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TO: Board of Education

FROM: Dale Ellis

DATE: April 3, 2017

SUBJ: ACTION ITEM (New High School Name, Mascot, and Colors)

We have been diligently collecting data as it relates to the survey for the new high school's name, mascot, and colors. I have attached the raw data following this memo. For simplicity, I am presenting below the top three in each category and a simple 3-2-1 grading system to give you a recommendation based upon the data:

Students – (1,395 Responses)

- Name -
1. Montgomery Central High School – 37.4% (3 points)
 2. Montgomery County High School – 26.2% (2 points)
 3. Uwharrie Central High School – 21.2% (1 point)
- Mascot -
1. Timberwolves – 30.6% (3 points)
 2. Patriots – 17.1% (2 points)
 3. Cougars – 15% (1 point)
- Colors -
1. Black/Gold – 32.6% (3 points)
 2. Red/White/Blue – 21% (2 points)
 3. Purple/Black/Gold – 16.7% (1 point)

Community – (11,470 Responses)

- Name -
1. Montgomery Central High School – 42.9% (3 points)
 2. Montgomery County High School – 28.4% (2 points)
 3. Uwharrie Central High School – 13.3% (1 point)
- Mascot -
1. Other (War Eagles) – 26.9% (3 points)

- 2. Timberwolves – 22.5% (2 points)
- 3. Mountaineers – 14% (1 point)
- Colors -
 - 1. Black/Gold – 28.9% (3 points)
 - 2. Red/White/Blue – 23.8% (2 points)
 - 3. Burgundy/Navy/Silver – 22.4% (1 point)

Point Tally

- Name -
 - 1. Montgomery Central High School (6 points)
 - 2. Montgomery County High School (4 points)
 - 3. Uwharrie Central High School (2 points)
- Mascot -
 - 1. Timberwolves (5 points)
 - 2. Other (War Eagles) (3 points)
 - 3. Cougars (tie) (1 point)
 - 3. Mountaineers (tie) (1 point)
- Colors -
 - 1. Black/Gold (6 points)
 - 2. Red/White/Blue (4 points)
 - 3. Purple/Black/Gold (1 point)
 - 4. Burgundy/Navy/Silver (1 point)

Analysis

The school name and colors were unanimous between the students and community. Both preferred Montgomery Central High School and Black/Gold as the colors. The only disagreement between students and community was in the name of the mascot. The students preferred Timberwolves and the community preferred War Eagles. That proves that the sentiment to name the mascot War Eagles remains strong in the community. I feel this topic should be discussed in detail at the BOE meeting but I also feel we should go with the students, as Timberwolves was also second among community members. But, that is just my thoughts. I will provide a recommendation but I also invite robust discussion from the Board as it relates to this topic.

Recommendation

Montgomery Central High School [Timberwolves](#), wearing Black and Gold.

<https://www.youtube.com/watch?v=tNR877AHJAc>

One More Consideration

Although Uwharrie was not selected as the official name, I think it would also be a good idea to explore some options using it in the naming of the shared CTE building with MCC. With your permission, I would like to develop some possible names for the separate CTE facility to pay homage to the Uwharrie Mountains and the intended purpose of that building. I offer some options below but these are just to stimulate thought if this option is of interest to the Board. As a means of stimulating the discussion, I will throw some names out there and suggest naming the building something along the following lines (in no particular order):

Uwharrie Workforce Development Center
Uwharrie Advanced Career Center
Uwharrie Technical Center

I think such names show our focus on using this huge investment to stimulate economic development and provide graduates that will be successful in a 21st century workforce. If you are so inclined, I will approach the Community College to see if something like that would be of interest to them as well.

QUESTIONS

RESPONSES 1,395

1,395 responses



- SUMMARY
- INDIVIDUAL

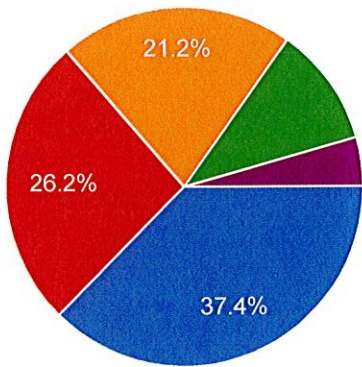
Not accepting responses



Message for respondents

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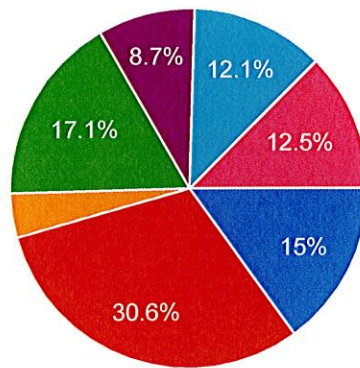
Name of high school (1383 responses)



- Montgomery Central High
- Montgomery County High
- Uwharrie Central High Sch
- Uwharrie High School
- Other

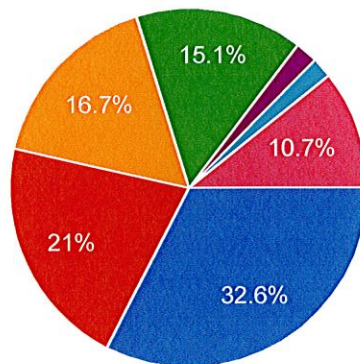


Mascot of high school (1387 responses)



- Mountainlions
- Timberwolves
- Miners
- Patriots
- Mountaineers
- Cougars
- Other

Color Combinations (1390 responses)



- Black/Gold
- Red/Blue/White
- Purple/Black/Gold
- Burgundy/Navy/Silver
- Orange/Navy
- Orange/Green/White
- Other

QUESTIONS

RESPONSES 11,470

11,470 responses



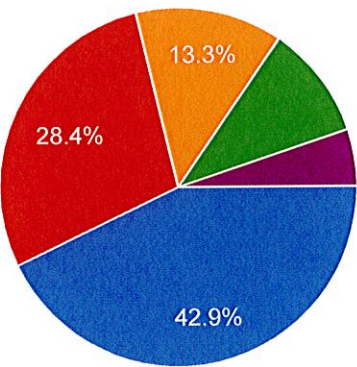
- SUMMARY
- INDIVIDUAL

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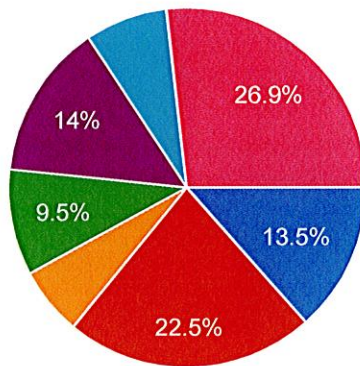
Name of High School (11375 responses)



- Montgomery Central High
- Montgomery County High
- Uwharrie Central High Sch
- Uwharrie High School
- Other

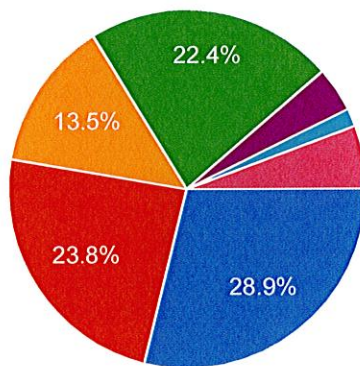


Mascot of High School (11312 responses)



- Mountainlions
- Timberwolves
- Miners
- Patriots
- Mountaineers
- Cougars
- Other

Color Combinations (11383 responses)



- Black/Gold
- Red/Blue/White
- Purple/Black/Gold
- Burgundy/Navy/Silver
- Orange/Navy
- Green/Orange/White
- Other