

How
MIGHT WE RECONSIDER OUR
SCHOOL'S NAMESAKE AND
REPLACE IT WITH SOMETHING THAT
REFLECTS INCLUSIVITY?

BETA GROUP





Sacred Heart Catholic High School, Newmarket, ON L3Y 1R9

SACRED HEART BACKGROUND

1997

HIGH SCHOOL

Sacred Heart is located in Newmarket, ON. It is situated in a somewhat secluded area in front of Lemar Rd (formerly Crusaders Way) surrounded by a neighborhood and overlooked by the York Catholic District School Board. The school opened in 1979 and is currently 43 years old with over a thousand in population. The students range from 14-18 years of age and are required to wear a maroon-gray uniform during school hours. Sacred Heart's current moniker is the "Crusaders" with a knight mascot named Corky the Crusader. The name "Sacred Heart" represents the Sacred Heart of Jesus which symbolizes devotion and Jesus' infinite love for humanity.

2020

MISSION STATEMENT

"Today is a new day, Lord, and we pray that you will help us share it." The meaning behind this mission statement is that once we step into the school we should feel confident and proud of what we are accomplishing. As well sharing our success.

2021

MOTTO

"A community called to share in the development of the whole person." A motto is a short phrase or sentence chosen as a summary of our beliefs or ideals guiding each or every one of us. They are trying to say that Sacred Heart is a community that will help you become a better person.

Project **OBJECTIVE**

Our objective when creating a new name, logo, and mascot was to make Sacred Heart more inclusive, and welcoming, and to improve our sense of community within Sacred. Crusaders were known as knights who enacted violence to further the interests of the Catholic Church. While constructing a name that we all thought represented Sacred Heart's values we came across the Phoenix.

Who WERE THE CRUSADERS? WHAT WERE THEY?

- Crusader: anyone who enacts violence to further the interests of the Catholic Church.
- The Crusades: a series of religious wars fought over sacred land and superiority.

Positive Impacts	Negative Impacts
Enabled the trade of goods and ideas between Europe and the Middle East	Marked the rise of violent antisemitism (England drove out or killed all of its Jewish population)
Weakened feudalism (a rigid hierarchy between lords and servs); enabled revolution and the rise of democracy in Europe	Justifications for violence in the modern day → ISIS, violent Islamophobia, etc
	Made way for the invasion and colonization of certain countries and normalized violence based solely on religious beliefs → forced conversions or killings of anyone that could be labeled as a “heretic” or nonbeliever

VISION

Our vision for this assignment was to change the name, as well as the logo and mascot, to something we thought would be more appropriate while also considering the student body and their point of view. Our vision was to make students feel more welcome into our school and have an overall safer feeling community. Along with the new moniker, a new logo and mascot will be imprinted onto spirit wear and supported by our sports teams. Anything related to Crusaders or Corky will be replaced with the new moniker and mascot.

(i.e. Corky's Christmas, Corky's Closet, etc)

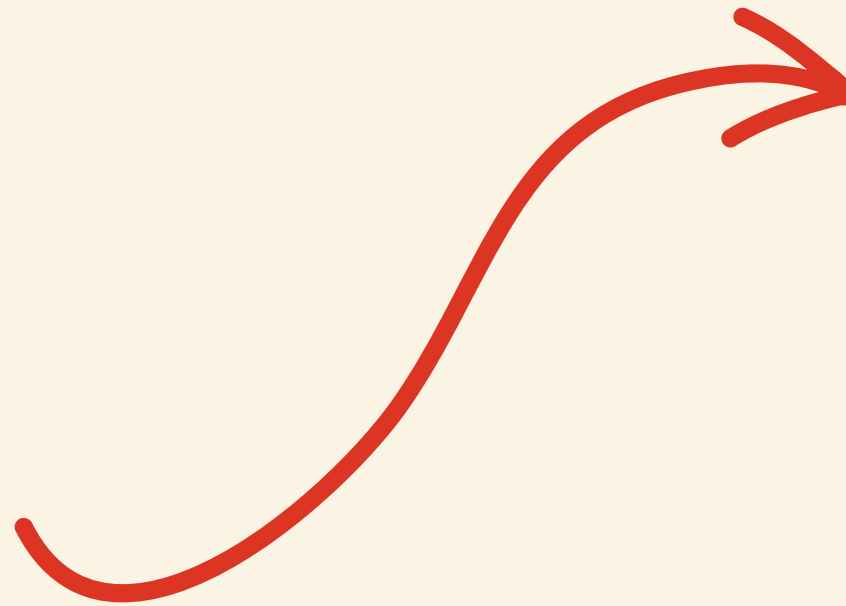
MISSION

Our mission is to make Sacred Heart a more inclusive and welcoming place for all; to realign our school with its values. We are trying to make the students feel welcome and safe at our school. We are trying our best to make it a more positive place.



