

NCAA Institutional Self Evaluation Examining the Use of American Indian Mascots, Nicknames and Logos

INSTRUCTIONS FOR COMPLETING THE INSTITUTIONAL SELF EVALUATION:

The NCAA Executive Committee has requested that the NCAA staff seek additional information, as well as the institution's current position regarding American Indian mascots, nicknames and logos. Throughout this self-evaluation process, the chief executive officer is encouraged to make the evaluation a priority and it is hoped that the entire institution take responsibility for its completion.

It is recommended that the chief executive officer appoint a steering committee to oversee the development of this self evaluation. The Executive Committee expects the institution to include interested staff members and institutional constituents who worked on the previous self study and could be of assistance. The steering committee should have the representation of a broad-based group of the institutional community as well. If possible, the committee chair should be a member of the institution's senior management team and not a member of the department of athletics.

The institution must return the completed institutional self evaluation to the national office by May 1, 2005.

INTRODUCTION TO THE INSTITUTIONAL SELF EVALUATION

[Note: Please complete this form and include it at the beginning of the institution's self evaluation.]

Institutional Information

(Name of Institution) Arkansas State University

1. Type of institution: Public Private
2. Year institution was founded: 1909
3. Special affiliation (e.g., religious, military)? Yes No
4. Coeducational? Yes No
5. Total student enrollment (undergraduate and graduate combined) [using a full-time-equivalency (FTE) basis]: 8,406
6. Number of faculty [using a full-time-equivalency (FTE) basis]: 515
7. Level of academic degree offered: Ph.D

8. Institution’s governing entity (e.g., board of trustees): Board of Trustees
 - a. Regional accreditation agency: The Higher Learning Commission: North Central Association of Colleges and Schools
 - b. Date of most recent regional accreditation self-study: March 2-3, 2003
 - c. Current accreditation status: **Fully accredited through 2012-2013 academic year**

Athletics Information

1. Division/subdivision status of athletics program: I-A XX I-AA ___ I-AAA ___ II ___ III ___
2. Conference affiliation(s) or independent status: Sun Belt Conference
3. Athletics program structure (check all that apply):
 - XX one combined athletics department.
 - ___ separate men’s and women’s departments.
 - ___ incorporated unit separate from institution.
 - ___ department within a physical education division.

Mascot, Nickname and Logo for the Institution

1. List all mascots, nicknames and logos for your institution
 “Indians”, “Lady Indians”, “Indian Family”, “stAte” and “Red”



2. Describe how your institution uses its mascot, nickname and or logo.

The use of “Indians” or “Lady Indians” refers to the teams associated with our athletic department. These terms appear on uniforms, printed materials, signage etc. as relating to specific groups of athletes. “Indian Family” is used to designate the official mascot of the university. These students appear as a group at athletic contests, university events and in the community. “stAte” is a logo that is used selectively across campus for promotional items and occasionally as part of our printed materials. “Red” is a new spirit character introduced in July of 2003 that was designed to enhance the game experience for our fans and their children.

Institutional Self Evaluation Information

1. Steering committee chair (name and title): **Beth Smith, Director of Alumni Relations**
2. Chief report writer/editor of institutional self evaluation (name and title):
Beth Smith, Director of Alumni Relations

3. Describe the extent of broad-based participation of campus constituencies in the self evaluation. Specifically, report on the opportunities that actually were provided to various individuals or groups in the broad-campus community to: (a) offer input into the self evaluation report before its findings and plans for improvement were formulated, and (b) review the self evaluation report after it was drafted.

The committee to draft the report was composed of individuals across a wide range of campus constituencies. Groups represented include: Student Government Association, Student athletes, Faculty Senate, Faculty Athletics representative, Academic Affairs, Athletic Department, Athletic booster organizations, ASU Alumni Association, and the Diversity Officer for the university. Members of the committee divided into response teams to research and address the various components of the evaluation. The overall document was submitted to the president, athletic director and diversity officer for final review, in addition to the members of the response committee.

Governance

1. Based on the institution's experience in the last ten years, list any decisions related to the use of an American Indian mascot, nickname or logo in which the institution's governing board, chief executive officer, athletics council, faculty senate or department of intercollegiate athletics has been significantly involved. Please provide the dates, the nature of the issues, the ultimate outcome or resolution and the nature of involvement from the various constituencies.

