

# **New Mascot Presentation Concord High School**

# Meet our awesome committee members!

## ASB President/Officer:

Lucy Goetz (12th)

## Co-Chairs:

Ollie Flores (12th) & Rem (Alexis) Pomeroy (9th)

## General Members:

Sayed Nasir, 9th

Ellie Basil, 9th

Brennen Pangilinan, 10th

Nyah Thorton, 10th

Marcus Fernandez, 11th

Alexandra Nugent, 12th

## Adult Sub-Committee Members:

Julene MacKinnon (Principal)

Leah Darby (AVID & Leadership)

Matt Harrod (Athletic  
Director/Social Science/Work Exp.)

Rebecca Dell (Eng. Dept.  
Chair/Yearbook)

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**01**

**Behind our Minutemen  
Mascot**

## **If you didn't know...**

The Minutemen name came from the honored men who formed the Minutemen militia in Concord, Massachusetts as the American Revolution began on April 19th, 1775.

**According to Pioneer Publishers of Concord,  
Pleasant Hill, and Walnut Creek...**

“The artwork of a Minuteman on the school marquee and parking lot signs shows him holding a rifle. The gender specificity of the name and having the Minuteman holding a weapon are reportedly what are concerning to those wishing to change the CHS mascot.”

- "... the Mt. Diablo Unified School District Board sees an urgent need to establish a welcoming and safe environment in our schools and community... schools shall choose a non-human mascot/name replacement..." (via Board Resolution 20/21-80)
- "There is an urgent need to teach and inform pupils in public schools... awareness and understanding of their rights and the rights of others, with the intention of promoting tolerance and sensitivity in public schools and society." (via CA's education code 201)

## **The main concerns regarding the Minuteman mascot are...**

- **Gender Specificity**
- **Showcasing of a firearm**
- **Gun violence (especially in schools)**
- **Lack of equal representation to create a safe, welcoming environment**



**02**

**OUR TIMELINE/HOW WE  
STARTED**

# BRIEF TIMELINE



**JAN.**

Dedicated to informing CHS and our community through a few meetings.



**FEB.**

Most of the voting was held during these months via Google forms for both students and staff.



**MAR.**



**APR.**

Dedicated to finalization of mascot voting & design.



**MAY**

Finalization of making the mascot change official.

# JANUARY

<u>OVERVIEW:</u>	<u>MEETINGS:</u>
<p>Mostly consisted of meetings, review, and forming a student subcommittee</p>	<p>1/18, all CHS students &amp; staff &gt; Review Why, Timeline + Mascot Qualities</p> <p>1/25, Staff meeting &gt; Review Why, Timeline + Mascot Qualities</p> <p>1/26, Community meeting &gt; Review Why, Timeline + Mascot Qualities</p> <p>1/27 New student subcommittee &amp; adult subcommittee &gt; Details on the process</p> <p>1/30 all CHS students &amp; staff</p> <ul style="list-style-type: none"><li>● Announcements and slide describing process in 4th period classes</li></ul>

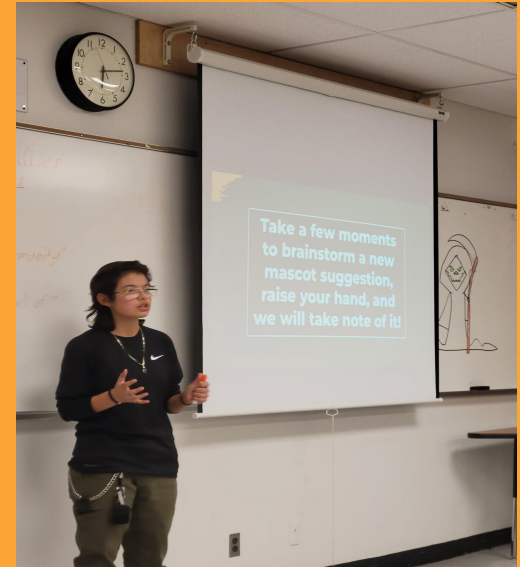
# 1/18 student & staff meeting



# FEBRUARY

<u>OVERVIEW:</u>	<u>MEETINGS:</u>
<p>Mostly consisting of student, staff, and community giving mascot suggestions &amp; voting to narrow down our no. 1 mascot choice</p>	<p>2/9-10, All CHS - Advisory visits to describe Why, Timeline, + and qualities which were discussed</p> <p>2/13-14, ALL CHS - Mascot suggestions taken via Google Form</p> <p>2/15, Community meeting &gt; Mascot Qualities feedback + mascot suggestions</p> <p>2/16, Student &amp; adult subcommittee &gt; For student subcommittee to discuss mascot suggestions &amp; narrow to top 10 ideas</p>

# 2/15 community meeting



# The final 10!

Thursday  
February 14, 2023

F 2/17-2/20  
FOUR DAY  
WEEKEND!

