

# **Name Change Update**

(3.25.21)

Thank you again to those of you participating in the name change process at TBS. We are grateful for your investment of time and interest in this element of our comprehensive rebranding initiative.

The name change has been a consideration for several years as the board has developed and the school has grown into a multidenominational community. The process has been intentional, the input has been appreciated and considered, and the conversations have been robust.

On Saturday, March 20, the TBS BOD met for their annual strategic planning retreat. The agenda included a decision on the school name change based on the consensus of the multiple surveys from stakeholders and constitutes dating back to November 2020.

A decision has been made and will be announced in late April (following spring break and after the April 12 BOD meeting).

Also on the agenda was a discussion to determine a new mascot to replace the Crusader that has served TBS well through the years and has earned a suitable retirement. We were fortunate to have good fodder provided by the TBS K-12 student body who participated in the first two weeks of March by providing their top three favorite mascots.

It was fun to review the suggestions and see the creativity of our students! Frogs, Unicorns, Doggies, Dinosaurs, Elephants, and Baboons provided some smiles for all. Too many good ideas to pick from. In fact, the overwhelming majority vote getter (201 representing 44% of the total) was in the "other" category. Knights and Dragons were also represented. It was determined to move away from medieval references, icons, and imagery.

Rather than settle on the final mascot candidate at this time, it was determined to take a sampling of top choices and have another round of conversations with stakeholders including the coaching staff, booster club, parent and alumni representatives and the administrative leadership team. The list (in no particular order) includes: Lions, Wolves, Orcas, and Panthers.

An announcement in regard to the final mascot choice will be made in late May (following the May 11 BOD meeting).

Sincerely,

The TBS Board of Directors

# TBS Name Change FAQ

(updated 3.17.21)

Psalm 40:1-3, 5, 9-10

Thank you to all of those who participated in the name change surveys. We appreciate your responses and your feedback. For those who may have missed the opportunity and/or are seeking information, the following are answers to some of the Frequently Asked Questions:

## 1. Why change the name and why now?

- Due to structural and governance changes with the Board of Directors (BOD) over the years, along with [increased multi-denominational community composition](#) among our faculty, staff, and families.

The current name is appropriately attributed to our founding churches six decades ago. We believe it is time to associate with a name that more accurately defines who we have more recently been, [who we are now](#), and who we are becoming.

[See attached survey letter for additional rationale.](#)

- In June of 2019, the BOD embarked on a 3-year strategic plan not limited to the following key initiatives:
  - [Board development](#)
  - [Refresh Statement of Faith](#)
  - Grow enrollment
  - [Update technology](#)
  - Instill [grace-based discipline policies](#) (Starting on pg. 22)
  - Raise wages
  - [Create Parent Volunteer Network](#)
  - Enhance curriculum
  - Increase revenue streams
  - [Improve facilities](#)
  - [Develop athletic booster club](#)
  - Deliver consistent communication
  - [Establish an Advisory Council](#)
- Despite the Coronavirus disruption beginning in March 2020, God has blessed TBS and great progress has been made to date. Beginning with the end in mind, all of these projects have been embraced to serve our current and prospective families better, to retain our competent faculty and committed staff, and to bolster our brand perception and reputation in the market.

In essence, the decision was made to engage in a true, comprehensive rebranding process

from the inside out including operations, facilities, infrastructure, organizational structure, and academic model.

Please view our current organizational structure [here](#).

- We honor the past as we build on the mission of serving Tacoma with excellent, affordable Christian education in a grace-filled environment. Additionally, we have celebrated our legacy by commemorating our *Diamond Jubilee* from 2019 through 2020 and into the 2021 school years.

We believe now is the time for TBS to renew itself with a new identity for another 60-years of service. Carrying out our mission and purpose with enhanced programs on an improved campus with a refreshed vision and new face.

## **2. How were the names derived?**

- In November 2020, an [initial survey](#) with a set of seven available names were sent to five key stakeholder groups. Additional suggestions were also solicited from those groups at that time. From the results of the initial survey any additional suggested names were vetted for availability, proximity, and usability.

The final four set of candidates were then sent to the community at-large for a final consensus of favorability. The survey was sent to 1,196 recipients on Monday, February 8. It was also included in the weekly community e-newsletters, which sent to 339 recipients, on Sunday, February 7, and Sunday, February 14.

