



Mascot Change Workplan 2019-2020

In March 2019, 79% of students participating in the DASB election voted to change the college mascot from the Dons. This is a unique opportunity for De Anza – as a long-established, highly regarded college that is “Tops in Transfer” – to choose a mascot that will reflect what the college currently represents. The mascot is intended to become a visible representation and point of pride for Athletics and the college as a whole. The draft process outlined below is designed to ensure full engagement of student-athletes and coaches – those most affected by the change – as well as a collaborative, consultative process with DASB representatives, the larger student body, alumni players and former coaches, and college faculty, classified professionals and administrators.

Color Legend—Touchpoints and Activities
PE/Athletics/coaches/student-athletes
DASB/DASB mascot committee/students
Broad input through surveying, ranking, joint meetings and constituency groups
Alumni/former coaches
Joint Athletics and DASB opportunities
Communications activities

Mascot Selection Process		
Activity	Responsible	Date
Meet with PE/Athletics 1) Review draft workplan 2) Discuss, refine Athletics’ requested parameters , e.g. symbol of strength; not duplicative of any CCC teams in conference or state; a name that works equally well for women’s and men’s teams Required: Nothing with possible racist, sexist or other negative connotations Advantageous: <ul style="list-style-type: none"> • Appealing sound, such as through alliteration or other quality • Ability to represent mascot for promotional purposes, including costumed 3) Discuss suggested names to include in survey, using previous student meeting samples as starting point	Marisa/Eric	District Opening Day, Thursday, Sept. 19, 1 p.m., Room 3301, Foothill College <input type="checkbox"/> Notes from meeting: “Symbol of strength” not emphasized by coaches. Comments on names: <ul style="list-style-type: none"> • No Hawks; too duplicative • No Gold Devils; possibly Sun Devils • Add Pumas • Add Coyotes • Consider 67s • No Mustangs; too “high school” • No stars • Consider Defenders • Mountain Lions a favorite • Lions also a favorite, with intended meaning of mountain lion
Announce mascot change timeline and key feedback points	Christina	College Opening Day program, Friday, Sept. 20 <input type="checkbox"/>
Develop draft ranked-choice survey and accompanying text, including role at college; mascot options and open-ended question	Marisa/Brandon/Mallory	Week of Sept. 23 Note: In progress
Develop draft website with background, process, timeline	Brandon	Week of Sept. 23 <input type="checkbox"/>
Develop informational email to Athletics alumni and retired coaches, including engagement opportunities; provide list	Eric/Kulwant/Brandon	Week of Sept. 23 Note: In progress

Include mascot change reminder in president's email to faculty and staff	Christina	Week of Sept. 30 <input type="checkbox"/>
Meet with DASB committee • Review draft workplan, survey and website • Discuss additional suggested names to include in survey • Discuss DASB engagement opportunities with students – e.g. tabling – to include in next version of workplan • Agendize DASB presentation of Oct. 9	Marisa/Eric/DASB committee	Week of Sept. 30 Note: Scheduled for Wednesday, Oct. 2 <input type="checkbox"/>
Personal outreach to former coach contacts	Christina	Week of Sept. 30 Note: In progress
Finalize survey	Marisa/Mallory	Week of Sept. 30 following DASB committee meeting
Send informational email under Eric's and Kulwant's signatures to Athletics alumni, retired coaches	Brandon/Alex	On or by Tuesday, Oct. 8
Provide overview of process to Academic and Classified Senates	Marisa/DASB committee	CONFIRMED: Academic Senate: Monday, Oct. 7, 3:20-3:30 p.m.; Classified Senate Tuesday, Oct. 8, 2:40-2:50 p.m.
Provide information item at DASB meeting	Shelly with DASB committee; Marisa and Eric	Wednesday, Oct. 9 [requesting 4 p.m.; TBD]
Provide update to PE/Athletics Division, including coaches not present at Opening Day meeting	Marisa and Eric	Wednesday, Oct. 9, hold 7:30-8:45 a.m.
Post webpage, link from homepage	Brandon	Wednesday, Oct. 9, following DASB meeting
Send survey email to coaches/players, other faculty/staff and students, alumni list	Brandon/Alex/Marisa	Wednesday, Oct. 9, following DASB meeting (Survey through Oct. 23)
Social media post #1, including informal Facebook and Instagram polling	Iman	Thursday, Oct. 10 (after survey is sent)
Send survey reminder email	Brandon/Alex/Marisa	Monday, Oct. 14 or 15
Analyze survey results	Mallory	Oct. 24-25
Open meetings for alumni, former coaches and college staff	Marisa/DASB committee/Eric/Kulwant	Week of Oct. 21
Develop mascot finalist	Brandon/Alex	Week of Oct. 28

