



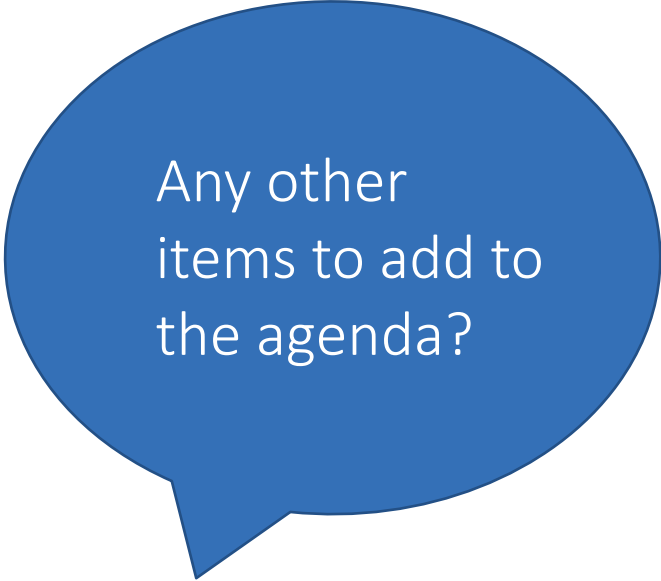
Welcome

Mascot Development Workgroup

March 16, 2023

Agenda

1. Welcome
2. Introductions
 - a. Name
 - b. Group or department do you represent
 - c. Icebreaker: Please mention a mascot(s) that you like.
3. Workgroup Purpose and Function
 - a. What's a mascot?
4. Discuss Process to Move Forward
 - a. Ability to Use Outside Agency
 - b. Formal Bid Process (RFP)
 - c. Next Steps
5. Determine regular meeting time



Any other
items to add to
the agenda?

Introductions

- Your Name
- Group you Represent
- A Mascot you Like

- Marc Acuna
- Cesar Alvarado
- Christian Alvarado
- Sandra Bollier
- Jill Dolan
- Marisa Fierro
- Joe Jennum
- Lee Jones
- John Lewallen
- Cynthia Orr
- Ruby Rojas
- Marc Ruh
- Lily Rzonca
- Andrea Sims
- April Tellez
- Special guest:
Tiffany Chen





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 and Function

PURPOSE

The PAC Mascot Development Task Force will oversee the process of researching, developing, designing, recommending to PAC, and implementing a Board of Trustees approved new college mascot.

FUNCTION

- HIRE A BRANDING COMPANY
 - Develop a RFP to secure the services of a branding company specializing in mascot development
 - Identify and interview finalists
 - Recommend a company for the President and Board to hire
 - Oversee procurement of the services
- FACILITATE CAMPUS PROCESS
 - In partnership with the company, support campus processes in the research, development, design and implementation of the new mascot



What is a Mascot?

- Person, thing or object that represents the organization (ex. Joe Mountie)
- Thought to bring good luck
- Often serves as a spokesperson
- Often related to the moniker (A moniker is the nickname, ex. Mounties or Dodgers or Bruins)



Outside Agency

Workgroup is approved to get assistance

ADDED NOTES FROM MEETING:

We can direct the company as we think is best for the college.

We can direct the company to find ways to incorporate ideas from our community as well as feedback from our community.



The Request for Proposal (RFP) Process

Formal, multi-meeting process with Procurement

Using a new online process. We will get an invitation from Tiffany for an online account.



Discussion: Process to Move Forward

ADDED AFTER MEEETING:

We want to find a regular time to meet. Every other Monday (1st and 3rd) seems to work for everyone. Thanks to everyone who was willing to adjust their schedule to make this work. Cynthia Orr will help schedule these.

For the upcoming April 3 (first Monday) meeting, we're going to do some homework and then share ideas with each other in preparation for our April 17 (third Monday) meeting with Tiffany Chen in procurement. See next slide for details.

When working via email, let's start the subject line with **[MASCOT]** to help organize the messages.

Once approved, our minutes will be added to the web page at www.mtsac.edu/mascot.



Next Steps

ADDED NOTES FROM MEETING:

We have homework before next meeting. Please share with your constituent groups and gather ideas. We need to find samples of mascot development RFPs and think about what we want in terms of (1) scope of work, (2) the evaluation criteria, (3) potential vendors and (4) timing. We can work into our scope of work that we want the company to ensure campus-wide idea generation and feedback. We'll discuss these ideas at our April 3 meeting.

As promised, Yen made a Smartsheet to [submit any sample RFPs and ideas through an online form](#). You can [see everyone's submissions by viewing the sheet](#).