- Snakes/Rattlesnakes
- Condors
- Crocodiles
- Lions
- Charges (Horse)
- Comets
- Dinosaurs
- Ravens
- Bobcats
- Bears

Want to be a part of fun  
activities?



Apply for Leadership!

# MARCH

<u>OVERVIEW:</u>	<u>MEETINGS:</u>
<p>Mostly consisting of voting to narrow down our no. 1 mascot choice and its design</p>	<p>2/21- 3/10, All CHS</p> <ul style="list-style-type: none"><li>- Mascot Voting</li><li>- Vote 1 - bears, crocodiles, chargers, bobcats, comets, ravens, lions, green machine, snakes, condors</li><li>- Vote 2 - bears, crocodiles, chargers, bobcats, comets</li><li>- Vote 3 - bears, crocodiles, chargers</li></ul> <p>3/14-24, All CHS</p> <ul style="list-style-type: none"><li>● Collecting design input, actual designs</li></ul> <p>3/27, Ms. Mackinnon &amp; Mrs. Darby</p> <ul style="list-style-type: none"><li>● Meeting with Varsity Brands to discuss design ideas</li></ul>



# Vote # 1

Questions

Responses

428

Settings

## First Vote for the CHS Mascot

Here's the first round of voting, CHS! Pictures are for reference, not what the final mascot will look like.

Please answer thoughtfully and consider what would best represent our school and surrounding community.

This form is automatically collecting emails from all respondents. [Change settings](#)

### A BRIEF REMINDER OF THE QUALITIES WE'VE RECEIVED FROM STUDENTS & THE COMMUNITY

Strong, spirited, inclusive, cool, persevering, "one to be proud of," and, "creates a community."

# Vote #1

Questions

Responses **428**

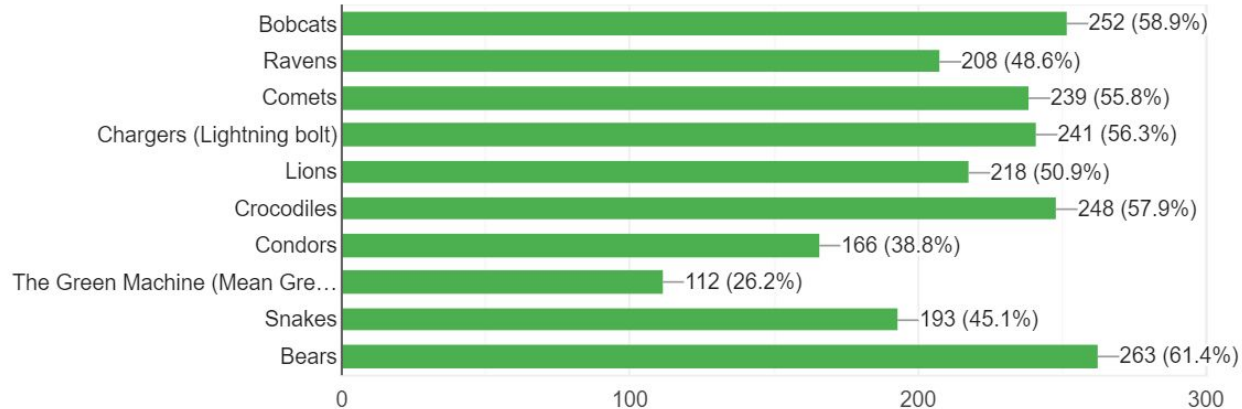
Settings

## A BRIEF REMINDER OF THE QUALITIES WE'VE RECEIVED FROM STUDENTS & THE COMMUNITY

Please choose five!

 Copy

428 responses



# Vote #2

Questions

Responses

498

Settings

## Second Vote For CHS' Mascot

Here's the second round of voting, CHS! Pictures are for reference, not what the final mascot will look like.

