

Naming Committee

Presentation to the School Board

October 28, 2019



Our Charge

To engage stakeholders and make an advisory recommendation to the School Board for the name, logo, and mascot of the new high school and for Cardinal Heights Upper Middle School.

Board [Policy](#) KK for naming a school and [Procedure](#) KK-R for naming major facilities

1. Review name for Cardinal Heights Upper Middle School as it is transitioning to a 6th-8th grade school
2. Propose a new mascot for Cardinal Heights Upper Middle School
3. Review the name of the current High School
4. Propose the name for the second High School
5. Propose the mascot for the second High School



Our Committee

Included students, staff,
& community voice

22 Committee Members:

Front row: Carissa Updike, Tenley Nee, Collin Stewart, Emma Bryant

Second row: Heather Reeder, Betsy Butler, Maggie Gugel, Alesha Pannier, Patti Lux-Weber, Todd Loess, Eric Nee, Jay Swanson,

Third row: Brian Incitti, Cody Jesberger, Dave Hoekstra, Keith Nerby

Not pictured: Sean Boyce, Eliza Zwettler, Brad Saron, Matt Roe, Amanda Alexander



Our Work

- 6 Meetings
- Agendas, Meeting Notes & KWKT

sunprairieschools.org



Post Referendum



Committee Work

Meeting #	Date & Time	Agenda	Minutes	Key Words at Key Times (KWKT)
1	July 25, 2019 6:00-7:30 pm	July 25th Agenda	July 25th Meeting Notes	<ul style="list-style-type: none"> • The community will be fully involved in the process. Watch for a survey coming soon for community members to give their input. • Students and staff will be involved in the process • The Cardinal will stay with the current high school. • Final recommendations will be presented to the School Board at the October 14th School Board meeting • There have been no name or mascot decisions made - input is being asked. • A committee has been formed but the entire community will have a voice in the process • The committee is in charge of creating recommendations for: <ul style="list-style-type: none"> • Cardinal Heights Name • Cardinal Heights Mascot • Second High School Name • Second High School Mascot • Name of Current High School (not mascot)
2	August 8, 2019 6:00-7:30 PM	August 8th Agenda	August 8th Meeting Notes	<p>Same as above but added:</p> <ul style="list-style-type: none"> • We developed the survey questions. The survey will be available to the community on 8/14/19. We look forward to seeing what ideas our community comes up with.
3	August 22, 2019 6:00-7:30pm	August 22nd Agenda	August 22nd Meeting Notes	<ul style="list-style-type: none"> • 900+ Surveys have been submitted thus far. • The survey is still open until August 30, 2019. • The committee began the process of vetting the survey results using the criteria
4	September 5, 2019 6:00-7:30pm	September 5th Agenda	September 5th Meeting Notes	Narrowed all survey options down to two for the High School Names, three names for CHUMS and then narrowed down the second High School mascot to a small group to review at the next meeting.
5	September 19, 2019 6:00-7:30pm	September 19th Agenda	September 19th Meeting Notes	Narrowed all survey results down to a few. Survey questions were created and will be launched the week of September 23rd for staff and students.



Developed Criteria

We will be asking these questions:

- Does it adhere to board policy?
- Will it endure time without controversy?
- Can it be confused with other regional school names?
- Is it aligned with the mission and vision?
- Does it avoid political controversy?
- Check the name in other languages - does it translate OK?
- Is it offensive in any way?
- Is it easily pronounced by English Language Learners?
- Is the Acronym appropriate?
- Does it represent the geographical area that it is being built as well as topography?

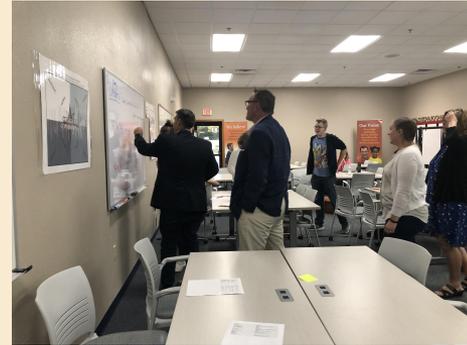
We will not be considering any of the following:

- Duplicate mascots/names that already exist in the district
- Names of living individuals
- Cardinal as another mascot
- Native American mascots or symbols



