

Proposal Summary: Renaming Junior Football to Jayhawks

Date: April 16, 2026

To: Medicine Hat Public School Division Board / Stakeholders

From: Alexandra Middle School Athletic Department

Executive Summary

This proposal outlines the strategic renaming and brand enhancement of the **Jr. Hawks Bantam Football team** (currently Green, Black, and White) to the **Jayhawks** (Blue and Yellow). This change is designed to create a seamless "vertical alignment" between **Alexandra Middle School (AMS)** and **Medicine Hat High School (MHHS)**, establishing AMS as the primary feeder school and strengthening the local athletic pipeline.

1. Strategic Rationale

- **Vertical Pipeline Alignment:** By adopting the AMS name and colors, we create a visible connection to Alexandra Middle School, this is the place where the athletic pipeline starts. As a feeder school to MHHS students will eventually move through the pipeline, becoming Hawks for high school athletics.
- **Recruitment and Retention:** A unified school athletic brand enhances our ability to recruit and retain students within the **Medicine Hat Public School Division** by offering a premier, football **PROGRAM** experience within the school system.
- **Student Identity and Belonging:** Standardizing our look fosters a deep sense of pride and community celebration, aligning with the AMS philosophy of building relationships and self-esteem through sports.

2. Educational & Co-Curricular Impact

The Jayhawks program will operate as a high-quality co-curricular platform to drive:

- **Academic Success & Attendance:** Participation will be leveraged to support classroom engagement and school attendance.
- **Citizenship:** Coaches will emphasize leadership, discipline, and community responsibility as core components of the program.
- **Engagement:** Moving from a "school team" to a "program" model creates a hook for students who might otherwise struggle to find a sense of belonging in the traditional classroom setting.

3. Financial Sustainability & Partnership

A major component of this renaming and brand enhancement is already fully funded through strategic local partnerships, ensuring no additional financial burden on families for the initial transition.

- **Partnership:** Under Armour Team and Coco & Kabri Children's Boutique.
- **Commitment:** Approximately **\$8,000** in combined support.
- **Impact:** This funding covers **50% of the retail cost** for all new **Game Uniforms** and **Practice Jerseys**, allowing for a professional-grade launch.

4. Implementation Goal

The goal is to launch the **Jayhawks** era this coming season, providing our student-athletes with the equipment, identity, and developmental pathway they need to succeed both on the field and in the classroom.