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# Advisory Group Sessions & Community Engagement Surveys

## Recap

# Advisory Group & Community Engagement Surveys

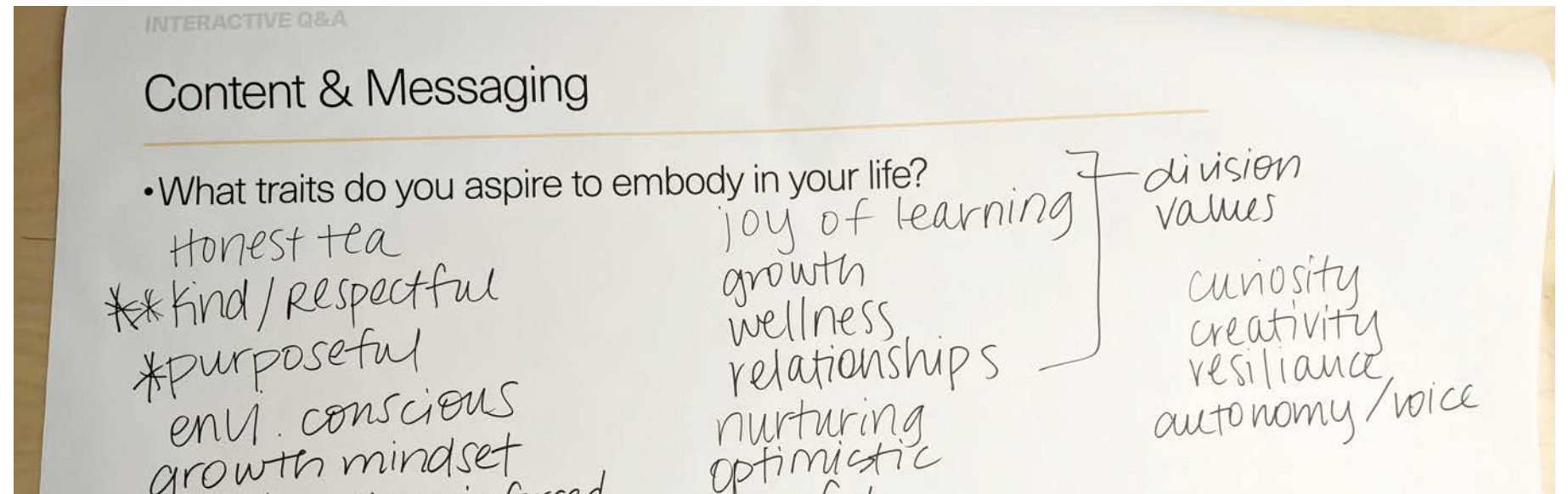
## Recap

### Advisory Group

- 8-10 Buford & Walker teachers, staff, administration, parents, & students
- 5 sessions between November 2023 – January 2024
- Participated in discussions, offered feedback, analyzed survey results, and engaged in interactive activities aimed at shaping concept design, aesthetics, and content ideas.

