

Suggested Mascot	What makes this a good mascot for Amherst? (1,000 character limit)
11100011101	<p>This is 1821, the year of the founding of Amherst, in binary format. The mascot can still be "1821", but would be represented in the more erudite Amherst-style of binary math.</p>
The Amherst Flame - as in "fire".	<p>Short answer: Amherst graduates give light to the world.</p> <p>(And why is education defined by "degrees"?!)</p> <p>Fire is gender neutral - can't offend anyone with a questionable history or politically concerning narrative.</p> <p>Fire is one of the most powerful, feared and respected forces in the world. Handling of fire requires wisdom and knowledge. Fire gives both heat and light, fire cleanses and shapes and restores and creates and destroys. (Isn't fire such a singularly skillful beauty - like an Amherst grad?!)</p> <p>Classical Greek Philosophers' believed fire to be one of the four elements by which all things in the Universe - including humans - were made : Earth, Water, Fire Air.</p> <p>Fire is essential to the formation of and strengthening of many materials (forging and tempering - metaphors for an Amherst educational experience).</p> <p>Fire can be cultivated through a variety of chemical reactions and materials - just as through the process of combining proper measures of educational conditions with raw intellectual abilities can result in the flame that produces the illuminated thinking of an Amherst educated mind.</p>
"(the) purple and white"	<p>Embodies all the criteria; is inoffensive; already used by NSN this past Fall on football telecasts</p>
"?"	<p>The question mark in your placeholder mascot is a perfectly acceptable mascot for a Liberal Arts College.</p> <p>Ideal, really.</p> <p>(I suspect that I'm not the first to suggest this)</p>
"A"	<p>A is the first letter of our alphabet, the best grade one can get, and the first letter of our college's name. Befitting our college, A is more cerebral than other possible mascot. It has none of the negative connotations of most other mascots. And A is already a big part of Amherst iconography. Amherst is an A college!</p>
"A"s	<p>First, Ace and A signify excellence. Second, "A"s is a venerable baseball name (originally "Athletics," but changed to the simpler form years ago). Third, every AC team already has a big A on its jerseys and other paraphernalia; sometimes simpler is better.</p>

There are a few words in our language that, having been used as a mascot name for a college for a long time, can stand to identify athletes or students of certain schools. Two examples of these words are the Georgetown University "Hoyas" and the Ohio State University "Buckeyes." Each of these names has a roughly 100-year association with its school. "Hoya" started out as part of a greek and latin cheer for the Georgetown University sports teams. "Buckeyes" are trees or shrubs, but the word had also been used to refer to any resident of Ohio before it was later used to refer to athletes on Ohio State's sports teams. Today, for many, those names refer directly to athletes and students of those schools. What's a Hoya? That's a Georgetown University student. A Buckeye? That's a person enrolled at Ohio State. There is a word like those words that the students, faculty, administrators, trustees, and alumni of Amherst could develop into that same type of eponymous mascot name for Amherst athletes and Amherst students.

That name is "Darps." Darp or "the Darp" was the nickname for Jim Ostendarp, who came to Amherst in 1959. Jim and Shirley Ostendarp raised their family (four daughters, three sons) at a house next to Pratt Field. For most of the second half of the last century, Darp was a colleague, a teacher, an Amherst parent, and the football coach at Amherst College. Looking back on his long tenure, two moments in particular stand out in thinking about Amherst and the Darp.

"Darps" "The Amherst Darps"

First, given the Darp's reputation and relationships throughout the college and pro football world, there were thoughts that Darp would move on from Amherst after achieving coaching success there. There were eleven seasons that the team coached by the Darp won seven or eight of the games on their schedule. After one such season, reporter asked him if he planned to coach at a bigger college, and Darp responded "Where would you go after Amherst?"

Second, in the 1980s, when the then new 24-hour sports network ESPN first sought to televise the Amherst-Williams game, Darp was the person who said "no," thinking that the telecast couldn't and wouldn't show Amherst in its best light, as a leading liberal arts college.

I did not play on the Amherst football teams, but got to know Coach Ostendarp while I was a student and after graduating. He explained to me his reasoning relating to the original ESPN request. He seemed to have been prescient, ahead of his time in sensing how giving ESPN access to Amherst's games might work for ESPN and its needs, but did not fit with Amherst's mission. "Prescience" is not the first attribute most would ascribe to the Darp; always older than the players he coached, and typically dressed more formally than rivals he coached against, there seemed to be something "old school" about the Darp before "old school" was a thing. That's a singular combination, to be both old school and prescient.

