



Process for Changing School Site Mascots

Board Meeting
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Agenda Item No. 10.5

Presented by:
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Process for Changing School Site Mascots

- **Legal Framework: California Racial Mascots Act & AB 3074**
- **Elementary School Mascot Change Process**
- **Secondary School Mascot Changes: When & Why**
- **Cost Considerations by School Level**
- **Key Takeaways and Recommendation**

Mascot Identity Reflects Our Commitment to Equity & Belonging

SCUSD CORE VALUE

We recognize that our system is inequitable by design and we vigilantly work to confront and interrupt inequities that exist to level the playing field and provide opportunities for everyone to learn, grow and reach their greatness.

SCUSD GUIDING PRINCIPLE

All students are given an equal opportunity to learn in an environment that is welcoming, affirming, and free from symbols of exclusion or historical harm

Legal Framework: California Racial Mascots Act & AB 3074

- California Racial Mascots Act (AB 3026, 2015)
- California AB 3074 (2020) — Strengthened Protections
 - Strengthened the Racial Mascots Act and removed prior exemptions for some schools
 - Required all CA public schools to retire Native American mascots by 2026
 - Directly shapes District review of any mascot with cultural or racial implications
- Key Provisions of the 2015 Racial Mascots Act

Elementary School Mascot Change Process

- Step 1: School Initiates Interest — Principal engages their IAS
- Step 2: Stakeholder Engagement
 - o School community/parent groups (PTO, School Site Council)
 - o Students via contest, survey, or advisory process
 - o Site staff through discussions and/or surveys
 - o District Communications and Facilities Departments
- Step 3: Options Developed — Communications Dept. reviews finalists for accessibility compliance (color contrast, imagery)
- Step 4: Approval and Implementation –IAS process review and approval of new Mascot

Elementary School Mascot Change: Cost Considerations

- Typical Total Cost: Under \$3,000 (General Fund)
- Graphic Design
 - Includes development of final mascot image in usable formats
 - Must meet Communications Dept. accessibility standards before finalization
- Campus Signage & Print Materials (E. G. –posters)
- Facilities Updates
 - Exterior marquee and permanent signage managed by Facilities Dept.
 - Site-specific scope varies; Facilities provides estimate as part of approval process.

Secondary Schools: When & Why Mascot Changes Occur

- Secondary school mascot changes are uncommon and typically driven by social concerns
- Key Trigger: The Current Mascot Is No Longer Socially Acceptable
 - o Mascots linked to historical harm or racial stereotyping
 - o Previous District examples include Sutter Middle & Kit Carson name and mascot changes
- California Law as a Driving Factor
- Same Four-Group Stakeholder Process Required
 - o The exception would be when AB 3074 mandates apply, but who initiates the process?

Secondary School Mascot Change: Cost Impact (~\$250,000)

- Estimated Total Cost: Approximately \$250,000 (General Fund) — significantly higher \$\$\$ due to the volume and permanence of mascot depictions across a secondary campus
 - The rollout could take place over several years to minimize budget impacts
- Athletic Jerseys & Uniforms
 - All sports programs across all seasons must be re-outfitted
 - Includes game uniforms, practice gear, and warm-ups for all athletic teams
- Spirit Wear, Swag & Booster Merchandise
- Campus Signage, Scoreboards & Facilities
 - Campus signage, painted murals, gymnasium floors, ect.
 - Permanent Facilities installations require significant resources

Key Takeaways/Recommendation

- There has been a lack in a defined process. A defined process protects the District — stakeholder engagement ensures mascot changes are community-driven, not unilateral decisions
- California law sets the floor — AB 3074 and the Racial Mascots Act establish legal standards the District must uphold for any mascot review
- Elementary and Secondary changes are very different conversations.
- The District has experience with Complicated school name and mascot changes.



Questions?