CRUSADERS

The
CHANGE



PHOENIXS

- Name: Ignis the Phoenix (Iggy)
- Replacement for Corky's Closet: Ignis' Nest or Well

Target **AUDIENCE**

Our target audience is people who have the power to change this. Yes, people like administrators and principals have tangible power, but also the student body. Our school is made up of all kinds of different people, from all walks of life. Whether their difference is in race, creed, ability, sexuality, and others. Sure, we are a Catholic school, but we can't forget this crucial fact. In some aspects, we don't. We have clubs and safe spaces for people who are marginalized to have their voices heard and to gather together. We celebrate things like Orange Shirt Day and Pink Shirt Day. But the problem of our mascot, one of the things that many associate with our school, lingers in the background. Considering all this, as well as what the word "Crusader" represents, it is our duty to the people that this hurts, people who are part of our community and academic family, to fully realize its impact and do something about it.

The STUDENTS

Students were given a google form to fill out. These are the questions:



#1

What do you know about our moniker, the “Crusaders”? Are you aware of how they are being portrayed today [or how the term is being appropriated or skewed to serve certain purposes]?

#2

How do you feel about representing or possibly supporting the concept of “Crusaders”?

#3

The term “crusade” is often used by those who want to make history rather than learn from it. Is “Crusaders” the right term to use if we want to represent change?

#4

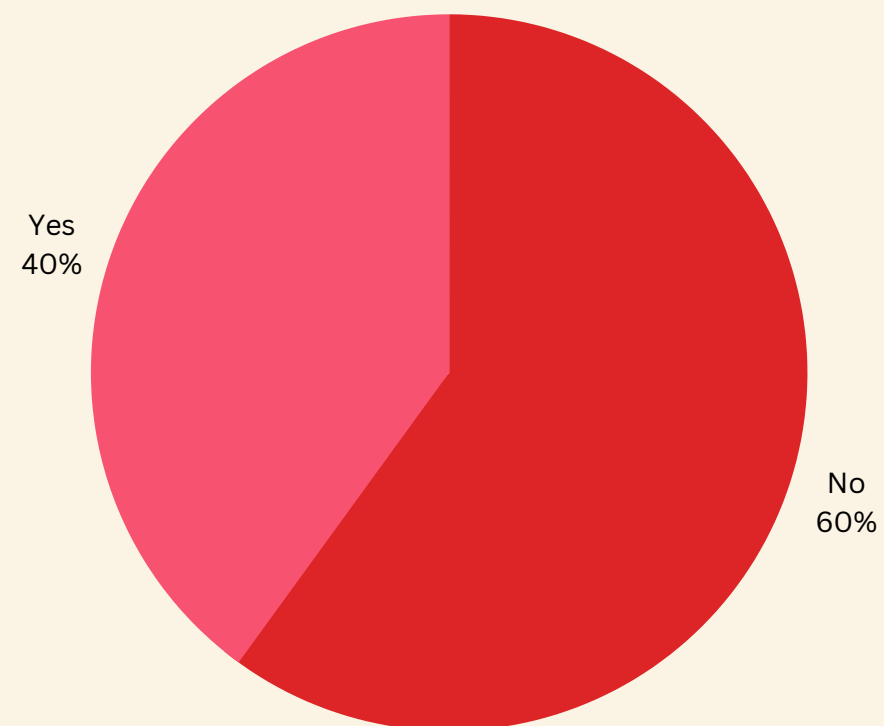
Do you think it matters what our name is? Do you think not displaying it as much is enough?
Since the Crusades were an act of eradicating those who do not share the same beliefs. How might the moniker affect those who are not Catholic?

