

**Procedure Title:** BMCC Timberwolf Mascot  
**Procedure Number:** 07-2014-0003  
**Board Policy Reference:** IV.H. Asset Protection

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**Accountable Administrator:** VP Student Affairs  
**Position responsible for updating:** Director of Athletics, Outreach & Student Life  
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**Purpose/Principle/Definitions:**

The Blue Mountain Community College Mascot is a resource for school representation at BMCC events. These events will primarily include athletics and student life. "Timber" is primarily a public relations device and, as an entity, has the potentially profound effect on the public view of Blue Mountain Community College. Therefore, the mascot must maintain a form of activity which reflects positively upon the College.

*The mission of the mascot is to promote crowd interaction,  
school spirit and encourage a sense of community.*

**Guideline:**

**Oversight/Management of BMCC Mascot:**

The Outreach office will serve as manager of the mascot.

- The Mascot position(s) will be selected by the Outreach office.
- Outreach will manage and supervise scheduling of the Mascot at BMCC events.
- Outreach will facilitate the care of mascot uniform (cleaning & storage).

**Mascot Integrity Guidelines:**

- The mascot is not to initiate physical contact with any person. All physical interactions involving the mascot are to be initiated by person other than the mascot. For example, the mascot hugs a person only when that person approaches the mascot with expressed intention of being hugged. This is to prevent unwanted invasion of personal space.
- It is strongly suggested that the mascot have an attendant to negotiate unsafe obstacles and to guard against overly aggressive public members.
- The mascot is not to remove any part of the mascot costume while in a locale exposed to the general public.
- The mascot does not vocally address members of the public. The mascot is nonverbal at all times.
- As a representative of the college, the mascot will in no way endorse public figures, businesses or entities other than those recognized by Blue Mountain Community College.

- It is the spirit of the good public relations that the mascot will not be involved in acts that cause any person to feel uncomfortable or alienated. Acts of violence, prejudice, or defamation will not be tolerated.
- Most importantly, the mascot is to have fun, and is encouraged to engage in a positive manner with the public.

#### **Usage Guidelines:**

- Athletics will receive first rights on scheduling BMCC mascot. This should be done through the Outreach office.
- Mascot will not be leased or “borrowed” to anyone for a non-BMCC event activity.
- All activities outside athletics must be approved by the Outreach office and will then be placed on the mascot-Ambassadors schedule.
- Appearances at outdoor events may be cancelled due to inclement weather to protect the health of the user and the integrity of the mascot uniform. This decision is at the discretion of the Outreach office.
- Mascot will utilize safety tools when in use. These include: fan, ice vest, breaks, and water.

#### **Mascot-Ambassador Guidelines:**

- The Mascot-Ambassador position(s) will be an additional position within the existing BMCC Student Ambassador program and will be compensated and managed as a member of that group. Mascot- Ambassador eligibility and benefits are set by the Outreach office and are equal to the benefits of student Ambassadors.
- It is recommended that two Mascot-Ambassadors be selected to serve as mascot-Ambassadors each year.
- The Mascot-Ambassadors will rotate events in which they wear the uniform. They will be responsible for scheduling appearances in partnership with the Outreach office.
- It is strongly suggested that Mascot-Ambassadors do not serve without an escort.
  - **Escort** -will be alert and always paying attention to the people approaching. An escort should be wearing an official BMCC shirt and event staff lanyard to clearly establish his or her role with the mascot. The escort is responsible for making sure that the mascot sees everyone that approaches.
- Mascot-Ambassadors will make be at all home athletic events. One will serve as mascot the other as support. All exceptions or absences are to be directed to the Outreach office.
- Mascot-Ambassadors will be scheduled for all non-athletic events through the Outreach office.
- Mascot-Ambassadors will make appearances of at least 30 minutes with 15 minutes scheduled for early arrival/preparation. Longer appearances will also be made, depending on request.
- Breaks should be established before each appearance longer than 30 minutes.
- Every Ambassador will be required to ‘practice’ before their first official appearance.
- Ambassadors will report any concerns or questions to the Outreach office.
- Students must follow all student code of conduct policies. Any misconduct will follow the code of conduct guidelines and process for disciplinary or corrective action if needed.

- The Mascot-Ambassador will attend weekly game management meetings with the Athletics and Outreach team.
- The Mascot-Ambassador will be responsible for alerting staff to any costume defects, malfunctions, or missing parts.
- The Mascot-Ambassador will be responsible for ensuring the cooling vest is ready to use for each appearance and make appropriate arrangements before appearances to have it ready for use.
- The Mascot-Ambassador will be responsible for ensuring a self-serve sign making booth is available for students to make event posters, and banners and screens are available and posted for home athletic events prior to the start of each event