



FULTON CITY SCHOOL DISTRICT

Superintendent's Office

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Brian T. Pulvino

Superintendent of Schools

December 5, 2023

Dear FCSD Families, Faculty, and Staff,

After a year of committee meetings, surveys and student feedback, the Fulton City School District is concluding its work on the development of a new district logo and mascot.

In the fall of last year, a mandate from the NYS Education Department prompted our district to begin the process of creating a new logo and mascot. We followed the process outlined below to ensure that decisions were student-driven:

- January 2023 - The Fulton City School District Logo/Mascot Advisory Committee, composed of students, community members, faculty, school building and district administrators was convened. Committee members were chosen by random selection from all who volunteered to serve in each stakeholder category.
- January 2023 - May 2023 - the advisory committee met one to two times per month to identify key values and criteria for the new logo before soliciting name ideas from a community-wide survey. In April the committee narrowed down popular community responses to three choices – dragons, eagles, and wolves. Students and FCSD families were surveyed again to select from among those three options. A final survey of FCSD students resulted in the selection of the Red Dragons as our district mascot name.
- June 2023 - The Board of Education officially adopted the Red Dragons name.
- August - September 2023 - FCSD students were invited to submit original designs for the new Red Dragons logo. More than 85 designs were submitted by elementary, junior high and high school students.
- October 2023 - All design submissions were presented to the district's Student Culture Advisory Committee – a representative body of students from each of the district's six schools in grades four through twelve. The committee moved four designs forward in the process and offered their feedback on the most favorable elements of each.
- October - November 2023 -The four student artists, all juniors and seniors at G. Ray Bodley High School, met collectively with graphic designers and PR representatives to refine their creations. The four students collaborated on their designs, each offering input and incorporating collective elements to create three integrated logo designs.
- November 2023 - The three designs were submitted back to the Fulton student body in grades 3-12 for a final vote in November. Hundreds of students participated in the survey, with the most votes favoring an imposing dragon curled around a more

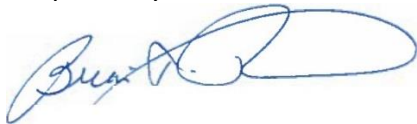
traditional version of the classic Fulton "F." That design was presented to the Fulton Board of Education on November 14 and approved on November 28.

Since the Board of Education meeting on November 28, we have heard from many students and community members who have suggested additional changes to the logo. With all feedback in mind, the student-created logo will be further refined by our student artists and expanded into a full district branding package that will represent our district's mission, vision and values. We are committed to this process being student-led and have placed a high value on having students drive this process since the beginning. We are confident in the ability of our students to see this through to the development of an exceptional final product.

The process has been an important learning experience for all involved, and we hope this has been especially true for our students. The process emphasized the importance of civic participation, hearing and listening to multiple perspectives, collaborating, accepting compromise and developing consensus.

We have already seen our students embrace their Fulton Red Dragons identity, and look forward to finalizing the images that will be used as the official Fulton City School District logo in the coming weeks. Go Red Dragons!

Respectfully,

A handwritten signature in blue ink, appearing to read "Brian T. Pulvino", with a large, stylized loop at the end.

Brian T. Pulvino
Superintendent of Schools