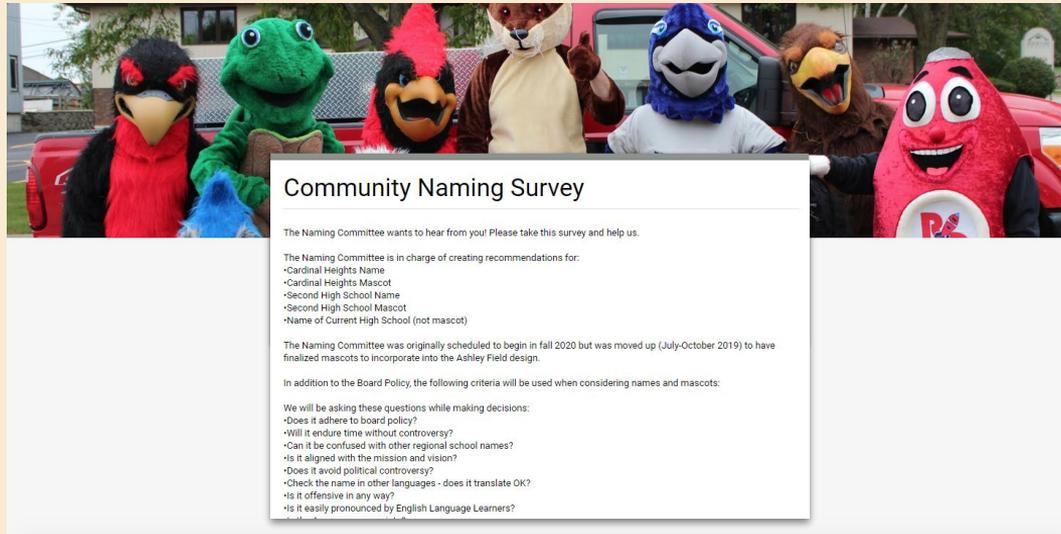
Community Involvement

- Students, staff, and the entire community was involved in the naming process
- A survey was developed to collect the input of all community members willing to share their ideas



Community Involvement | Community Naming Survey

- The community wide survey was made available online and in a paper format August 14, 2019 and closed on August 30, 2019
- 1,000+ surveys were submitted



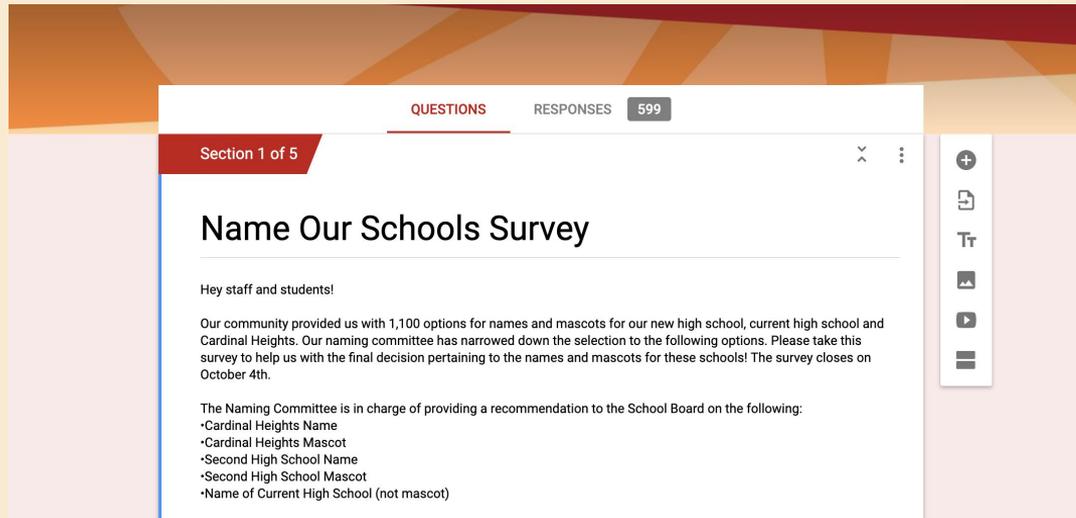
Community Survey Results

- The committee vetted the 1,000+ survey results using the criteria, and then narrowed the options further down to:
 - Two names for both the Current and Second High School Names
 - Three names for the 3rd Middle School
 - Three mascot options for the 3rd Middle School
 - Three mascot options for the 2nd High School
- These options were included in a survey to our 6th-12th grade students and all Sun Prairie Area School District staff



Student and Staff Input | 6th-12th Grade Student & Staff Survey #1

- The student and staff survey was sent out on September 24, 2019 and closed on October 7, 2019.
- 1,988 Surveys were submitted | 460 Staff & 1,458 Students

