



## Shawnee Mission North HS Mascot Redesign Process/Timeline

January 25, 2021 - SMSD BOE adopts board policy ACA to include language related to school mascots. Additionally, SMSD BOE takes action stating that the current SM North mascot does not comply with board policy ACA and will be retired.

January 26, 2021 - Communication is sent out from SM North office to current families and students and posted on social media.

January 28 - February 3, 2021 - A Thought Exchange survey is utilized to collect data and responses from students, parents, and community members about the core values of SM North and how those should be reflected in a new mascot.

February 5, 2021 - Thought Exchange results are made available to the public and the mascot application process opens. Application is sent to current parents, students, staff, feeder school principals, placed on SM North website (<https://smnorth.smsd.org/>), and posted on social media.

March 5, 2021 - Mascot applications due by 3:00PM.

March 6 - 12, 2021 – SM North building administration will review submitted mascot applications. Any applications not in compliance with SMSD Board Policy ACA will be removed from consideration.

March 13 - April 9 - Building leadership team, Site Council, and Student Leadership class students review submitted mascot applications. Each person will submit the mascot preference form.

April 10 - 18, 2021 – SM North building administration uses completed mascot preference forms to calculate the top 3 mascot finalists. The calculation to determine the 3 finalists will be based on the ratings and associated point values from the mascot preference form.

April 19 - 23, 2021 - Final voting for the new SM North mascot takes place via a Google form. Voting will be open to all current students, current staff, and feeder pattern students (grades 4-8).

April 26, 2021 – SM North building administration will make a new mascot recommendation to the SMSD superintendent.

April/May, 2021 TBD - Announcement of new SM North mascot to the public.

June, 2021 - Indian officially retired as the mascot of SM North HS.

2021 - 2022 School Year - SM North HS will use the 2021-2022 school year as a transition year. This will allow the school to work on new branding, logos, uniforms, etc. During this



transition year, some uniforms and other items will still have Indians on them. The new mascot may be used on occasion and in identified situations.

August, 2022 - Full implementation of the new SM North mascot.

\*\*\*Dates and steps within this process are subject to change.