

# Mascot and Moniker Task Force

Joe Jennum and Uyen Mai, co-chairs

April 1, 2022

# Expectations



- Share your honest opinions
- One person speaks at a time
  - Raise your hand via “Reactions” or use Chat
- Respectfully debate the idea, not the person

# Guests

- Invited to stay and watch, but not participate in discussion at this time
- The committee is focused on evaluating the research results of more than 900 voices as well make sense of discussions to determine next steps.

# Purpose of the Task Force

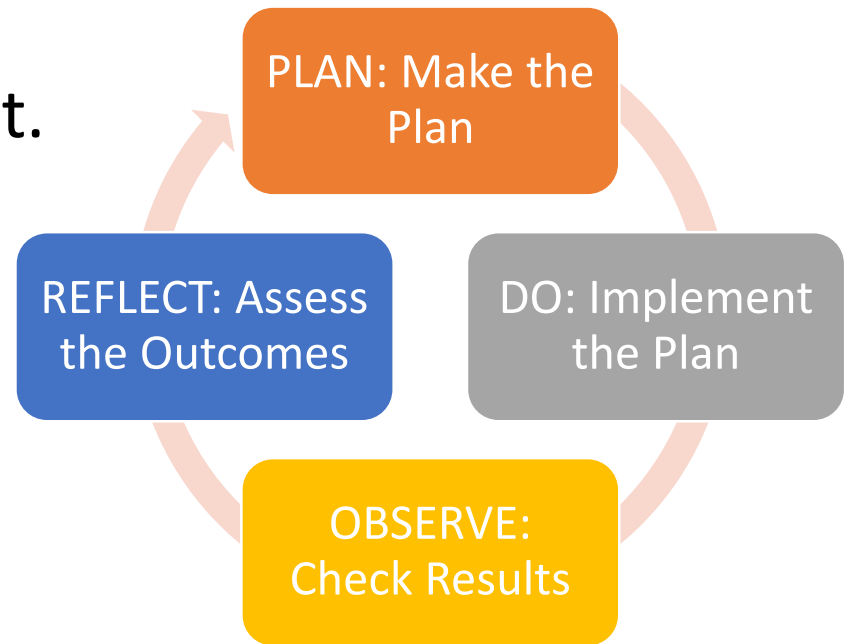


This task force will evaluate the Mt. SAC mascot (Joe Mountie) and athletic moniker (Mounties).

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?
- Is the moniker, Mounties, the right nickname for the college into the future?
- What process should be used to make the change?



# Summary of Progress So Far

- Developed, conducted and analyzed a survey
- Found and discussed historical documents
- Voted on whether to recommend changing mascot Joe Mountie (15 yes – 2 no)
- Discussions on appropriateness of the moniker Mounties.
- Presentation from Mary McGuire on “Mountie” and “Mountaineer”

# Agenda

- Presentation from Brian Yokoyama on behalf of Athletics Department on Mounties
- Presentation from John Lewallen on behalf of Marketing Department on Mascot/Moniker Concept
- Discussion: Is the athletic moniker, Mounties, the right nickname for the college into the future?
- Voting Discussion and Next Steps
- Anything else?

# Discussion Notes

- Brian Yokoyama presented on behalf of Athletics
- John Lewallen presented on behalf of Marketing
- Discussion on how to move forward.
- **DECISION:** Decide if we want to start a vote on the Moniker or find a new process. Vote determined 14 wanted to vote now; 3 voted to come up with a new process.
- **VOTE:** Should we keep the moniker Mounties? Vote determined 12 wanted to keep the moniker; 5 wanted to change the moniker.



# Next Steps?

- Dr. Scroggins said he wanted the group to make a recommendation on: **What process does this group recommend to determine the new mascot, if any.**