

Recommendations to the President/CEO
Compton College Mascot Replacement
from the Tartar Mascot Review Task Force
June 7, 2022

Background: Provide an overview and pertinent background information regarding the problem and/or the need for this recommendation. It is very important to provide five years of relevant program, department, division, or community data to support the recommendation. If it is a budget request, five years of applicable budget information is required.

Compton College Tartar Mascot History:

- Compton Community College was established in 1927 as a component of the Compton Union High School District, near the intersection of Myrrh Street and Acacia Avenue. From 1932 to 1949, it operated as a four-year junior college, incorporating the last two years of high school as well as the first two years of college.
- It was this time that the Compton High School mascot changed from a lion to the Tartars (a Mongolian warrior). The college was known for being “Adult” Tartars while the high school was considered “Baby” Tartars.
- In 1950 voters approved a facilities bond separating the college from the high school district. The new Compton Junior College was then constructed at the college's present site, 1111 East Artesia Boulevard. Classes began on the new campus in the fall of 1956.
- The Compton College mascot name has not changed since it was established by the first class of college students in 1927-1928. The image associated with the name Tartars has changed over the years:
<https://www.compton.edu/adminandoperations/communityrelations/images/2022/tartar-mascot-collage.jpg>

The Compton College Associated Student Government asked the Compton College administration to explore the idea of a Compton College mascot that celebrates campus pride and does not characterize a group of people. In August 2021, the Compton College President/CEO created a task force to review the existing mascot and collect input regarding changing the mascot.

The task force issued two surveys:

Compton College Tartars Mascot Survey #1 (December 20, 2021 - January 3, 2022)

- 147 responses (65 employees, 74 students, 8 alumni/community members)
- Knowledge of the "Tartars" mascot

- 59.86% - no knowledge
- 32.65% - know a good amount
- 7.48% - extremely knowledgeable
- Preference regarding the "Tartars" mascot:
 - 9.52% - Keep the current Tartars mascot image (the caricature with the sword) and the name "Tartars"
 - 59.18% - Retire the "Tartars" mascot and name; develop an entirely new name and mascot image
 - 31.29% - Keep the name "Tartars" and develop a new mascot image

Compton College Tartars Mascot Survey #2 (March 1-21, 2022)

- 211 responses (88 employees, 93 students, 30 alumni/community members)
 - 62.78% - Retire all previous Tartar mascot images AND the name "Tartars"
 - 37.22% - Keep the name "Tartars" and develop a new mascot image

Based on feedback collected from students, alumni, the community, as well as faculty and classified staff, the [Tartar Mascot Task Force](#) has determined the current mascot does not meet our collective goals of diversity, equity, and inclusion nor does it represent our school spirit and athletics teams.

Recommendations: Please provide your recommendation. How does it connect to the college's mission, vision, and strategic initiatives? How does it connect to the Tartar Completion by Design?

The Tartar Mascot Task Force recommends retiring all iterations of the Tartar Mascot and name and replacing the "Tartars" with a brand-new mascot.

Timeline: What is the timeline for the implementation of the recommendation?

The replacement of the Compton College mascot is to be completed by the 2025-2026 academic year, or sooner.

Step 1: Develop a detailed action plan (in progress)

Step 2: Develop a new mascot

Step 3: Implementation of the new mascot

Timing must include sufficient lead time for Athletics and the Bookstore to order equipment, uniforms, and merchandise. Timing must also coincide with the construction and opening of the new Physical Education Complex.

The task force will provide annual updates to the Board of Trustees at each June board meeting.

Action Items: Prioritize each of the action items associated with the recommendation and note who is responsible for each. See below for the format.

1. Mascot Retirement Announcement (Community Relations and Athletics)
 - a. Timeline: Fall 2022 Professional Development Days/Welcome Back Week
2. Removal of mascot caricature in the gym (Community Relations to document digitally and paint over) Timeline: July/August 2022
3. Inventory all affected areas/items (Tartar Mascot Review Task Force) - in progress
4. Collaborate with Compton High School (historical connection to their mascot) – Fall 2022
5. Develop Process (Tartar Mascot Review Task Force)
 - a. Selection of a local vendor to facilitate the process – September/October 2022
 - b. Research, design, and implementation – begin in January 2023
 - c. Budget (begin with 2022-2023 Fiscal Year)
6. Student Involvement (Office of Student Development and Athletics)
7. Build Campuswide Excitement/Community Engagement (Campuswide)
8. Launch – Go Live! (TBD)

Budget Request: Indicate if it is a one-time or recurring cost, and list the total cost.

\$75,000-\$150,000

- Vendor contract (one-time)
- Athletic equipment, signage, uniforms, branding (unknown)
- PE Complex signage (one-time or include in project budget - unknown)
- Bookstore (no cost to Compton CCD, provide artwork only)
- Other/Misc. (unknown)

Funding sources: Diversity, Equity and Inclusion grant, Outreach & Marketing, General Fund, donations, other.