These kinds of memories are only jumping off points for the associations today's and tomorrow's Amherst students might make in considering what it would mean to be "a Darp." What could these students learn from the Darp's colleagues, from professors who knew him, from his children—those who attended Amherst and played sports there, and those who did not? Today's Amherst students have demanded change and are now working to affect change. What might they make of a teacher coaching twenty

"Great Gray Owl"	<p>To-the-Committee: I am writing to propose Great Gray Owl as the new mascot of the fairest college. Owls are universal symbols of wisdom. They are also powerful, formidable and, when needed, fierce. The Great Gray is the largest owl (based on length) of the more than 250 owl species on Earth. In the words of David Allen Sibley, author of the definitive field guide to North American birds, it is notable for its "imposing presence."</p> <p>The Great Gray Owl is up to 2.5 feet in length and has a wingspan of up to 5 feet. On average, females are larger than males. Courtship involves feeding and mutual preening between males and females. The male approaches the female holding food in its beak, and bite-sized chunks are passed to her with both birds closing their eyes. (that sound pretty civilized, mutually respectful). The male selects potential nest sites and attracts its mate to prospective locations with calls. Several sites are inspected before she makes the final choice. Both sexes aggressively defend the nest if it is threatened by predators or other dangers. Males and females share the raising of young, females providing incubation and males providing food.</p> <p>Distribution of the species spans three continents—North America, Asia and Europe. New England is at the extreme eastern limit of its range. Sightings in Massachusetts are rare (approximately a dozen sightings in the past 40 years according to Massachusetts Audubon naturalist Marge Rines) and much sought after by birders. The Great Gray's call is a deep, measured whooo-ooo-ooo-ooo that can be heard at distances up to 800 meters.</p> <p>So the Great Gray Owl is a mighty cool bird, but how does it relate to the criteria set forth by the Committee?</p> <p>UNIFYING: A mascot that conjures up words like "wise," "formidable," "great" and "gray" (a special nod to alumni) is likely to resonate across a wide range of Amherst communities.</p> <p>POSITIVE QUALITIES: "Wise" fits here as do "presence" and "rarity," as in Rara Avis (a unique, special individual).</p> <p>BROADLY RELEVANT: With a range spread across three continents, the Great Gray is an international creature, a global presence in keeping with the diversity of Amherst.</p> <p>CAMHERST EXPERIENCE: Seeing a Great Gray Owl is an extraordinary and exhilarating experience, an epiphany. Not to overreach, "extraordinary," "exhilarating" and "epiphany" are words that fit the Amherst experience as well.</p>
"Ham", the College's Hamster mascot	<p>-Should be easy to rally around. Lovable and cute. With a proper development of the costume and the image could rival any mascot in sports, (certainly better than a purple cow).</p> <p>-Already has the color white. The tan color could be changed to purple to</p>
"I like the old one and don't believe it should have been changed!"	
"Pioneers"	All experienced the Pioneer Valley area (Hadley environs), and pioneer also implies pioneering/reaching out into new areas (a la Dickinson, Webster, Frost, Wilber, Varmus, Stieglitz, etc.). The name could be embodied into Western Mass. pioneer dress as well (native or immigrant).
"road less taken"	Connection to Robert Frost and New England's eclectic mascots
"Scot"	<p>There is something personable about Scot. Scot can be a man or a women. There could be more than one, so at the same time there could be a "Scot" at more than one event.</p> <p>"Scot" is not the typical intimidating animal or other creature favored by many colleges and universities. This idea allows for interpretation. Scot can evolve as the times, the student bodies, faculties and generations change. Scot should be fun and have a sense of humor.</p>