#5

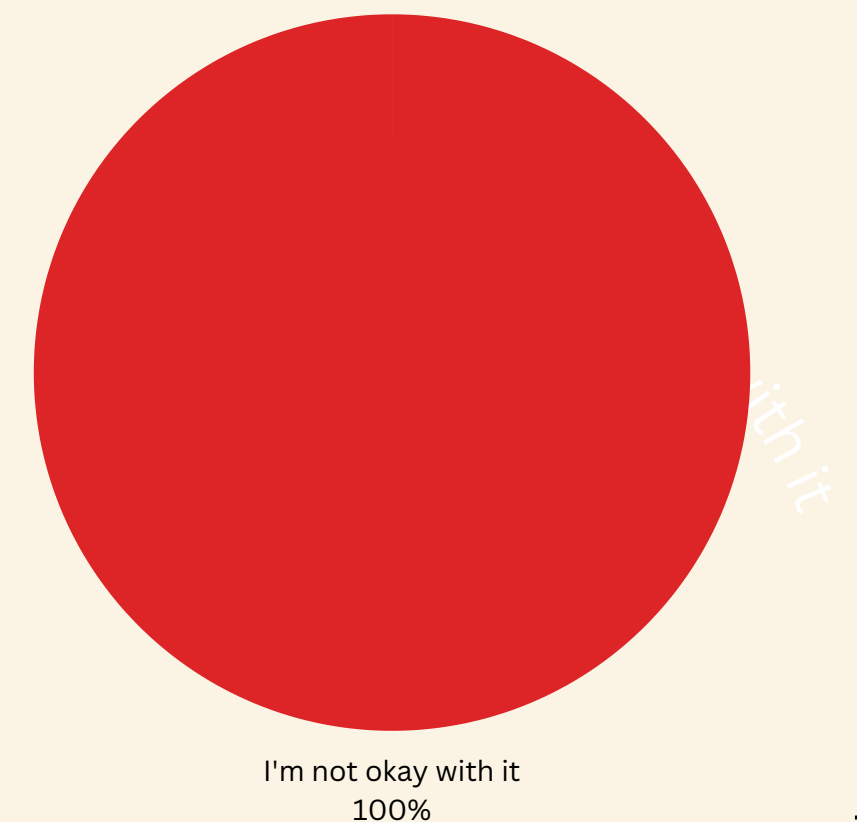
What values/ideas do you associate with our school?

Google form RESPONSES

#1 What do you know about our moniker, the “Crusaders”? Are you aware of how they are being portrayed today [or how the term is being appropriated or skewed to serve certain purposes]?

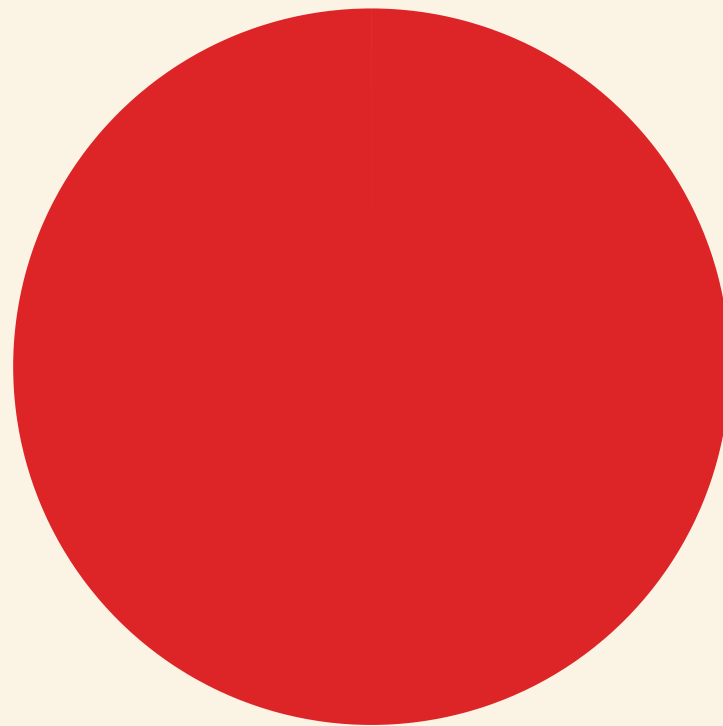


#2 How do you feel about representing or possibly supporting the concept of “Crusaders”?



