

MSHS Sentinels

Rebranding Process & Timeline

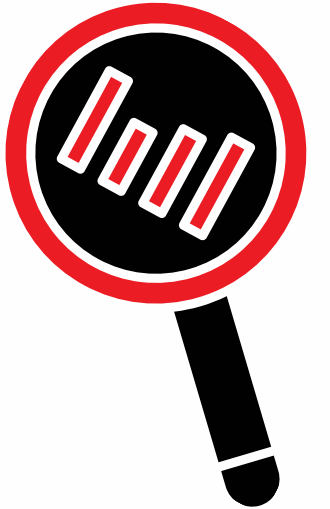


JULY 17TH, 2023

The Board decided to retire the former school's nickname.

LATE JULY

The board sought advice from a PR firm on their processes and continues to rely on their guidance, free of charge.



AUGUST & SEPTEMBER

The board worked on developing a process for rebranding.

OCTOBER 2ND

The first Committee of the Whole meeting discussed rebranding next steps.

OCTOBER 23RD

The board sent a letter to students, staff, and families explaining how to suggest a new nickname and the criteria for selecting one. Names were accepted Oct 23rd to Nov 17th.

NOVEMBER 6TH

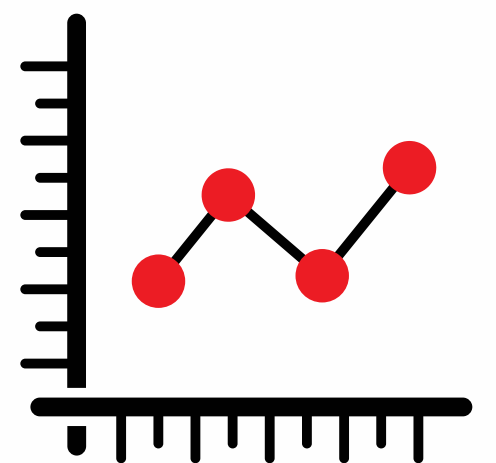
The Second Committee of the Whole meeting was held.

NOVEMBER 27TH

The regular board meeting is held.

DECEMBER 4TH

The Committee of the Whole reviewed survey results.



DECEMBER 4TH - 11TH

The board reduced suggestions from 2000 to 350 by removing duplicates and entries that didn't meet the established criteria.

DECEMBER 11TH

MSHS advisory reviewed 350 names, narrowing them down to 34, with input from students on all options.

DECEMBER 11TH - JANUARY 8TH

The board participated in a process to offer input on names.

JANUARY 8TH

The board selected 8 names, announced them in a press release, and invited community input.

JANUARY 8TH-16TH

The board consulted with the student council to gather their input on the final 8 names.

JANUARY 16TH

The board has carefully narrowed down the list of potential nicknames to 3 final choices.

JANUARY 22ND

During a special meeting the MAPS BOE voted 6-1 to make MSHS the Sentinels.