	This comes from the title of one of the most famous poems of Amherst's most famous poets, Emily Dickinson.
"The Loaded Gunners"	The poem, of course, is "My Life Had Stood -- A Loaded Gun"
(A statement instead:) Amherst College Has No Mascot	My suggestion is predicated on the hunch that you may wind up with a large spread of nominations, no one of which has gathered a significant number of votes. In the event of such an outcome, the best choice would be to choose to do without a mascot. I see having no mascot as presenting a sort of dignity -- guess what, shared perhaps by no other US college or university.
(Purple) Pioneers	Pioneer Valley of Massachusetts Positive connotation - both genders, generations of alumni pioneers in their fields, leaders
(purple) Zebras	The zebra (with purple and white stripes, of course) is a perfect mascot as it: a) shows that Amherst goes from A to Z in the comprehensiveness of a liberal arts education and the diversity of its student body b) is both familiar (think horses) but also exotic - it is also not a common mascot in North America c) is far fleetier and more interesting than a purple cow (or a Moose) d) is unisex, and zebra fabrics can be worn fashionably by persons of all sexes, races, and ages Go Zebras!
(Royal) Purple Martins	
(The) Frost	I believe "Frost" or "The Frost" would make a good mascot for Amherst College for a number of reasons. The obvious inspiration for this mascot, the poet Robert Frost, taught at Amherst for a number of years, so there is a historical connection with the school that would resonate with the larger Amherst community. Clearly, Mr. Frost and his poetry represent positive, artistic forces that any school would be proud to represent. "Frost" also refers to the weather condition that is not uncommon in western Massachusetts. Also, nicknames related to weather are somewhat common in higher education. Wheaton College (Thunder), Middle Tennessee State (Lightning), St. Cloud University (Blizzard), and the University of Miami (Hurricanes) are just a few schools that use weather-related nicknames. (At the moment, to my knowledge, no school uses "Frost" as a nickname, so it would be unique to Amherst.) I believe "Frost", although not as intimidating as a blizzard or hurricane, has a bit of "bite" to it and would certainly work equally well for women's and men's sports teams. Finally, I think it could be translated in a visually pleasing manner. I believe it would be preferable not to have an image be utterly anthropomorphized (i.e. "Jack Frost"), but rather a more unique image that embodies the weather element ("frosty?"), with a touch of purple, of course. Thank you for considering my submission.
400 nanometers	wavelength for purple
A (An uppercase purple letter A)	A - the first letter of Amherst, Academics, Athletics, Arts, Acapella, All.... many things that make Amherst what it is today, as well as what has made Amherst unique over all these years. No one could find fault with a big capital "A"
A apriot	It's very tasty like Amherst
a bird native to northern Massachusetts	There are doubtless ornithologists who know the field and could recommend a particular bird, one with some purple in it perhaps. I want simply to note that Robert Frost wrote frequently of birds ("The Oven Bird" and others) and that Emily Dickinson has over 200 birds in her poems. Her famous words "Hope is the thing with feathers / That perches in the soul" also seems apposite for a college symbol. That a small town and college should be associated with two of the finest American poets is something worth memorializing. Thank you.
A black lab	the black lab as a physical manifestation of a mascot is fitting as Emily Dickinson famously had a black lab as a pet. this mascot would be unique (not another lion or tiger) and ties to our amherst history. plenty of schools have shown that a color mascot with a different physical mascot can work well and i think it's a good option for amherst.

A character dressed as Emily Dickinson	Emily Dickinson is identified as being closely associated with Amherst College. A Dickinson mascot would both represent and promote Amherst College. The mascot would be appropriate not only at sports events but at all other type of functions also. I can hear the creative and poetic cheers that would be written by students in the style of her short poems. A traditional type of mascot does not "fit" Amherst. (At times perhaps a Robert Frost character could also appear.)
a couple in pioneer garb	As part of the Pioneer Valley environs, choosing a mascot from a broader community (Lord Jeff referred only to the town) would be appropriate. A couple allows gender inclusion. Scenes from Sturbridge Village might provide inspiration for the specific images. If not, consider the monument on the Lexington MA Battle Green, without the rifle. Or ponder: "Hand me down my bonnet, and hand me down my shawl, and hand me down my calico dress, ...", which might supplant the Lord Jeffery Amherst fight song.
A cross-gender politically correct robot	The whole dropping of "Lord Jeff" was mindless, given that we kept his last name and the town has his last name--despite his evil Smallpox history.
A friendly old fashioned iron, of the sort you heat on a stove	The Amherst Irons offers so many possibilities. Iron-y, yes! We are a smart, well spoken, sometimes argumentative lot who appreciate humor, and what better mascot to represent that impulse. The Iron is a mascot that can be proudly applied to men's and women's sport teams and offers many fantastic opportunities for rallying cries that avoid sexism and colonialism like "flatten them" "steam them" and "send them away with crisp edges." It also offers a sense of history, a sense of a simpler time with fewer polyesters. The Iron is perfect for our modern school.
A good dog	Nothing beats a good dog.
A large, mighty-appearing figure (male or female, perhaps alternating) with a large purple A on the shirt/sweater	My first instinct, following the demise of Lord Jeffery, was to propose no mascot at all. In my era there was never a bobblehead figure of LJ or anyone else on the sidelines - LJ was celebrated in song and in printed shorthand, particularly sports reporting ("Jeffs clobber Ephs to win Little Three"), not cheerleader costumes. In such reporting "Amherst" could replace "Jeffs" fairly easily. So the "no mascot" option would be fine by me. But if we must have a live figure I suggest one as above - an imposing, strong-seeming Bunyanesque person (maybe with some padding enhancements), and a large purple A on a white shirt/sweater/jacket. This figure need not necessarily have an "official" name but might be referred to informally as A Plus, Big A, Mighty A, Purple A (not Scarlet A) or some such - take your pick. He/she might carry around something emblematic of the opposing team being defeated - a deflated purple cow about to become hamburger, for example. Student ingenuity could run this general theme in various directions over time. The simple A resonates with all sorts of existing paraphernalia, logos, letterheads, clothing and more, and has done so for a long time. It certainly doesn't disparage any subset of Amherst folks; we all spent or are spending 4 years under that symbol in various forms. Either gender could play the role, and the could alternate. It is about as pan-Amherst and therefore unifying a device as I can think of. I doubt that anyone will be able to come up with a spirit or fight song at all musically comparable with "Lord Jeffery Amherst." J. Hamilton's creation will remain unequalled. But if someone wants to have a try at a new song extolling Big A or simply Amherst, let the attempt be made. That's a somewhat separate issue from the mascot selection.
A moose	Mooses are great. They love people They are better than cows =P
A Person in a Tweed Suit	Like the English faculty wears.
A Poodle	Because, as a college, Amherst is applying political correctness to history-so what is less offensive to PC than a poodle-Poodle correctness.
A Purple River Otter	Purple for Amherst (white markings). A River Otter is known to all (especially x-word fans) as "playful mammal". Now that Amherst is co-ed. Nickname could be "R-Otters"-good on t-shirts!
a sea otter	they're cute!
A Silver Fox (named Shadow)	My son, Joaquin, who is 10 suggested this mascot. I told him about the change in AC's mascot and asked him for ideas. He gave it some thought for a couple of days and came back with a fox. The silver part came when he was coloring the picture he drew. He named it "Shadow"--a gender neutral name. We did some research on silver foxes and, it turns out, their pelt was highly priced in New England. Among Native Americans, its gift was considered a sacred pledge of reconciliation. This detail seemed to me particularly moving in light of the reasons which motivate the mascot change. I also think the ordinary connotations of a fox as sly and playfully mischievous will work well in the sports context.
a small calf	
a torch	If we still have our motto, Terras Irradiant, why not a sun or a torch?
a wolf	They are strong and resilient.
Aamherst Aardvarks	It is aaliterative, a plus for school/mascot pairings, and changing the College's name now, albeit modestly, might save us the trouble of changing it in the future if it is determined that Lord Jeff's surname is no longer a suitable name for the college.
Abolitionists	We transition from a horrible historical reference to an decent one, and it honors one of our earliest notable alums, Henry Ward Beecher. It is also, as far as I know, unique. The downside is it could be seen as a bunch of sanctimonious self-congratulation.
Academics	That is what we were there for wasn't it? Why not state the real purpose of the College?