Please answer thoughtfully and consider what would best represent our school and surrounding community.

This form is automatically collecting emails from all respondents. [Change settings](#)

### **A BRIEF REMINDER OF THE QUALITIES WE'VE RECEIVED FROM STUDENTS & THE COMMUNITY**

Strong, spirited, inclusive, cool, persevering, "one to be proud of," and, "creates a community."

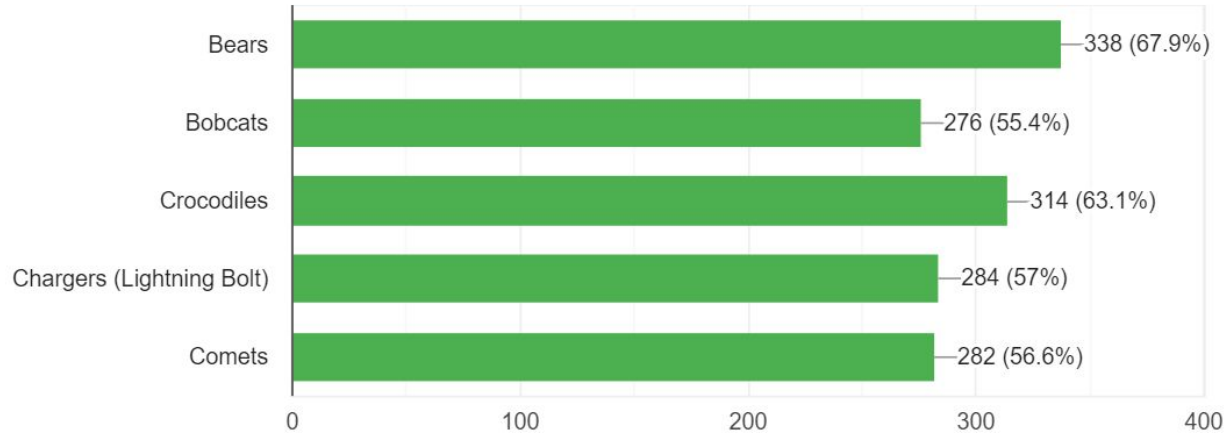
# Vote #2

Questions Responses **498** Settings

Please choose three!

 Copy

498 responses



# Vote #3

Questions

Responses

500

Settings

## Last Vote for CHS' Mascot

Here's the LAST round of voting, CHS! Pictures are for reference, not what the final mascot will look like.

Please answer thoughtfully and consider what would best represent our school and surrounding community.

This form is automatically collecting emails from all respondents. [Change settings](#)

### **ONE LAST REMINDER REGARDING THE QUALITIES WE'VE RECEIVED FROM STUDENTS & THE COMMUNITY**

Strong, spirited, inclusive, cool, persevering, "one to be proud of," and, "creates a community."

