Screening/Filters For Nickname Suggestions
as requested by the Nickname Committee on April 16, 2015

The following is the combined list of attributes and functional categories that will be used by the Nickname Committee to screen, filter and evaluate nicknames received through the suggestion process. In addition, a scoring system of assigning 1, 0 or -1 points will be used to evaluate nickname suggestions. This combined list was produced at the request of the Nickname Committee at the April 16, 2015 meeting.

1. Be unique, recognizable, inspiring and distinctly UND’s
   1 - Agree    0 - Neutral   -1 - Disagree

2. Promote a sense of pride, strength, fierceness, and passion
   1 - Agree    0 - Neutral   -1 - Disagree

3. Be representative of the state and region in a way that honors the traditions and heritage of the past but also looks to the future.
   1 - Agree    0 - Neutral   -1 - Disagree

4. Be a unifying and rallying symbol
   1 - Agree    0 - Neutral   -1 - Disagree

5. Ease of Depicting/Personifying Physical Mascot:
   1 - Easy; mascot and fans can easily dress as nickname, e.g. Vikings, Lumberjacks
   0 - Moderate; easy to depict graphically and create physical mascot, however fan participation more difficult, e.g. Eagles, Bears
   -1 - Difficult; challenging to depict graphically and physically, e.g. Vandals, Tarheels

6. Cheer/Battle Cry Considerations:
   1 - “Built-in” cheer, battle cry, e.g. Spartans, Wildcats
   0 - More difficult, e.g. Cornhuskers, Lumberjacks
   -1 - Difficult, e.g. Vandals, Tarheels

7. Meaning of Nickname:
   1 - Obvious, e.g. Eagles, Grizzlies
   0 - Moderate, e.g. Vandals, Cornhuskers
   -1 - Requires explanation, e.g. Sooners, Hoosiers

8. Linguistic Considerations: Pronunciation:
   1 - Easy, e.g. Lumberjacks, Thunderbirds
   0 - Moderate, e.g. Hoyas, Zias
   -1 - Difficult, e.g. Chanticleers, Gaels

9. Linguistic Considerations: Likelihood of name being abridged resulting in different name or name similar to existing name
   1 - Not likely or not possible, e.g. Bears, Eagles
   0 - Possible, e.g. Thunderbirds to “Birds,” Bobcats to “Cats”
   -1 - Likely, e.g. Catamounts to “Cats,” Chanticleers to “Chants”