Aces	<p>Amherst students tend to be high-achieving in whatever their passion is - activism, community service, academics, arts, athletics, etc. An ace is defined as "a person who excels at a particular activity," which represents the entire student body; if we did not excel at what we do, we would not have earned a spot at this institution. An ace can represent virtually all people; it is not particular to one culture, gender, sexuality, or background. In addition, the ace could be visually represented quite simply by the Amherst "A" that already exists. We would not have to create a new image or buy new uniforms.</p> <p>Referring specifically to the criteria:</p> <ul style="list-style-type: none"> -The ace unifies the Amherst campus and larger community because it recognizes that not all people excel in the same thing, but we do all have strengths that combine to make our school excellent as a whole. -The ace is a very positive image, since it encourages you to work hard to excel in that which you are passionate about. -The ace is broadly relevant across all generations and the history of Amherst since Amherst College has been a high-achieving institution since it was first founded. -It represents the Amherst experience because students and faculty are expected to push themselves outside of their comfort zones to excel in areas they never thought to improve. -As mentioned, the ace is not gendered so it works equally well for women's and men's sports teams. -As mentioned, the current Amherst "A" would serve nicely as a visual representation of the ace.
Aces	Aces - this is a great name and can mean many things. Aces as in experts; aces as in poker; aces as in pilots; mascot could incorporate any or all of these. Plus I like the alliteration of "A"mherst paired with an "A" mascot.
Aces	<p>We already have so much gear oriented around the letter A instead of the Jeff. I think this works as a transitional idea, and it can be evolved further. For example, we can have the "flying aces."</p> <p>"Ace" also refers to someone who is especially good at something. Since we excel to be the best at all we endeavor, this is a particularly good mascot for our innovative and hardworking Amherst spirit.</p>
Ace's	I feel it embodies the academic and athletic expectations and accomplishments of Amherst!
acorns	Because great oaks grow from them and that is what Amherst is about.
Acorns	<p>The abundance of oak trees makes me think The Acorns would be a mascot for Amherst. There is a deeper meaning to this. The acorns dropping from the tree represent the seniors leaving, and going on to the real world, which in this case, is the ground which no acorn has ever seen before. The freshman class represents the newly formed acorns, which are produced in the fall, when classes begin. In this beautiful cycle, the acorns give meaning to the tree and provide the uniqueness to its overall appearance. The acorns are part of a greater object, which is the tree, an object that gives everyone life and happiness. Essentially, the acorns contribute to something bigger. Without them, the tree just would not be the same.</p>
Adepts	<p>Describes, at least by aspiration, all Amherst students, faculty, and alumni</p> <p>Alliterative: begins with an "A"</p> <p>Positive quality; gender neutral</p> <p>Not a common college mascot</p> <p>Could be personified in many ways</p>
Admiral Jack Amherst	<p>True story: Lord Jeff's carefree younger brother, John Amherst, an admiral in the Royal Navy, was court-martialed (but eventually acquitted) after his ship ran aground in Halifax Harbour in 1756. We could go from the Lord Jeffs to the "Admiral Jacks" with just minimal changes: "Oh, Admiral Jack Amherst was a sailor for the king, and he voyaged across the sea. But he ran aground in Halifax, a-drinkin' at the wheel, in the wilds of Nova Sco-shee! In the wilds of Nova Sco-shee! And for his royal majesty, he jibe and tacked and chugged, for he was a sailor always seeking fun. And he conquered all the tavern rooms that came within his sight, and he looked around for more when he was done. Oh, Amherst, Jack Amherst, 'twas a name known to fame in days of yore. May it ever be glorious (not like his brother Jeff, who was a boor.)" I guess he'd be a awful mascot. Never mind, and good luck!</p>
Aesthetes	Aesthetes - looks like athletes but actually refers to the colleges mission to always search for beauty. Alliteration also. Don't know what the actual mascot would look like, though.
Air	We need it and it's nice to have AA on our shirts
Akitas	<p>The Akita is a breed of large dog that looks a bit like a wolf with a curled tail. They originated in Japan. Unlike many breeds, Akitas do not have a uniform coat color. They are known for their strength and loyalty as exhibited by the most famous Akita: Hachiko. Famous Akita owners include Helen Keller and, more recently, Drake.</p> <p>It's alliterative, costume ready, and better yet, a live dog could live with a faculty member and hang out on campus, which would improve campus life.</p>

