



## **San Jacinto College Mascot Selection Committee Charter**

SLT Sponsor: Allatia Harris

Approved: Jan. 20, 2022

## San Jacinto College Mascot Selection Committee Charter

**Started:** Spring 2022

**Meeting Frequency:** Monthly

**Meeting Length:** 1-2 hours

**Committee Leaders:** Allatia Harris and Andrea Vasquez

**Committee Members:** Committee must represent College areas from Athletics, Student Engagement & Activities, Recruiting, Faculty, Staff, External Relations, and a student from the Central, North, South, Maritime, and Generation Park Campuses representing the fine or liberal arts, technical, and STEM areas

<b>Committee Members</b>			
<b>Name</b>	<b>Area</b>	<b>Location</b>	<b>Recommended By</b>
Tom Arrington	Baseball	North Campus	
Leslie Benavidez	General Studies Student	Central Campus	Promise/Roberto Mendez
Brian Bui	Admissions & SEA	North Campus	
Janet Cowey	External Relations	District	
Jose DejesusGil	Enrollment & Recruiting	Central Campus	
Amanda Fenwick	External Relations	District	
Kevin Hale	Prof. Business Management	South Campus	Faculty Senate
Allatia Harris	VC Strategic Initiatives	District	
Rosselle Helms	Executive Operations	District	Staff Org
Ross Kelsey	Campus Services	South Campus	Administrative Org
Floyd McConnell	Prof. Speech	North Campus	
Gabriela Morales	Natural Sciences Student	North Campus	Brian Bui
Ricardo Murillo	Maritime Student	Maritime Campus	Krissy Murray
Krissy Murray	Maritime	Maritime Campus	
Lambrini Nicopoulos	Dept. Chair- Life Sciences	South Campus	
Tyler Olivier	Dept. Chair- STEM	Generation Park	
Jeff Pearce	CPET	Central Campus	
Sherilyn Reynolds	Prof. Business and Computer Services & Faculty Senate	Central Campus	
Kelly Saenz	Softball	South Campus	
Gina Thomas	Health Science DOC & Staff Org	North Campus	
Andrea Vasquez	Strategic Initiatives	District	
Brendon Wallace	Natural Sciences Student	Generation Park Campus	Tyler Olivier
Kelsey Walters	Softball	South Campus	
Eric Weaver	Baseball	North Campus	
Ashley Winslow	Social & Behavioral Science Student	South Campus	Lambrini Nicopoulos & Brian Bui

## **Background**

Since 1961 until about 2015, each campus had its own color scheme and athletics branding identity: Central Campus Ravens (blue and black); North Campus Gators (green and gold); and South Campus Coyotes (blue and white). After San Jacinto College transitioned to its “One College” mission, including all College branding, College leadership also decided to transition to one College mascot for all its campuses.

## **Purpose**

The purpose of the San Jacinto College Mascot Selection Committee is:

1. To create and implement a mascot selection process
  - a. Research community college and university mascot branding
  - b. Review previous San Jacinto College mascot branding
2. To select three to five mascot options for the Board of Trustees and SLT to choose from
3. To create a voting process for students and employees between two final mascot choices
4. To create new marketing and branding for athletics featuring the new mascot
5. To create an implementation timeline for athletics updates (uniforms, field branding, marketing materials, etc.)
6. To create a student engagement mascot implementation timeline (events, swag, College event appearances)

## **Key Assumptions**

1. The Committee will take into account historical information about previous mascots along with stakeholder input to move forward into the selection process of a new, singular mascot.
  - a. The College’s previous mascots- Raven, Gator, and Coyote will not be used.
2. The Committee will select mascot choices that reflect the College’s diverse community of stakeholders.
3. The Committee will ensure any mascot choice will serve as a positive representation of the College via all media.

## **Deliverables**

1. Mascot selection process
2. Mascot selections for Board and SLT to choose final two from
3. Voting process for students and employees
4. Mascot launch communications plan
5. Athletics and general mascot branding for teams and the campuses

## **Communication Process**

1. Meetings will occur monthly via Zoom until in-person meetings can be conducted regularly.
2. Updates will be given to the SLT sponsor to share with the rest of the SLT.

3. Members will be available to present any information to the SLT and/or Board of Trustees if needed.

### **Terms of Service**

Committee members are expected to serve from spring 2022 through summer 2023 or until all action items and implementation plans have been completed. If a member cannot serve the full term, the member is required to select someone from their area/department to take over the term of service.

### **Areas Affected by this Work**

The areas that will be the most affected by the work of this committee include Athletics, Student Engagement & Activities, Marketing, and Recruiting. All other College areas, including student interaction, will have a majority of visible engagement only with mascot branding via campus signage and events, social media, website traffic, swag, and bookstore retail sales.