

**LONG BEACH STATE MASCOT SEARCH
COMPREHENSIVE RESULTS**



**ASSOCIATED
STUDENTS INC.**

LONG BEACH STATE UNIVERSITY

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CONTENTS

SUMMARY 2

PHASE I: THE SUBMISSION PERIOD 3

 SUBMISSION CRITERIA 3

 SUBMISSIONS..... 3

PHASE II: THE COMMITTEE REVIEW PERIOD 4

 MEMBERSHIP OF THE MASCOT SEARCH CONCEPT REVIEW COMMITTEE 4

 COMMITTEE SCORING 4

 RESULTS OF THE FIRST COMMITTEE MEETING 5

PHASE III: THE POLLING PERIOD..... 6

 POLL RESULTS 6

 RESULTS OF THE SECOND COMMITTEE MEETING..... 6

PHASE IV: THE STUDENT REFERENDUM 7

CONCLUSION 7

SUMMARY

The following report contains the comprehensive results of the recent mascot search conducted by Long Beach State's Associated Students, Inc. (ASI), an auxiliary organization of the university run by students, for students. The search included a four week concept submission period, a committee review period, a two week community polling period and a final vote by the student body. All elements of the mascot search process were updated on a single webpage (asicsulb.org/mascotsearch) which included a full timeline of activities and an FAQ section to help avoid any confusion.

Having received more than 350 concept submissions, nearly 13,000 votes from the greater community through an online poll, and more than 10,000 votes being cast by the student body in the final referendum, ASI student leaders are confident in their process and ultimately recommend "Sharks" as the final mascot concept to be forwarded to CSULB President Jane C. Conoley for consideration.

PHASE I: THE SUBMISSION PERIOD

The submission period opened Monday, February 11, and closed Friday, March 8. This four week submission period allowed students, alumni, faculty, staff, community members and general fans of Long Beach State to submit a concept that would be considered by the Mascot Search Concept Review Committee.

SUBMISSION CRITERIA

The following submission criteria was outline on the mascot webpage:

- Submissions may come from students, alumni, faculty, staff, community members or anyone who is passionate about Long Beach State University
- Ideas may be submitted as an individual or as a group/team
- Must include a sketch or designed concept of the mascot idea
- Must include a brief narrative explaining why this mascot should be selected for Long Beach State
- Must incorporate Beach Pride
- Must connect with the [university's mission and vision](#)
- Must not be based on a human persona

SUBMISSIONS

Ultimately, about 350 submissions came in through the submission portal and 142 were deemed to meet the submission criteria. Those ideas were organized into 14 themed categories listed here in descending order of quantity of submission received per category: sharks, other water dwelling animals, wave/beach themed, feline/cat themed, bird themed, no mascot ideas, bee themed, sun themed, mythical in nature, local-history focused, other miscellaneous animal, pyramid themed, 1949 themed and general miscellaneous.

The items were forward along to the Mascot Search Concept Review Committee to be scored and discussed.

PHASE II: THE COMMITTEE REVIEW PERIOD

The committee was comprised of members from across the Beach community and convened twice throughout the process. The first time to score each qualified submission, and a second time to review the results of the community poll.

MEMBERSHIP OF THE MASCOT SEARCH CONCEPT REVIEW COMMITTEE

#	Community	Name	Position (if applicable)
1	Student body	Leen Almahdi	ASI VP, Chair of Committee
2	Student body	Genesis Jara	ASI President
3	Student body	Jesse Luna	ASI Treasurer
4	Student Body	Imani McDonald	Senate Rep. (also a student athlete)
5	Student Body (previous administration)	Joseph Nino	18/19 ASI Pres./Current CSSA Chair
6	Athletics	Myke Scholl	Men's Coach
7	Athletics	Joy Mckinzie-Fuerbringer	Women's Coach
8	Athletics Board	Bruce MacRae	Board Member
9	Athletics	Kelli Gill	AD, Athletics Marketing & Fan Engagement
10	Community	Kurt Brouwer	Alumni/Community
11	Academic Senate Chair or designee	Prof. Doug Domingo-Forasté	Appointed
12	Staff Council Chair or designee	Kristin Bonetati	Staff Council Chair
13	Alumni Board	Bob Irwin	President
Staff (non-voting)			
	VP Student Affairs or designee	Travis Tamasese	DSA
	President or university designee	VP Michele Cesca	VP, URD
	ASI Staff Support	James Ahumada	Communications
	Alumni Staff	Janice Hatanaka	Alumni Relations
	Athletics Staff	Andy Fee	Beach Athletics

