

Oswald gets a new look



President Bob Knight welcomes Oswald back to campus after a summer makeover. The new Oswald was revealed at Opening Day on September 17.

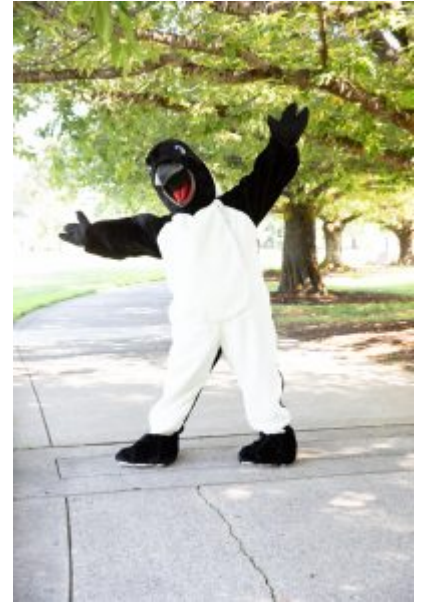
Oswald the Penguin has been Clark College's mascot since the college was first founded—in fact, he was donated by the college's very first student. But that doesn't mean he hasn't changed his feathers from time to time. This fall, Oswald will be receiving his first makeover in 17 years.

"We love Oswald—everybody does," said Athletics Director Chris Jacob. "But the current costume is hard to move in. We needed to help him get into a form that allowed him to cheer at games, to run out onto the court or field, and to be able to interact with people a little more.

"Basically," Jacob added, "we sent Oswald to the gym over the

summer, and he's come back more toned and agile."

Jokes aside, the process of redesigning the beloved mascot required input from many members of the college community, including Student Life, Admissions, Athletics, Communications and Marketing, and the Associated Students of Clark College. Starting in March, the work group discussed how to make Oswald better able to perform his duties as an ambassador of the college at games, special events, and in the community. A key issue was making the costume less burdensome for the students who wear it, while ensuring he remained the fun and approachable penguin that makes him a family favorite at community events.



"With the old costume, the feet were these giant things that made it hard to move without falling over," said Student Life Program Support Supervisor Sami Lelo. "We would always need to have two students available if we wanted Oswald at an event—one to wear the costume, and the other to lead Oswald around by the hand so he didn't bump into things or trip."



Oswald's new

costume can be put
on without help.

The new costume's feet slip over the tops of the performer's own shoes, allowing them to wear athletic shoes for easier movement. Its arms and legs are also easier to move, allowing for better mobility—no need for a guide anymore. Also, the new costume can be donned without assistance, making it easier for Oswald to appear at events all over campus and the community.

The new Oswald will get his official reveal at the college's annual Opening Day employee event that kicks off the new academic year, on September 17. At that point, the old costume will be officially retired and put into storage.

Cartoon images of the old Oswald, complete with tie and running shoes, will still appear in print and online media ... for now.

"It's inevitable that, once people get used to Oswald's new look, they're going to want to have images of him available to put on invitations, flyers, etc.," said Clark College Senior Graphic Designer Jenny Shadley. "We'll be ready for those requests when they start to come in."

Photos: Clark College/Jenny Shadley