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March 04, 2024

*IVC Unveils Next Step in Mascot Evolution: Survey of Desert Warriors Mascot Concepts
College Seeks Community Participation on Concept Designs for its Desert Warriors Mascot*

IMPERIAL — In a display of creativity and community spirit, Imperial Valley College is pleased to announce the launch of a survey featuring three inventive concept designs of the college’s Desert Warriors mascot. This marks a step forward in creating a visual identity that embodies the spirit and values of the institution through a symbol that resonates with all.

The college’s mascot name, Desert Warriors, was adopted by the Imperial Community College District’s Board of Trustees in June, following extensive outreach involving a public participation contest in 2022, that revealed the Desert Warrior name was favored the most over its contending finalists, the Desert Fox and Suns.

The latest survey, now open, depicts three concept design prototypes crafted with care by community members and former alumni, chosen by members of the college’s Mascot Identity Task Force for their potential to encapsulate the spirit of the Desert Warrior, reflecting the strength, resilience, and unity of the district.

Artists were asked to integrate their own interpretation of a Desert Warrior with characteristics inspired by the community’s interest in a desert fox, a sun, and a warrior, ensuring that the preliminary designs resonate and reflect the diverse input expressed by students, alumni and community members throughout the mascot process.

“This figure is designed to embody a student-centered approach, reflecting our commitment to fostering a campus that's empowering, dynamic, and focused on making a difference,” said Dr. Lennor M. Johnson, the Superintendent/President for Imperial Community College District. “Desert Warriors are champions for every student, reflecting the spirit of doing our best and being true to our values.”

Beyond a mascot, the Desert Warrior is a symbol of IVC's core values of excellence, integrity, accessibility, diversity, collaboration, innovation, and fiscal integrity.

The mascot journey initially began back in March 2021, when trustees agreed with recommendations from the college’s student leadership and campus taskforce to retire the former Arabs mascot and commence a search for a new one. The trustees reviewed feedback from the campus and community that expressed strong interest in replacing the mascot and carried out the recommendation by approving the Associated Students Government Resolution No. 19567.

IVC's Mascot Identity Task Force is composed of students as well as classified staff, faculty, administrators, and community members. Artists of the three preliminary Desert Warrior concept designs will be announced following the closure of the survey to ensure the public's decision is primarily based on the concept designs presented.

Community Voices Matter:

The college's task force invites all students, faculty, staff, alumni, and community members to participate in this crucial survey. The comments and feedback shared will play a pivotal role in how the top concept design is further refined and enhanced before becoming the permanent face and brand of IVC's Desert Warriors mascot.

The survey of concepts for the Desert Warriors will remain open until April 6th, providing ample opportunity to establish the most popular preliminary concept design. Don't miss your chance to contribute to this significant moment in Imperial Valley College's history.

Participate in the survey, share your thoughts, and help us bring the Desert Warriors to life!

Survey Details: Now Open

Survey Closing Date: April 6, 2024

Survey: www.surveymonkey.com/r/IVCDesertWarrior

For more information: www.imperial.edu/desertwarriorsmascot

About Imperial Valley College:

As the recipient of the 2023 Aspen Prize for Community College Excellence, Imperial Valley College stands as a testament to educational innovation, inclusivity, and unwavering commitment to student success. The college strives to provide inexpensive courses and the finest opportunities in career and educational development to enhance student learning and growth. By creating an accessible learning environment that values diversity and fosters collaboration, IVC has skillfully made remarkable progress toward not just its ambitious student success goals, but toward building a stronger and more prosperous community.

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