



MT. DIABLO
UNIFIED SCHOOL DISTRICT

Mascot Presentation

Olympic High School

September 11, 2024

LCAP Goals

1

All students will receive a high quality education in a **safe and welcoming environment** with high expectations and rigorous instruction in the California State Standards that prepare them for college and career.

2

Highly qualified, culturally proficient, and responsive staff will **create a safe and engaging learning environment respectful of all students' backgrounds** ensuring they are college and career ready when they graduate.

3

Families and community members will be informed, and empowered as partners with Mt. Diablo Unified to support student learning and improve student outcomes.

4

Focal scholars, specifically African American students, Foster Youth, students experiencing homelessness, students with IEPs and multilingual students, will experience culturally responsive practices and be provided rigorous instruction within an **educational environment that builds trust and inclusive partnerships** between the students, families, and staff.

5

All students at Crossroads High School and Olympic High School will demonstrate a 6% increase in attendance rate and a 6% increase in on-pace graduation rate by June 2026, leading to an increase of 6% in graduation rates.

CONTENT

01 WHY ADOPT THE MASCOT?

02 OUR TIMELINE

03 REBRANDING OF OHS



WHAT'S THE ORIGIN OF OUR MASCOT?

- Various generic versions of an Olympic **torch** are current symbols used to represent the site
- Documents have also displayed the Olympic **rings**



Olympic does not have an official mascot.

The Torch does not fully represent our school or our student body. There is a lack of pride in the “mascot” currently.

The Olympic community prides itself on supporting students to reach their full potential, to demonstrating resilience and tenacity, and an unwavering commitment to second chances and the transformative power of education. Our mascot should represent this complexity and strength.



The Why:

- “... the Mt. Diablo Unified School District Board sees an urgent need to establish a welcoming and safe environment in our schools and community... schools shall choose a non-human mascot/name replacement...” (via Board Resolution 20/21-80)
- “There is an urgent need to teach and inform pupils in public schools... awareness and understanding of their rights and the rights of others, with the intention of promoting tolerance and sensitivity in public schools and society.” (via CA’s education code 201)



Olympic Committee Members

Student Leadership Committee:

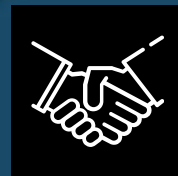
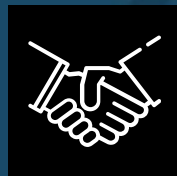
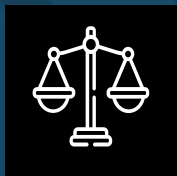
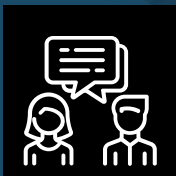
- Yana Aldis
- Mia-Rae Castro
- Anthony Contreras
- Daniel Cruz-Dionicio
- Bezhaya Dozier
- Shirley Guzman
- Eddy Hernandez-Campos
- Armando Lopez
- Khali Loyola
- Rickia Matlock
- Viliami Tuavao

Staff Committee:

- **Courtney Lyon** - OHS
Principal
- **Scott Ananos** - OHS
Leadership Teacher
- **Emilio Perdomo** - OHS
Wellness Center



BRIEF TIMELINE



JAN.

FEB.

MAR.

APR.

MAY

SEPT.

Dedicated to informing Olympic students, staff and our community through various meetings/ forums.

Recommendations for the mascot submitted by staff and students.

Voting via Google forms for students and staff.

Final round of mascot voting

Design and finalization of the mascot and the presentation for making the change official.



JANUARY

<u>Overview:</u>	<u>Meetings:</u>
<ul style="list-style-type: none">• Creation of committees:	<p>Date, add details</p> <p>1/24: Student Advisory Committee Meeting</p> <ul style="list-style-type: none">• Reviewed Benefits of Mascot Adoption• Researched Pitfalls of Troubled Mascots• Researched Existing Mascots• Categorized Best Mascot Attributes• Brainstormed Possible Mascots• Aligned Possibilities with School Identity• Created List of Recommendations



1st List of Recommendations

- Pegasus
- Unicorn
- Phoenix

Olympic High School Mascot Survey

Please respond to the question below.

ananoss@mduzd.org [Switch account](#)



Not shared

* Indicates required question

Which of the following mascots should be adopted by Olympic High School as a symbol and representative of the school? *



The Pegasus



The Phoenix

Other:



The Unicorn



FEBRUARY

Overview:

2/28: Presented initiative to change mascot, delivered presentation during advisory, had students complete first mascot survey.