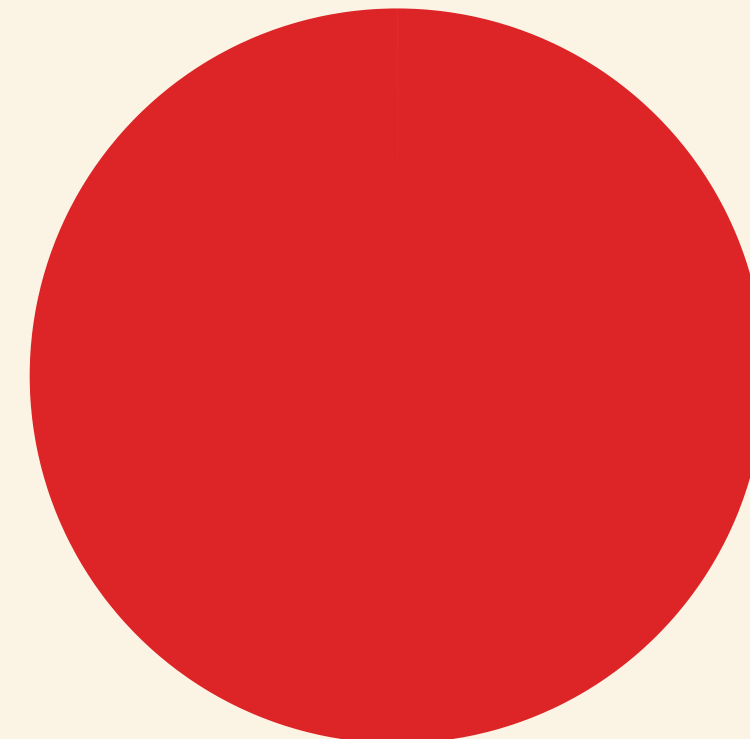
Google form RESPONSES

#3 The term “crusade” is often used by those who want to make history rather than learn from it. Is “Crusaders” the right term to use if we want to represent change?



No
100%

#4 Do you think it matters what our name is? Do you think not displaying it as much is enough?
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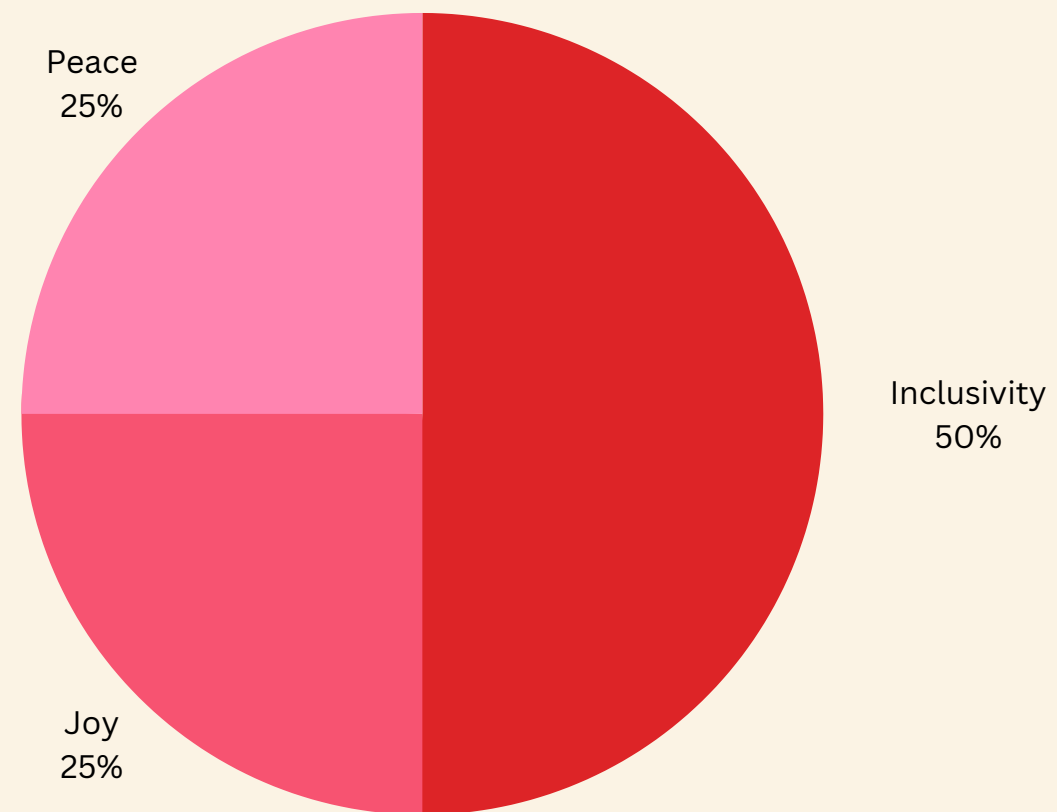


It matters. We should change it.
100%



Google form RESPONSES

#5 What values/ideas do you associate with our school?