ALBIE	<p>See Fall 2015 AMHERST issue. A southern rescue dog brought north by Peter Zheutin '75 with excellent supporting story and pictures. It is difficult to describe the joy received from a carefully selected mascot. My own experience is that 2 of our crew smuggled a feisty but remarkably well behaved small pup "Guppy" on board our Destroyer in Hawaii in July 1944 just before leaving for Leyte and all the rest of the Pacific island JAP mainland invasions including 3 weeks of night and day Iwo Jima bombardments. How Guppy survived the noise from 5 x 5"38 plus 40MM and 2 MM gun fire is hard to conceive plus winning over the morale acceptance of the Chiefs along with 15 officers of whom most were 90 day wonders from Amherst, Harvard, Dartmouth, Yale etc. No doubt other Destroyers got away with mascots but have yet to find another one that earned 7 Battle Stars.</p> <p>Through K-9 demonstrations at our local SEAL museum, we have become very appreciative of how these mascots have become so effective in saving so many of our combat soldiers, spotting IEDs, comforting injured, along with capturing local community felons etc.</p>
Alces	The Moose coming onto Bidley's lawn is a very good and appropriate origin story.
Alley Oops	After the comic strip which takes place at the time of dinosaurs which Amherst College has one of the largest collection of dinosaur tracks in the world Also there is a female in the comic strip Oops, Who could be the mascot for the women's teams?
Allosaurus	<p>Nice historical reference for the college and for the location in the Pioneer Valley that would hopefully resonate with many generations</p> <p>I also particularly liked this dinosaur name because not only does it begin with "A" but "Allosaurus" felt like a nice connection to being inclusive and being a college for "all."</p> <p>Good for both women and men (I am particularly sensitive to this because it always really disturbed me to be referred to as "Lady Jeff" - that made no sense...)</p> <p>Strong and powerful creature so a nice fit for competitive sports teams</p> <p>Dinosaur would be able to be translated easily in a visually pleasing manner.</p>
Alpaca	Alpacas are cute, spry, and alliterative! Go Amherst Alpacas!
Alphas	Alphas- refers to us as the top, the first, the strongest. Alliteration also. Actual mascot would incorporate the Greek letter.
Ambassadors	Suggests dignified, strong and respectful representation.
AMBASSADORS	Besides the obvious alliteration, the Amherst Ambassadors stand as representatives and messengers of Amherst College and all of its noble, intellectual, open-minded, all-inclusive values.
American Marten	From: Daniel Chromacon [mailto:dchromacon@yahoo.com] Sent: Friday, November 18, 2016 11:01 PM To: Amherst College Feedback <feedback@amherst.edu>; Subject: Amherst mascot selection Dear Amherst Mascot Selection Committee, I do not wish t
amethyst	amethyst - alliterative, purple color, its light refractive qualities can help "illuminate the earth"
Amethyst('s)	Because it's an alliteration and amethysts are purple!
Amethysts	Amethysts-references the color purple which has been with us a long time. Alliteration as well.
Amherst (Asparagus) Spears	Amherst is located in the Asparagus Valley. Asparagus is an ancient vegetable, dating back to at least the Roman Republic. It is proud, it is pointed, it's even prouder in numbers, though each spear stands on its own. It is varied, coming in many colors, and it is resilient--it does not lose its basic values even after being subjected to grilling, saut�ing or par-boiling--and its after-effects are tasted [smelled, if you will] long after being consumed. And, best of all, its purple variety is the rarest of all.
Amherst Aardvark	Aardvarks are lovable nocturnal creatures that live in burrows (think of Arthur, the main character of the popular children's TV series), not unlike Amherst students. The name is also almost a homonym for "Amherst awkward"... What's not to like?
Amherst Aardvarks	Alliteration
Amherst Aces	<p>Gender Neutral</p> <p>Starts with "A"</p> <p>Two syllable word, to match Am-herst</p> <p>Ace is a term reserved for best in class... Very representative of Amherst.</p>
Amherst Aces	
Amherst Activists	

