

SELECTING A NEW NICKNAME/LOGO FOR RADNOR HIGH SCHOOL & RADNOR MIDDLE SCHOOL

Recap & Highlights | June 29, 2021 RTSD School Board Meeting





TONIGHT'S AGENDA

- Purpose of Mascot Selection and Rebranding Project
- Guiding Principles for New Nickname
- Project Timeline and Milestones
- Reducing the Nickname Options
- The Students' Choice
- About "The Radnor Raptors"
- Addressing Instances of Past Nickname/Imagery
- Next Steps





PROJECT PURPOSE

To select a new nickname/logo for Radnor High School, which will also be adopted by Radnor Middle School.





NEW NICKNAME GUIDING PRINCIPLES

Six guiding principles were established at the inception of the project to guide the review of new nickname options and the ultimate selection of a new RHS and RMS nickname/logo:

1. Align with school colors of maroon and white and translate to identifiable branding
2. Exude positive qualities
3. Promote school pride and generate excitement
4. Honor Radnor history and traditions
5. Reflect the values and standards of Radnor Township School District
6. Represent all stakeholders



AUGUST 2020

August 4

Special Board Meeting on Past Nickname "Raiders" and Related Native American Imagery

SEPTEMBER 2020

September 2

- Past nickname "Raiders" removed by 8-1 Board vote
- Native American imagery removed by 9-0 Board vote
- Administration tasked with creating a community-inclusive process to select a new nickname

JANUARY 2021

January 26

Administration reviews plan for selecting new nickname at Board Meeting

FEBRUARY-MARCH 2021

February 4

140 applications received for Mascot Selection and Rebranding Committee (MSRC)

February 11

40 applicants of diverse perspectives purposely selected for MSRC

February 18

1st meeting of MSRC

February 25

2nd meeting of MSRC

Feb. 28-March 12

New Nickname Submissions Survey open

APRIL 2021

April 6

3rd meeting of Mascot Selection and Rebranding Committee (MSRC)

April 8

4th meeting of MSRC

April 13

Project Update at Gov't Relations & Communications Committee

April 15

5th meeting of MSRC

April 19

6th meeting of MSRC

April 22 and 23

Community/Alumni Focus Groups

April 27

150 Public Comments Heard at Board Meeting





MAY 2021

May 4

Special Board Meeting to Discuss the Rebranding Process

May 11

Reconvening of May 4 Meeting, 6-3 Board Vote Re-Affirming Past Nickname Removal

Week of May 24

Video Presentation on Project and New Nickname Survey Open to 8th-12th Graders



JUNE 2021

June 2

7th Meeting of the Mascot Selection and Rebranding Committee

June 3

8th and Final Meeting of the MSRC

June 11

8th-12th Grade Voting on Final Four New Nickname Options (1st Round)

June 14

8th-12th Grade Voting on Final Two New Nickname Options (2nd Round)

