

Mascot Survey #5: Coyotes or Colts?

Presented by
Mascot Development Workgroup

December 17, 2024



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OVERVIEW



Survey No. 5

- December 5-15, 2024
- Via email, Canvas announcement, and President/CEO Message
- Current students, employees, and student-athletes, retirees, K-12 partners, plus CBOC and Foundation members

Respondents

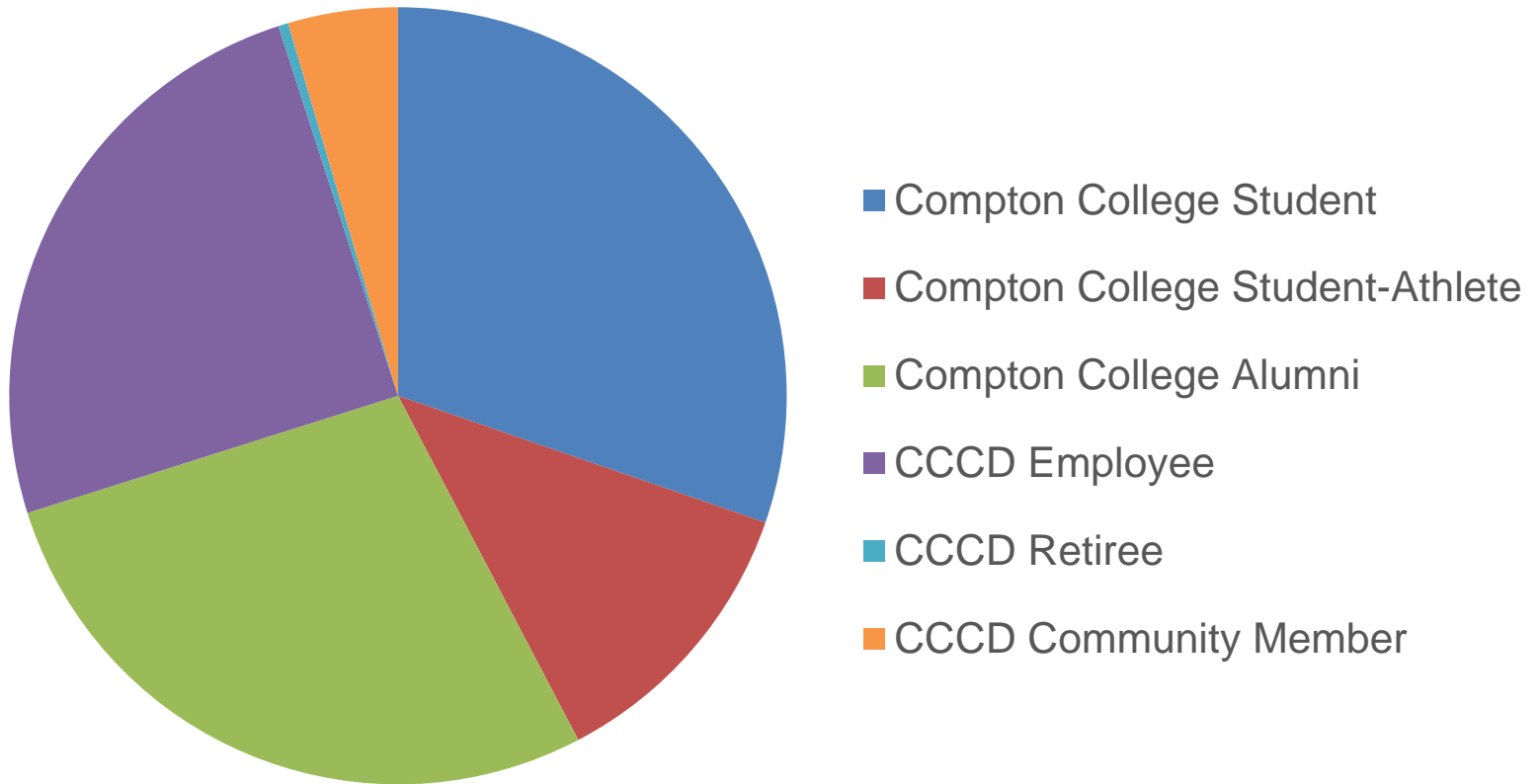
- **517 Responses**
 - 10 people voted more than once
 - First vote was counted.
 - 17 responses were incomplete (no name or email provided)
 - At least two fake responses were identified
 - Four individuals voted for “other” mascots
 - They were contacted and asked to resubmit their vote. None submitted new votes.
- **Average Completion Time: 01:59**
- **Majority of surveys (301) completed by Noon 12/11/24**