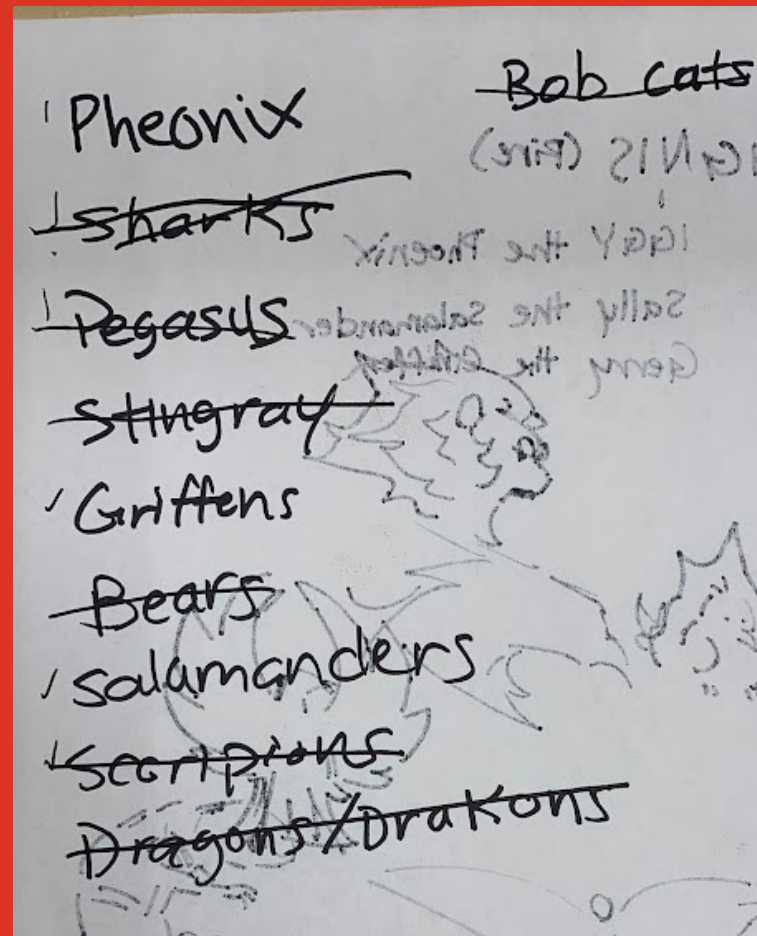
Key MESSAGE

When you are a marginalized person, it is often hard to speak up for yourself and your needs, especially when you have had experiences that have told you that people who don't feel the same things as you are almost never willing to help. We want to change this mindset that I'm sure has been brewing in these minds for quite some time. We want to signal to people who feel isolated by this, that we care, understand, and are willing to help in any way we can. And if we go through with this, we hope to start a ripple effect, where schools who hear about this change we've made and happen to have problems of their own that need fixing, take the time to reflect and take the steps necessary to improve the atmosphere of their school community. I think we can all agree that to really learn, one has to feel safe, be confident in themselves and their abilities, and be sure that an adequate amount of people around one also believe in one. Together, we can make our school more of what a school should actually be.

