

# 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!