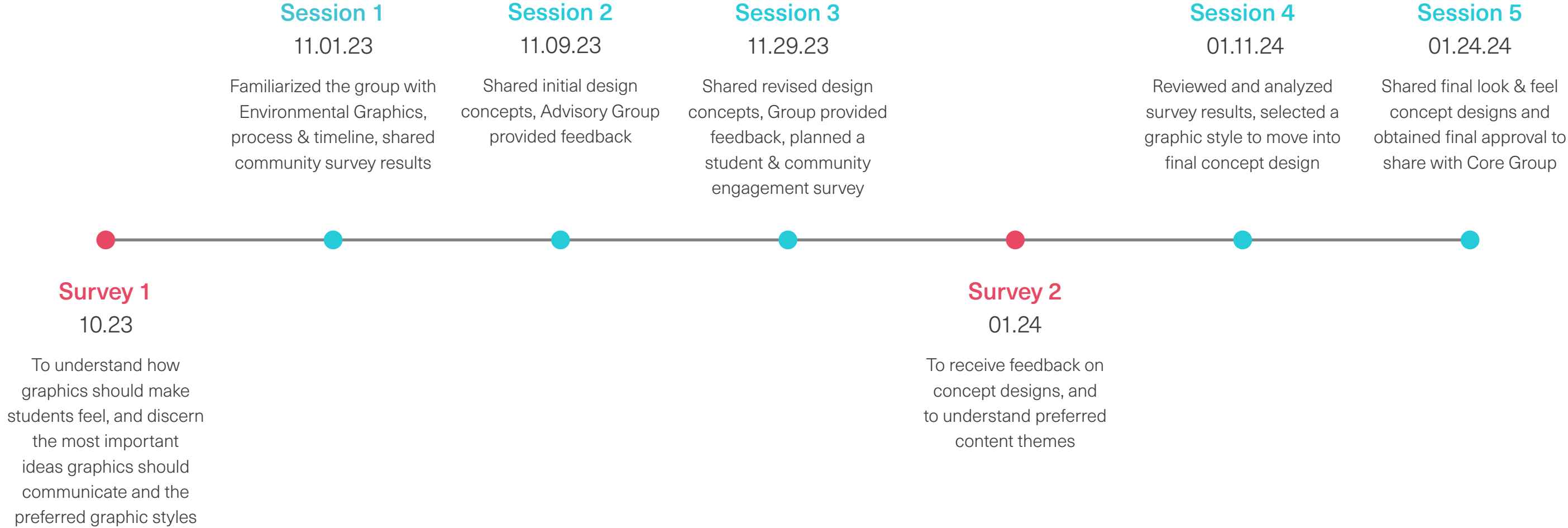
### Community Engagement Surveys

- 2 surveys in October 2023 and January 2024
- 1,600+ total responses from Buford & Walker students, faculty, staff, parents, and the wider Charlottesville community
- Provided feedback to the Advisory Group on aesthetic and content preferences



# Advisory Group & Community Engagement Surveys

## Timeline



# Community Survey #1 Summary

October 2023

### Participants

1,133 responses

### Purpose









To understand how graphics should make students feel, and discern the most important ideas graphics should communicate and the preferred graphic styles

### Results

61% wanted students to feel **Safe and Welcome** (“I belong here! I can be myself!”)

52% thought **Diversity & Equity** was the most important theme and 49% thought graphics should inspire **Positive Traits & Values**

52% preferred designs that were **Inspired by Nature** while 48% preferred a **Street-Art Inspired** aesthetic

CONTENT FEEL	<b>safe/welcome</b> “I belong here! I can be myself!”	<b>energized/motivated</b> “I feel excited! Let’s get to work!”	<b>calm/relaxed</b> “I feel peaceful.”	<b>optimistic/hopeful</b> “I can grow here. I have potential.”	
	<b>inspiring positive traits</b> words about what you value or who you want to be	<b>diversity &amp; equity</b> celebrating differences & promoting inclusion	<b>health &amp; wellness</b> information on physical & emotional wellbeing	<b>connections to nature</b> local plant and animal species and/or unique geography	
	<b>STREET ART INSPIRED</b>				
	<b>NATURE INSPIRED</b>				

# Community Survey #2 Summary

January 2024

### Participants

477 responses

### Purpose

To receive feedback on concept designs, and to understand preferred content themes

### Results

61% of middle schoolers preferred the

### Illustrative Style

Most responders thought **Landscape Features** was the most interesting content theme



Illustrative



Stylized



Abstract



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# Design Direction

## Final Look & Feel

# Design Direction

## Methodology



Bold, hand drawn illustrations mixed with graphic/geometric shapes.

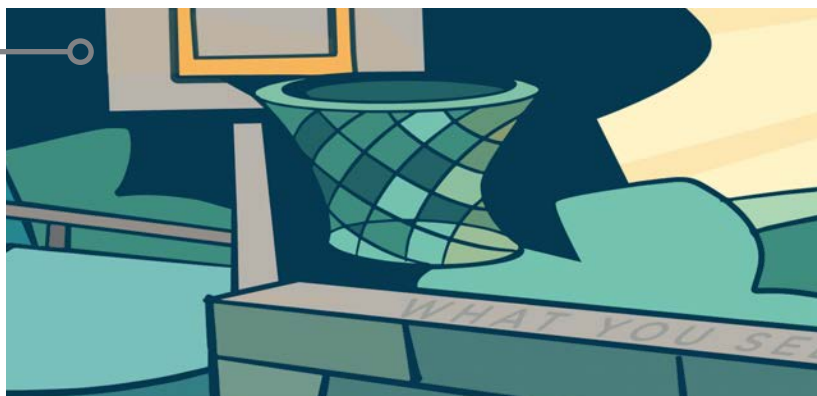


Hidden messages throughout.



