



Caledonia-Mumford C.S.D.

Q and A

Mascot Logo Selection Process

Q. Why is Caledonia-Mumford seeking a new mascot logo?

A. On December 8, 2020, the Board of Education unanimously voted to respectfully retire the Native American as the District's mascot and the name "Red Raiders" as the image and name was not in line with Board goals to maintain a climate that acknowledges and celebrates diversity and inclusiveness while recognizing the dignity and self-worth of each person.

Recently, the Board of Education received a letter from the high school student body requesting to work alongside the Board of Education to select the District's next mascot logo.

On February 15, 2022, The Caledonia-Mumford Board of Education directed the Superintendent of Schools to work with the student body and community to design a new school mascot logo.

Q. What is the official name of our school district ?

A. Caledonia-Mumford Central School District; Caledonia-Mumford Raiders; Cal-Mum Raiders.

Q. What are the official colors of the school district?

A. Maroon and white are the District's official colors. The Board recognizes that there may be times in which a third color is used to serve as an accent to the maroon and white. The pantone for the maroon will be 209c (adjusted) C:22, M:100, T:50 and K:40M.

Q. What is the District's primary logo?

A. The interlocking CM is the District's primary logo.

Q. Who will manage the mascot logo selection process?

A. Ultimately Superintendent of Schools, Robert Molisani, is responsible for managing the selection process. Rickabaugh Graphics has been contracted to facilitate the mascot logo selection process.

Q. How much will it cost to contract with Rickabaugh Graphics to create the mascot logo?

A. It will cost \$11,900 to create the mascot logo which will include design and all branding consultation (Mascot Logo Steering Committee management, licensing, and unveiling), final art creation, and management of costume production. The District will use a Federal grant to cover the costs.

Q. What is the role of the Mascot Logo Steering Committee?

A. The Mascot Steering Committee will be responsible for developing and overseeing the mascot selection process.

Q. Who is on the Mascot Logo Steering Committee?

A. The Mascot Logo Steering Committee will include students, parents, faculty, staff, school board members, school administrators, community members, and alumni.

Q. Will the community play a role in the mascot logo selection process?

A. The community as a whole will play a large role in the development of the mascot logo. The community will have opportunities to respond to surveys, develop concept ideas and submit them, as well as participate in feedback rounds that will inform the Steering Committee throughout the entire process.

Q. What are the goals of the mascot logo selection process?

A. The goals for the process are to:

- ensure a transparent process and decision-making,
- maximize constituent participation and feedback, and
- advance community building

Q. What is the **DRAFT timeline for the mascot logo selection?**

A. Click [HERE](#)

Q. Who is able to submit mascot logo ideas?

A. Students, parents, faculty and staff, community members, and alumni.

Q. What criteria will be used to narrow down the submissions received?

A. The new mascot logo should:

- Be unifying for the Caledonia-Mumford CSD and community;
- Represent positive qualities, ideals, or associations around which people can rally;
- Be broadly relevant across the Cal-Mum community, student body, and alumni;
- Work equally well for all students, clubs, activities and sports teams; and
- Have the potential to translate in a visually pleasing manner.

Q. When will the mascot logo initial submissions, semi finalists, and finalists be shared with the Cal-Mum community?

A. Click [HERE](#)

Q. Will the Indian be scrubbed from the school's materials or history?

A. No. The School District has no desire to change or erase the historical record or its past connection to the Native American.

Q. When and how will the mascot logo be introduced?

A. The mascot may be approved by the Caledonia-Mumford Board of Education in June. Soon after the mascot logo approval, promotional materials will be produced for advertisements and attire/gear. The new mascot costume may make its debut during homecoming events in the fall of 2022.

Q. What is the process for requesting permission to use the new mascot logo?

A. Caledonia-Mumford Central School District will make its mascot logo available for free for all school-related and non-profit groups.

Commercial or for-profit use is prohibited without permission from the District. The District reserves the discretion to decline any proposed use.