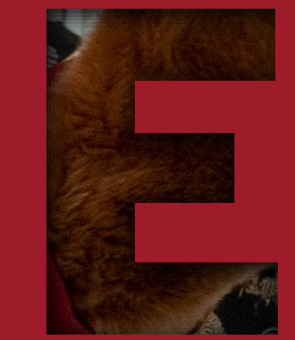
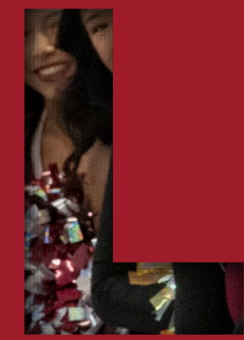
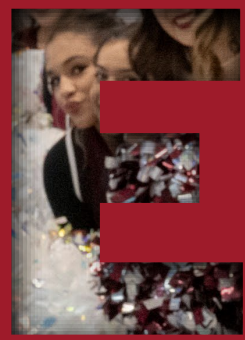


WELCOME





MT. SAC  
EST. 1946



# Mascot Makeover

Uyen "Yen" Mai


Mt. San Antonio College



## Mt. San Antonio College Struggles in Bid to Dump Little Joe for Non-Sexist Mascot

By ERIC WILHELMUS

Nov. 17, 1988 12 AM PT

 Share

TIMES STAFF WRITER

Little Joe, a buckskin-clad, coonskin-capped woodsman, has served as Mt. San Antonio College's mascot for the past 42 years.

But many students and staff members think Little Joe no longer properly represents the Walnut college, where minorities make up nearly half of the student body and more than half the students are female.

"We feel very strongly that Little Joe is not reflective of our demographics or our

# Little Joe *and* Joe Mountie



# Starting the Journey

## **Mascot and Moniker Evaluation Task Force**

- Formed in Spring 2021
- Inclusive group with students, faculty, alumni, and staff

## **Objectives**

- Evaluate if the mascot and moniker still align with the college's identity
- Engage the community in this reflective process



# Three Words That Come to Mind

<b>Mountie</b>	<b>Joe Mountie</b>
Mountain/Hill	Old Guy/Man
The College	White Guy/Man
Police/Law Enforcement	Mountain Climber/Man
Mountain Climber/Man	Friendly
Canada/Canadians	Outdated/Dated
Sports/Athletes	Man (Only)
Mascot (Joe Mountie)	Rugged
Students	Hunter
Pride/Proud	Canada/Canadians
Old Guy/Man	Cute



# Is "Mountie" Appropriate to Represent the college? Themes Identified:

## NO AND UNSURE

Makes them think we are connected with the Royal Canadian Mounted Police

Does not represent our diversity

Is outdated

Don't understand why this moniker was chosen or its history

## YES

Historical connection or tradition connected to the college

Is part of the college's name and a local mountain

Mountie is a metaphor for valuable characteristics of our study body and faculty





# Is "Joe Mountie" Appropriate to Represent the college? Themes Identified:

## NO AND UNSURE

Does not represent our diversity/culture

Is outdated

Connection to Canada or Royal Canadian Mounted Police ill-suited to a southern California college

