

School Renaming Process

Fargo Public Schools Releases New Dakota High School Logo and Mascot

Fargo Public Schools announces the unveiling of the new Dakota High School logo and mascot. The name, logo, and mascot will be officially implemented when the building transitions away from the Woodrow Wilson High School name starting in the 2021-22 school year.

Following thoughtful consideration and research, North Dakota's state bird, the western meadowlark, was selected by the school community as the Dakota High School mascot. This decision was made in collaboration with the District's Indian Education Program which consulted its parent committee and regional Native American tribes. In Dakota culture, the meadowlark is a symbol of friendship and loyalty. Wheat strands are also incorporated into the imagery as another nod to the Dakota culture, representing abundance, prosperity, and fruitfulness.

The logo, created by Fargo Public Schools Graphic Designer Tyler Brown, boasts the word "DAKOTA" in a large, bold, all caps,

serif typeface, giving a traditional and stable feel. The meadowlark's open wings serve the dual purpose of completing the crossbar of the "A" and signifying our desire for all students to learn the skills they need to spread their wings and soar in life. The new Dakota High School logo will retain the school's current black and gold color scheme while adding a yellow accent to capture the meadowlark's true color.

The new Dakota High School name was selected by the Fargo Board of Education in December 2020 following changes to [Administrative Policy 3260](#), which guides school building naming and renaming policies. Following vast community input, the School Board decided to rename Woodrow Wilson High School due to President Woodrow Wilson's positions and policies regarding equity and skin color. Dakota High School was selected as a celebration of our region, state, and people. Woodrow Wilson High School will keep its current name through the end of the 2020-21 school year.

