# **Research Brief**

## Fall 2016 Roadrunner Mascot Survey

Research & Planning

Institutional Effectiveness,

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CRAFTON HILLS

### Purpose of Brief

This brief summarizes the 1,060 responses received to the CHC Mascot Survey in fall 2016.

#### **Summary of Findings**

33% of respondents preferred the first new roadrunner design:



Respondents selecting this roadrunner design described it as fierce, cool, professional, competitive, tough, strong, and simple. Other respondents noted that it's "facing the wrong way" or doesn't resemble a roadrunner.

The third new roadrunner design was preferred by 24% of respondents.

#### **Overview**

Crafton Hills College (CHC) launched its athletics program in fall 2016 with women's golf. As the program plans expansion into swimming, men's golf, water polo and men's and women's tennis, the college was looking to adopt an official mascot with a collegiate and athletic design. Four new mascots were designed two "animated" and two "stylized" in addition to the current design. This brief summarizes the results of the survey provided to the CHC community.

#### **Methodology**

In collaboration with the Marketing department, the Office of Institutional Effectiveness, Research, and Planning (OIERP) developed a two question online survey. Respondents selected from one of five designs: four new roadrunner designs and the current roadrunner mascot. Responses were coded as follows:

New Roadrunner I	New Roadrunner 2	New Roadrunner 3
	And the second s	
New Roadrunner 4	Current Roadrunner	

The new roadrunner designs were presented in a randomized order to eliminate bias, and the current roadrunner always appeared last. Respondents were also provided an opportunity to comment on all five designs. Emails with a link to the survey were sent to students, faculty, and staff on December 5, 2016

and the survey popped up automatically when a user visited the CHC website, <u>www.craftonhills.edu</u>. Responses were collected until December 15, 2016 and 1,060 valid responses were received.

#### **Findings**

Table I indicates which roadrunner mascot design respondents prefer. Thirty-three percent or one out of three respondents prefer the first new roadrunner design, 24% prefer the third new roadrunner design, and 20% of respondents prefer the current roadrunner design.

#### Table I. Roadrunner mascot preferences

Mascot Design	No. of Responses	Percent of Total Responses
New Roadrunner I	348	32.8%
New Roadrunner 2	198	18.7%
New Roadrunner 3	256	24.2%
New Roadrunner 4	49	4.6%
Current Roadrunner	209	19.7%
Total	١,060	100.0%

Of the 1,060 responses received, 348 respondents commented on the first new roadrunner design, 330 respondents commented on the second, 329 commented on the third, 287 commented on the fourth, and 314 commented on the current roadrunner design.

Of the 348 respondents who prefer the first new roadrunner design, 140 respondents provided comments. Figure 1 illustrates a word cloud analysis of these responses. Common words included fierce, cool, best, right, love, nice professional, strong, tough, competitive, better, great, and simple.



Figure 1. Word cloud of responses for respondents who preferred the first new roadrunner design.

Common critiques of the image included that the roadrunner was "facing the wrong direction" by looking to the left or "backwards." Others stated that the design did not resemble a roadrunner specifically, and that it could be confused with any number of other birds. A full list of all comments are on file with OIERP and may be supplied on request.

Any questions regarding this report can be directed to the Office of Institutional Effectiveness, Research, and Planning at (909) 389-3390 or you may send an email to <u>bgamboa@craftonhills.edu</u>: Mascot Survey Results RRN 1527.docx; Mascot Survey Results RRN 1527.sav.