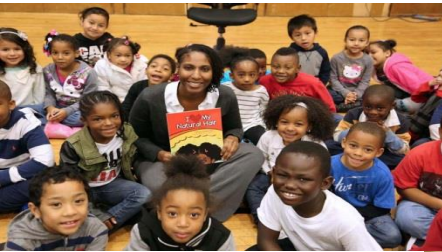




OAKLAND UNIFIED
SCHOOL DISTRICT

Community Schools, Thriving Students

New Mascot Image for McClymonds High School August 25, 2021



Presented by Jeffrey Taylor, Principal, McClymonds High School
Daniela Gomez, Student, McClymonds High School
La'Cole Martin, McClymonds Alumni Association
Vanessa Sifuentes, Executive Director, HS Network

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Ask of the Board

- This item is presented for the purpose of approval of a new image to represent the McClymonds High School Warrior mascot in accordance with Board Policy 0410.

Outline

- Request from McClymonds students to change mascot image
- Engagement with McClymonds students and McClymonds Alumni Association
- Criteria established for new Warrior mascot images
- Recommendations from McClymonds students and Mascot Subcommittee

Request to Change Warrior Mascot Image

- McClymonds' Social Justice Liberation Coalition (SJLC) launched a petition to change the Warrior mascot in November 2020
- SJLC organization members raised concern during a West Oakland Community Town Hall meeting in December 2020
- SJLC concerned that the use of a Native American warrior image was culturally insensitive and dehumanizing to Native people.
- Additionally, cited the image historically used to represent the McClymonds Warrior was a misrepresentation of Native and Indigenous people.

Images Previously Associated with Warrior Mascot



Engagement with McClymonds Site Leadership

- Students from SJLC met with Principal Taylor, staff from OUSD Office of Equity, and OUSD High School Network in December 2020 to discuss concerns
- Upon further research, Board Policy 0410 was surfaced and identified as critical to informing response to SJLC concerns.
- Based on discussions with SJLC and according to Board Policy 0410, McClymonds Site leadership began process to identify students and alumni interested in participating in a subcommittee to identify a new mascot image

Board Policy 0410

“The Governing Board is committed to providing equal opportunity for all individuals in education. District programs, activities, and practices shall be free from unlawful discrimination, including discrimination against an individual or group based on race, color, ancestry, nationality, national origin, ethnic group identification, age, religion, marital, pregnancy, or parental status, physical or mental disability, sex, sexual orientation, gender, gender identity or expression, or genetic information; a perception of one or more of such characteristics; or association with a person or group with one or more of these actual or perceived characteristics.

District programs and activities shall [also] be free of any racially derogatory or discriminatory school or athletic team names, mascots, or nicknames.”

Formation of Mascot Subcommittee

- Outreach to current McClymonds students and McClymonds Alumni Association for volunteer members
- Committee Composition:
 - 4 student reps (one student from each grade)
 - 4 representatives from McClymonds Alumni Association
 - Site administrator
 - Office of Equity
 - High School Network
- Advisory role for OUSD staff

Criteria for Potential Mascot Images



- Power
- Confident
- Risk-taker
- Courageous
- Endurance
- Leaders
- Overcome challenges
- Grit
- Perseverance
- Resilience

Images Under Consideration

1.



2.



3.



Anika Janell Photography

Student Voting Process

- McClymonds students were presented with 3 images recommended by the Mascot Subcommittee during the week of August 9th, 2021
- Students were provided context about each image and why it was recommended
- Students voted on their top 2 choices

Images Recommended by McClymonds Students



Anika Janell Photography

Student Comments

- *"1st one because I think a shield symbolizes strength and the ability to fight and the second one because it has a strong woman on it."*
- *"Image C shows both man and women so it represents both genders and people and shows that we are equal and in this together."*
- *"I liked C because I like the idea of we are in this together, as well as A because of the idea of being prepared and ready."*
- *"I like how image C shows a man and a woman. It shows that women can be just as powerful as men."*

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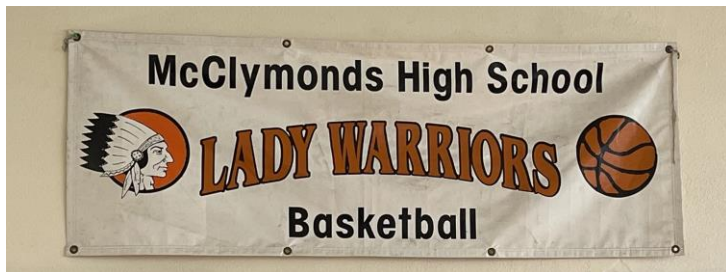


Additional Slides

Fiscal Impact

- Removing the Native American image painted on the outside wall of the McClymonds gymnasium: ***\$6,400 for labor and materials***
- Repainting a different approved image on the outside wall of the McClymonds gymnasium: ***cost TBD***
- Replacement of 7 banners located throughout the campus: ***cost TBD; can be provided by OUSD Buildings & Grounds***
- Replacement of rear bulletin board located inside a trophy display case: ***\$1,500 for labor and materials***

Mascot Images Throughout Campus



Mascot Images Throughout Campus



Artist Bio: Anika Janell

- McClymonds Alumni Class of 2008
- UC Berkeley, Visual Culture and Art Practice
- Image design inspired by the Zulu warrior, the Ashanti, and the Maasai tribe



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