Executive Summary (1600 character limit, approx. 250 words or less)

"Holly the Husky is the physical mascot for the University of Washington Bothell. She spreads joy, enthusiasm and school spirit wherever she goes. The Office of Student Engagement agreed to support and run the mascot program starting in September 2022 after ASUWB made the decision to sunset the mascot program. The newly reimagined mascot program is called – Holly Squad!

The Holly Squad is a team of 3-4 students, filled with school spirit who are scheduled to appear at university events and function to perform as Holly and handlers. The performer is the person in the suit and the handler is the student that ensures Holly is supported and safe throughout the appearance. The handler assists with helping Holly walk safely, navigate stairs, coordinating crowds and making sure that Holly can perform safely. Holly will appear in promotional videos and admission events as well. Under the supervision of a professional staff member, these students are trained in how to perform as Holly, how to care for the suit and how to safely interact with people in a fun, spirited way. Holly the Husky used to operate through volunteers and the suit was passed around from group to group. This led to a lack of cohesiveness to Holly’s character and costly damage to the suit, as it was not cared for. The new Holly Squad looks to change that trend and show Holly the Husky the love her suit deserves. We are thrilled to bring this program to campus in a high, quality and sustainable way for the entire UW Bothell community to enjoy!

The position is supported and supervised by professional staff. This will also ensure that the Holly Squad gets the support and training needed to bring Holly the Husky to life! ”

Need for Program (1600 character limit, approx. 250 words or less)

Holly the Husky is a visible, much loved symbol of the school spirit at UW Bothell. This program is essential to operating a physical mascot and growing school spirit. Everyone loves Holly! It is our belief that this program will allow Holly to show up at events in a more fluent and consistent manner. Holly will be a hit with the kids, but an even bigger hit with adults. Adults love mascot interactions whether they care to admit it or not! This program will ensure that Holly makes appearances throughout the year by students who are paid for their time and funding will maintain the mascot costumes for years to come. This program also creates student employment opportunities.
Is this a new request? Yes

What on your request is new or has changed?

The majority of this request was approved last year as part of the ASUWB proposal. New to this request is funding for promotional items and an increase in funding for student wages. In order to promote her Squad, Holly would like to be able to pass out stickers and other small items during appearances.

Strategic Plan (1000 character limit, approx. 150 words or less)

"This funding is the first step in a larger vision for the Holly Squad program. Our goals for the program are:

Create an accessible, sustainable program to ensure regular, fun and quality appearances from Holly the Husky.

Create an easy process to request Holly at university events, especially SEA and club events throughout the year.

Increase school spirit and connection in the community through the program.

Increase the visibility of Holly the Husky, for example appearing at more events, creating fun promotional videos and social media posts.

Create more opportunities for people to smile!"

Assessment (1600 character limit, approx. 250 words or less)

"In the past, Holly the Husky was passed around to groups and not centrally managed. There is not clear data on the impact of Holly. When Holly has made appearances at events, she elevates the experience for everyone there. From photo ops to high fives, Holly is there to makes this fun and put a smile on people’s faces. Kids are not the only ones who love Holly. Ironically enough, adults love her more, even if they won’t admit it!

In the future, we will be able to share more about Holly’s appearances and the number of people she has come in contact with. We will be tracking all appearances and the attendance at those events. We will also track passive outreach on social media as well. People who request Holly
will be surveyed about their experience to ensure a quality experience and handlers will be reporting qualitative information in order to continually improve. "

Salary Positions

"The salary dollars are for 4 student positions - Holly Squad members. The amount requested will fund four members of the Holly Squad as they serve as both performers and handlers. Having four team members trained and ready to go will ensure that Holly the Husky can appear at all the events that request her presence. It takes two students to run Holly (a performer and a handler). We are estimating that Holly Squad will work 24 hours in fall quarter and about 56 hours in winter and spring quarters.

Total:1580.88"

Promotional Items

"Holly would like to promote her squad and spread the love for Holly. We are requesting $350 for Holly stickers and other small items as funding allows. Small items like stickers would be passed out at events.

Total: $350"

Operations

"We are requesting money that will ensure the Holly suit is maintained. She will need a new pair of feet very soon, and that will cost $300 for one pair. The additional funds will go toward repairing any injuries Holly might sustain, a new hairbrush and regular cleaning which are all needed to keep her looking fresh and clean for her fans!

A note about the Holly the Husky suit: There are actually two Holly the Husky suits. Both are specially made for us by Olympus Mascot and cost more than $10,000 each to create. These are valuable and meaningful suits that must be maintained regularly to ensure they last for years to come. Having paid student staff who are trained and paid to care for the suit is essential.

Total: $700 "
Total Amount (please note the total dollar value)
$2,971

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