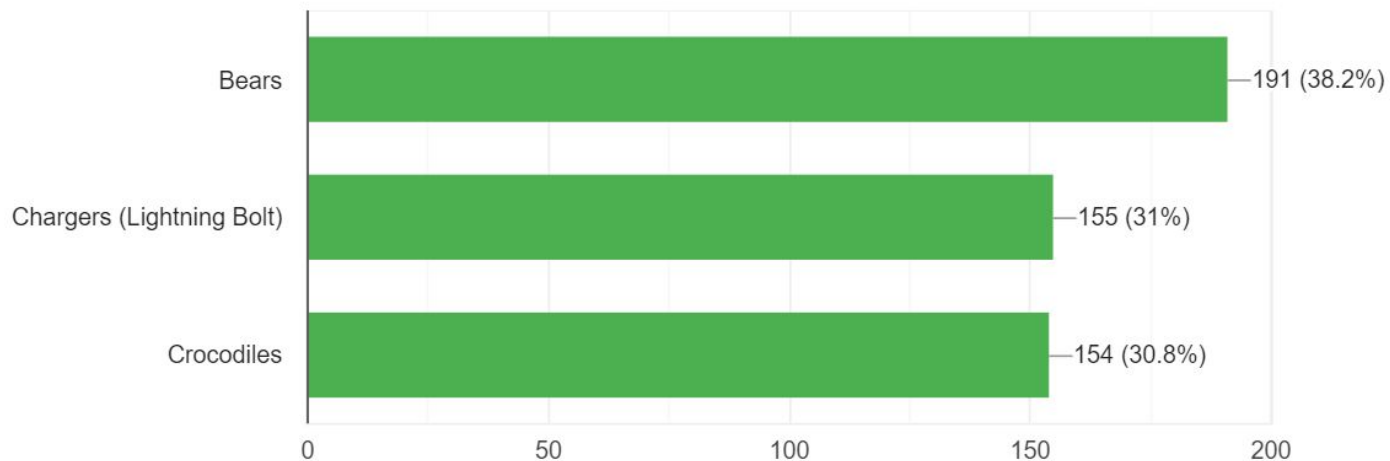
# Vote #3

Questions Responses **500** Settings

Please choose one!

[Copy](#)

500 responses



# APRIL

<u>OVERVIEW:</u>	<u>MEETINGS:</u>
<p>Mostly consisting of finalizing all choices made by our student body</p>	<p>4/21, Student &amp; Adult Committees</p> <ul style="list-style-type: none"><li>- Mascot Design Organization &amp; selecting of major ideas for designs &amp; example designs</li><li>- Here are all the mascot design traits our Mascot committee has agreed upon:<ol style="list-style-type: none"><li>1. CHS Tee/Hoodie</li><li>2. Spiked claws</li><li>3. Bear stance/head shot with "CHS" emblem/title</li><li>4. Green &amp; Gold minimalistic headshot icon</li><li>5. Intimidating eyes</li><li>6. Textured fur</li></ol></li></ul>

# MAY

<u>OVERVIEW:</u>	<u>MEETINGS:</u>
Official finalization and start of rebranding of CHS	5/3, Student & Adult Committees > Practicing Board presentation with adult subcommittee  5/10, Student subcommittee <ul style="list-style-type: none"><li>● Meeting with Board regarding mascot change</li></ul>



**03**

**Student + Community Input**

# MASCOT

## QUALITIES?

What **qualities** do you think our new mascot should **embody**?

Examples of good qualities may be:  
**Perseverance, kindness, etc..**

These suggestions will tie into our mascot planning!



# Mascot qualities suggested

Perseverance  
Creates a community  
Strong  
One to be proud of  
Inclusive  
Fierce

# CHS Student & Staff Vote



**Vote #1  
(428)**



**Vote #2  
(498)**



**Vote #3  
(500)**

**FEB.**

**MAR.**

## Top 10 Choices

- Bobcats
- Ravens
- Comets
- Chargers (Lightning Bolts)
- Lions
- Crocodiles (Crocs)
- Condors
- The Green Machine (Mean Green Machine)
- Snakes

## Top 5 Choices

- Bears
- Bobcats
- Crocodiles
- Chargers (Lightning Bolts)
- Comets

## Top 3 Choices

- Bears
- Crocodiles
- Chargers (Lightning Bolts)



**WINNER:  
Bears!!!**


**04**

## **Rebranding of CHS**

- 1. Gym front wall**
- 2. Gym floors**
- 3. Scoreboards**
- 4. Signs (Parking Lot Marquee, staff & student parking signs)**
- 5. Uniforms**
- 6. PE shirts**
- 7. Band and athletic equipment**
- 8. CHS Merchandise**
- 9. Staff gear**
- 10. School Mascot Costume**

# **Final results**

We would like to remove all Minutemen mascot logos and all affiliated imagery & language, and officially change from Minutemen to Bears.

A dark green, textured brushstroke graphic is located in the bottom right corner of the slide, extending from the right edge towards the center.

# Mascot Design - Draft #1

VIPBRANDING  
POWERED BY VARSITY BRANDS

CONCORD HS BEARS, CA DESIGN

A



B



C



D



E



F



V GREEN

V GOLD

WHT

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# Mascot Designs - Draft #2

VIPBRANDING  
POWERED BY VARSITY BRANDS

CONCORD HS BEARS, CA DESIGN

A



B2



C



E



V GREEN

V GOLD

WHT

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# Mascot Design - Draft #3

VIP BRANDING  
POWERED BY VARSITY BRANDS

CONCORD HS BEARS, CA DESIGN



V GREEN

V GOLD

WHT

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**GO BEARS!**