

Ygnacio Valley High School

NEW MASCOT

**Board Presentation
March 23, 2022**

Agenda

- **How it Started**
- **Background of YV Mascot**
- **New Mascot Timeline**
- **Rebuilding YV Community Pride**
- **Rebranding**
- **Board Resolution**

2021 Mascot Student Activists

- Kaia Morgan
- Nikki McNab
- Mark Catapusan
- Jennifer Bonifacio
- Natalie Flores
- Kimberly Gallaga

How It Started

- In 2016, staff and students voted to change the logo to the Wolves (didn't happen)
- In fall of 2020, small group of staff and community members met to discuss change
- YVHS Student Voice for Social Justice: Change.org Feb 2021
- Student Organized Committee
- SURJ student presentation
- Native American speakers community forum May 4 2021
- In guidance with AB-30 CA Racial Mascots Act

2022-2023 Mascot Transition Committee

- Jennifer Bonifacio
- Juan Zaragoza Rios
- Emmalee Mitchell
- Adrian Lomas
- Jennifer Vazquez
- Citlaly Gallegos
- Giselle Gallegos
- Mark Catapusan
- Natalie Flores
- Kimberly Gallaga
- Erick Rosas
- Jazmin Garcia
- Kaia Morgan
- Nikki McNab

Background of the YV Mascot



1962



2022

Mascot Change Considerations:
1972, 2015

✦ NEW MASCOT COMMITTEE TIMELINE

Open Town Hall

- **September 10, 2021:** Mascot Committee hosted a Town Hall at lunch
 - Over 50 staff and students attended, athletic teams were involved, including the Boys Soccer Team.
- **September 13, 2021:** PTSA Meeting

Nominations

- **September 11, 2021:** Mascot Nomination Form was sent to Students and Staff.
 - We received over 400 suggestions.

✦ NEW MASCOT COMMITTEE TIMELINE


Town Hall #2

- **September 23, 2021:** Mascot Committee Hosted a Town Hall at lunch
 - Over 50 students and staff attended.
 - Student leaders led activity, **“What qualities exemplify a YV student?”**
 - Using the qualities, the mascot nominations were narrowed down to six mascots choices;

**Grizzlies, Raptors, Ravens,
Vipers, Wolves, and Wyverns**

- **September 27, 2021:** Parent Newsletter
- **September 29, 2021:** YV HS Alumni Town Hall *(Facebook)*
 - 12 alumni attendees

Parent Technology Survey



YVHS ALUMNI TOWNHALL

THURSDAY, SEPTEMBER 30TH 7:00-8:00PM

Principal Pike will be holding a virtual Townhall for YVHS Alumni this Thursday, September 30th from 7:00-8:00pm This town hall will be an opportunity for YVHS Alumni to meet the Principal, and give their input on what Ygnacio Valley High School means to them. We hope to take any feedback to our student Mascot committee and use this as a basis for students to help select the new school mascot. We look forward to hearing all the special and amazing things about their experiences at YVHS.

Join Zoom Meeting

✦ NEW MASCOT COMMITTEE TIMELINE

Voting

- **September 13-30, 2021:** First round voting received 444 votes, using rank voting.
 - Top Three Mascots: **Ravens, Wolves, Wyverns.**
- **October 1-7, 2021:** Second round voting received 320 votes, using rank voting
 - Top Two Mascots: **Wolves, Wyverns.**

✦ NEW MASCOT COMMITTEE TIMELINE

October 7, 2021 - October 31, 2021

- Student Designs were submitted for the final two mascots
- Final Round took place from November 1-November 5
- Received 406 votes

10

Wolves Won!

Rebuilding

YV

Community Pride



Mascot Evolution



Warriors

New Mascot

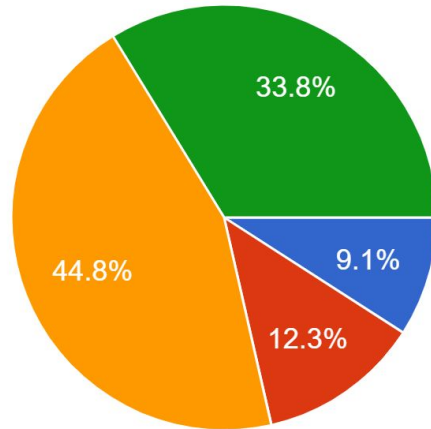
- Original Based on Student Design
- Using Graphic Artist by Varsity Brands
- Student Vote on top two Wolf Designs - March 15th



Logo Vote: March 2022

Which Logo would do you want to represent the YV Wolves?

154 responses



- Wolf Q
- Wolf R
- Wolf T
- Wolf U



Rebranding

- **Schoolwide Image: Buildings, Murals, Signs**

Front Wall, Gym walls inside/outside, Gym Floor, Football Field, Quad Sign, Marquee, Scoreboard, parking lot flags

- **Athletics**

All sports teams, equipment, uniforms, gear, student PE shirts

- **School Logo**

Student activity gear, ASB store, staff gear, stationary, website, Mascot costume



New Murals (Samples)



Our Ask



- Retire the Warrior name, logo and all affiliated imagery and language.
- Officially adopt the Wolves as the YV mascot and logo



Questions