Amherst Alliance	While not a traditional mascot, I am proposing "Amherst Alliance" as our mascot because I believe it represents a positive ideal around which people can rally. Calling ourselves the "Amherst Alliance" would send the message that we are allies for each other -- for ALL members of our Amherst community (students, faculty, staff, alums, etc.) -- a community which includes the best and brightest from around the world, and a community which believes that our differences (e.g., race, religion, sex, gender identity, socio-economic background, political views, etc.) make us richer, not poorer. "Amherst Alliance" would send the message that we are allies for Amherst's core values, too -- values which (to my mind, anyway) include respect, inclusion, tolerance, a commitment to excellence in education, and a healthy appetite for debate over issues of substance. More generally, "Amherst Alliance" would send the message that we have each other's backs -- whether we agree or disagree, whether we are of one mind, or have diverse views, etc. Especially in the wake of the election cycle, I want our mascot to show that we are stronger when we stand together -- shoulder to shoulder -- as allies, committed to a shared vision of Amherst's place in the world.
Amherst Alpacas	Alpacas are cute and pure-hearted. The are soft.
Amherst Amethysts	Amethyst would also be a great mascot for the college as it is durable, purple and often grows inside rocks, which is quite metaphorical.
Amherst Amethysts	-Amethyst Brook, great outdoor preserve in Amherst -Local gem, yet treasured worldwide -non-gender -visually pleasing ("A thing of beauty is a joy for ever" -Keats) -purplish tint -good alliteration!
Amherst Amps	The electric image is nice -- think chem labs -- and so is the alliteration.. Amped up!
Amherst Amsters(Hamsters)	Everyone likes hamsters
Amherst Ants	I think Amherst is strong and full of amazing people. That's why I think we are like ants.
Amherst Apatasaurus	It's alliterative and a dinosaur.
Amherst Apolegma's	An Apolegma is a gorgeous, purple species of Nudibranch. This would be a quirky, fun mascot for the College. The mascot costume could involve several people in one suit which would boost morale at games and would be an overall crowd pleaser.
Amherst Argonauts	Argonaut - an adventurer engaged in a quest!
Amherst Arrows	Positive and forward looking. (and my eight year old daughter thought of it and begged me to submit it!)
Amherst A's	It's simple & represents the first letter of the name of the college
Amherst A's	Seeing as we already use the letter "A" in place of the image of a mascot, being the Amherst A's would be logistically easy. Additionally, the letter "A" can represent excellence in both "A"thletics and "A"cademics, something that people from all different groups on campus can identify with and rally around. The letter "A" is often equate with success, due to the connection it has to the "A" letter grade. However, having the "A" as our mascot would not only promote excellence in academics; it would also emphasize the notion of striving for "A's" in all areas of life, an idea embodied by the typical, well-rounded Amherst student.
Amherst A's	We deserve an A! A for effort
Amherst Asparagus/Asparaga/Asparagi	Who forgets the thrill of the Connecticut River valley's spring crop when it shows up in the dining halls? How humble and yet robust is the determined asparagus! Thrusting its way through the earth crumbs, as Frost said of beans among the apple blossom petals. Nickname, if appropriate: The Spears. Endless academic play about plurals and gendered forms! Wonderful journalistic opportunities with sauteed, oven-roasted, pan-fried, wilted, fresh, young, mature, tender, fibrous, not to mention parmesan- and garlic- variations ad lib. A good mascot opens the door to improvisation and only gradually assumes its full vegetative dignity. Have a little fun with our spirit and pride--not too proud, not less spirited (despite Aristotle) for not being Animal.
Amherst Athletics	Represents the Amherst athletics teams in a straightforward way.
Amherst Athletics	This is mostly about Amherst Athletics--so I like the shortened form of athletics, the As, as in As are always better than Ephs.
Amherst Athletics	
Amherst Aubergines	Aubergines are purple and white, which are the AC colors.

