



**SEXTON MASCOT
REBRANDING**



N.A.H.F.

NATIVE AMERICAN HERITAGE FUND

THE GRANT

Sexton High School administrators applied for and were awarded a grant through the Native American Heritage Fund (NAHF) to rebrand the school's logo and mascot.

The \$87,500 grant will help with the cost of replacing anything featuring the big red mascot, with our new chosen mascot and logo.



OUR PROCESS

REBRANDING STEPS TO DATE

September 2022

Sexton students began thinking about what mascot would best represent them, and were then asked to narrow their list down to a top five.



The "Top 5"

- J-Dubbs (#1)
- Big Dawgs (#2)
- Cardinals (#3)
- Saints (#4)
- Scorpions (#5)
- Vipers (#5)

OUR PROCESS

REBRANDING STEPS TO DATE

September 28, 2022

A community input session was held at the school to involve Sexton alumni and the Sexton community at large. The students' top five were discussed and one more possibility was added to the list.



OUR PROCESS

REBRANDING STEPS TO DATE

October 18, 2022

A survey was sent out to all Sexton students, families, staff, and alumni to ascertain the communities Top 5.



The Results

J Dubbs (576)

Big Dawgs (228)

Cardinals (227)

Scarlet Knights (122)

Scorpions (57)

Vipers (56)

Transformers (19)

OUR PROCESS

REBRANDING STEPS TO DATE

*Scarlet Knights was removed as the Native American Community voiced concern over the the color red being used in the name, in this case by using the word, Scarlet

November 4, 2022

The list of names and their rankings was emailed to the district's executive team at the completion of the ranking process on 11.4.



The Results

J Dubbs (29.7%)
Scorpions (23.5%)
Cardinals (18.9%)
Big Dawgs (16.4%)
Scarlet Knights (8.7%)

OUR PROCESS

REBRANDING STEPS TO DATE

December 1, 2022

J-Dubbs was declared the official mascot name at the December 1 meeting of the Board of Education.

The only question that remained now was, what exactly, IS a J-Dubb?



OUR PROCESS

REBRANDING STEPS TO DATE

December 21, 2022

Another survey was released to all students, staff, and alums of the school to gather feedback about what everybody thought a J-Dubb should be.



OUR PROCESS

REBRANDING STEPS TO DATE

January - February 22, 2023

The mascot steering committee met to discuss the results of the informational survey. Those ideas were organized into another survey. This time for only students to vote for their #1 pick for what a J-Dubb should look like.

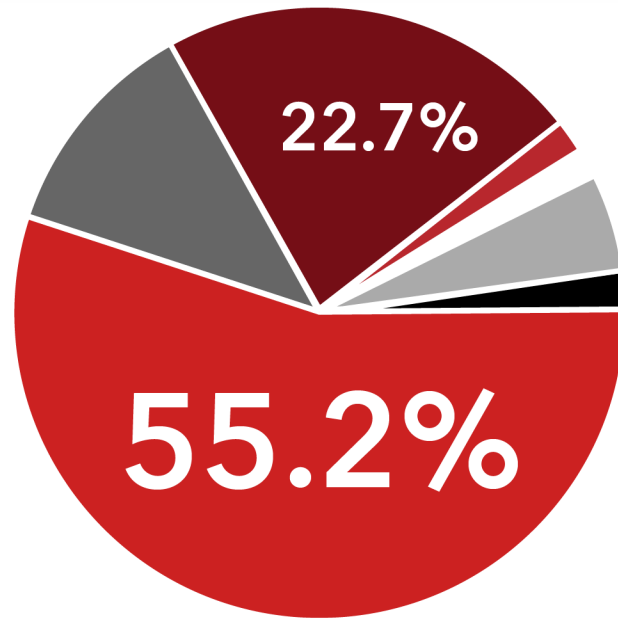
So, without further ado...



OUR PROCESS

REBRANDING STEPS TO DATE

March 2, 2023



**We chose,
with a
nearly 33%
winning
margin...**

a DOG!



NEXT STEPS

TO IMPLEMENTATION



NEXT STEPS

FOR THE J-DUBBS MASCOT..



- The three mascots will be sent to students so they can vote on which dog they would want to represent them.
- The mascot will be unveiled at a pep rally in April.

OUR DOGS





THANK YOU
FOR LISTENING