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

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<thead>
<tr>
<th>Name</th>
<th>Area</th>
<th>Location</th>
<th>Recommended By</th>
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<tbody>
<tr>
<td>Tom Arrington</td>
<td>Baseball</td>
<td>North Campus</td>
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<td>Leslie Benavidez</td>
<td>General Studies Student</td>
<td>Central Campus</td>
<td>Promise/Roberto Mendez</td>
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<td>Brian Bui</td>
<td>Admissions &amp; SEA</td>
<td>North Campus</td>
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<td>Janet Cowey</td>
<td>External Relations</td>
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<td>Jose DejesusGil</td>
<td>Enrollment &amp; Recruiting</td>
<td>Central Campus</td>
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<td>Amanda Fenwick</td>
<td>External Relations</td>
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<td>Kevin Hale</td>
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<td>Faculty Senate</td>
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<td>Allatia Harris</td>
<td>VC Strategic Initiatives</td>
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<td>Rosselle Helms</td>
<td>Executive Operations</td>
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<td>Staff Org</td>
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<td>Krissy Murray</td>
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<td>Lambrini Nicopoulos</td>
<td>Dept. Chair- Life Sciences</td>
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<td>Dept. Chair- STEM</td>
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<td>CPET</td>
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<td>Sherilyn Reynolds</td>
<td>Prof. Business and Computer Services &amp; Faculty Senate</td>
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<td>Ashley Winslow</td>
<td>Social &amp; Behavioral Science Student</td>
<td>South Campus</td>
<td>Lambrini Nicopoulos &amp; Brian Bui</td>
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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.