preference ranking mechanism and update to website		
Draft email regarding mascot finalist preference ranking	Brandon/Marisa	Week of Oct. 28
Joint meeting with coaches or subcommittee, Student Athlete Advisory Council reps and DASB committee to review survey results, discuss options to include in finalist mascot preference ranking and comment	Marisa/Eric	Wednesday, Oct. 30, 2:30-4 p.m.
Post updates to website	Brandon	Tuesday, Nov. 12
Send email about mascot preference ranking to faculty/staff and students; alumni group	Marisa/Brandon/Iman	Tuesday, Nov. 12 (Feedback accepted through Tuesday, Nov. 26)
Social media post #2, including informal Facebook and Instagram polling	Iman	Week of Nov. 12
Obtain feedback at Academic Senate and Classified Senate meetings	Marisa/DASB subcommittee/Eric	Weeks of Nov. 12 and/or 18
Obtain feedback at DASB meeting	Marisa/DASB subcommittee/Eric	Week of Nov. 12 or 18
Obtain feedback at PE/Athletics division meeting	Marisa/Eric	Wednesday, Nov. 13
Send reminder about mascot finalist preference ranking	Marisa/Brandon/Iman	Tuesday, Nov. 19
Draft webpage update/web story (with blanks to be filled in) with selected mascot, next steps	Brandon	Week of November 25 or Dec. 2
Draft email announcement (with blanks to be filled in) of selected mascot, next steps; recipients to include list of alumni, former coaches	Marisa/Brandon/Iman	Week of November 25 or Dec. 2
Analyze website preference ranking results	Alex	Monday, Dec. 2
Joint meeting with coaches or subcommittee, Student Athlete Advisory Council reps, DASB committee and senior staff to review preference ranking results and constituency group feedback; arrive at decision	Marisa/other senior staff members/Eric	Wednesday, Dec. 4 or Thursday, Dec. 5 (Date, time and location to be confirmed) 2:30-4
Post updated website/web	Brandon	Wednesday, Dec. 4 or

story of mascot selection		Thursday, Dec. 5 following joint meeting
Send email announcement of mascot selection	Marisa	Wednesday, Dec. 4 or Thursday, Dec. 5 following joint meeting
Social media post announcing mascot selection	Iman	Thursday, Dec. 5 or Friday, Dec. 6 following internal announcement

Design and Implementation Phases		
Activity	Responsible	Date
Mascot design through Office of Communications in consultation with coaches or subcommittee, Student Athlete Advisory Council reps, DASB committee	Edwin/Marisa/others	January-March 2020
Image unveiling event TBD	Office of Communications	March/April 2020
Phased implementation of new mascot in uniforms, on scoreboards, in advertising, etc.	All	March 2020-completion

Initial Suggested Names to Include in Survey

- Archers
- Bobcats
- Devil Rays
- Diamondbacks
- Gold Devils
- Gold _____
- Goldens
- Golden _____
- Great Danes
- Grizzlies
- Hawks
- Mountain Lions
- Mustangs
- Red-Tailed Hawks
- Stars

Others?

Notes from Sept. 19 meeting with Athletics:

- No Hawks; too duplicative
- No Gold Devils; possibly Sun Devils
- Add Pumas
- Add Coyotes
- Consider 67s
- No Mustangs; too “high school”
- No Stars
- Consider Defenders
- Mountain Lions a favorite
- Lions also a favorite, with intended meaning of mountain lion

Notes from DASB Committee meeting:

- Add Golden Bears
- Add Bears
- Add Grizzly Bears

Other discussion:

Wildcats

_____ [ADJECTIVE] Lions

Likely options as of Oct. 3:

- Archers
- Bears
- Bobcats
- Defenders
- Diamondbacks
- Golden Bears
- Grizzlies
- Grizzly Bears
- _____ [ADJECTIVE] Lions
- Lions [intended symbol of mountain lion]
- Mountain Lions
- Pumas
- 67s
- Sun Devils
- Wildcats