In 1993, the ASU Faculty Senate requested a review of the use of the mascot and the name "Indians." With respect to that request, the Alumni Relations Office conducted an open survey to ascertain how the nickname was viewed, whether the nickname should be changed, if the symbol of "Runnin' Joe" should be changed, and if financial donors would continue to donate or discontinue. The Faculty Senate voted to phase out the caricature "Runnin' Joe" logo effective with the Fall semester in April of 1993. This action was supported by the administration and did take effect. The current ASU logo integrates the letters A-S-U with a profile of an Indian headdress within the "S", symbolic of the spirit and reverence embodied by the Native American people and the people of ASU. In 2003, the Faculty Senate passed a resolution that Arkansas State University cease its association with the Native American names and images as a result of the report from the Higher Learning Commission that questioned whether the use of the Indian mascot was consistent with the university's diversity goals. During the May 9, 2003 Board of Trustees meeting, the president of the university reported that he

elected not to forward the resolution to the board because of considerable sentiment for the use of “Indians” for ASU. He also indicated that naming of rooms in the new Student Union would continue the tradition of using Native American images, and would do so with “utmost respect.” The board reported having received “overwhelming commentary and support of our mascot name, ‘Indians.’ from within the university and across the state. It was during this meeting that the trustees urged the use of the “Indians” name be “responsible and dignified and for the university to continue to develop educational programs which honor and acknowledge Native American heritage.”

2. Describe the process by which the institution makes major decisions related to intercollegiate athletics. In so doing, describe the role and authority of the institution’s governing board, chief executive officer, the athletics board or committee (if one exists), the faculty athletics representative(s), the director of athletics, and any other appropriate campus constituencies (e.g. faculty, students, student-athletes) in this process.

The Board of Trustees

The management and control of Arkansas State University is entrusted to the Board of Trustees (BOT). The board consists of five members appointed by the Governor for overlapping five-year terms. In performing its functions, the BOT hires a president to serve as chief executive officer and gives that individual the authority to: (1) Approve the curriculum of the institution; (2) Develop the annual operating budget for BOT approval; (3) Establish policies for the efficient operation of the institution; and (4) Approve those matters that require participation of the governing board of the university.

The President regularly reports to the (BOT) matters regarding intercollegiate athletics and other departments on campus. In this manner the BOT impacts the formulation of policies affecting athletics while maintaining consistency with policies that affect other campus units.

The President

The President of Arkansas State University has the ultimate responsibility for the operation and functions of intercollegiate athletics, including personnel matters. The President receives input from various individuals and groups when making decisions impacting intercollegiate athletics. This includes consulting with the BOT and seeking their approval when necessary.

Among those who provide information and/or suggestions to the president are the athletics director, the faculty athletics representative, the intercollegiate athletic committee, the Student Government Association, the vice-presidents, the Faculty Senate and the Staff Senate. In addition, the president receives information from the student athletes through the Student Athlete Advisory Counsel (SAAC).

The Faculty Athletics Representative

The Faculty Athletics Representative (FAR) is appointed by the President from among the tenured faculty. This appointment is renewable annually. The FAR meets and discusses issues affecting the welfare of student athletes with the President, the Director of Athletics, and the Associate Athletic Director for Student Affairs. Additionally, the FAR consults with the President regarding proposed NCAA legislation. The FAR has consistently been elected to chair the Intercollegiate Athletic Committee.

The Faculty Athletics Representative is charged with promoting academic integrity, promoting the welfare of the student athletes, and helping to ensure institutional control of intercollegiate athletics at Arkansas State University. Specifically, the FAR does the following:

1. Meets with individual teams to discuss role of FAR in promoting academic integrity and student-athlete welfare.
2. Checks and signs violation reports to the Sun Belt Conference and the NCAA
3. Assists in investigations of alleged violations.
4. Chairs the Intercollegiate Athletic Committee.
5. Meets with the president and athletic director to determine institution's position on proposed NCAA legislation.
6. Attends the Faculty Athletics Representative Association (FARA) Convention and the Sun Belt meetings.
7. Administers the NCAA Rules Certification exam annually.
8. Serves on the Compliance Committee.
9. Serves on search committees for key athletic personnel.
10. Attends monthly "All Staff" meeting for athletics.

