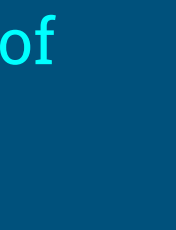




Branding Committee 2018 Information

Presented to the Board of Education at
the November 19, 2018 Board of
Education Meeting
THS 7:30 PM



Superintendent Committee Members

Wes Cole

Annie Klenk

Dennis Malone

Kathy McMahon-Klosterman

Sam Morris

Bonnie Norris

Ed Theroux

Tom York

Mike Rudolph (1 Meeting)

Pat Meade

Tamise Ironstrack

Amy Macechko

Mike Malone (1 Meeting)

Heather Monson

Holli Morrish

Brian Schultz

Lois Vollmer

Superintendent Appointed Branding Committee

- Members were solicited by recommendations from staff/coaches/admins, and representation from relevant athletic organizations in the community.
- Meeting Dates: 9/10, 9/24, 10/8, 10/29
- The committee established roles and expectations to facilitate meetings
- The group had many difficult discussions/reviewed many community letters
- Utilizing the Supreme Court Majority/Minority Information Report format
- The committee voted via secret ballot (5 options, narrowed down to 2 options)
- Two groups of committee members volunteered to write Majority/Minority Information Reports
- Reports to be presented to BOE on November 19th
- BOE will make any decision regarding THS athletic branding

Majority Informational Report

Presenter: Sam Morris

- District resident since '86
- '99 Graduate
 - Varsity baseball
 - Varsity football
 - Captain
 - League champion
- Coach (2001 - 2005, 2011)
- Taxpayer
- Parent of two children currently in the District



1998

Majority Informational Report

1. Adapt the “Braves” name to “Brave” on all new purchases of school resources
2. Cease all purchasing of “Braves” branded school resources (i.e., language and imagery)
3. Cease production on all licensing agreements that include the “Braves” name or Native American imagery
4. Pursue grants to cover unanticipated expenses of adapting our brand
 - a. Members of the Branding Committee have agreed to assist in this regard
5. Implement ongoing education on Native American history, culture, and contemporary life

Majority Informational Report

Summary of the APA Resolution Recommending Retirement of American Indian Mascots

"The use of American Indian mascots as symbols in schools and university athletic programs is particularly troubling because schools are places of learning. These mascots are teaching stereotypical, misleading and too often, insulting images of American Indians. These negative lessons are not just affecting American Indian students; they are sending the wrong message to all students."

- Former APA President Ronald F. Levant, EdD

Majority Informational Report



Local

New poll finds 9 in 10 Native Americans aren't offended by Redskins name

By [John Woodrow Cox](#), [Scott Clement](#) and [Theresa Vargas](#)
May 19, 2016

School boards do not (and should not) use opinion polls to make policy decisions



INDIAN COUNTRY TODAY
Digital. Indigenous. News.

< Classified The Press Pool

[News Maven](#) > [Home](#) > [Archive](#)

67 Percent of Native Americans Say 'Redskins' Is Offensive

Majority Informational Report

Organizations (among *many*) calling for the retirement of Native American mascots:

- The National Indian Education Association
- The National Congress of American Indians
 - Including the Miami Tribe of Oklahoma, the tribe most associated with this region
- American Sociological Association
- Association on American Indian Affairs
- Center for the Study of Sports in Society
- Michigan State Board of Education
- Minnesota State Board of Education
- National Conference of Christians and Jews
- Native American Indian Center of Central Ohio
- New Hampshire State Board of Education
- New York State Education Department
- Ohio Center of Native American Affairs
- Presbyterian Church
- United Church of Christ
- United Methodist Church
- United States Commission on Civil Rights



Majority Informational Report

Potential legal liability

From the Harvard Law Review:

Several legal challenges have been brought against Indian names and mascots, including attacks under trademark law, Title IV of the Civil Rights Act (prohibiting discrimination in federally funded programs), and a state pupil anti-discrimination law, as well as attempts to enact statutes denying stadium funding

This Note... proposes using the federal public accommodations law, Title II of the Civil Rights Act of 1964, to challenge... the use of Indian nicknames and mascots. Title II guarantees all persons the right to the “full and equal enjoyment” of places of public accommodation

Majority Informational Report



The 1st Amendment protects disparaging speech
It does not *endorse* it

This case is about an Asian American rock band (not a public school) trademarking the name *The Slants*

Majority Informational Report

 oregonlive.com

Native American mascots have to go, Oregon State Board of Education rules

By Casey Parks comments@oregonlive.com The Oregonian/OregonLive | May. 22nd, 2015  Send to Kindle

State law prohibits the use of Native American mascots in:

Arizona

California

Colorado

Massachusetts

Michigan

New York

Oregon

South Dakota

Tennessee

Texas

Washington

Majority Informational Report

Financial cost should be calculated on a differential basis. The question is not “how much would this cost?” but, rather, “how much *more* would this cost?”

