**THE PROCESS**

*Decision made* to change SFU’s varsity team name. Extensive *community engagement* and consultation in the way of online survey, interviews and discovery sessions with key stakeholders. The work done provided the foundation for affirming our *values and principles*.

*President Joy Johnson* acknowledges the work of Black student-athletes, students, faculty and staff in advancing this conversation to its rightful conclusion. *VPSI Rummana Khan Hemani* affirmed President Johnson's strong *commitment to EDI* on our campus.

The *Varsity Athletics Team Name Working Group* is established and composed of a diverse representation of student-athletes, coaches and staff.

*Principles and values established*. Considerations for *criteria* approved. *Themes* explored. *Names* suggested.

*External agency begins creative development*. Working group *narrows focus of themes* and vets’ creative options.

Working Group narrows down to *two name options*.

*Working Group recommends name to Senior Director, Athletics and Recreation*.

*A new name. Our legacy.*
PRINCIPLES AND VALUES

To reinforce our institutional commitment to equity, diversity and inclusion, and as such, not cause harm to any group.

To reflect shared values of excellence, integrity and accountability, inspire unity and be a source of pride.

CRITERIA CONSIDERATIONS

• Enhances our identity.

• Respectful of the land we work, play, and live on.

• Timeless – the new name will stand the test of time.

• The new name is gender neutral.

• The new name is unique and original within Great Northwest Athletic Conference, British Columbia, and the west coast.

• The new name compliments #RepTheLeaf.

• The new name is visually appealing on merchandise and uniforms.

• The new name compliments our new logo, and aligns with our colors (red, white and black).

• Name and logo do not necessarily have to be connected.