



National Congress of American Indians

2021 Mid Year Conference

Virtual Event - NCAI Alaska Region | June 20 - 24, 2021



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NCAI School Mascot Tracking Database

Overview & Update



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NCAI's School Mascot Tracking Database

What is it?

- A comprehensive national database of Native “themed” school mascots (K-12 level) cataloguing the latest news coverage, relevant school contacts and mascot images, and other key information.

Why was it developed?

- To inform and drive NCAI's efforts to educate and engage school communities about the many harmful impacts these mascots have and the need to retire them.





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How was the Database built?

- Collated existing lists of Native “themed” mascots: information was incomplete and/or severely outdated
- Conducted extensive research on status of each school mascot by culling local news coverage (mascot discussion, conversation, controversy, general state of play)
- Gathered current contact information (Principals, Superintendents, School Board Members, “Local Allies”)
- Collected images/accounts of logos, murals, signage, fan rituals, etc. for each school

| <u>School Name</u> | <u>School District</u> | <u>State</u> | <u>Mascot Name</u> | <u>Changed From</u> | <u>Discussing Change?</u> |
|---------------------|------------------------|--------------|--------------------|---------------------|--|
| Paw Paw High School | Paw Paw Public | MI | Red Wolves | R.dsk.ns | Yes -- school board voted 6-1 to retire (MAR 2020); Red Wolves officially introduced at JUL 2020 board meeting |

| <u>Latest Intel/Assessment</u> | <u>News Accounts</u> | <u>Local Allies</u> | <u>Local Ally Emails</u> |
|--|---|---------------------|--------------------------|
| In 2017, school board voted to reinstate mascot at all schools in district | https://wkzo.com/news/articles/2019/dec/13/aclus-complaint-against- | ACLU of MI (Ann M | |

| <u>Principal Name</u> | <u>Principal Email</u> | <u>School Board Names</u> | <u>School Board Member Emails</u> | <u>Mascot pic</u> |
|-----------------------|------------------------|--|-----------------------------------|-------------------|
| Tammy Southworth | | Rick Reo (Superintendent), Brent McNitt (Pres.), Dale Pease (VP) | | In folder |



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How is the Database maintained?

- Established/review weekly Google alerts returning results for various search terms (“school mascot”, “Indians mascot”, “R*dsk*ns mascot”, “Native mascot change”, etc.) that enable us to identify new school activity and track developments in real time.
- Frequent requests for assistance from concerned community members who inform us of current dynamics/latest developments (including those that may not receive local news coverage)
- Intel provided by “Local Allies”
- Ongoing correspondence with school and school board leadership



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How does NCAI leverage the Database?

- When we receive a request for assistance from a concerned local school community member, we immediately “pull” that school and send them NCAI’s standard position/informational resource packet about the mascot issue to all key school contacts.
- When our real-time Google Alert tracking process identifies a school is actively deliberating whether to retire its mascot, we “pull” that school and do the same.
- This information often then leads to school boards/leaders requesting to meet with NCAI staff or having NCAI representatives testify publicly at school board meetings.
- All school contacts in the Database also are added to NCAI’s “Mascots” email listserv; we send out a “Mascots” broadcast to this targeted audience every 2-3 weeks.



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The Database: Current Numbers

| OVERALL | |
|------------------------|-------|
| Total Schools | 1,898 |
| Total School Districts | 1,018 |

| "R*DSK*NS" | |
|------------------------|----|
| Total Schools | 93 |
| Total School Districts | 43 |

| "INDIANS" | |
|------------------------|-----|
| Total Schools | 786 |
| Total School Districts | 345 |





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The Database: Current Numbers (contd.)

"WARRIORS"

| | |
|------------------------|-----|
| Total Schools | 416 |
| Total School Districts | 246 |

"CHIEFS"

| | |
|------------------------|-----|
| Total Schools | 178 |
| Total School Districts | 93 |

"BRAVES"

| | |
|------------------------|-----|
| Total Schools | 205 |
| Total School Districts | 123 |





The Database: Current Numbers (State-Level)

- Geolocation of schools in database allows for easy collation of state-by-state lists.
- In the past, state-level pulls were collated upon request by state legislators, local journalists, etc., or when needed (after statewide mascot legislation is passed).
- Now, we are proactively compiling and updating lists for all states.

| OHIO Native “themed” mascots |
|--------------------------------------|
| “R*DSK*NS”: 10 districts, 29 schools |
| “INDIANS”: 23 districts, 62 schools |
| “WARRIORS”: 18 districts, 41 schools |
| TOTAL: 75 districts, 198 schools |

| WASHINGTON Native “themed” mascots |
|------------------------------------|
| “BRAVES”: 4 districts, 4 schools |
| “INDIANS”: 7 districts, 8 schools |
| “WARRIORS”: 6 districts, 6 schools |
| TOTAL: 25 districts, 27 schools |



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The Growing Movement to Retire Native “Themed” Mascots: By the Numbers

250+: Number of school districts NCAI has individually engaged since May 2020

56: Number of schools NCAI has engaged that have retired Native “themed” mascots (so far)

70: Total number of school changes in 2020

20: School changes thus far in 2021





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Recent School Mascot Changes

**Okemos HS (MI)
“Chiefs”**



Retired May 24, 2021

**Susquehanna
Township HS (PA)
“Indians”**



Retired May 3, 2021

**Nashoba Regional HS
(MA) “Wolves”**



**Retired “Chieftains”
moniker July 1, 2020;
unveiled new mascot
imagery June 2021**

**Anderson HS (OH)
“Raptors”**



**Retired “R*dsk*ns”
moniker July 2, 2020;
unveiled new mascot
imagery March 2021**



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**For more information, visit NCAI's recently
expanded "Proud To Be" webpage at:**

ncai.org/proudtobe

Email us at:

mascots@ncai.org

A photograph of the Aurora Borealis (Northern Lights) over a forest. The sky is dark blue and purple, with vibrant green and yellow light streaks from the aurora. The foreground shows the silhouettes of evergreen and deciduous trees against the glowing sky.

Thank you