

William & Mary Mascot Search Committee
Week of March 16, 2009
Discussion of Committee Business Via Listserv

In attendance:

Ambler, Connolly, Cottrell, DeSaulniers, Driscoll, Evans, Granger, Green, Hawthorne, Jensen, Mathews, Rahtz, Weinfeldt, and Yake

The Mascot Search Committee discussed committee business via the email listserv during the week of March 16, 2009. Chair Terry Driscoll asked the committee to review and provide feedback on:

1. A proposed time line for the mascot search process
<http://www.wm.edu/about/mascot/timeline>
2. A draft web page to be used for the submission of official mascot ideas.
<http://www.wm.edu/about/mascot/ideas>
3. The committee also received this summary of communication, for the period of February 27, 2009 – March 15, 2009, from Susan Evans:

The mascot search was announced in the following ways:

- email from Taylor Reveley to alumni and the campus community
- website, blog, facebook, and twitter launched
- W&M News and press release
- WMDigest, Student Happenings, myWM (internal)
- eConnections from the Alumni Association
- 14 mentions in local and national media including a Washington Post sports blog (see detail at <http://www.wm.edu/about/mascot/media>)

Future announcements include:

- Momentum (planned for March 20)
- Alumni Association Magazine (expected week of March 23)
- Tribe Club Newsletter (Spring)

There is a lot of activity on the website and social networks:

- 7,288 unique visitors to the website
- 19,920 hits on the website
- 230 have sent email or completed the contact us form
- 216 comments on the blog
- 164 following us on Twitter
- 353 members of the Facebook group
- 146 posts on the Facebook group wall