

FIRST BRANCH UNIFIED DISTRICT IDENTITY COMMITTEE

MAY 2021 UPDATE

What Have We Been Up To? The FBUD Board charged the Identity Committee as follows:

- Develop our district identity including mascots, logos, colors, and website.
- Create subcommittees if necessary and engage with volunteers with specific interests/skills to assist.
- Develop an FBUD Vision/Mission Statement.
- Build common ground and unity.
- Engage with students and keep a student-centered focus.

The Identity Committee has met three times to prioritize tasks, brainstorm ideas and begin drafting a timeline to:

- engage and update our community about this work;
- develop a system for review of existing and future mascots, logos, and colors;
- determine how the school buildings will be referred to starting in 2022-23; and
- rollout the FBUD website.

We are committed to a *student-centered* approach with a focus on *community outreach*.

What's Next? The Identity Committee will meet at least monthly, engage students in the process and seek input and skilled volunteers from the community to carry out these tasks.

How Can You Get Involved? While we are still in the early stages of this exciting project, we anticipate a number of ways stakeholders (students, families, faculty & staff, community members, school board members, etc.) can get involved. Watch for meeting notices, community surveys and requests for volunteers in the coming months!