The Intercollegiate Athletic Committee

The Intercollegiate Athletic Committee (IAC), a shared governance committee, has representation from all campus constituencies, as well as representatives from the community. Membership consists of: four faculty appointed by the Faculty Senate; the Faculty Athletics Representative appointed by the president; four students appointed by the Student Government Association (one is a student-athlete), one executive staff member appointed by the President; the Dean of University College; two staff members appointed by the Staff Senate; the Student Government Association and the Student Activities Board Presidents; and representatives from the following external organizations: ASU Alumni Association, Indian Club, Letterman's Club, and the Chamber of Commerce Sports Association. The Director of Athletics and the Associate Athletic Director for Student Services serve as *ex officio* members of the committee.

As one of the shared governance committees on campus, all proposed policy and procedure changes must be announced to all constituencies for input and discussion. The IAC has the opportunity to recommend appropriate policy and procedural changes that affect intercollegiate athletics. The Faculty Athletics Representative has been elected chair of this committee for several consecutive years.

The IAC reviews academic performance, progress toward degree, and graduation rates. The committee also reviews issues concerning student-athlete welfare. (For example, student-athletes expressed concern over the nutritional value of the food being served in the cafeteria. This problem was also identified as an issue concerning all students. One member of the IAC, Dr. Jim Farris, who has expertise in the area, reported that the issue was not one of balanced nutrition offerings, rather it was a matter of educating the students and student-athletes about making good nutritional choices. Concepts of Fitness is a required course for all students and includes content regarding nutrition and nutritional choices.) The IAC receives periodic and invited reports from student-athlete advisors, the Senior Associate Athletic Director, and compliance. Such information generates discussion of educational issues.

Athletics Director

The management and control of the athletics department is vested in the Director of Athletics (AD) who reports directly to the university president. The AD is responsible for supervising coaches, staff and student-athletes. Additionally, the AD is responsible for all other operational issues, including budget matters. Further, the AD oversees the activities of individual sport programs and takes an active role in the planning, development and implementation of the Department of Athletics programs and policies. Specifically, the AD does the following:

1. Meets with the president to determine institution's position on proposed NCAA legislation.
2. Ensures institutional control of the athletics department is maintained.
3. Conducts weekly staff meetings with senior athletic personnel.
4. Meets monthly with all athletic staff.
5. Conducts all investigations into major and secondary violations.
6. Signs all self-reporting documents to the Sun Belt Conference and the NCAA.
7. Meets with various organizations that support ASU athletics regarding rules compliance. (eg. Indian Club, Letterman Club, Fast Break Club, etc.)
8. Sets the expectations of rules compliance within the athletics department.
9. Approves policy and procedures regarding NCAA rules compliance.
10. Assures all expenditures are in compliance with NCAA rules.
11. Ensures all expenditures are in compliance with NCAA rules.

Other Campus Constituents

The Senior Associate Director of Financial Aid and Scholarships processes and monitors the awarding of all athletic scholarships per NCAA and Title IV regulations and guidelines.

The Program Director in the Registrar's office prepares and determines initial athletic eligibility, transfer athletic eligibility and continuing athletic eligibility according to NCAA guidelines, as well as preparing and submitting NCAA reports.

The Assistant Director of Admissions handles all admission documentation for all student-athletes and ensures that they meet university admissions requirements.

The Director of Residence Life ensures no athletes are assigned to floors or wings of residence halls where more than 50% of the existing residents are student-athletes.

Athletic finance control is charged with overseeing all athletic expenditures.

3. Explain the institution's philosophy as it relates to the use of American Indian mascots, nicknames and logos.

The board of trustees of the university has publicly directed that that "...the use of the "Indians" name be responsible and dignified, and for the university to continue to develop educational programs which honor and acknowledge Native American heritage."

NCAA Constitution 2.2.2

NCAA Constitution 2.2.2 states that it is the responsibility of each member institution to establish and maintain an environment that values cultural diversity and gender equity among its student-athletes and intercollegiate athletics department staff.

1. Explain how the institution is organized to monitor, evaluate and address activities that promote valuing diversity and gender equity among its student-athletes and intercollegiate athletics department staff.

Arkansas State University is committed to diversity, which includes gender equity, and the premise that each member of our campus community is a valued participant. The university has developed a system-wide diversity plan that is grounded in the principles of inclusion and value for each campus participant. Dr. Glen Jones serves as Assistant to the President for Diversity Initiatives and monitors campus issues impacting diversity and gender equity. More important, the campus leadership shares in the responsibility for building and maintaining an inclusive campus environment.

