

MEDICINE HAT PUBLIC BOARD OF EDUCATION OPERATES AS MEDICINE HAT PUBLIC SCHOOL DIVISION, AND FOR THE PURPOSE OF THIS DOCUMENT WILL BE REFERRED TO AS "MHPSD" AND/OR "DIVISION"

SECTION 200 – Board Governance

POLICY 210.2: TEAM NAMES, LOGOS, COLOURS AND MASCOTS

BACKGROUND

Medicine Hat Public School Division recognizes the importance and influence that team names, logos, colours and mascots may have in building and maintaining school spirit, identity, unity, and pride.

This procedure provides guidelines and requirements for selecting appropriate team names, logos, colours and mascots.

PROCEDURES

1. General Information

A mascot is defined as symbol, character, name, or logo that should represent a school in a positive manner promoting unity and pride. School colours and team names should also contribute to a positive identity of the school. Team names, logos, colours and mascots shall be respectful of diverse cultural values and represent fairness, dignity, respect, and avoid cultural appropriation.

2. Process for Selecting a Team Name(s), Logos, Colours and Mascots

- a. Schools should form a committee that includes students, school councils/leadership councils, parents and/or guardians, staff and members of the community to select and review submissions for prospective team name, logos, colours and mascots.
- b. If possible, a school should select a team name, logos, and mascots that are not currently used by another school in southeast Alberta.
- c. Schools should consider all copyright laws and follow proper procedures for procuring similar names and/or images.
- d. The following are guidelines in selecting a team name, logos, and mascots:
 - i) Promote positive images with no illustrations of violence or abuse.
 - ii) Promotes school spirit, school unity, and community spirit and traditions in a positive manner.
 - iii) Respects persons of any race, colour, religion, gender, sexual orientation, national origin, ancestry, person's disability, and age.

- iv) Adheres to divisional policy, the Alberta Human Rights Act and the Charter of Rights and Freedoms.
- e. The school Principal will have the responsibility of approving the committee's recommendation and forwarding the final committee recommendation to the Superintendent.
- f. Once a selection has been made, the Superintendent will present the final committee recommendation to the Board for final approval.

3. Process for Changing Existing Team Name(s), Logos, Colours and Mascots

A request for a change of a school's team names, logos, colours and mascots must adhere to the same process and procedures as outlined in section two. Schools must factor in the budgetary ramifications of this action and assume the additional costs if applicable.

Approved: January 26, 2021