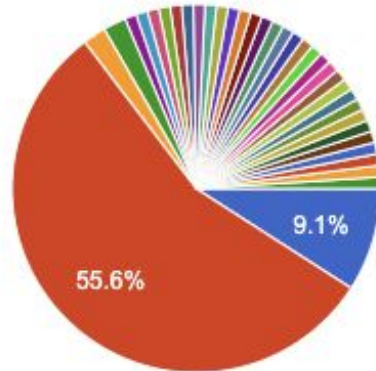










1st Survey Results



Which of the following mascots should be adopted by Olympic High School as a symbol and representative of the school?

 Copy

99 responses



-  The Pegasus
-  The Phoenix
-  The Unicorn
-  Torch
-  Olympic Titans
-  Pluto
-  maverick
-  other

 1/5 



MARCH

Overview:

- 3/13/24- Presentation at All Staff Meeting. Aligned student input to school identity and history. Gathered teacher feedback.
- 3/24/24- ParentSquare to community. ParentSquare sent out to invite community stakeholders for public comment and feedback.
- 3/27/24- Student final vote on mascot during advisory.



Final Results

March 20 2024:
Phoenix

40.4%

Olympic High School Mascot Survey #2

Please respond to the question below.

ananos@mdusd.org [Switch account](#)

Not shared

* Indicates required question

Which of the following mascots should be adopted by Olympic High School as a symbol and representative of the school? *



The Pegasus



The Phoenix



The Lions



The Torch

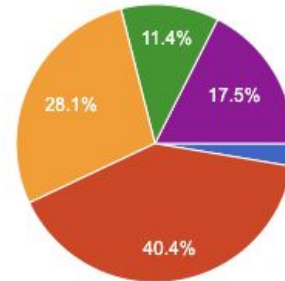


The Owls

Which of the following mascots should be adopted by Olympic High School as a symbol and representative of the school?

[Copy](#)

114 responses



- The Pegasus
- The Phoenix
- The Lions
- The Torch
- The Owls



03

REBRANDING OF OHS



SITE CHANGES

Signage:

- **Administrative Office/ Main Office**
- **Wellness Center**
- **College and Career Center**
- **Alliance Offices and Community Spaces**
- **Library**
- **Staff Lounge**
- **Leadership Classroom**
- **Student Services**

Mural:

- **Olympic High School mural on cafeteria (facing Salvio Street)**
- **Internal mural in cafeteria**

Electronic Message Board (for cafeteria facing Salvio Street)

Mascot Costume for use at school events



Final Results

We would like to remove all branding of the Torch logos and affiliated imagery and language at Olympic High School, and officially adopt the Phoenix as our mascot.



Mascot Design- Draft #1

VIPBRANDING
DESIGN BY VARSITY BRANDS

MT DIABLO USD: OLYMPIC HIGH SCHOOL (CONCORD, CA) DESIGN

1 MASCOT



2 MASCOT



3 MASCOT



4 MASCOT



322C

BLK

422C

WHT

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Mascot Design- Draft #2

MT DIABLO USD: OLYMPIC HIGH SCHOOL (CONCORD, CA) SKETCH

5/MASCOT



6/MASCOT



7/MASCOT



8/MASCOT



WHT 322C 422C

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Varsity Brands




Mascot Design- Draft #3



VIPBRANDING MT DIABLO USD: OLYMPIC HIGH SCHOOL (CONCORD, CA) SKETCH

10 MASCOT



11 MASCOT



12 MASCOT




13 MASCOT




13B MASCOT/PRIMARY MARK



13C MASCOT



13D MASCOT/PRIMARY MARK



200C 422C WHT

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FINAL MASCOT DESIGNS

The logo consists of the letters 'OHS' in a bold, teal, blocky font with a white outline and a slight drop shadow.

Initials Mark



Mascot



Primary Mark

The word 'OLYMPIC' is written in a bold, teal, blocky font with a white outline. Below it, the words 'HIGH SCHOOL' are written in a smaller, teal, blocky font with a white outline, all contained within a teal rectangular banner.

Primary Word Mark





Thank you!