2. Explain how the institution's use of an American Indian mascot, nickname and/or logo is consistent or inconsistent with the aforementioned NCAA Principle. In instances in which the use or depiction appears inconsistent, the institution should include a detailed plan that outlines how the institution has modified or will consider modifying its use of American Indian mascots, nicknames and logos to ensure that it is consistent with NCAA Constitution 2.2.2.

The use of the American Indian mascot, nickname and logo is consistent with this principle because the Arkansas State University Board of Trustees has publicly urged "...that the use of the "Indians" name be responsible and dignified, and for the

university to continue to develop educational programs which honor and acknowledge Native American heritage.” This directive ensures that cultural diversity will be valued and properly presented as it relates to American Indian culture.

NCAA Constitution 2.4

NCAA Constitution 2.4 indicates that member institution’s intercollegiate athletics programs must promote the character development of participants, to enhance the integrity of higher education and to promote civility in society, student-athletes, coaches, and all others associated with the athletics programs and events should adhere to such fundamental values as respect, fairness, civility, honesty and responsibility. These values should be manifest not only in athletics participation, but also in the broad spectrum of activities affecting the athletics program. It is the responsibility of each institution to:

- (a) Establish policies for sportsmanship and ethical conduct in intercollegiate athletics consistent with the educational mission and goals of the institution; and
- (b) Educate, on a continuing basis, all constituencies about the policies referenced above.

1. Please attach the institution’s policies as it relates to sportsmanship and ethical conduct as they relate to the use of American Indian mascots, nicknames, and logos.

Prior to each athletic contest, a required announcement is made regarding good sportsmanship. The announcement refers to fan behavior as it pertains to athletic competition; however, all parties involved in athletic contests are prohibited from making any type of racial or ethnic remarks. Such behavior can result in ejection from the contest and from the building. In addition, policy prohibits the use of signage which ridicules or is offensive to any school’s nickname, mascots, etc. Security at athletic events has been increased throughout the 2004-05 athletic school year to heighten the sense of safety and to ensure that offenders are held accountable for their actions.

The Sun Belt Conference, of which Arkansas State University is a member, requires that the following announcement is read prior to the start of each contest:

“IT IS A PRINCIPLE OF THE CONFERENCE THAT STUDENT-ATHLETES, COACHES, ATHLETICS ADMINISTRATORS, SUPPORT GROUPS, AND ALL OTHERS ASSOCIATED WITH INTERCOLLEGIATE ATHLETICS ADHERE TO SUCH FUNDAMENTAL VALUES AS RESPECT, FAIRNESS, CIVILITY, HONESTY, AND ACCOUNTABILITY... “

2. Indicate whether American Indian mascot behavior related to intercollegiate competition demeans or is disrespectful of American Indians and identify actions taken to correct such behavior. Explain what measures were taken, if any, to determine what harm might be caused by the behavior of your mascot or your emblems or logos.

The spirit logos have evolved over the years to eliminate any potentially harmful or offensive marks of Jumpin' Joe and Runnin' Joe and replace them with a more dignified model which serves as a rallying point and unifying visual for the university population. The enlarged "S" on the current logo provides prominence for the Indian icon and the Indian head with the headdress within the "S" is symbolic of the spirit and reverence embodied by the Native American people and people of ASU.

As for the nickname "Indians," the nickname was adopted in 1931 and taken from the heritage of the state of Arkansas from the Osage tribe which lived in Northern Arkansas before the settlers arrived. During the 18th century, the Osage were at war with other tribes of the plains, and for that reason, ASU supporters look with pride to the fighting spirit that dwelled among the Indians of Northern Arkansas.

The official ASU mascot is a trio of Indian-attired students known as the Indian Family. Chief Big Track (named after the legendary chief of the Osage tribe which occupied Northeast Arkansas) is the head of the Family. There is also an unnamed princess and an unnamed brave.

A group of Athletic Department, Student Government Association, and Alumni Relations representatives visited with and received a vote of approval in 1997 from a group representing the Cherokee nations as well as other native Americans about authentic dances, symbols, costumes, etc. The costumes worn by the Indian Family are authentic and handmade with hand-stitched bead work.

The Indian Family is selected through tryouts. Candidates must qualify through interviews, horsemanship, appearance, attitude, school activities and academics.

