

EMAIL TO CAMPUS RE: MASCOT UPDATE

FROM: President Scroggins

SUBJECT LINE: Update on the Mascot and Moniker

Dear Mt. SAC Family,

During our 75<sup>th</sup> anniversary year, I directed a cross-campus task force to evaluate our college's mascot (Joe Mountie) and moniker (Mounties) to determine if they appropriately represent the college. The task force developed a process and conducted a campus-wide survey to assess the identities. After much discussion, they then voted 15-2 to change the mascot, Joe Mountie, and 12-5 to keep the moniker, Mounties.

This spring, a new group formed by the President's Advisory Council (PAC) will convene to follow up on this important work. The Mascot Development Workgroup will oversee the process of researching, developing, designing, recommending to PAC, and then implementing a Board of Trustees approved college mascot. They will be empowered to use a formal bidding process to bring in an outside agency to assist in the initiative. This group is just beginning its work and has been directed by me to ensure that there are opportunities for input from our campus community especially including student voices.

It will take time to develop a new mascot that can properly express Mt. SAC's spirit, values and prestige. Until the new mascot is named, we are phasing out usage of Joe Mountie. More permanent changes to facilities that feature Joe Mountie will be completed once the new mascot is approved by the Board of Trustees.

You can learn more about the mascot project, such as its members and previous survey results, by visiting [www.mtsac.edu/mascot](http://www.mtsac.edu/mascot) or emailing the workgroup chair, Uyen “Yen” Mai, director of marketing and communication at [umai@mtsac.edu](mailto:umai@mtsac.edu).

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President and CEO

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