June 18

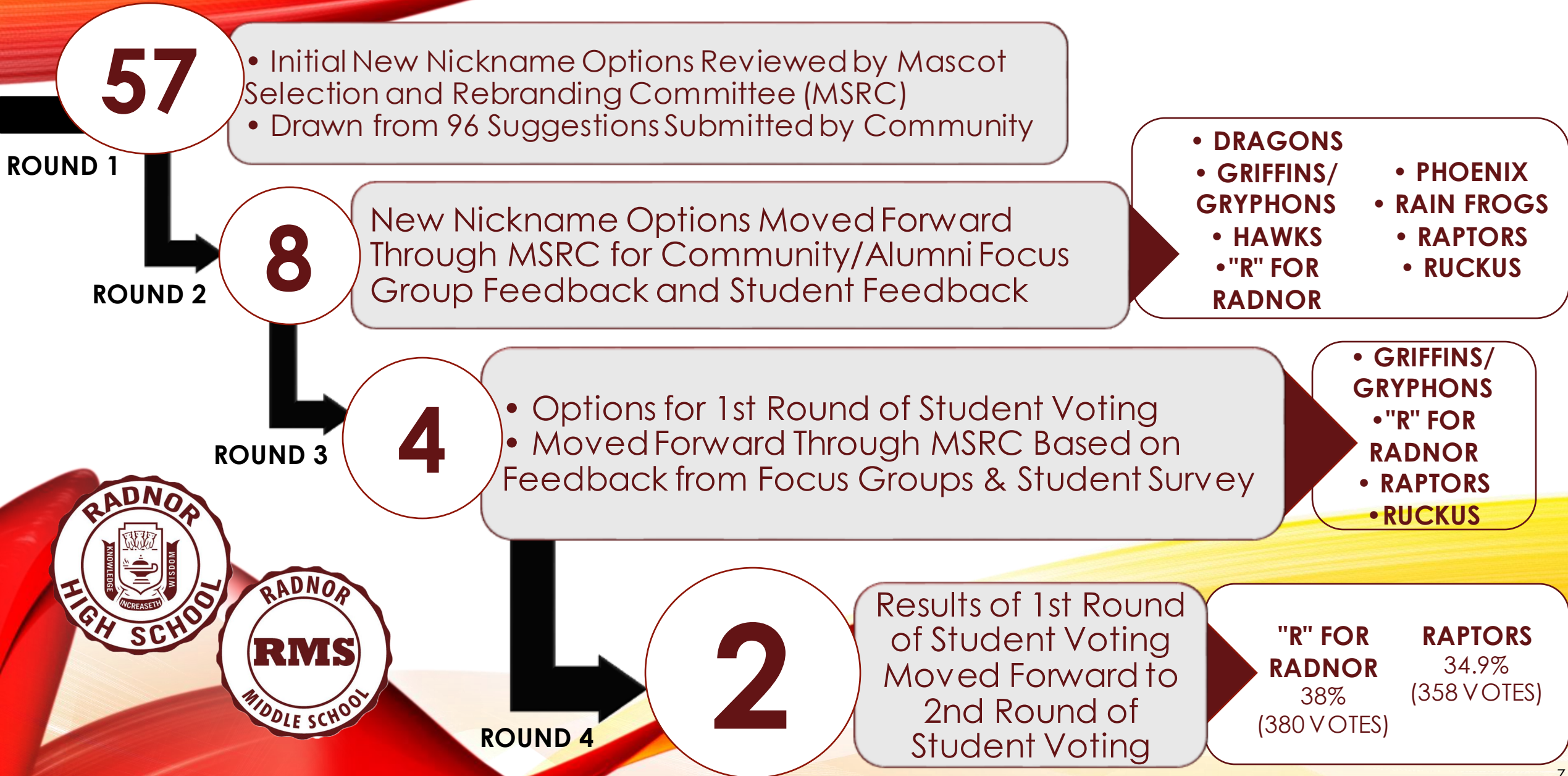
Students' Choice for New RHS and RMS Nickname Revealed: Raptors

June 29

School Board Meeting to Review/Approve Student Choice for New Nickname



NARROWING DOWN THE NEW NICKNAME OPTIONS



~~THE RADNOR CDVVDUONG/CDIEEING~~
~~THE RADNOR CHTT HONG/CHITTING~~

THE RADNOR RAPTORS

~~THE RADNOR DUOKUS~~
~~THE RADNOR HUCKUS~~

THE RADNOR R



FINAL ROUND: THE STUDENTS' CHOICE

1

Raptors

55.87% (552 Votes)

"R" for Radnor

44.13% (436 Votes)

Grade	Raptors	"R" for Radnor
8th	133	60
9th	117	106
10th	99	78
11th	122	102
12th	81	90



“THE RADNOR RAPTORS”