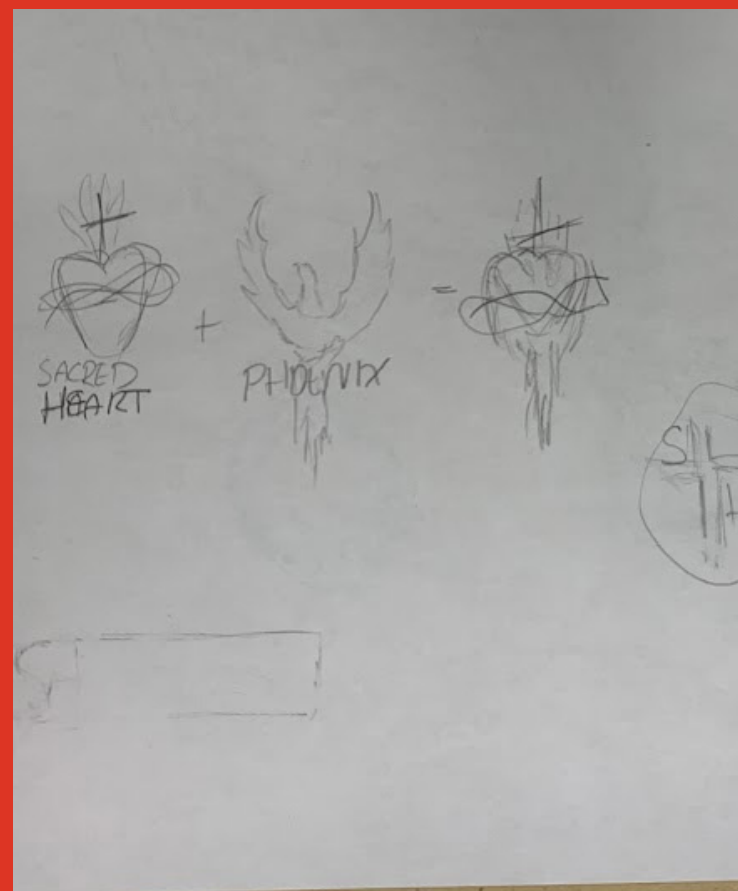
What will **BE THE POSITIVE EFFECTS OF MAKING THIS CHANGE?**

The change from Sacred Heart Crusaders to Sacred Heart Phoenixes. Some of the positive effects of making this change can be either big or small. When going through with the change students may feel safe while walking on the grounds knowing the new meaning behind the school. How students will represent their school, will feel more confident and better about themselves going to a school that doesn't have a bad meaning behind it. Students may feel more of a connection between themselves and the school, relating to the school will be easier for students because of the new meaning.

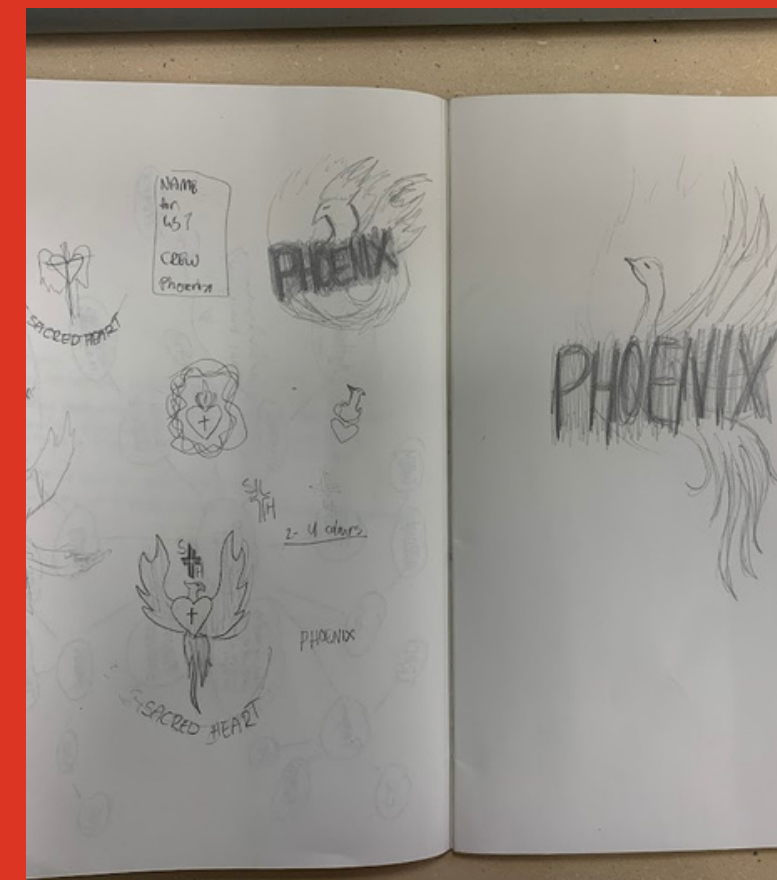
Evolution of THE SKETCHES



IDEAS



SKETCH #1



SKETCH #2

Evolution of **THE SKETCHES**



SKETCH #3



SKETCH #4



SKETCH #5

Evolution of **THE SKETCHES**



SKETCH #6



SKETCH #7

Final SKETCH



FINAL SKETCH



FINAL SKETCH

Final RENDERS



FINAL RENDERS



FINAL RENDERS



FINAL RENDERS

The MOCK-UPS



BASKETBALL JERSEY



SOCCER JERSEY



HOCKEY JERSEY

Let's work
TOGETHER
