

William & Mary Mascot Search Committee
Thursday, April 9, 2009
4:00PM

In attendance:

Connolly, Cottrell, DeSaulniers, Driscoll, Evans, Granger, Green, Hawthorne, Mason, Mathews, and Yake

Unable to attend:

Ambler, Jensen, Rahtz, and Weinfeldt

The Mascot Search Committee held it's second meeting in Room 221 of William & Mary Hall. Chair Terry Driscoll led discussion according to the following agenda:

1. Review Progress to Date
2. Submission Process – Committee Assistance
3. Timetable Update
4. Budget Estimate

1. Review Progress to Date

Susan Evans provided an overview of communication activity to date. She also presented the four primary online tools in use – website, blog, facebook and twitter. The final page of these notes includes the communication summary that the committee reviewed.

2. Submission Process – Committee Assistance

Terry Driscoll reviewed the submission process for mascot ideas. The submission site includes a link to a survey produced with a tool called Survey Monkey. The tool will allow the committee to view detailed and summary data about each submission; filtering and sorting results will also be possible.

Terry asked for volunteers who will work as a subcommittee to do an initial evaluation of mascot ideas to date. The subcommittee will evaluate each submission based on the criteria the committee developed. Earl Granger, Nancy Mathews, and Tom Yake volunteered for the subcommittee.

Susan Evans will meet with the subcommittee to show the Survey Monkey tool.

3. Timetable Update

Terry offered a revised timetable for the mascot search process. The timetable includes three phases – 1) submission, 2) committee evaluation, and 3) comment and selection. There was discussion about the steps for each phase. Susan Evans will post the timetable to the mascot search website.

4. Budget Estimate

Terry reviewed a list of expenses for the mascot search and selection including legal review, freelance design for mockups of the final concepts, costume design/fabrication, and operational expenses.

The committee discussed the importance of identifying a freelance designer with suitable experience on similar projects. Creating quality mockups of the final concepts will be an important part of the community feedback period.

Susan T. Evans, Director of Web and Communication Services
Information Technology
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Communication Summary

>> Launch and reinforce the launch

- Message from the president and wm.edu/mascot
- Blog
- Facebook group
- Twitter
- W&M News and Press Release
- Websites – Tribe Athletics, Alumni Association, School of Business, W&M
- Internal – WMDigest, myWM, Student Happenings
- External – Alumni Magazine, eConnections, Momentum, Mason Experiences

>> Announce and reinforce submission period

- wm.edu/mascot, blog, facebook, twitter
- W&M News
- Websites – Tribe Club, Alumni Association, W&M
- Internal – WMDigest, myWM (announcement and login page), Student Happenings
- External – eConnections (4/10), Momentum (4/17), Mason Experiences (April), Tribe Club Newsletter (mid-April), Law eNews (May?), Ringing Far and Near (May), Alumni Magazine (June), Tribe Club Listservs

>> Coming soon

Here's what we're working on:

- YouTube – WMMascot channel
- Podcast – Terry and the NCAA
- Guest bloggers
- Video

>> Stats

During the first 6 weeks since the mascot search began:

- 412 following WMMascot on Twitter
- 399 members of the W&M Mascot Search Facebook group
- 240 comments on the blog
- 230 email messages
- 8,814 *unique visitors* to the website
- 30,734 hits on the website
- 72 official ideas submitted