

April 28, 2005

University of Illinois at Urbana-Champaign NCAA Institutional Self-Evaluation

Mascot, Nickname and Logo for the Institution

1. List all current mascots, nicknames and logos for your institution.

While the University does not have a mascot, we comment in our responses on Chief Illiniwek, a tradition of nearly 80 years in UIUC athletics.

“Illini” is a term associated with the UIUC campus for approximately 130 years. The term “Illini” came into general use at least 50 years before Chief Illiniwek was introduced. It was created by students who began referring to themselves as “Illini” in recognition of the name of the State of Illinois. Campus history suggests that community members understood that the name was associated with an American Indian people. Over the years, the name spread to alumni and athletic teams. “Fighting Illini” is a nickname associated with UIUC intercollegiate athletics programs for over 80 years.

The institution’s logos include those depicted on the attached documents (*appendix 1, logo sheets*). There is one UIUC athletics logo that depicts Chief Illiniwek. The intercollegiate baseball and wrestling programs use the Chief Illiniwek image in their printed materials.

2. Describe how your institution uses its mascot, nickname and or logo.

Chief Illiniwek appears and performs for approximately four minutes during halftime or intermission of home football, basketball and volleyball competitions. During the Chief’s appearance, many fans join arms and sing the school song. Any other use of Chief Illiniwek or his likeness (including all logos) must be approved by DIA and must comply with institutional guidelines adopted in August 2001 (*appendix 2, memorandum to CLC*). The institution’s nickname and logos are used in media guides, on uniforms, on licensed merchandise and other marketing materials. There is one UIUC athletics logo that depicts Chief Illiniwek. The intercollegiate baseball and wrestling programs use the Chief Illiniwek image in their printed materials.

Institutional Self-Evaluation Information

1. Steering committee chair (name and title):

We did not create a special steering committee in connection with the questionnaire.

In 1990 the Board of Trustees of the University of Illinois assumed exclusive ownership of policy concerning the Chief Illiniwek tradition. On many occasions and through many channels, people representing a wide variety of opinions have exercised the opportunity to express their views. These years of examination and discussion are thoroughly documented as evidenced by the appendices to our questionnaire responses. These materials reflect vast community input over many years and served as a primary source in preparing our responses.