



# Mascot Makeover

January 17, 2024

# What is a Mascot?

- Something adopted by a group to represent them (ex. Geico Gecko)
- Embodies the group's collective energy; fosters team spirit
- Is a symbol of the group, sometimes serves as a spokesperson
- Often related to the moniker (a moniker is the nickname, ex. Mounties or Dodgers or Bruins)



# Criteria Established by Group

## MASCOT CHARACTERISTICS

Not human

Gender neutral

Reflects our location/heritage

A native plant or animal

Original creative design  
(not clip art)

## SUCCESS CRITERIA

Professional quality

Represents the college well

Allows for broad community opinions to be heard

Input from students, employees, community

Follows characteristics the group determines as critical

Culturally competent



# Survey Participants

ANSWER CHOICES	RESPONSES	
Student	74.17%	2,731
Faculty	6.33%	233
Staff	8.12%	299
Alumni	6.63%	244
Community	0.90%	33
Manager	1.66%	61
Other (please specify)	2.20%	81
TOTAL		3,682



# Important Mascot Qualities

ANSWER CHOICES	RESPONSES		
Perseverance	44.11%	1,624	2
Strength	49.46%	1,821	1
Intelligence	40.28%	1,483	3
Nobility	19.31%	711	
Competitiveness	20.23%	745	
Liveliness	17.25%	635	
Confidence	39.92%	1,470	4
Approachability	23.60%	869	
Humor	18.31%	674	
Uniqueness	27.54%	1,014	5
Total Respondents: 3,682			



# Survey Provided Ideas Total Votes

	1	2	3	TOTAL
A Mountain	47.50% 560	20.10% 237	32.40% 382	1,179
BigHom Sheep	28.93% 278	34.24% 329	36.84% 354	961
Gnatcatcher Bird	26.11% 88	31.75% 107	42.14% 142	337
Black Bear	30.97% 534	36.25% 625	32.77% 565	1,724
Mountain Lion	41.68% 849	33.19% 676	25.14% 512	2,037
Kingsnake	28.38% 128	31.93% 144	39.69% 179	451
Raccoon	39.93% 321	28.73% 231	31.34% 252	804
Red-Tailed Hawk	31.83% 396	33.76% 420	34.41% 428	1,244
Mountain Dog	43.72% 640	27.12% 397	29.17% 427	1,464
Bison	24.97% 211	28.76% 243	46.27% 391	845

5

2

1

4

3



# Popular Survey Write-in Ideas

- Phoenix (not native animal)
- Dragon (not native animal)
- Goat (similar long horn sheep did not perform well, committee didn't find it a good match)
- Eagle (not native to our local mountains)
- Wolf (not native to local mountains)
- Coyote (negative homophone with human smuggler)
- Squirrels (does not align with popular mascot qualities)
- Mountaineer type (no humans; what would represent a Mountaineer?)
- Dinosaur, such as T-Rex (not a native animal)



# Final Two

Workgroup narrowed down to Mountain Lion and Bear:

- Top 2 most popular in survey
- They align with Characteristics, Success Criteria, and Important Mascot Qualities
- They are beloved by native Tongva people, according to Native History faculty
  - Bear is a symbol of strength, courage, intrepidness
  - Tribes called Mountain Lions teachers and viewed them as their relatives





# Discussion

Athletics representatives had strong reservations about feline type mascots. They strongly preferred Bears, which would be more unique within the Community College system.

After a thorough discussion, the group voted and determined 10-2 to choose Bear over Mountain Lion for reasons including:

- It meets the Workgroup's selection criteria and success criteria.
- It makes the mascot more unique within the Community College System
- It supports more buy-in across the college for the new mascot to avoid secondary, unofficial mascots
- The beautiful symbolism of bears to Native Peoples



# Vote

Following the discussion, this is the mascot I will vote for:

- \* Mountain Lion (2)
- \* Bear (10)

