

Seal of approval: New symbol selected to represent SCSU

University community voted online to select new university seal

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The ballots have been sorted, counted and the new SCSU seal has been chosen.

Students, faculty, staff and alumni were able to go to the SCSU web page Nov. 3 through Nov. 17th and cast their vote on which seal would best represent SCSU's academic tradition.

And the winner is ... the seal that portrays the cupola that sits atop of Riverview, surrounded by oak leaves. This seal beat out the other one that featured the cupola, a diploma and a river on it.

Most students are wondering, though, why the words, 'Excellentia et Opportunitas' is in Latin instead of English at the bottom of the new seal.

"There is really no reason, except that

Latin has a history of being the dominant language of churches, schools and states that go way back," said Greg Czerwinski, director of marketing and communications.



This is the seal previously used to represent the university.

The creative staff at University Communications designed more than 200 different visuals that were narrowed down to the top two basic designs.

The visuals were chosen to illustrate SCSU's long history of teacher preparation (Riverview used to be called St. Cloud Normal School, where students taught children) while the oak leaves represent "the oak crowned banks of the Mississippi river."

The seal was redesigned to more accurately reflect the university and its history.

"We were looking for something with more of an academic look and feel to it," Czerwinski said.

What are the students' reactions to the new seal?

"The new seal that was chosen looks a lot better than the old one," said Raean Jensen, 19, freshman. "The old makes our school look like we are a recreational park."

"I am happy with the new change of the seal," said Jeff Bauman, 21, junior. "It is the one I voted for on the SCSU web page."

"This seal that won looks a lot more professional than the last one," said Mary Anne Spier, 19, freshman.



Eighty-two percent of online voters approved the new university seal.

"I think the design that was chosen best represents on what our school is founded on," said Darcy Minette, 19, sophomore.

The new seal is currently in the phase of being put on materials, such as banners, diplomas, T-shirts, official documents, items in the bookstore, and yes, even shot glasses, which will hopefully be out in the spring.

The SCSU seal voting results:

	Seal A	Seal B	Totals
Students	1,146	275	1,421
Faculty/Staff	173	28	201
Alumni	291	62	353
TOTAL	1,610	365	1,975

If you would like a recount of the voting results, please contact University Communications at 255-3151.

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SCSU DIRECTOR OF MARKETING AND COMMUNICATIONS