- The survey closed on Friday, February 19. 178 survey replies were received. Those participating self-identified as:
  - 47% alumni
  - 43% parents
  - 10% faculty/staff
  - 8% faculty/staff
  - 8% volunteers
  - 21% were undefined

Many respondents fell under multiple category identifiers.

## **3. Why is the term Academy included in all of the options?**

- For purposes of parity and points of differentiation in the market. Academy best defines the quality of programs and level of service that set us apart as a private, faith-based institution as opposed to public schools, or other Christian schools in our competitive and collegial geography.

- We have redefined our academic model to facilitate a more seamless K-12 curriculum and culture. This includes the development of five academic departments led by Department Chairs for Exercise Science (health, nutrition, and fitness), Humanities (English and history), Bible (at the center of everything we do), Math/Science/Technology, and Performing/Visual arts.

[Click here for a representation of our academic model.](#)

- As a singular K-12 campus, we recognize the need to nurture students then celebrate matriculation from the elementary school to the middle school and into high school as unique and distinctive. These three school segments will be afforded their own voice, experience, and space under the Academy umbrella.
- We are expanding our mission to develop disciples of Jesus and leaders in our community by partnering with parents, serving students, and supporting the Church. We are doing this by intentionally focusing on the five foundational pillars of human growth and development – mental, emotional, spiritual (again at the center), social, and physical.
- Biblical saturation through curricular study and spiritual formation remains our core value. This is manifested in the classroom, on the court, and in the courtyard, as well as on the playground, on the field of play, and with musical and theatrical performances. [MOTUS groups](#) – our distinct mentoring program – is how all of this is integrated and implemented.
- Our students are prepared for college, career, and/or calling (ministry or military services) to engage the culture for the Kingdom. Based on this intentionality we are something more than a Christian school – we are a Christian Academy.

#### **4. Who will make the final decision and what will the process and timeline be for rollout?**

- The Board of Directors along with input from the Administrative Leadership Team will be determining a final candidate on Saturday, March 20.
- A professional design firm, [Peterson Ray | visual communications design](#), with a national reputation for working with faith based, K-12 and collegiate institutions has been retained to create logo art and word marks associated with our new visual brand identity and signature packages.
- These will also be shared with the initial five stakeholder groups for consideration, comment, and consensus.
  - o Please note: the traditional school color palette – Navy and Gold will remain the same. Other elements, such as fonts, are under consideration.
- We will finish the current school year under the current TBS brand and spend the summer

replacing and placing the new branded elements throughout the campus for opening in September 2021.

- A new website is currently under construction to help support the launch of the new school identity and provide a more efficient and effective communication platform with enhanced features for our constituents and community at-large.

## **5. What's next?**

- The Crusader mascot will also be retired as a part of this new brand process. We recognize this image has been embraced and beloved as part of the TBS athletic identity. And he has served us well through the years in various iterations.

Over the past few years, we have placed our faithful Crusader image in secondary position behind the current shield and cross logo art. This has been done in response to a shift in the K-12 and collegiate athletic arenas.

The best and most recent example and rationale can be found here:

[https://www.espn.com/mens-college-basketball/story/\\_/id/30882084/valparaiso-dropping-crusaders-name-mascot-logos](https://www.espn.com/mens-college-basketball/story/_/id/30882084/valparaiso-dropping-crusaders-name-mascot-logos)

- Over the next several weeks the student body will be able to engage in sharing some of their favorite mascots for consideration. The Athletic Department, along with the Booster Club will also be a part of the vetting process. The Board of Directors with the input of the Administrative Leadership Team will make the final decision.
- The timeline will follow the name change and be incorporated in the rollout for the start of school in September 2021.

We are blessed to be able to do this important work at this time. The TBS Board of Directors looks forward to sharing more updates pertaining to the strategic direction as we complete this current school year under God's providence, provision, and protection.

If you have questions or comments, please contact, Greg Olson, Director of Admissions at 253-475-7226 ext. 105 and [golson@tacomabaptist.org](mailto:golson@tacomabaptist.org), or Sue Ellen Rush, Director of Advancement at 253.475.7226 ext. 203 and [srush@tacomabaptist.org](mailto:srush@tacomabaptist.org).

Revised on 03/17/21