Respondents

- Spike in the number of alumni participating:
 - 14 in Oct/Nov to 134 in December
- Huge drop in student-athletes:
 - 157 in Oct/Nov to 58 in December
- Number of employee responses doubled:
 - 57 in Oct/Nov. vs 120 in December

Respondents

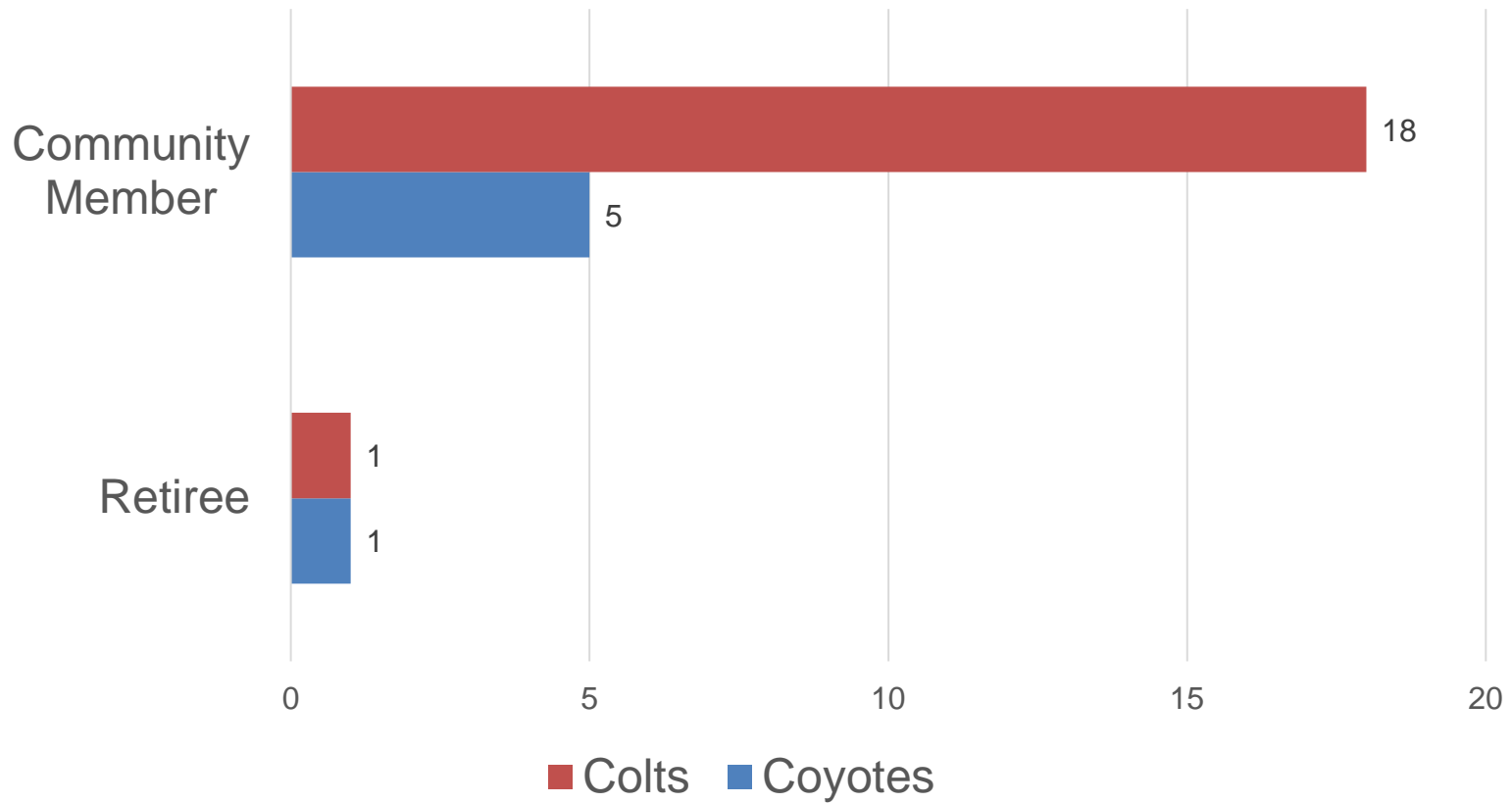
After removing duplicates and fake responses... 482 votes



