



PROSPECT HEIGHTS DISTRICT 23 BUILDINGS & SITES COMMITTEE INFORMATION ITEM

Date: January 30, 2023

Title: MacArthur Middle School - Building Mascot Update

Contact: Amy McPartlin, Assistant Superintendent for Finance & Operations

BACKGROUND INFORMATION:

As previously shared with the Buildings & Sites Committee, Dr. Nystrom has been working with staff and students to make several visual enhancements to MacArthur in order to highlight curricular areas and focus on student offerings and accomplishments. Much like Hersey and Wheeling High Schools, the goal is to create logos and graphics that are representative of the District, and MacArthur Middle School and their missions and goals.

Through the District 214 collaboration, we have worked to evaluate several areas of the building to highlight with enhanced graphics, including the cafeteria and grade level, fine arts, and athletic hallways. In doing so, there has been much discussion about the current mascot and the need for an update. Many students and staff feel that the current “Marauder” mascot (below) is a bit elementary and not as “fierce” as they have wanted, especially when it comes to interscholastic competitions.



Working with one of the District’s current vendors, ProForma, Cam and his team have come up with a number of different options for both logo and text that have been voted on by both staff and student groups. As each option is evaluated, feedback has been provided and the mascot design has been adjusted. Following a number of discussions with the Principal’s Advisory

Partnership, staff and students seem to be gravitating towards the most updated iteration shown below:



Moving forward, the goal is to have a standardized logo to be used building-wide. In addition to the version represented above, there would also be a “head only” version. Both versions would have a consistent set of color Pantones that would be used to establish a more uniform appearance for duplication across programs.

NEXT STEPS:

While this design may not be the final, it is likely that it will. Once finalized, we will share with the Board and outline a more detailed plan for introduction and building rollout over the next year.