

# HARTFORD PUBLIC SCHOOLS

Central Office

115 School Street

Hartford, MI 49057

Phone: 269-621-7000 / Fax: 269-621-3887

[www.hpsmi.org](http://www.hpsmi.org)

## High School

121 School Street  
Hartford, MI 49057  
Phone: 269-621-7100  
Fax: 269-621-7160

## Middle School

141 School Street  
Hartford, MI 49057  
Phone: 269-621-7200  
Fax: 269-621-7260

## Redwood Elementary

395 Woodside Drive  
Hartford, MI 49057  
Phone: 269-621-7300  
Fax: 269-621-7360

## Alternative Education

115 School Street  
Hartford, MI 49057  
Phone: 269-621-7143  
Fax: 269-621-3887

RECEIVED

JAN 20 2022

CITY OF HARTFORD

Valued members of the Hartford community,

The time has come to initiate the mascot rebranding process. Beginning this week, we will start selecting a student committee by an application process. This committee will set criteria for the new mascot that will ensure that it properly represents our town. They will also gather information and collect data from fellow students. This will be a great leadership and learning opportunity for these students.

The Hartford community will also play a significant role in this endeavor. You will be asked by the committee to give feedback that will help drive their decision on a new mascot. Your input is needed and vital to their success!

### **The Suggestion of new mascot names**

During this initial collection of possible new mascots, anyone will be able to suggest mascot names. The student committee will reach out to you via public survey in early February for name suggestions. The criteria for what will be used to evaluate the final Mascot will be clearly communicated along with the input form. You will be able to submit up to three mascots on the survey for consideration.

Once a list is compiled, the committee will evaluate the list based on their criteria.

\*It is very important to note that the group will only be changing the mascot itself. The school colors will remain green and white.

### **Narrowing the choices**

The committee will evaluate the submissions and move to a second survey of acceptable names. Again, this will go out to the community for feedback. Although this is not a direct vote, the community and student input will weigh heavily into the final selection process. K-12 Students and Community members will be invited to choose their three favorite choices. The committee will revisit the criteria and poll results and come up with a set of three final options to be discussed by the committee. Their ultimate recommendation of a new mascot will be submitted to the Board of Education for approval.

### **Final announcement**

The goal is for the entire process to conclude for Board of Education approval at the March meeting. After deciding the name, the process will move into the image and logo phase, with the new mascot and logo becoming effective the day after graduation.

We are very excited to get the process started. We look forward to your input!

# THE ROAD TO OUR NEW MASCOT



THE PROCESS TO SELECT NEW HARTFORD PUBLIC SCHOOLS MASCOT.

**BOARD MEETING**  
NEW MASCOT ADOPTED BY BOE

MAR  
21



MAR  
7

**STUDENT COMMITTEE MEETING #4**  
FINAL EVALUATION AND FORMAL  
RECOMMENDATION PREPARED

MAR  
7

**BOARD WORK SESSION**  
STUDENTS PRESENT RESULTS TO BOE

**STUDENT COMMITTEE MEETINGS #2 AND #3**  
EVALUATE MASCOT NAMES AND NARROW LIST

FEB  
14-28

FEB  
8-13

**INPUT SURVEY #1**  
ALL K-12 STUDENTS AND COMMUNITY  
MEMBERS ARE ABLE TO SUBMIT NEW  
MASCOT NAMES

MAR  
1-6



**INPUT SURVEY #2**  
ALL K-12 STUDENTS AND COMMUNITY MEMBERS  
ARE ABLE TO CHOOSE THEIR TOP THREE NAMES  
TO HELP SELECTION PROCESS

FEB  
7

**BOARD WORK SESSION**  
BOE CRITERIA SHARED WITH STUDENT COMMITTEE

**STUDENT COMMITTEE SELECTED**

STUDENTS ARE ABLE TO FILL OUT APPLICATIONS TO SERVE ON  
COMMITTEE. SELECTIONS MADE BY STAFF REPRESENTATIVES

JAN  
17-23

JAN  
24-28

FEB  
2-6

**STUDENT COMMITTEE MEETING #1**  
CRITERIA AND EXCLUSIONS ARE ESTABLISHED FOR NEW MASCOT

**STAFF TEAM MEETS**  
SELECTS STUDENT REPRESENTATIVES AND COMMITTEE SPONSOR/ADVISOR

