Mascot Task Force

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Agenda

- Welcome

- Purpose of the Task Force

- Discuss Goals

- Discuss Methods we Evaluated

- Discuss Methods for us to Follow

- Identify Next Steps

Expectations

- Share your honest opinions
- One person speaks at a time
  - Raise your hand via "Reactions" or use Chat
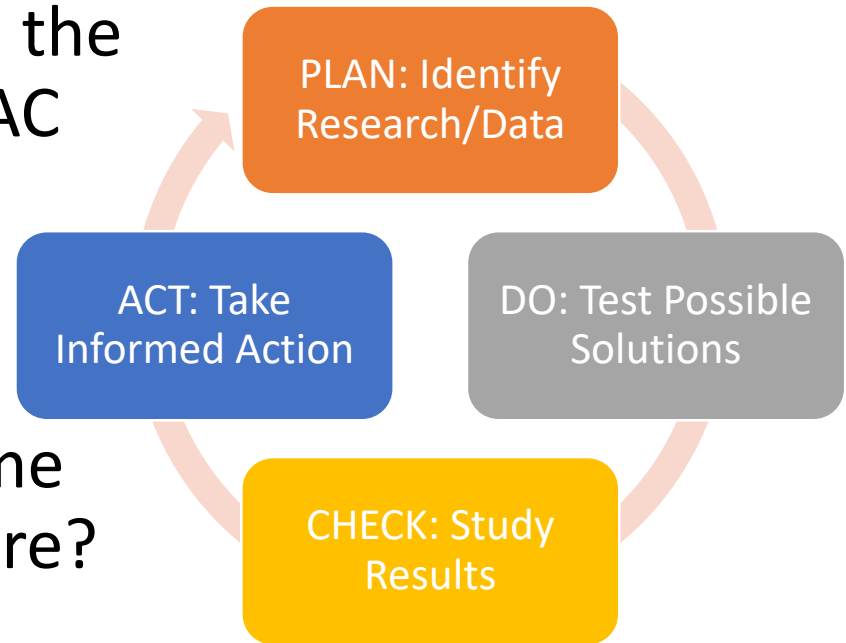- Debate the idea, not the person

Purpose of the Task Force

This task force will evaluate the Mt. SAC mascot (Joe Mountie) and athletic moniker (Mounties).
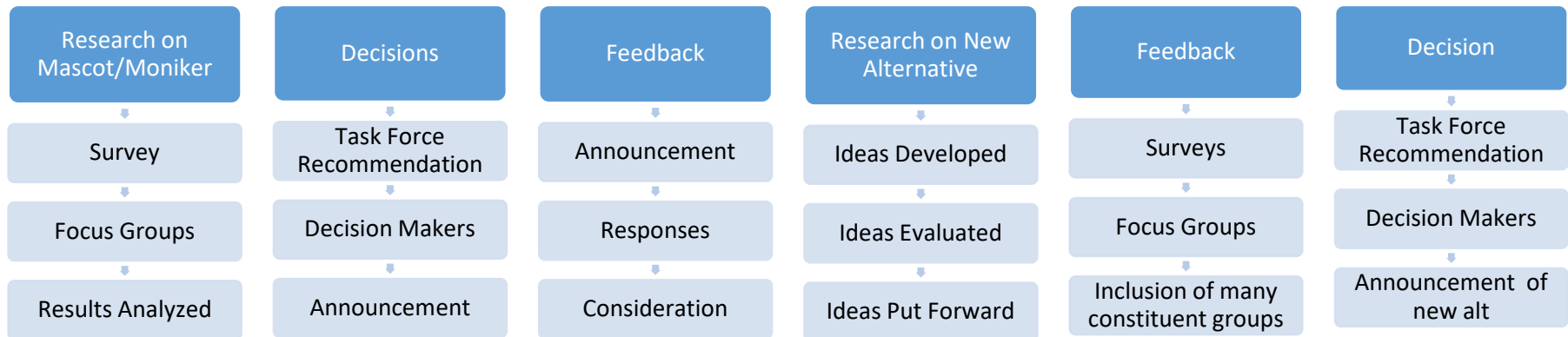
The task force will evaluate the strength of the two identities to determine if they appropriately represent the college for the next 75 years.

What do we need to know?

- Is the mascot, Joe Mountie, the right mascot to bring Mt. SAC into the future?
  - If not, what should be?
- Is the athletic moniker, Mounties, the right nickname for the college into the future?
  - If not, what should be?

PLAN: Identify Research/Data

DO: Test Possible Solutions

CHECK: Study Results

ACT: Take Informed Action

What did other groups do according to our research?

Research on Mascot/Moniker	Decisions	Feedback	Research on New Alternative	Feedback	Decision
Survey	Task Force Recommendation	Announcement	Ideas Developed	Surveys	Task Force Recommendation
Focus Groups	Decision Makers	Responses	Ideas Evaluated	Focus Groups	Decision Makers
Results Analyzed	Announcement	Consideration	Ideas Put Forward	Inclusion of many constituent groups	Announcement of new alt

NOTE: Another action research series could continue to choose the mascot design.

What should Mt. SAC do? Let's make this work for us.

TASK FORCE DECISIONS:

- Survey first. Follow up with focus groups. Survey first is better to provide something to go off of in focus groups. We'll develop more steps later after we get results and analyze.
- Is decision to move away from mascot clear? Not exactly. Task Force has found issues with the mascot and is looking for outside feedback to better understand community perspectives.
- Survey will need to assess both mascot and moniker. We need to keep the survey neutral and not push people in a direction. Survey will reach out to faculty, staff, students, alumni, donors.

What's Next

- Future Meetings – please save Fridays at 3 p.m. for meetings
- Daniel will give an estimate for a draft for us to schedule the next meeting
- Yen will draft survey communication
- Task Force will review materials and discuss at next meeting