	5
<b>Mountaineers would be more appropriate</b>	4
<b>Not offensive</b>	4
<b>Vague</b>	3
<b>No Change</b>	2
<b>No mascot</b>	2
<b>Too close to Royal Canadian Mounted Police</b>	2



## Summary

Overall, respondents to the Mascot and Moniker survey were split about whether the Mountie moniker and the Joe Mountie mascot are appropriate to represent the College, but less than 50% indicated that the College should consider a change to either.

The results indicate that respondents found the Mountie moniker slightly more appropriate than the Joe Mountie mascot (55% to 43%, respectively). Similarly, while only 32.9% of respondents think the College should consider a change to the moniker, about 43.4% think it should consider changing Joe Mountie (a 10.5% difference). Managers and faculty indicated that they were more willing to consider a change to both the moniker and mascot, compared to staff and current students. In fact, current students were the least likely of the four groups to agree that the College should consider a change to the moniker and mascot. It should be noted, that while the College enrolled around 31,000 students in the spring, only about 400 students responded to the survey.

In open-ended responses, those who wanted to see a change highlighted the fact that the current identities were not representative of the demographics of the current student body, and as such, they do not align well with the College's commitment to diversity, equity, and inclusion. In particular, many respondents negatively associated Mounties and the costume of Joe Mountie with the Royal Canadian Mounted Police. Those indicating that they were open to a change provided suggestions for a mascot that was either more representative of the College's diverse student body, or something that was non-human, such as an animal.

Conversely, those in favor of keeping both highlighted the historical connection these symbols have with the College. In fact, many spoke of their personal connection to both. Additionally, for many of these respondents, the fact that the school's name and surrounding landscape includes mountains, means that the Mountie moniker and the Joe Mountie mascot are appropriate.

## Appendix A: Unsure if Moniker Appropriate Open-Ended Themes

*Table A1: Unsure if Moniker is Appropriate Open-Ended Response Themes*

<b>Theme</b>	<b>Count</b>
Do not understand our moniker	47
Does not represent the College	34
Too similar to Royal Canadian Mounted Police	25
Uninterested in topic	16
Don't like the moniker	12
Outdated	11
It is part of our school name; is a reference to the nearby mountains	10
Community representation	9
Uncertain if it is a good representation	8
Should be an animal	8
"Mountaineers" would be more appropriate	8
Tied to colonization	7
Like or am proud of our moniker	7
It is childish	7
Visualization does not represent the College	5
It is gender neutral and generic	3
Moniker is not offensive	2
Can't separate it from the mascot	2
Everything is offensive	2
"Mountaineer" is a metaphor for our students, staff, and faculty	2
Other	7

## Appendix B: Unsure if College Should Consider Moniker Change Open-Ended Themes

*Table B1: Unsure if College Should Consider Changing Moniker Open-Ended Themes*

<b>Theme</b>	<b>Count</b>
Neutral on the topic	30
Open to new ideas	22
Do not understand our moniker	14
Like or am proud of our moniker	13
No reason to change it	11
Historic connection	10
Could modernize or update it	9
It should represent our values, goals, diversity and be more inclusive	8
Should be an animal	5
Familiarity to attached to it	4
There are bigger issues to focus on	4
Change it depending on others	4
Too similar to Royal Canadian Mounted Police	4
Moniker is not offensive	3
Faculty or former students may get upset	3
Too expensive and difficult to change	2
No strong connection to it	2
It is childish	2
“Mountaineers” would be more appropriate	2
Other	5

## Appendix C: Unsure if Mascot Appropriate Open-Ended Themes

*Table C1: Unsure if Mascot is Appropriate Open-Ended Response Themes*

<b>Theme</b>	<b>Count</b>
<b>Doesn't represent diversity of college</b>	39
<b>Not familiar with it</b>	21
<b>Difficult to relate to or connect with</b>	20
<b>The mascot could use some changes</b>	19
<b>Doesn't represent culture of college</b>	17
<b>Outdated</b>	3
<b>Connection to Canada / Royal Canadian Mounties</b>	3
<b>Connection to college name or nearby mountain</b>	2

## Appendix D: Unsure if College Should Consider Mascot Change Open-Ended Themes

*Table D1: Unsure if College Should Consider Changing Mascot Open-Ended Themes*

<b>Themes</b>	<b>Count</b>
The mascot could use some updates	25
Depends on what the mascot would change to	10
Doesn't represent diversity of college	9
Like the mascot	8
Difficult to relate to or connect with	5
Mascot is not offensive / not inappropriate	4
Not familiar with it	4
Doesn't represent culture of college	3
Historic / Tradition	3
Outdated	1
Mascot is unique	1