

What should I know about the retirement of the Anderson High School mascot?

Please review the FAQ below. This document will be updated as more information becomes available.

Is Anderson High School retiring the Redskins mascot?

Yes. During a special July 2, 2020 meeting, the Forest Hills Board of Education voted to approve the respectful retirement of the Anderson High School Redskins mascot.

How will a new mascot be selected and will students, alumni, and community members have a voice in the process?

The process to select a new logo/brand for AHS is led by a steering committee that includes staff, students, alumni, and community members. The steering committee includes the following subcommittees: Selection Process, Branding, Communications, Fundraising, and Honoring the Past. Please keep an eye on [our website](#) for specific updates regarding the work of the committees.

The participants serving on the steering committee and various subcommittees bring a variety of voices and perspectives to the process; however, there may be opportunities for the greater community to participate in surveys and provide feedback. More information regarding potential opportunities will be posted on [our website](#).

How much will the public donations cover and how much more is needed?

The district intends to use public donations to the greatest extent possible in regards to funding this transition. Anderson High School established a [GoFundMe account](#) in July. These funds will support partial removal and replacement of Redskins signage and stationery items. Thank you to all of the individuals who have donated to this account.

A fundraising subcommittee has been established to generate the additional resources needed to cover the cost of new athletic uniforms, replace the remainder of the signage, and support the school's branding needs. If you're interested in learning more about how you can contribute, please contact AHSBranding@ForestHills.edu.

What kind of deadlines or expectations are now set?

The next steps in the process include determining a timeline and guidelines for the logo/brand transition. Once this is finalized, it will be shared on [our website](#).

Will Anderson High School ban Redskins t-shirts and merchandise on campus?

We understand that AHS students, families, and supporters have purchased Redskins merchandise over the years. Keeping in mind that the rebranding process will take time and happen in phases, Redskins items previously purchased from AHS will **not** be banned as long as they do not become a distraction.

Will Anderson High School continue to sell Redskins merchandise on campus?

Anderson's school store, the APEX, will continue to sell all *existing* merchandise, some of which includes the Redskin logo/name. However, no future inventory purchases will be made with the Redskins logo/name.

Will athletic uniforms change before our new mascot is selected?

No. In an effort to be as cost-effective as possible, Anderson High School will not purchase new athletic uniforms until a new mascot is selected.

Why do I still see the Redskin logo on campus and on social media?

The Redskins logo will be phased out and removed throughout the year as resources become available. Currently, the Redskins logo/name has been removed from the Anderson High School website and from these locations on campus:

- Baseball & softball fields
- Parts of the cafeteria
- Main entry and main office areas

The Anderson High School Twitter account (@AndersonRedskins) as well as all athletic team accounts and other official Anderson social media accounts will be updated once a new mascot has been selected.

How long will the entire change take?

The goal is to unveil a new mascot by the end of the 2020-2021 academic year.

How can I stay informed about the process?

The Anderson High School Logo/Brand Steering Committee has launched [this website](#) to post updates. Additionally, you can follow the district's [social media accounts](#) for additional information.

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