

CLARK COUNTY SCHOOL DISTRICT POLICY

P-1101

SCHOOL MASCOTS AND OTHER SCHOOL IDENTIFIERS

The Clark County School District recognizes the need to express school spirit through selection of a mascot, team name, colors, and other school identifiers such as yearbooks, annuals, names of newspapers and other publications, names for activities and events, school songs, and slogans. The following provides for these activities:

- I. Selecting a mascot, team names, and school colors as well as other school identifiers shall be respectful of diverse cultural values and reflect a positive school image.
- II. The school mascot, team names, school colors, and other school identifiers must be unique and cannot be a duplication of a professional, corporate, international, national, or local mascot, name, and colors, nor other copyrighted identifiers.
- III. A school mascot is defined as a symbol, character, name, or logo that should represent a school in a positive manner with an emphasis on expression of school unity and pride.
- IV. Team names, school colors, and other school identifiers shall be selected on the basis of a positive reflection of the school.
- V. The selection of the school mascot, team names, school colors, and other school identifiers will be recommended to the direct supervisor of the principal of that school by a committee comprised of the principal, teachers, staff, students, parents, and community members.
- VI. Final approval of the school mascot, team names, school colors, and other school identifier selections and/or changes will be the responsibility of the direct supervisor of the principal of that school.
- VII. A challenge to the selection of or proposed changes to an existing school mascot, team names, school colors, and other school identifier selections, as described above, by a member or members of the staff, student body, parents, and/or community members shall be made in writing to the principal of the school or the direct supervisor of that principal. The direct supervisor of the school will review the challenge and make a recommendation with reasons therefor to the Board of School Trustees. The Board of School Trustees will render a final decision through a vote on an action item.

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Review Responsibility:	Instructional Services Unit
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