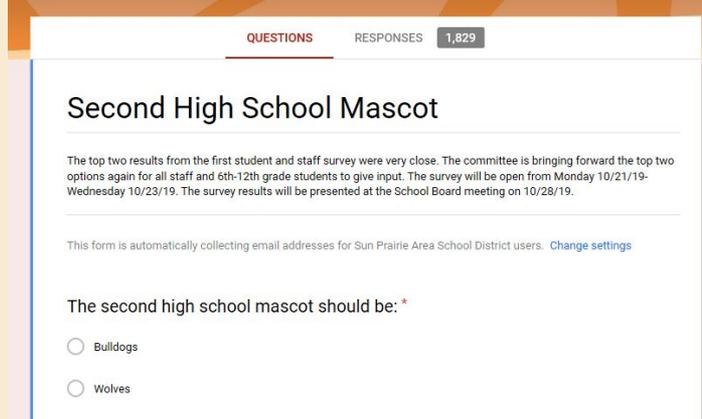


The screenshot shows a survey interface with a header for 'QUESTIONS' and 'RESPONSES 599'. The survey is titled 'Name Our Schools Survey' and is 'Section 1 of 5'. The text reads: 'Hey staff and students! Our community provided us with 1,100 options for names and mascots for our new high school, current high school and Cardinal Heights. Our naming committee has narrowed down the selection to the following options. Please take this survey to help us with the final decision pertaining to the names and mascots for these schools! The survey closes on October 4th. The Naming Committee is in charge of providing a recommendation to the School Board on the following: •Cardinal Heights Name •Cardinal Heights Mascot •Second High School Name •Second High School Mascot •Name of Current High School (not mascot)'. A sidebar on the right contains icons for adding, deleting, and other actions.



Student and Staff Input | 6th-12th Grade Student & Staff Survey #2

- Results for the second high school mascot were too close
- Committee removed last choice and advanced top two mascot options
- A second student and staff survey was sent out on October 20, 2019 and closed at midnight on October 23, 2019.
- 2,101 Surveys were submitted | 647 Staff & 1,454 Students



QUESTIONS RESPONSES 1,829

Second High School Mascot

The top two results from the first student and staff survey were very close. The committee is bringing forward the top two options again for all staff and 6th-12th grade students to give input. The survey will be open from Monday 10/21/19- Wednesday 10/23/19. The survey results will be presented at the School Board meeting on 10/28/19.

This form is automatically collecting email addresses for Sun Prairie Area School District users. [Change settings](#)

The second high school mascot should be: *

Bulldogs

Wolves



**1,922
RESPONSES**

CURRENT AND SECOND HIGH SCHOOL NAME

**SUN PRAIRIE EAST HIGH SCHOOL &
SUN PRAIRIE WEST HIGH SCHOOL**

**SUN PRAIRIE HIGH SCHOOL EAST &
SUN PRAIRIE HIGH SCHOOL WEST**

SURVEY SAYS

CURRE

NAME

**SUN P
SUN PR**

**SUN PRAIRIE
SUN PRAIRIE HIGH SCHOOL WEST**

**1,922
RESPONSES**

CURRENT AND SECOND HIGH SCHOOL NAME

SUN PRAIRIE EAST HIGH SCHOOL & SUN PRAIRIE WEST HIGH SCHOOL	79.6%
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SUN PRAIRIE HIGH SCHOOL EAST & SUN PRAIRIE HIGH SCHOOL WEST	20.4%
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**1,924
RESPONSES**

THIRD MIDDLE SCHOOL NAME

HILL TOP MIDDLE SCHOOL

HILL CREST MIDDLE SCHOOL

CENTRAL HEIGHTS MIDDLE SCHOOL

SURVEY SAYS

HILL TO

HILL CRES

CENTRAL HEIGHTS MIDDLE SCHOOL

**1,924
RESPONSES**

THIRD MIDDLE SCHOOL NAME

HILL TOP MIDDLE SCHOOL

23%

HILL CREST MIDDLE SCHOOL

27.7%

CENTRAL HEIGHTS MIDDLE SCHOOL

49.3%

**1,922
RESPONSES**

THIRD MIDDLE SCHOOL MASCOT

OWLS

HUSKIES

HORNETS

SURVEY SAYS

OWLS

HUSKIES

HORNETS

**1,922
RESPONSES**

THIRD MIDDLE SCHOOL MASCOT

OWLS

20.2%

HUSKIES

52.8%

HORNETS

27%

**2,101
RESPONSES**

SECOND HIGH SCHOOL MASCOT

WOLVES

BULLDOGS



SURVEY SAYS

WORK

BULLDOGS

**2,101
RESPONSES**

SECOND HIGH SCHOOL MASCOT

WOLVES

58%

BULLDOGS

42%

Colors & Logos

- **The Committee made color recommendations that will be considered as a part of logo development**
- **Logos are being developed by Birch + Wolf LLC**



Questions?