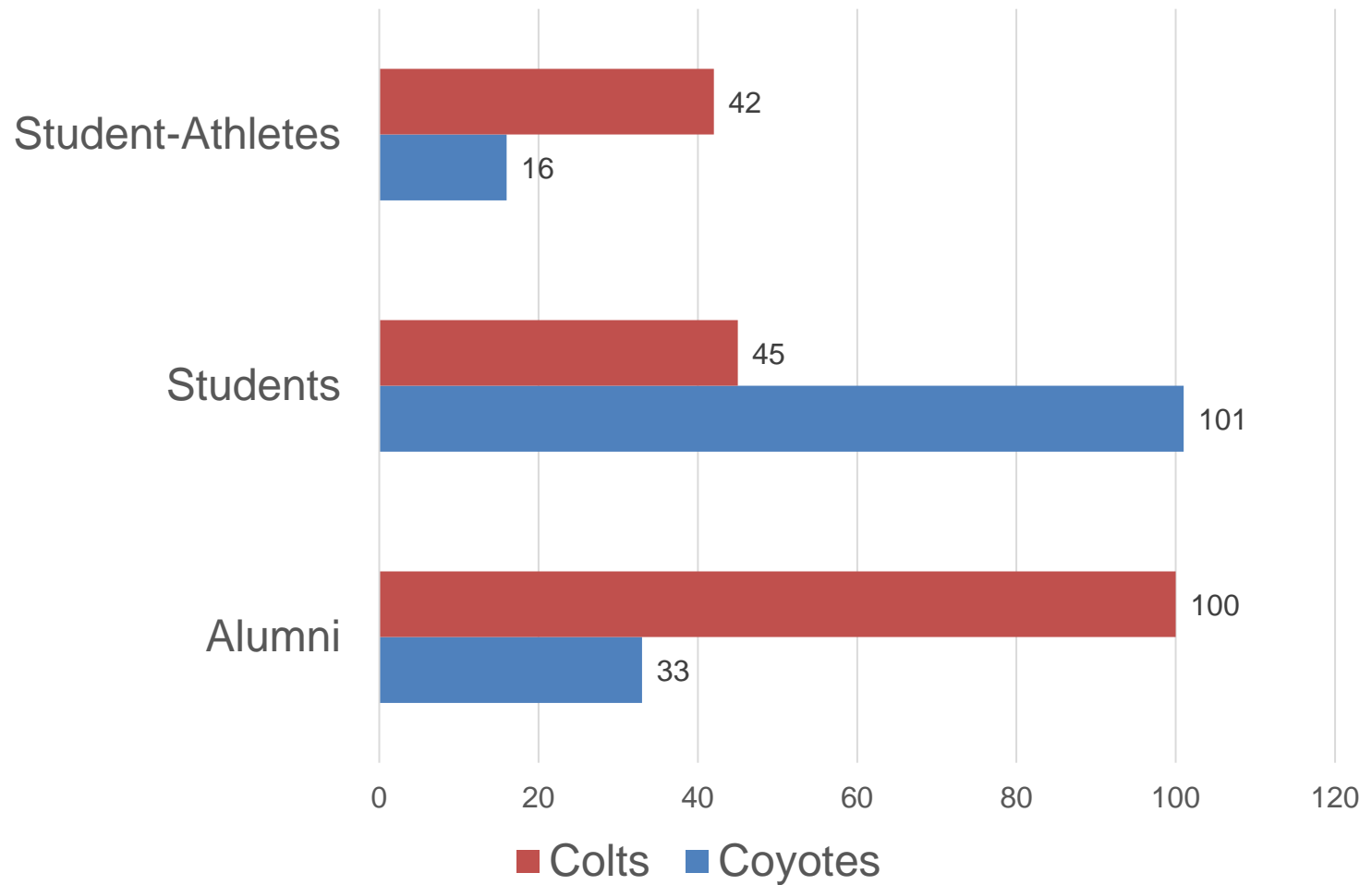
RESULTS



Responses

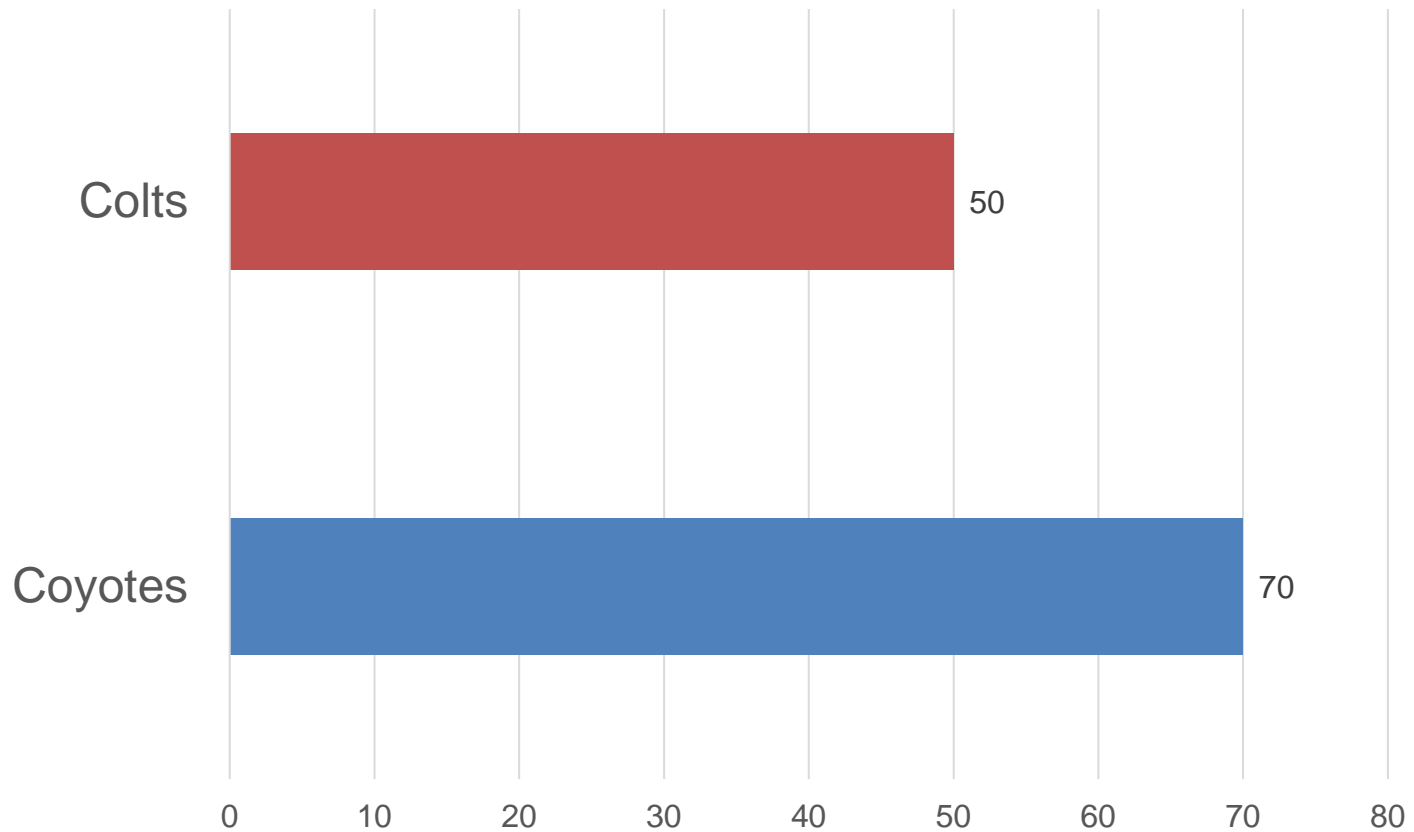


Responses

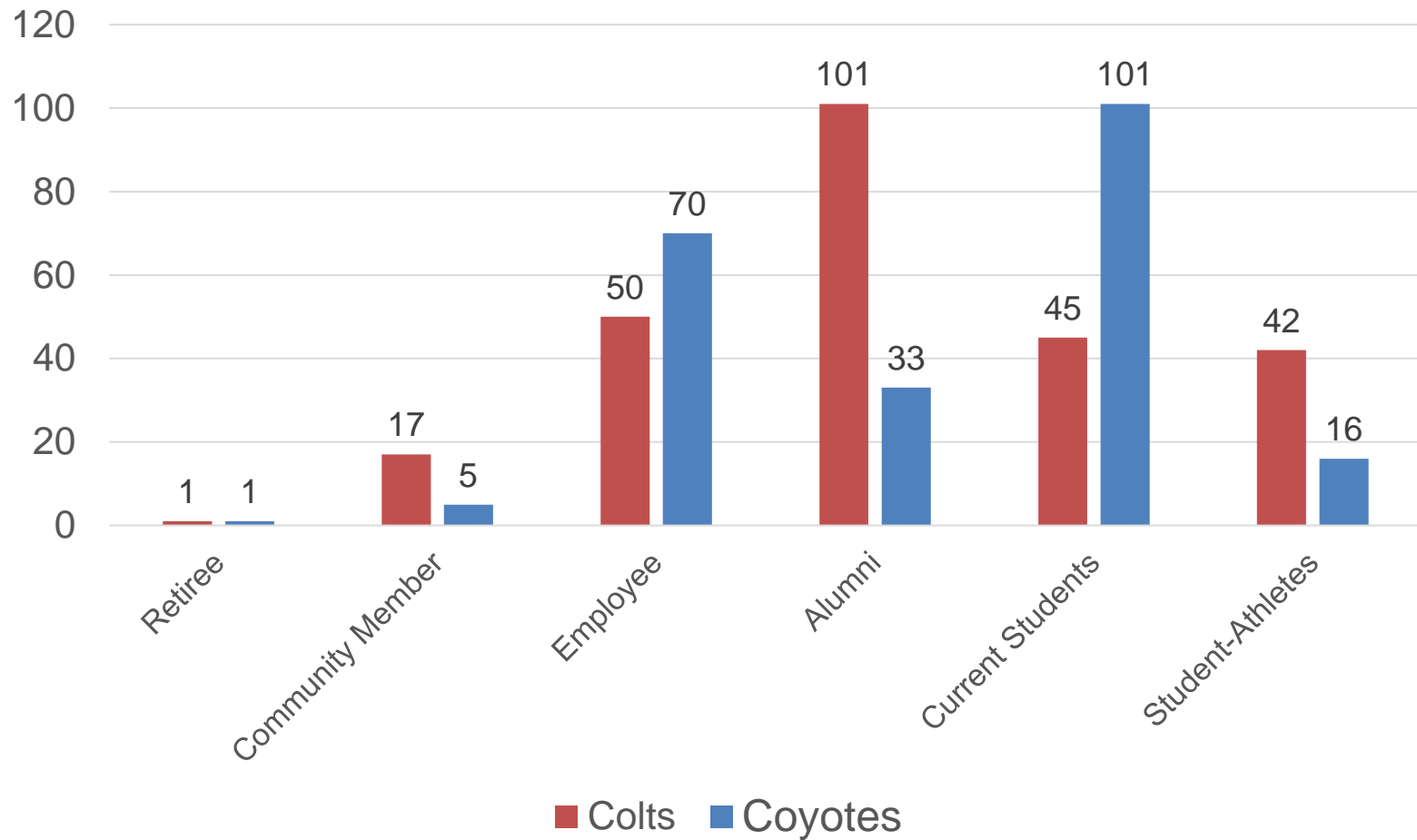


Respondents

Employees