In all athletic publications, it is noted that references to Runnin' Joe, Jumpin' Joe, and Spirit Joe were retired in the university's desire to preserve and uphold the dignity, stateliness and pride of the Native Americans. In order to maintain and reinforce the positive image of the university's athletic programs, ASU continues to search for appropriate expressions which clearly define the sensitivity and awareness regarding the profile of the Native American Indian.

One of these expressions is the introduction of a "spirit character" named Red in the summer of 2003. Red does not replace the Indian Family, ASU's official mascot, but rather enhances athletic experiences and functions independently of the Indian Family as an entertainment figure. This allows the Indian Family to maintain a dignified presence at all athletic events.

3. Please describe how the institution educates student athletes, staff, fans and spectators on sportsmanship related to American Indian mascots, nicknames and/or logos.

The Director of Athletics at Arkansas State University has installed a policy whereas a Native American will be present annually at an overall staff meeting to talk to the

inclusive staff (coaches, administrators, secretarial staff, etc.) to provide education about customs, history, heritage, tradition, life skills, etc. of the Native American. In addition, a similar program will be initiated at the annual student-athlete “mixer” attended by all student-athletes and coaches prior to the start of the academic and athletic school year.

Over the years, Arkansas State’s nickname and logo has undergone an evolution of change. And, the university has taken tremendous effort to ensure that the nickname, logo, and mascot reflect dignity, respect, pride, honor, and nobility. A great deal of research over the years has gone into learning about the heritage of the American Indian in Northeast Arkansas and locking into maintaining the integrity of that heritage and the portrayal of the American Indian at athletic events. Mascots that are associated with American Indians become easily identifiable with fans and friends of the program. The spirit of the American Indian is one of honor, and we at Arkansas State University strive to keep it that way at all athletic events.

With today’s climate of sensitivity to diversity and ethnicity, it only makes sense for universities with American Indian mascots to follow guidelines and philosophies that endorse treating these images properly. Having an American Indian mascot for intercollegiate athletics is also an effective way to publicly enhance and endorse the rich heritage of the first inhabitants of this nation. This institution has worked diligently in recent years to keep a dignified persona for our Indian Family mascot. It is a sincere attempt to honor a heritage that was important to the development of our nation. To discontinue the celebration of the influence of the Native American heritage is to remove it from our focus and perhaps decrease our awareness of their importance.

NCAA Constitution 2.6

NCAA Constitution 2.6 states that the Association shall promote an atmosphere of respect for and sensitivity to the dignity of every person. It is the policy of the Association to refrain from discrimination with respect to its governance policies, educational programs, activities and employment policies including on the basis of age, color, disability, gender, national origin, race, religion, creed or sexual orientation.

1. Indicate how the provisions of NCAA Constitution 2.6 support or do not support the use of an American Indian mascot, nickname and/or logo. When providing your explanation, please use specific references to the manner that the institution uses its mascot, nickname and/or logo.

Arkansas State University’s athletic teams are referred to as “Indians,” “Lady Indians,” or the “Tribe.” The official ASU mascot is a trio of students attired in Native American dress known collectively as the “Indian Family.” The trio includes Chief Big Track (Named after the legendary chief of the Osage tribe which occupied Northeast Arkansas) and he is the head of the family. There is an unnamed “Princess” which represents beauty within and without and an unnamed “Brave.”

The Indian Family is selected through tryouts judged by a former “Brave” and former “Princess” as well as members of the Athletic Department, ASU Alumni Association, and the Office of Student Involvement and Leadership. Candidates must qualify through interviews, horsemanship, appearance, attitude, school activities and academics. This group visited with and received a vote of approval from a group representing the Cherokee nations as well as other Native Americans about authentic dances, symbols, costumes, traditions, etc. The Indian Family represents the university and its athletic programs in a stately and dignified manner befitting the Indian tribes that once lived in the area. The expensive costumes were designed and hand stitched with intricate beadwork in Cherokee design and raw or bleached leather.

The Indian Family not only represents athletics but attends other campus and community functions as well.

When the Indian Family enters an event or is introduced, the Chief acknowledges the crowd with a salute. His role and that of the Princess is mostly quiet and dignified. The Brave often performs authentic war dances around the opponent area and the cheerleaders and fans respond with “war cries.” At previous football games, when ASU would score a touchdown, the Brave would race to the end zone and throw a spear into the ground. However, this practice was discontinued beginning with the 2002 season after consulting with a Native American group and learning that throwing a spear into the ground was seen as attacking the earth.