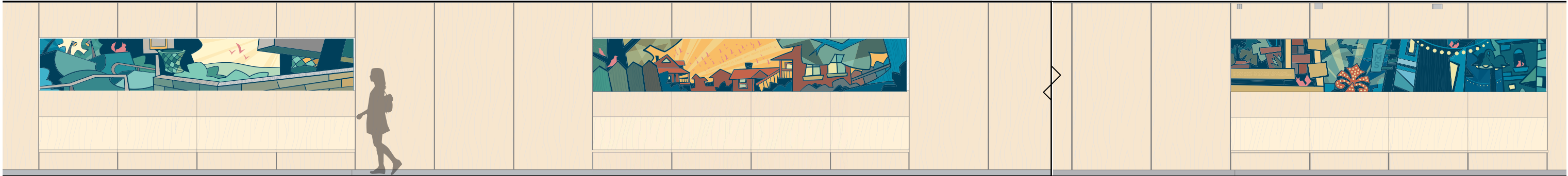
Recurring design elements across all locations create a sense of unity.

Colored line art provides contrast while remaining friendly and welcoming.



# Commons

## Elevations



1 A715-7/8: Commons 3060 North  
Front Elevation View - Scale: 1/4" = 1'



2 A718-3: Commons 2060 North  
Front Elevation View - Scale: 1/4" = 1'



# Commons

## Elevations

animals may be too angular and abstracted - too stylized



make sure stylized buildings don't come across as derelict



could look like spooky eyes

# Commons

## Elevations



# 3rd Floor Commons

Render



# 2nd Floor Commons

Render



# Lobby: Welcome Wall

## Elevations



1 A715-7: Entry Lobby 3010/Vestibule 3000  
Front Elevation View - Scale: 1/4" = 1"

# Commons

## Elevations



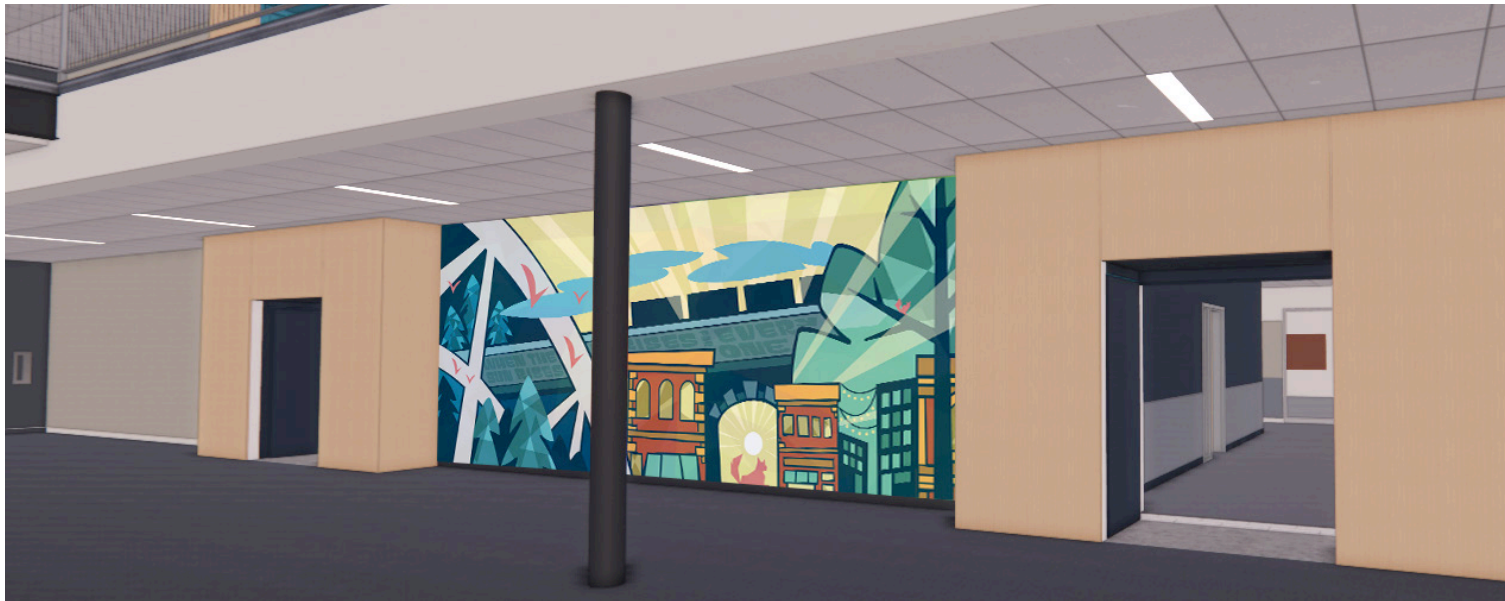
# Lobby: Welcome Wall

Render



# Compilation

## Renders





# Charlottesville Middle School Mascot Decision-Making

## Original Survey:

- 1100 respondents in fall 2023
- Split among the idea of keeping the CMS Knight-related or developing a new mascot
- 100+ ideas for new mascots

## Ideas that Appeared Frequently:

If you pick a new mascot, the new mascot should be:

- Non-violent
- Relevant to Charlottesville or Virginia
- Inclusive of race, gender

# Narrowing Down the Options

1. Since CMS and CHS will share equipment, use the same “orange and black” scheme.
2. Give priority to mascot suggestions that could work within the orange/black color scheme.
3. Eliminate suggestions that have no meaning in Charlottesville or Virginia (ie, animals that are not found in the state)
4. Elevate suggestions that were mentioned frequently.
5. Allow school and division leaders to pick options they could support.

# Short List

These options were presented in a community survey (open 4/18-30)

Black Knights	Another type of Knight  (Orange? Young? Junior?)	Chargers	Monarchs
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# Mascot Options: Black Knight or “Other” Knight

Those who wanted to make the middle school the "Knights" felt like it was an important community-builder to connect the middle school to the high school.

