

Fulton CSD Branding/Image Package In April 2023, the New York State Education Department issued an official mandate to prohibit the use of Native American imagery as a logo or mascot in public schools. After receiving the approved regulations, the RESEARCH began. The district administrators, staff, Board of Education, students and community worked diligently to form a committee and collect information, best practices, ideas and feedback about a new mascot transition. Through this research, the committee decided the best course of action was to conduct an open survey where any and all voices could be heard. Through the PLANNING process, specific criteria were developed and a tentative timeline was enacted. Additionally, research had implied that the community desired to be kept in the loop as much as possible. Because of this, a webpage was built to provide a centralized information hub throughout the process. The survey was promoted both internally and externally, and would allow the community to provide open feedback on what new mascot/moniker would best represent Fulton based on the following criteria: Color Scheme match, recognizable, uniqueness, relevance, timeliness, simplicity, memorability, versatility, balance/proportion, identity and values. All submissions were reviewed and five committee-approved options were rolled out to the public. From these, the community was asked to narrow the scope to two, and then to an overall winner. After these rounds of surveys and voting, the district landed on ?Red Dragons.?