- Overarching term for “birds of prey” (such as eagles, falcons, hawks & owls)
- Logo would be depicted as a bird of prey (not a dinosaur)
- A bird of prey, an owl, is depicted on the Radnor High School crest dating to the 1930s
- A bird of prey, the red-tailed hawk, is native to the Radnor and surrounding area
- 39 submissions for “Raptors” received via Feb. 28-March 12 suggestions survey
- Highest scoring top 8 option among students when considered against six guiding principles
- Origin: Derived from the Latin word *rapio*
 - Also see: *Rapid, rapture, ravage, raven, ravenous, ravine, reap, surreptitious*

ADDRESSING INSTANCES OF PAST NICKNAME AND IMAGERY

Chart from
6/15 Finance
Committee
*Highlights Added

Radnor Middle School

Team	Notes	Cost To Replace
Wrestling	Feathers on back of singlets	\$ 1,900
Coaches Gear	Coaches Gear with "R" with feathers	\$ 800
Gym Floor	"Raiders" on baseline (one side only) to be removed and replaced with "Radnor"	\$ 25,000
Wrestling Mats	Center mat has "R" with feathers - see attached - Repaint mats (2 mats total)	\$ 2,600
RMS Total		\$ 30,300

5 Instances
Currently
Identified

Radnor High School

Team	Notes	Cost To Replace
Cheer	Have "Raider" on uniform - new uniforms budgeted for 2021-22	\$ 4,360
Golf	Golf bags have "R" with feathers	\$ 3,000
Boys Soccer	Home and away jerseys have "R" with feathers	\$ 10,000
Volleyball	Hoping "R" with feathers can be covered with American flag	\$ 1,200
Wrestling	Singlets have "R" with feathers - Purchased in 2018-19	\$ 3,000
Boys Tennis	Have "R" with feathers	\$ 2,200
Baseball	Hats have "Raiders" on the back (Boosters purchase the hats for players each year)	
Boys Lacrosse	Have "R" with feathers with spear	\$ 14,000
Gym Floor	"R" with feathers and "Raiders" with spear to be removed and replaced (see attached)	\$ 33,000
Wrestling Mats	Center mat has "R" with feathers - see attached - Repaint mat	\$ 1,300
Band	Uniforms do NOT display "Raider" name or logo, Banner DOES say "Marching Raiders"	\$ 3,000
Band	400 "Raider" flip flops (Band Booster fundraiser \$3,980)	
Covers for Sound dampening panels	"Raiders" and "R with feathers" need to be replaced	\$ 6,250
Chairs	40 Chairs with "Red Raiders" and Native American Head	\$ 10,000
Score Table	Score table with "Red Raiders" and Native American Head	\$ 4,800
Outdoor Score Boards	Have "Raiders" and "R" with feathers - Replace panels	\$ 15,000
Pop Up Tents	2 Pop Up Tents Have "R" with feathers	\$ 2,700
Sports Banners	Have "R" with feathers	\$ 8,000
Board Covers	4 Boards in main gym "Raiders" and "R" with feathers (2 With "Radnor" - Total of 6)	\$ 4,200
Step & Repeat	Have "R" with feathers (Background for College Commitment Signing)	\$ 1,350
Table Cloth	Have "R" with feathers (Table cloth for College Commitment Signing)	\$ 325
RHS Total		\$ 127,685
Total RMS & RHS		\$ 157,985

28 Instances
Currently
Identified

Estimated Cost to Eliminate Native American Imagery - \$123,525

Estimated Cost to Eliminate the Raider Name - \$34,460

33 Instances Currently Identified

24 Instances (72.72%)

Number of Identified Instances that Contain Native American Imagery Thus Would Require Replacement Regardless of Nickname (\$123,525)

9 Instances (27.27%)

Number of Identified Instances that Contain Just the Past Nickname (\$34,460)

Normal Operating Procedures

Instances That Will Be Addressed Via Pre-Existing Procedures and/or Budgeting Thus Are Not Classified as a "Rebranding Cost"

TOTAL ESTIMATED COST: \$157,985



NEXT STEPS

- Work with Branding Firm to finalize logo and other imagery
- Place orders for new uniforms
- Continue removal/replacement of instances of Native American imagery and past nickname



<https://youtu.be/bqS4SCV1U9Y>

