

To: Members of the School Committee
From: John R. Brackett, Interim Superintendent
Date: April 3, 2017

RE: Process to Adopt a Mascot for Watertown High School

For many years, Watertown High School and its athletic teams have been nicknamed The Raiders. This nickname continues to serve us well and provides a linkage to the traditions of the school, the teams, and community.

In recent years, the High School has not had an official mascot associated with this name; that good luck charm that graphically or physically presents a common identity for the Watertown High School Raiders. Often, youth leagues or teams adopt the mascot of the high school to show the linkage and connection across the age levels. In the absence of a mascot, individuals or groups often pick their own, which leads to inconsistency and confusion. I recommend that we engage in a process to identify and select a mascot that represents the personality, unique features, character, and values of the past, present, and future of Watertown High School.

A suggested process:

- A. Announce/publicize that the district is receiving suggestions for a mascot for WHS. This is open to alumni, current Watertown Public School students, or community members.
 - a. A selection committee, appointed by the School Committee comprised of various stakeholders, will receive suggestions. By example, the committee will be comprised of the WHS Principal, students, Athletic Director, Coaches, Boosters, Alumni, Parents, and community members. Given this committee is appointed by the School Committee, meetings will be posted and held in public.
 - b. Submissions will be due to the committee no sooner than six (6) weeks from the date of the notice seeking submissions.
 - c. Submissions will include a sketch of the mascot and a written description of the rationale for the specific mascot. This rationale shall include how it links to the nickname, Raider; and how it represents the values, attitudes, personality, and character of Watertown High School.
 - d. The creator of the mascot chosen by the School Committee must sign all rights to the mascot and its image to the school and waive all rights to confiscation.
 - e. Suggestions to change the school colors, nickname or to use prior mascots, will not be considered.
 - f. Submissions will be evaluated by the criteria in A(c) above, rather than quality of the graphic or artistic quality of the mascot sketch. Artistic ability shall not be a limiting factor to those wishing to submit an entry. Once selected, a graphic design specialist will work with the selection committee to create a draft version of the mascots to submit to the School Committee.
- B. The selection committee will accept the submissions, review each, and select 2-3 submissions to recommend to the School Committee for adoption.
 - a. As noted, the selection committee will assess each submission against the criteria identified in A(c) above.
- C. The school committee will receive the recommended mascots, allow for public input, and approve one mascot.