They noted that this is very common in other school districts.

They felt like everyone in Charlottesville should build "Black Knight Pride."

Some people wanted the mascot to be a variation on the Black Knights, for instance an orange knight or a junior knight.

## Knight



# Mascot Options: Charger

The mascot "Chargers" was suggested by a number of people.

They liked the way that Chargers starts with the same four letters as Charlottesville.

They liked the power and energy that a "charge" gives off.

A charge is associated with forward movement.

Some liked the fact that a charger is related to a knight. ("Charger" is one word for a knight's horse.) Other people did *not* want the middle school mascot to be the knight's horse.

Charger



# Mascot Options: Monarch

The mascot "Monarchs" was suggested by a number of people.

They liked the way that monarch is a different word for royalty and includes both kings and queens, who might have lived alongside Black Knights.

They liked the power, honor, and leadership that are associated with a monarch.

They also liked the fact that a monarch is also an orange and black butterfly that can be seen in Charlottesville. As you can see in the image below, they suggested that we could add details from a monarch butterfly to a crown or other royal item.

Monarch



# Status Update and Next Steps

- Nearly 900 survey respondents as of April 26.
- Schools are still gathering student feedback.
- Survey requested volunteers to serve on committee to review feedback and make recommendations.
- Hoping to gather committee soon!
- After a decision is made, a professional designer will create “Charlottesville Middle School” logo and styling.

# Update on Construction

As of 05/02/2024:

- On Schedule
- On Budget





# Thank you to:

- Nielsen Construction
- VMDO Architects
- Designers at Iconograph
- City of Charlottesville's Department of Facilities Development
- Staff, students, families at Buford!



Matthew Gillikin

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Very cool to see the progress on the [@Buford\\_Middle](#) project - great work [@CvilleSchools](#)!



7:36 PM · Apr 21, 2024 · 732 Views