Our proposal is only to cease spending on “Braves” branded school resources

- We are NOT proposing the purchase of new field turf
- We are NOT proposing the purchase of new gym floors
- We are NOT proposing the purchase of new athletic uniforms
- We are NOT proposing ANY or new spending

- We ARE proposing that when these items are replaced or updated that purchases at that time adapt to “Brave” branding and exclude Native American imagery

Majority Informational Report

Benefits

- Adapting to “Brave”
 - retains many of the values and traditions of our District’s members (bravery, courage, honor, fierceness)
 - puts this persistent conflict behind us
 - Can be done in a financially responsible way that reduces future liabilities

Our proposal is a compromise and a genuine win-win scenario



Majority Informational Report

Our full report (7 pages) is a matter of public record
We welcome and encourage everyone to read it

Thank you:

- School board
- Superintendent Dr. Ed Theroux
- Committee members
- Community members

Minority Informational Report

Presenter: Bonnie Norris

- President of the Athletic Boosters
- TSD Resident for 26 years
- The Norris family has lived and farmed in Oxford Township since 1884
- Parent and taxpayer



Minority Informational Report

General Research

- “Educate Not Eradicate”
- Rich Talawanda Community History
 - (1956-57 school year)
- NAGA (80-90%) supports the use of Native American images as mascots
- Changing/Removal is divisive

Minority Informational Report Legal and Financial

- Logos Trademarked
- Supreme Court ruling upholds free speech



Minority Informational Report

Financial Impact

1. New Turf Field \$450,000
2. New Gym Floors \$20,000
3. Athletic Uniforms \$66,000
4. Miscellaneous Costs ???
 - Hall of Fame???
 - Trophy Cases???
 - Elementary and Secondary Signage???
 - Retiling TMS Commons Wall???
 - Other: Unknown???



Minority Informational Report Financial Impact Continued

5. Levy Passage in Future Jeopardized
6. Additional Time, Money, Staffing/Resources
7. Community Fundraiser for Original Turf
(\$400,000)
8. State Limits on ALL Extracurricular Expenses
9. In TSD the Max Expenditure limit is \$180K

Minority Informational Report Education

- “Educate Not Eradicate”
- In Grade 4 students receive 4 lessons on accurate local Native American history
 - (Courtesy of the TSD-MU Partnership)
- Expanded education needs to continue



Minority Informational Report Harm to Constituents

“...we should avoid exposing our students to unnecessary risks of harm” (Majority Report, 2018)

- Only 2 discipline related issues in 3 years
- Fatal issues affecting all students:

Mental Health

Class Sizes

School Safety

Violence

Drug Abuse

State Report Card Achievement

Minority Informational Report Community

- A community is a familiar thread used to Bring People Together
- Being the BRAVES bolsters community values and traditions
- Familiar threads spanning generations
- Generational impact -VS- 4 year commitment

Minority Informational Report

Lessons To Learn-A Case Study

1. Reedsport, Oregon “Braves” to “Brave”
2. Red Letter “R”
3. Challenges Faced and Continue to Face
 - *Costs Incurred
 - *School Spirit Dwindled
 - *Confusion Over Artifacts and Classifications
 - *Disconnection from Community
 - *Students Struggling with Identity and Connection



Minority Informational Report Conclusion

1. Current silhouette not stereotypical, comical, or negative
2. Mascot image has changed 4 times



3. Keep the current
Image/BRAVES/Branding/Mascot
4. “Educate NOT Eradicate”
5. Honor past board’s compromised decision



Summation

1. Thank you for your time!
2. The Majority Informational Report Asks the Board of Education to Adapt the Image/Branding/Mascot to “Brave” and Retire the Silhouette.
3. The Minority Informational Report Asks the Board of Education to Keep the Current Image/Branding/Mascot. Our Foundation is built on the Native Americans and Honor/Respect.

“Educate Not Eradicate”