



Dear Members of the Country Day Community,

We are pleased to inform you that the process to identify Country Day's new mascot is underway. To keep everyone involved in this important work, we wanted to share some information about our team and the process we are using to name a new mascot early next year.

Mascot Committee

To ensure all Country Day constituencies have a voice in the process, we have assembled a committee that includes students, faculty, staff, parents, alumni, and trustees. This committee's purpose is to drive the selection process, but we will lean on the entire Country Day community to make the actual decision.

Individuals who are lending their time and talents to this effort include:

Steering Committee

Jody Brant* '87	Board President
Tony Jaccaci*	Head of School
Tresonne Peters, Committee Co-Chair	LS Teacher
Woody Taft* '87, Committee Co-Chair	Trustee

Committee Members

US Students:	Jade Abu Bakr, Caroline Blang, Oren Conner, Celie Hudson, Franco Valentin
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MS Students:	Reed Horton, Ashley Odom
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LS Students:	Ellie Fraley, Nathan Kellenberger
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Faculty/Staff:	Dennis Coyle*, Julia Joyce* '99, Aaron Kellenberger*, Chuck McGivern*
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Alumni:	Lauren Legette '07, Cadence Moore '01
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Trustees:	Mary Horton*, Peter Niehoff* '05, George Vredeveld*
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*indicates current CCDS parent

Mascot Selection Criteria

We want to involve everyone in the CCDS community and look forward to hearing your suggestions. Submissions will be evaluated on the following criteria. The new mascot should:

- Reflect Country Day's character virtues of: respect, responsibility, integrity, compassion, and courage;

- Be broadly relevant across the Country Day community, student body, and among generations of alumni;
- Not directly or indirectly reference any race, religion, creed or ethnicity;
- Work equally well for women's and men's sports teams in all seasons and types of sports;
- Have the potential to translate in a visually pleasing manner and that will inspire school spirit.

While we have not made a color scheme an express part of the evaluation criteria, there is no intent to change from our current blue and white colors.

Mascot Selection Process/Timing

The committee's first order of business was to establish a process that would encourage participation and develop a timeline to collect, assess, and narrow down submissions, which is outlined below:

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| Step 1 | Open Submissions (now through October 23) |
| Step 2 | Identify Semifinalists (early November 2020) |
| Step 3 | Identify Finalists (early December 2020) |
| Step 4 | Community Vote (early January 2021) |
| Step 5 | Announce New Mascot (end of January 2021) |

Mascot Idea Submission

The site for receiving mascot ideas is now open and will remain open through Friday, October 23.

[Please click here to enter your idea for a new mascot](#) along with a brief rationale for your suggestion. If you have more than one idea to submit, please submit each idea separately.

We are excited to have the process underway and look forward to harnessing the creativity and cleverness of the Country Day community in identifying a new mascot that will help build school spirit and create connections. We will continue to keep you apprised of our progress. Should you have any questions, please reach out to mascot@countryday.net.

Go Country Day!

Sincerely,

The CCDS Mascot Steering Committee Co-Chairs

Jody Brant '87

Woody Taft '87

Tony Jaccaci

Tresonne Peters