COMMITTEE SCORING

After the submission period closed and the submissions were vetted to ensure they met the criteria outlined, the committee was given time to review and score each qualified concept. Using the criteria, the committee scored items on 0 to 4 scale, with 0 being the lowest and 4 being the highest score. The criteria were weighted and raw scores were calculated automatically through an Excel spreadsheet. Incorporation of "Beach Pride" was weighted by 4, connection to the university's mission and vision was weighted by 3, the strength of the narrative was weighted by 2, and overall strength of the concept was weighted by 1.

RESULTS OF THE FIRST COMMITTEE MEETING

The first meeting of the committee took place on Friday, March 22, 2019, from 2 to 5 p.m. in the ASI Senate Chambers (USU-234). The top ideas were discussed, and when needed to voted on, one by one. The 142 submissions were further narrowed down to about 30 top ideas which were grouped into a couple dozen final categories. The final concepts that committee decided to forward to the community poll were: "Go Beach" (a vote for no mascot), Sharks, Stingrays, Giraffes, Krakens and Pelicans.

The committee decided that they wanted to hold a second meeting after the community poll closed to review the results and decide how many from the initial six concepts should move forward to the student body vote.

PHASE III: THE POLLING PERIOD

Under the advisement of ASI and university professional staff and the search committee, student leaders decided to use a ranking method of voting to gauge the popularity of the various mascot options in the community poll.

The poll asked respondents to identify how they were affiliated with the campus, in what order did they prefer the mascot options presented, and to enter their email address for validation purposes. The committee reviewed the raw and weighted results of the poll and noted that there was a clear separation between the third and fourth most popular options.

POLL RESULTS

Though students were not prompted to vote in this community-focused poll, many did. To better understand the impact of the student vote, the search committee reviewed the results with and without the student vote included. Although there are changes in the order, the overall result, and most importantly the top three categories, remained the same.

Weighted Ranked Results (all votes in the poll)			Weighted Ranked Results (no student vote in the poll)		
1	Sharks	53,599	1	Sharks	37,510
2	Stingrays	48,655	2	"Go Beach" (no mascot)	36,332
3	"Go Beach" (no mascot)	47,239	3	Stingrays	34,790
4	Kraken	39,948	4	Kraken	28,592
5	Pelicans	33,777	5	Pelicans	25,179
6	Giraffes	27,207	6	Giraffes	18,168

Methodology

1. Created a total number of each of the rankings for each of the mascots. (How many ranked each mascot a 1, how many ranked each mascot a 2, etc.)
2. Created a weighting system for each rank per each mascot, giving a rank 1 vote a score of 6, a rank 2 vote a score of 5, a rank 3 vote a score of 4, a rank 4 vote a score of 3, a rank 5 vote a score of 2, and a rank 6 vote a score of 1. That created a larger total "score" for each mascot choice.
3. Then, ranked the mascots using the total scores in the weighted ranking.

Full poll results are available upon request.

RESULTS OF THE SECOND COMMITTEE MEETING

The second committee meeting took place on Thursday, April 25, 2019, from 2 to 3 p.m. in USU-304. Understanding that any successful new mascot for the university must also come with broad community support, the committee moved the top three mascot options forward to the student vote. Those options were: Sharks, Stingrays, and "Go Beach" (a vote for no mascot).

PHASE IV: THE STUDENT REFERENDUM

On Tuesday, April 30, the final options for the student referendum were announced on social media using the handle @CSULBASI and via a press release to on campus media. Voting opened at midnight on Monday, May 6, and closed at 11:59 p.m. on Wednesday, May 8.

The referendum yielded 10,763 votes (30.87% of the eligible to vote student population) and was one of the most engaging referendums to date. The results were Sharks yielding 5,756 votes (53.48%), “Go Beach” (a vote for no mascot) yielding 2,656 votes (24.68%) and Stingrays yielding 2,351 votes (21.48%).

The “Shark” mascot concept was the clear and decisive favored direction.

CONCLUSION

From the outset of the students’ mascot search process, the student leaders of ASI have intended to lead a process that was inclusive of the entire campus community, and we believe that objective was accomplished. Ultimately, ASI can confidently say that a mascot that in the direction of “Sharks” is supported by not only the greater Beach community, but also by the majority of currently enrolled students on campus.