	<p>Classy - sophisticated - pleasantly alliterative Liberal Arts - apt and unique - recognizes the past, present and future</p>
Amherst Authors	<p>Robert Frost Emily Dickinson - includes feminine side Scott Turow Dan Brown Henry Ward Beecher Richard Wilbur</p>
Amherst Beacons	<p>"Light up the land" is the Amherst motto. What better to symbolize leading by lighting the land ahead than an Amherst Beacon, which will lead the way to the future, as we as illuminate all around it. The symbol will convey both Knowledge, wisdom and action! What could be better? It will inspire Amherst students, alumni and faculty, both descriptively and graphically. (An alternative might be the Amherst torches.)</p>
Amherst Blaze	<p>This mascot compliments the motto on the Amherst seal "Terras Irradiant."</p>
Amherst Blazers	<p>Blaze-as in light, referencing Terras Irradiant</p>
Amherst Bolts	<p>Amherst Bolts: a play off of the school's motto Teras Irradiant, the logo can be a lighting bolt</p>
Amherst Brains	<ul style="list-style-type: none"> * It's funny. * It emphasizes the school's intellectual heritage. * It's original.
Amherst College "FROST"	<p>We need a non-humanoid mascot and this serves as the perfect balance between an icicle (frigid in the winter as we all know...) AND a pun, referencing Robert Frost, an on and off professor for roughly 40 years.</p> <p>I spoke with President Martin about the FROST, and she loved it.</p>
Amherst College "Frosts"	<p>Works two-fold: recognizes the frosty winters at Amherst while also hinting at the longstanding tradition of Robert Frost's presence on campus.</p>
Amherst College "Light"	<p>as Terras Irradiant is our motto..."let them enlighten the lands"...in such, "Light" would make for an appropriate mascot. Light is energy, powerful, fast...it brightens darkness...Light enhances our awareness of the world around us... Without Light, there would not be life as we know it...Light is encompassing and celebrating throughout all cultures...Scientifically light is neutral, philosophically Light is a Positive, Illuminating Force... being the "Light" would work well for sports mantras/cheers to be developed..."speed of LIGHT", etc. Actual "logo" etc, would be easy to design with illuminating rays and could play from the sun on our College Seal.</p>
Amherst College Bunkers	<p>See here: https://www.amherst.edu/amherst-story/magazine/nooks/bunker</p>
Amherst College Centaur	<p>I have chosen the mascot to be a centaur for several reasons: I believe a centaur is like a link between two worlds - human and animal - in the way that Amherst College links the world of theory to the real world. A centaur can be seen as wise and brave, yet with a bit of a wild side, like much of our population. Centaurs are not commonly seen as mascots, and are fairly uncommon in the world of art. Both of these combined show the unique nature of Amherst College and its culture. Being a combination of human and horse, a centaur mascot represents the combinations of Amherst College's well-rounded student academics. Centaurs are very powerful creatures, representing our powerful athletics teams. Centaurs are also very intelligent, much like our students, faculty, and staff here at the college. Centaurs can be depicted as a mix of species, much like our diverse population of students, faculty and staff. These are the reasons why I believe a centaur makes a perfect mascot for Amherst College.</p>