In 2003, the university introduced “Red”, a Barney-like spirit character, to interact with the crowd in a highly visible and fun-loving manner. This has elevated the stature of the “Indian Family” and their role of providing a dignified presence at various events. This is consistent with the Board of Trustees’ directive to use the mascot, logo and nickname in a responsible and dignified manner.

2. Explain whether your institution’s use of an American Indian mascot, nickname and/or logo supports the American Indian culture.

The institution’s use of an American Indian mascot, nickname and logo supports American Indian culture by keeping a responsible and dignified representation of American Indians before citizens in Northeast Arkansas who may not be aware of the many positive aspects of American Indian culture. More importantly, as part of the university’s educational outreach, the university’s museum maintains professionally curated Native American exhibits that exemplify Native American history in Northeast Arkansas and the surrounding areas. This serves as another means of promoting respect and sensitivity to American Indian culture

3. Provide a copy of the institution’s policy on nondiscrimination. Explain how the institution’s use of an American Indian mascot, nickname and/or logo is consistent with this policy.

The institution’s use of an American Indian mascot, nickname and logo is consistent because they are forms of inclusion and not exclusion, which so often forms the basis of

discrimination. Further, the university strives to provide inclusive learning and work environments, as well as equal employment opportunities for all persons regardless of color, origin, race, religion, gender, age or disability.

Operating Policies and Procedures Manual

Effective Date: 07/01/97

Policy Number: 07-10

Section: Human Resources

Subject: Equal Employment Opportunity

POLICY

The university seeks to provide equal employment opportunity to all qualified persons; to prohibit discrimination against any employee or applicant for employment because of race, color, religion, sex, age, physical handicap or national origin; and to promote the full realization of equal employment opportunity through a positive, continuing program of affirmative action.

1. This policy shall be followed in recruiting, hiring, determination of pay, promotions, university-sponsored training programs, transfers, leaves, returns from leaves, demotions, terminations, social and recreational programs, use of university facilities, staff benefits, and treatment as individuals.
2. It is the responsibility of all departments and all personnel to see that this policy is implemented.

Note: Inquiries concerning the university's affirmative action policy should be made to the Coordinator of Affirmative Action, P. O. Box 1500, State University, Arkansas 72467. Telephone: 870-972-2680.



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Educational and Outreach Initiatives

1. Describe your institution's educational programs and initiatives as it relates to American Indian history and culture.

The university offers two classes for academic study, "Native American Verbal Art" taught through the English department and "The American Indian" delivered through the History department. In addition, Dr. Clyde Milner, the director of our Heritage Studies Ph. D. program, has as his primary emphasis area, Native American Studies. In addition, the ASU Museum has an extensive collection of Native American artifacts that are on display and used to educate not just the university community, but the community at large regarding American Indian history and culture.

2. Describe your institution's efforts to build relationships and provide support to the American Indian community.

At the request of the Memphis Tia-Piah Society Big River Clan, ASU co-hosted an intertribal Pow-Wow on our campus in the fall of 1997. A second intertribal PowWow as held in the fall of 1999. This event was scheduled in conjunction with our Homecoming festivities. This date was specifically chosen by the group to offer the broadest possible exposure to the community. ASU also sponsors the Arkansas Archeological Survey unit that has conducted an excavation at Parkin, Arkansas. This site has revealed the largest Native American trove of artifacts found in North America.

3. Describe efforts to educate the institutional community on American Indian history and culture.

Educational opportunities for the institutional community are available through the academic offerings and museum holdings as noted above.

4. Describe efforts to educate the athletics staff, student-athletes and athletics supporters on American Indian history and culture.

The Director of Athletics at Arkansas State University has installed a policy whereas a Native American will be present annually at an overall staff meeting to talk to the inclusive staff (coaches, administrators, secretarial staff, etc.) to provide education about customs, history, heritage, tradition, life skills, etc. of the Native American. In addition, a similar program will be initiated at the annual student-athlete "mixer" attended by all student-athletes and coaches prior to the start of the academic and athletic school year.

5. Describe how your institution ensures a safe environment for all fans, including American Indians during athletics contests and other events that the institution's American Indian mascot, nickname or logo is being used and on display.