## YES

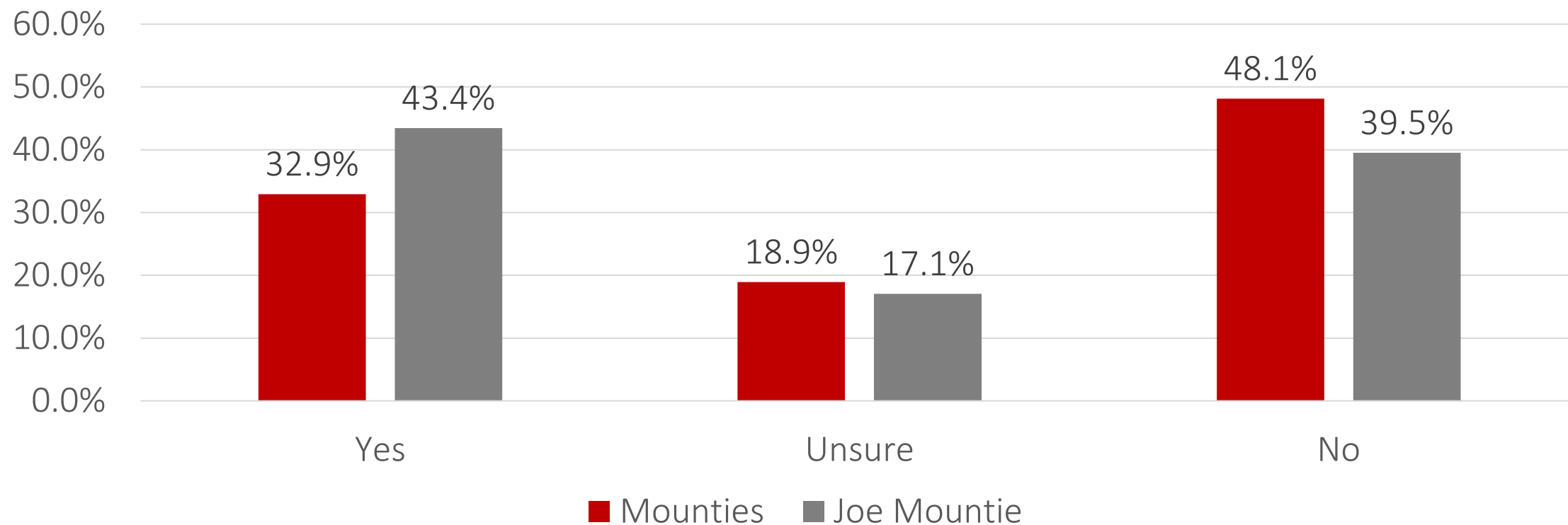
Historical connection to or tradition of the college

Aligns well with the college's moniker, "Mountie"

Joe Mountie is a symbol of positive characteristics of our college community



# College Should Consider Changing Moniker/Mascot



# Mascot Voted Down, “Mounties” Still Controversial

The taskforce has agreed on replacing Mt. SAC’s mascot, but some feel there is no way to rebrand if the college continues to use “Mounties”

Joshua Sanchez, Editor in Chief | June 1, 2022



# Creating the Right Concept

## **Mascot Development Task Force**

- Formed in Spring 2023
- Even MORE inclusive group with students, faculty, alumni, and staff
- Brought on board Loma Media

## **Objectives**

- Create a process and then research, design, implement a mascot
- Engage the community in this reflective process



# Co-creating the Process with Loma Media

## Selection Criteria

- Professional quality
- Represents the college well
- Allows for broad community opinions to be heard
- Follows characteristics the group determines as critical
- Culturally competent

## Mascot Characteristics

- Not human
- Gender neutral
- Reflects our location/heritage
- A native plant or animal
- Original creative design  
(not clip art)



# Hearing from the Community

4

Community  
Wide Surveys

12000

Diverse Voices

- General Ideas
- Process
- Final Concepts
- Design Choices

Research  
Topics



## California Grizzly

A symbol of strength, courage, intrepidness for native Tongva people, according to Native History faculty

# Developing the Look

## Street Characters

- Look and Feel
- Expressions
- Colors
- Clothing
- Textures

## Grizzly Spirit Marks

- Based on Mascot
- Levels of Aggression
- Varying uses across campus





# Meet Rizzly the Grizzly



# Weeklong Launch Events

**Join-a-club Day**  
**Join-a-club Evening**  
**Board Meeting**  
**First Home Football game**

FREEBIES!  
SOCIAL MEDIA TAG



# Opportunity: Standards and Spirit Marks



LEARN MORE

[www.mtsac.edu/mascot](http://www.mtsac.edu/mascot)

