



## **University of Denver Mascot Research Process**

### **Some basic facts about the mascot development process**

- It was never in question that we are, and will remain, the Denver Pioneers. Our nickname as “Pioneers” has been in place since 1925.
- It was never in question that our school colors are, and will remain, crimson and gold.
- Our current athletic logos, the Denver arch and interlocking DU logo will also remain a part of our visual identity. This has never been in question.
- The Denver Boone mascot has not been our mascot since 1998. Boone, as well as our other historic mascots such as Ruckus, Pioneer Pete, and other historic spirit marks, has been a part of our DU Pioneer spirit experience for generations. They will remain a part of our spirit heritage, and will be honored in an historic context forever.
- Since 2008, we have not had an official mascot, as Ruckus was retired.
- Today, our students are coming forward to request the development of a new mascot character that represents the Denver Pioneer of today and the future. This new mascot will create a unifying symbol of our University spirit, and a sense of belonging for the entire University community.
- Our research process just began last week. It is being professionally managed by the Stratfix firm to gather input and ideas from across the University community. This is the same firm that assisted us with the development of our successful new University logo.
- Once a new mascot is chosen, the only new element of our spirit program that is changing is the mascot costume and related visual identity to be created for printed merchandise (T-shirts, mugs).

### **The steering committee and how the research process will work**

The University’s Marketing & Communications division, along with a professional research team, will follow a specific process to collaboratively develop the future of the DU mascot character with a variety of stakeholder groups. This is a similar process to the one that led to our successful new University “shield” logo.

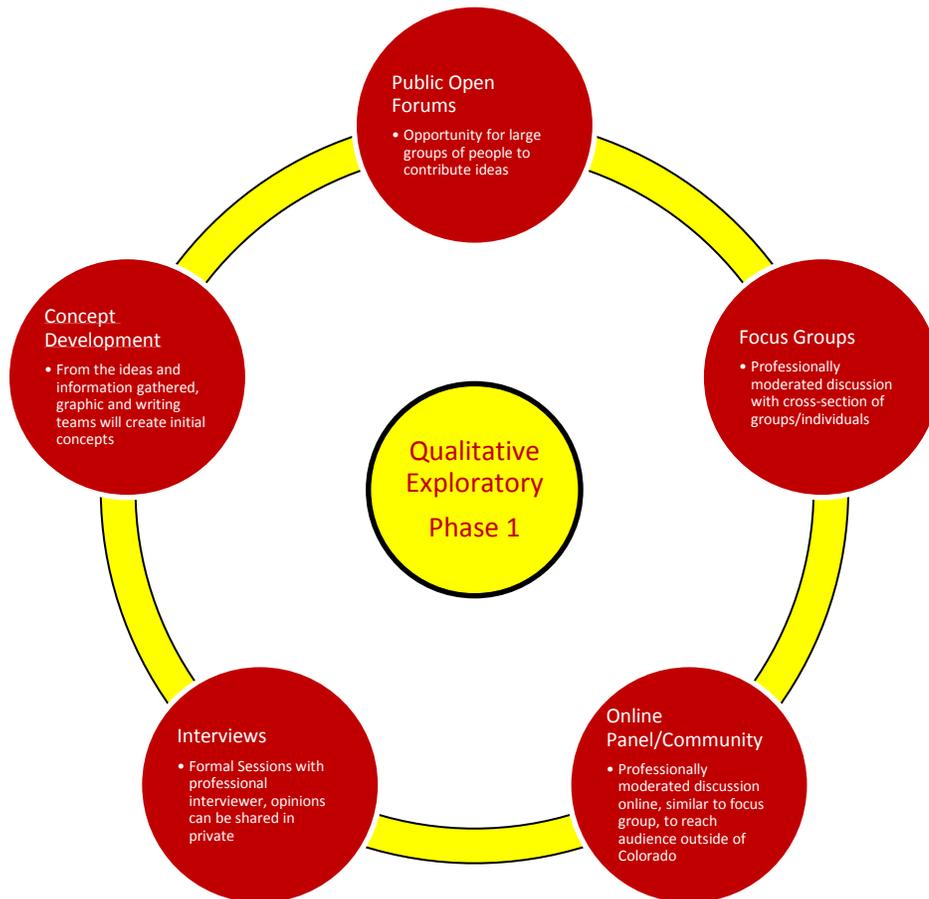
This project will be self-funding. The upfront dollars for this project will come in part from the student government funding and part from a University fund. These upfront funds will be repaid from royalties the University will receive through the sale of new mascot merchandise.

As an extension of the student task force that was formed in January, a new mascot steering committee, formed this week, will consist of alumni from several generations, faculty/staff representatives, as well as graduate and undergraduate student leaders from across our campus. They will guide the research process. At the end of the process, the mascot steering committee and student government will recommend a final, tested mascot to the chancellor and Board of Trustees for approval (see phase 4,

below). The timing of the entire research project will continue through May 31, and is broken into four phases.

### PHASE 1: April 3-26: Qualitative Exploratory and Concept Development

- Through one-on-one interviews, in-person focus groups, Internet-based focus groups, and open forums touching hundreds of alumni, students, faculty and staff, the researchers will use this **qualitative exploratory** to gather ideas and attributes from the community that they feel should be incorporated into the Denver Pioneer mascot character.
- From this gathering of ideas, the mascot steering committee will work with the researchers, as well as professional graphic artist and writing teams, to develop initial **mascot concepts**. These are paragraph-long descriptions of different character ideas.
- These mascot concepts will be brought back out to one-on-one interviews, in-person focus groups, Internet-based focus groups and forums for feedback and input from the community.
- See chart below for a summary of Phase 1 activity:



## **HOW YOU CAN PARTICIPATE: PUBLIC OPEN FORUMS**

**Please attend one of these forums as just one way to share your input and ideas as we begin this process together:**

April 11 (Thursday), 7-8 p.m. – Driscoll Student Center, Rm. 1864

April 16 (Tuesday), 7-8 p.m. – Anderson Academic Commons, Room 340 “The Loft”

April 18 (Thursday), 7-8 p.m. – Anderson Academic Commons, Room 340 “The Loft”

April 22 (Monday), 7-8 p.m. – Anderson Academic Commons, Room 340 “The Loft”

April 23 (Tuesday), 7:30-8:30 p.m. – Anderson Academic Commons, Room 340 “The Loft”

## **PHASE 2: April 28-May 7: Concept Refinement**

- Based on the input received, the mascot steering committee and professional graphic design and writing teams will refine the preferred concepts, and further narrow down the options.

## **PHASE 3: May 10-24: Quantitative Testing, Refinement and Recommendation**

- The final refined concepts from this process will each include a narrative and drawing, and will be tested quantitatively via an online survey **to all** DU students, alumni, faculty and staff. Key community members will also be surveyed. Each concept will be tested in a monadic process, in which each will be evaluated on its own merits, against industry standard baseline success criteria. The concepts will not be voted against each other. Based on the results of the quantitative testing, either further refinement will be required, or a successful final concept will be identified for recommendation.
- The mascot steering committee and student government will recommend a final mascot to the chancellor and Board of Trustees for approval.

## **PHASE 4: Fall Semester of 2013: Evolution of DU’s Mascot Event**

- A mascot evolution event for all our historic mascots will take place on campus. This event will celebrate the invaluable roles mascots have played in shaping the University’s history as we look back and honor our University history and traditions. At that time, a celebration to introduce our new mascot will also take place on campus.