

‘Be Colonel’ With the New Wilkes Mascot

A new tradition began at Wilkes on Sept. 4, when the University unveiled its brand new mascot, The Colonel, to the campus community. The new Colonel is the first official life-size mascot – complete with giant blue head – in the University’s 75-year history.

The Colonel has been the symbol for Wilkes University since 1947. Wilkes worked with Philadelphia-based branding firm

160over90 to create and produce the Colonel costume while consulting with students and campus officials for design inspiration. The resulting mascot embodies the Wilkes “Be Colonel” mentality, inspiring a spirit of leadership while emphasizing camaraderie.

“The Colonel symbolizes the Wilkes spirit of what it means to ‘Be Colonel’ and brings a new level of school pride and sense of tradition to the

University,” says Paul Adams, vice president for student affairs. “Our mascot will be more than just a cheerleader at athletic events, providing another outlet to promote our philosophy of personal attention both on campus and in the community.”

Following the unveiling, students auditioned to serve as The Colonel. Juniors David Lewis, Emilee Strubeck and Jason Woloski were selected to be the



The new Colonel mascot burst onto the Wilkes campus during Club Day. PHOTO BY MICHAEL P. TOUEY

mascot for the 2008–09 academic year and will receive a scholarship for their efforts. And they honed their spirit-raising skills at Mascot Boot Camp at the University of Delaware in October.

Learn more about the new Colonel mascot at: www.wilkes.edu.

“ I know the new mascot will find that the interaction with Wilkes family, friends and alumni as **REWARDING** as I did during my time as the Wilkes Colonel. My words of advice are to **KEEP YOUR SPIRIT UP** and **MAKE EVERY EVENT** you attend **ENJOYABLE** for the people around you.

– Bob Wachowski '89, “Colonel Bob,” retired mascot

Become a fan of The Colonel on Facebook.com. Search: Wilkes Colonel.

Discovery Education, Wilkes Launch Online Master’s Program

Discovery Education joins forces with Wilkes to offer educators a new online master’s degree in instructional media. The program, launched this fall, has already attracted students from N.J. to Hawaii and Michigan to Texas, as well as two Canadian provinces.

Discovery Education, the national leader in digital media-based learning, and Wilkes began working together several years ago. This new 30-credit program prepares teachers to become specialists who can effectively blend academic rigor with the latest technology, from video to Web 2.0 to virtual field trips.

More than half of all U.S. schools access Discovery Education services. Nationally known technology

innovators like Kathy Schrock are helping develop and teach courses.

“The program is designed to help all teachers effectively integrate media-based technologies in helping their students reach new heights of academic success,” says Michael Speziale, dean of Graduate and Professional Studies, as well as the School of Education. “This is one of those special programs that can have an immediate transformative effect in a teacher’s classroom.”

For more information, visit www.wilkes.edu/instructionalmedia.



Wilkes Represented at Olympics

Two Wilkes University athletes took part in the Olympics this summer — in a way. Instead of on the court or in the field, their time was spent behind the camera.

Alyssa Koncelik, a Wilkes field hockey player, completed an internship with the U.S. Olympic Committee over the summer.

Xiaoqiao Zhang, a junior from Zhengzhou, China, interned at China Central Television 5, the official Chinese channel covering the 2008 Beijing Olympics. The communications major worked with the *Hall of Fame Show*.

Fluent in Chinese and English, Zhang interviewed medal winners from China and other nations, including U.S. athletes Shawn Johnson, LeBron James and Michael Phelps. At Wilkes, Zhang is a member of the student-run television show *Wilkes World*, the student-run public relations agency Zebra Communications, and a three-time Middle Atlantic Conference champion in women's tennis.

"This (internship) made me more confident than ever before," says Zhang. "(CCTV-5) wants to see me at the 2012 London Olympics with NBC, and I told them I will try my best, and I think I will see them there."

Koncelik, a senior communications major from Long Island, N.Y., interned at the Olympic Training Facility in Colorado. She spent the summer interviewing figure skaters, videotaping volleyball and hockey teams and designing graphics for some of the U.S. teams.



Wilkes junior Xiaoqiao Zhang, right, met gold medal gymnast Shawn Johnson, left, at the summer Olympics.

PHOTO COURTESY OF XIAOQIAO ZHANG



“Be BOLD and a little NAÏVE.
The hard problems are the
INTERESTING ones.”

- Martin Eberhard, electric sports car innovator

Eberhard, founder and former CEO of Tesla Motors, was guest speaker for the Allan P. Kirby Lecture in Free Enterprise and Entrepreneurship.

PHOTO BY MICHAEL P. TOUEY