Prior to each athletic contest, a required announcement is made regarding good sportsmanship. The announcement refers to fan behavior as it pertains to athletic competition; however, all parties involved in athletic contests are prohibited from making any type of racial or ethnic remarks. Such behavior can result in ejection from the contest and from the building. In addition, policy prohibits the use of signage which ridicules or is offensive to any school's nickname, mascots, etc. Security at athletic events has been increased throughout the 2004-05 athletic school year to heighten the sense of safety and to ensure that offenders are held accountable for their actions.

Assessment

1. Describe the institution's efforts to assess the feelings of its constituent groups as to whether the institution should continue or discontinue the use of American Indian mascot, nicknames or logos. If some assessment has been completed, please provide the dates of the assessment and its conclusions.

In 1993, the ASU Faculty Senate requested a review of the use of the mascot and the name "Indians." With respect to that request, the Alumni Relations Office conducted an open survey to ascertain how the nickname was viewed, whether the nickname should be changed, if the symbol of "Runnin' Joe" should be changed, and if financial donors would continue to donate or discontinue. The Faculty Senate voted to phase out the "Runnin Joe" logo effective with the Fall semester in April of 1993. This action was supported by the administration and did take effect.

A poll conducted in 1993 by the school's alumni publication, *Affairs of State*, relative to the above-mentioned survey (question 4), 128 people were surveyed with the following results:

**Support of "Indians" as nickname 92.9 percent
Support for "Runnin' Joe" 83.6 percent
Support for "Indians" and "Runnin' Joe" 75 percent
Support for "Indians" and "Runnin' Joe" and would quit donating 8.6 percent
Support for "Indians" and against "Runnin' Joe" 9.3 percent
Against "Indians" and against "Runnin' Joe" 7.1 percent
Against "Runnin' Joe" 16.4 percent
Against "Indians" 7.1 percent**

The results were accompanied by comments from the respondents supporting their choice.

In 1997, an intertribal Pow-Wow, jointly sponsored by the Memphis Tia-Piah Society Big River Clan and Arkansas State University, was held on campus. At that time, the leaders of this group sanctioned the logo and found that the dress of the Indian Family was appropriate. In 1999, a second intertribal Pow-Wow as held on campus that nearly 60 Indian Nations participated.

We have had numerous conversations with the Western Cherokee elders about creating a repository on campus for their tribal rolls and materials related to the tribes. They have sought us out specifically because of our recognition of Indian heritage through ASU activities. Also, on occasion, members of the University staff in Alumni Relations, Department of Athletics, Student Activities Board and Student Government Association have convened to review the use of the nickname, Indian Family and use of logos. The meetings are designed to search for more effective, accurate and authentic ways to portray Native Americans. At these meetings, Native American representatives provide such information as to refer to dress as "regalia" instead of "costumes" with an emphasis on dignity, power and pride.

2. Describe the institution's efforts to assess whether its use of an American Indian mascot, nickname or logo is offensive. If some assessment has been completed, please provide the dates of the assessment and its conclusions.

Please refer to the survey data noted above.

3. Please provide (and describe the nature) a full description of any formal complaints filed within the past thirty-six months that have been made against the institution for its use of an American Indian mascot, nickname or logo.

There have been no formal complaints filed within the last 36 months relative to ASU's use of a Native American mascot, nickname or logo. There was a guest editorial printed in the statewide newspaper that indicated a lack of support for Native American mascots and referenced ASU's position on this issue. An ASU student, who is a Native American also wrote a letter to the editor expressing his displeasure and submitted it to both the campus and local newspaper for publication. Some additional correspondence has been received via e-mail both in support and against the use of Native American images. The letters in support were drafted by alumni of the institution; the letter that opposed the activity was drafted by a representative of the Cherokee Nation.

Conclusions

1. After reviewing the answers to the institutional self evaluation items noted above, how would the institution describe its use of American Indian mascots, nicknames and/or logos?

Arkansas State University strives to demonstrate respect for and attention to the pride and tradition associated with the Native American history and culture.

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2. In light of the information set forth above, will the institution continue to use its current mascot, nickname or logo? Why or Why not?

The governing board of Arkansas State University has approved the institution's current use of the "Indians" name in a responsible and dignified manner.

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3. In light of the information set forth above, will the institution make any modifications to the manner that it uses its current mascot, nickname or logo?

Although no specific changes are warranted at this time, the university continues its commitment to ensuring that these images are respectful and dignified. In the future, other changes or adaptations may be adopted to more specifically address specific Native American cultures.