

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 school mascot, team name, logo, school colors, songs, or other school identifiers to be used in items, such as yearbooks, annuals, names of newspapers and other publications, names for activities, events, and slogans. The following provides guidelines for these activities:

- I. Selecting a school mascot, team name, logo, school colors, songs, or other school identifiers shall be respectful of diverse cultural values and reflect a positive school image.
- II. The school mascot, team name, logo, school colors, songs, or other school identifiers must not be racially discriminatory or contain racially discriminatory language or imagery; including without limitation, a school mascot, team name, logo, school colors, songs, or other school identifiers associated with the Confederate States of America or a federally recognized Indian tribe.
- III. An exception is the school may use a school mascot, team name, logo, school colors, songs, or other school identifiers associated with a federally recognized Indian tribe if the Board of School Trustees obtains approval from the governing body of the Indian tribe to use the school mascot, team name, logo, school colors, songs, or other school identifiers.
- IV. The school mascot, team name, logo, school colors, songs, or other school identifiers must be unique and cannot be a duplication of a professional, corporate, international, national, or local mascot, team name, logo, school colors, songs, or other copyrighted identifiers unless the school has obtained express written legal permission and all required rights and licenses.
- V. 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.
- VI. Team name, logo, school colors, songs, or other school identifiers selected shall be respectful of diverse cultural values and reflect a positive school image.
- VII. The selection of the school mascot, team name, logo, school colors, songs, or other school identifiers will be recommended to the direct supervisor of the

principal of the school by a committee comprised of the principal, educators, students, parents/guardians, and community members.

- VIII. Final approval of the school mascot, team name, logo, school colors, songs, or other school identifier selections and/or changes will be the responsibility of the direct supervisor of the principal of the school.
- IX. A challenge to the selection of, or proposed changes to an existing school mascot, team name, logo, school colors, songs, or other school identifier selections, as described above, by a member or members of the staff, student body, parents/guardians, and/or community members shall be made in writing to the principal of the school or the direct supervisor of the 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.

Cross References:	Policy 5139, Anti-Racism, Equity, and Inclusion
Legal References:	Assembly Bill 88 of the 81st Session of the Nevada Legislature Nevada Revised Statutes (NRS) Chapter 244, Counties: Government NRS Chapter 268, Powers and Duties Common to Cities and Towns Incorporated Under General or Special Laws NRS Chapter 269, Unincorporated Towns NRS Chapter 327.140, Nevada State Board on Geographic Names: Powers and duties NRS Chapter 388, System of Public Instruction
Review Responsibility:	College, Career, Equity, and School Choice Unit
Adopted:	[1101:5/10/12]
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