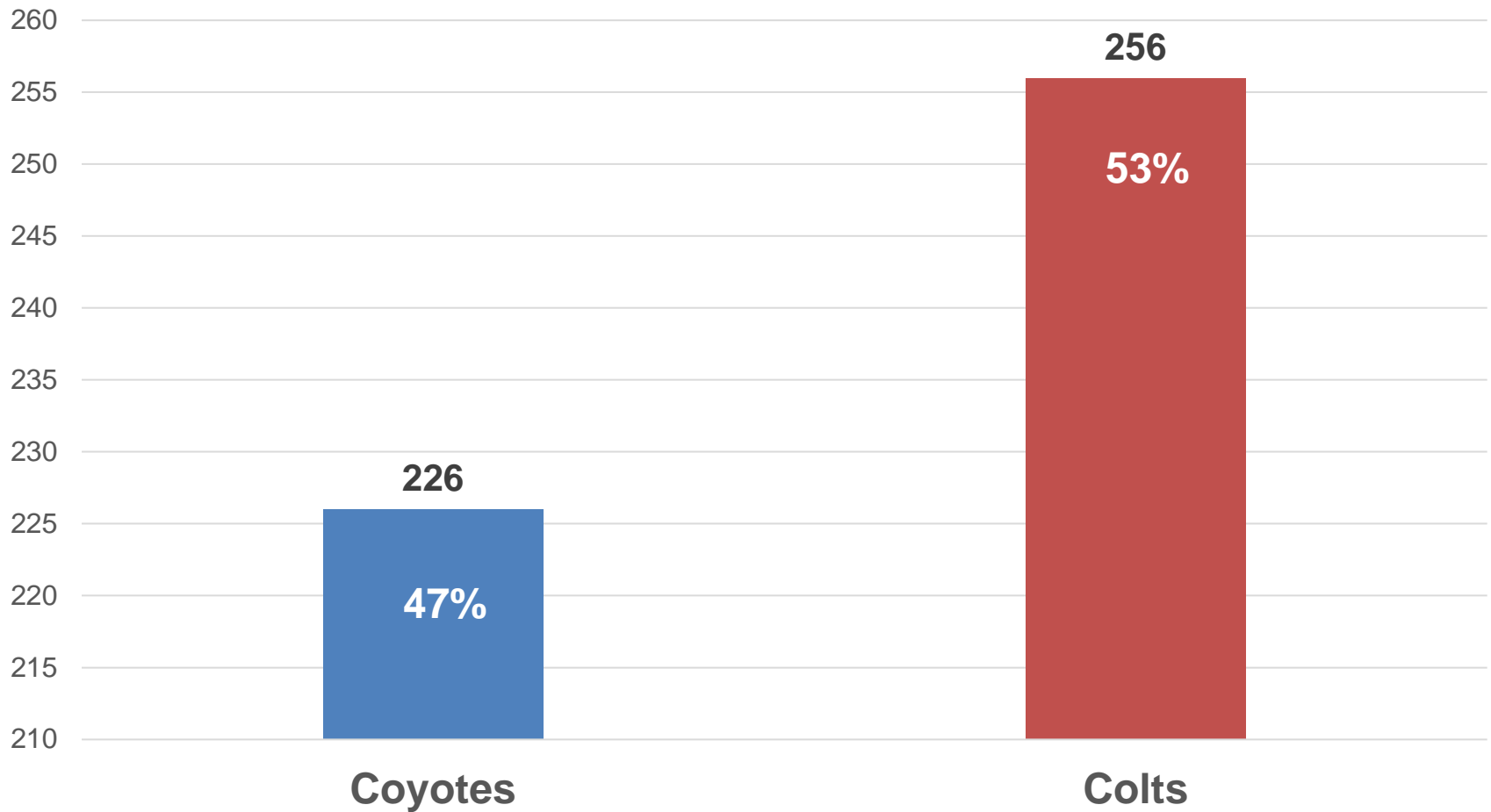
Responses



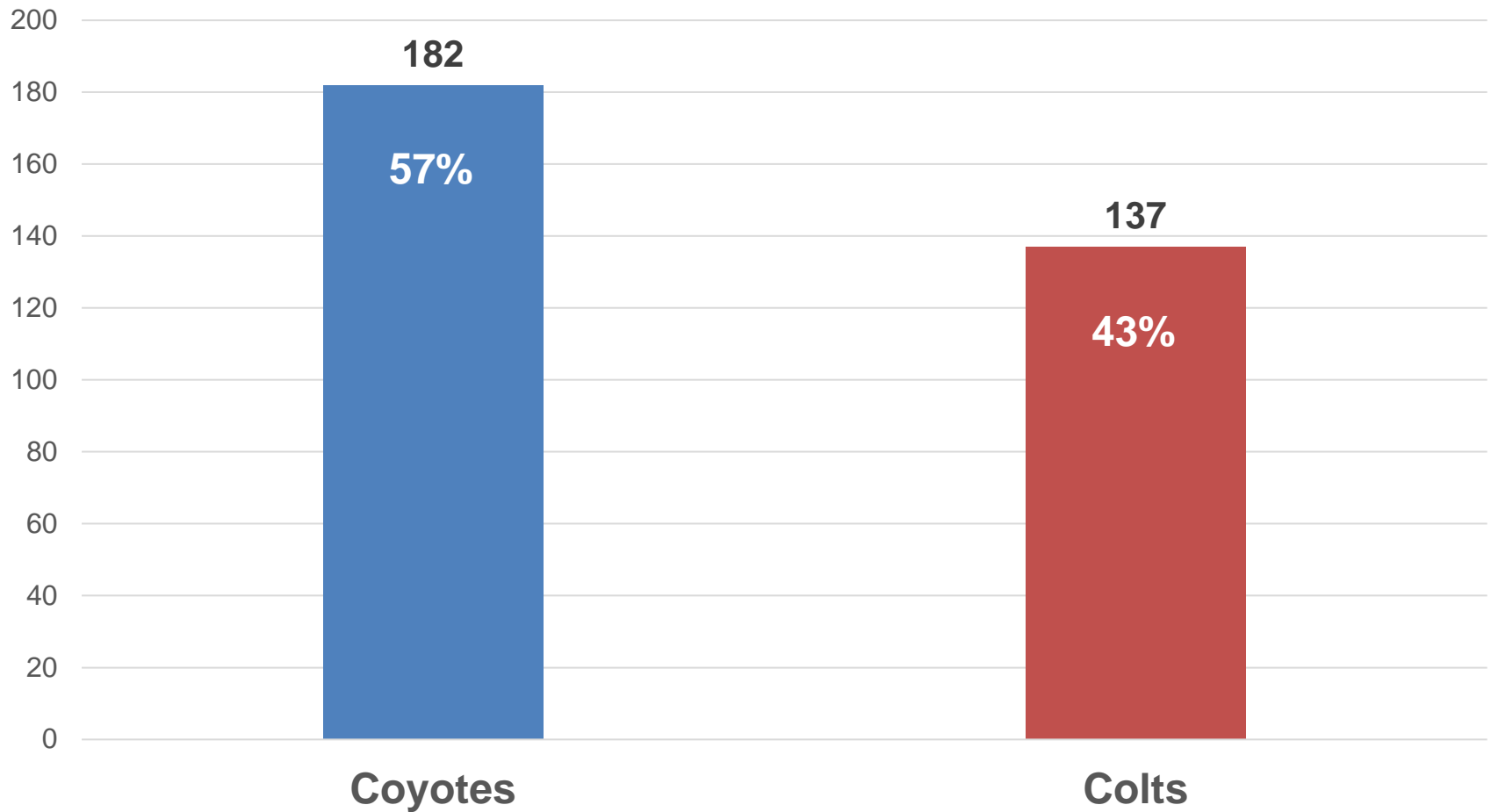
COYOTES OR COLTS?



Mascot Options (Survey Results)



Mascot Options (Current Students & Employees)



NEXT STEPS



Mascot Development Plan

- December 17, 2024
 - Torch Creative begins the creative phase
 - 3 concepts for BOTH Colts and Coyotes
- January 21, 2025
 - Workgroup chooses a final mascot identity
 - Decides on which concept moves forward for computer development

Mascot Development Plan

- February 2025
 - Workgroup conducts trademark search
 - Final Road Show (Consultative Council, Deans & Directors, ASG)
 - Announcement at Sp'25 Flex Day (Dr. Curry)
 - Board of Trustees Review/Approval
 - Athletics orders new uniforms and merchandise