Amherst College Frost	<p>The Amherst College Frost</p> <ul style="list-style-type: none"> oLike the Miami Heat or the Oklahoma City Thunder oMultiple references to Robert Frost, New England weather, etc. oSubmitted by Francis Barker, class of 1985
Amherst College Frost	It just feels right.
Amherst College Jaegers (Namely the Long-Tailed Jaeger)	<p>Amherst College Jaegers (Namely the Long-Tailed Jaeger)</p> <p>Birds have a long history of representing the noblest qualities human beings aspire to including freedom, peace and strength. The promulgation of such ideals is among the reasons Amherst College exists and engages the wider world.</p> <p>The Jaeger as mascot may even win over students and alumni who are against the change of mascot all together. The word "Jaeger" means hunter or huntsman and is used today, as it has for centuries, to name military units (including special forces) and armaments from nations around the world including the United States.</p> <p>The National Audubon Society describes the Long-Tailed Yeager as "a swift-flying.....extremely graceful and agile" North American bird. This along with its visually unique lor tail feathers (which both sexes develop for the breeding season) and distinctive dark mask/cap make it a bird whose appeal may extend beyond simply visual representatio for both men's and women's athletics at Amherst.</p> <p>Link to photographs: http://www.birdspix.com/north-america/skuas-and-jaegers-stercorariidae/long-tailed-jaeger</p>
Amherst College Lord Drews/Amherst College Lady Drews	In honor of Charles Drew - 1926 alumnus, athlete, prominent surgeon, professor and civil rights activist who protested racial segregation. He embodied all that Amherst College should aspire to be.
Amherst College Pioneers	<p>The Amherst College Pioneers</p> <ul style="list-style-type: none"> oPioneer Valley oPioneers in education, thought, research, discourse, etc. oSubmitted by John Silbaugh, class of 1985
Amherst College Pioneers	<p>Our motto at Amherst, "Terras Irradiant," means to "Let them bring light to the world." The definition for "pioneer" is "one who is first or among the earliest in any field of inquiry, enterprise, or progress." Being a pioneer is intricately tied into our identity as Amherst students and alumni. We seek to go forward illuminating our areas of industry by serving as leaders- and quite literally- pioneers of our trade.</p> <p>More directly, as our school is located within the heart of the Pioneer Valley, becoming the Amherst Pioneers pays homage to and unites the college to our community and the beautiful and embracing environment that helps make Amherst and the five college consortium so special.</p>
Amherst College River Otters	River otters possess all of the most desirable mascot qualities in spades: they are ferocious, graceful, and intelligent predators at the top of the riverine food chain that often hunt cooperatively and are capable of incredible physical feats. They are highly social animals and are frequently seen engaging in play behaviors, many of which make for adorable internet videos. Moreover, among the handful of animals that possess these traits, they are by far the most underused: only one other college in the country has a otter (of the oceanic species) as its mascot. River otters are native to many of the streams and rivers around Amherst, and also play an important role in the history of the U many of the earliest settlements in the continent's interior were established by trappers, for whom otter pelts were a valuable commodity. The River Otters would be a mascot that is unique to Amherst, while avoiding the possible unpleasant connotations of having a mascot based on an actual person.
Amherst College Safe Spacers	Came with a picture of a pink care bear with a rainbow on her stomach
Amherst college spirit	Spirit would represent all past present and future individuals that will attend teach work and be an integral part of the college and its community it is each individual's spirit as well as the college communities spirit that will help to overcome all types of obstacles in life as well as in atheletics it is spirit that helps us try to be the best that we can e be for the betterment of us as individuals and to a larger extent as a caring empathetic socially conscience and open community

Amherst College Students	gender neutral/culturally diverse- The mascot can be dressed in a variety of ways emphasizes the historical mission of the college animal mascots are culturally appropriated from tribal societies Amherst College students are students for life
Amherst College Valley Hawks	The hawk is an impressive powerful figure. Hawks are very intelligent and they represent the ability to form strong bonds and relationships. The interpretation of a hawk can come from many places including mythology, native american history, and totem poles. The Valley represents where we are located and proud to be apart of, the pioneer valley.
Amherst Dinos	Amherst Dinos: each paying homage to the dinosaurs found in the Pioneer Valley or at Beneski Museum
Amherst Direwolves	Ferocious, tied into history and the area, we have a skeleton in the museum, think of the Game of Thrones references, also totally not polarizing?
Amherst Dragons	Sort of obvious, Amherst being located where dinosaurs trod millions of years ago. Also, the names denote fight and vigor, certainly traits of an athletic team. "Go raptors, go!" The choice of 'dragon' is a bit softer, while 'raptor' has more of a ferocious character. It's a far cry from old Jeff, but as far as I can see, not insulting to any group or individual unless you're a Brontosaur or pterodactyl.
Amherst Dryos	I don't envy the committee being tasked with picking a name with historical ties yet dynamic enough to represent the College and its alumni in their future endeavors. The NESCAC as a whole is known for its unique college nicknames, I think it is important to continue this tradition; many of my professional and social conversations about the alma mater surround the uncommon moniker "Lord Jeffs" (for better or for worse) Amherst Frost: a nod to the internationally known former professor, to give it some more bite the mascot can be depicted by a yeti, a sabertooth cat or a dire wolf as found in Beneski
Amherst Eggheads	It's original, inclusive and amusing. Plus it has a nice ring, doesn't it?
AMHERST EGOS	IT CAPTURES THE SPIRIT OF THE PLACE
Amherst Elk	It just flows, doesn't it?
Amherst Flame(s)	In keeping with the Amherst's motto of "Terras Irradiant" (?sp) eg. "light up the land," I previously suggested Amherst Beacon(s) with a close alternative being Amherst Torc (s). I now submit another alternative: Amherst Flame (s). I think any one of these as a non-animal mascot would reflect favorably on Amherst's role of illuminating darkness or more specifically bringing knowledge to the world.
Amherst Flames after Terras Irradiant (The Amherst Light)	Light is quite inspiring and in line with the Amherst College values. Light would be a beautiful concept. Symbolizing knowledge and about our social mission to bring more good into the world with our education -- also hails back to our founding. Amherst has become defined by our commitment to social justice -- a wonderful thing especially in this time when there feels like so much darkness.
Amherst Foxes	When I was a student, foxes were often seen roaming the campus. That, plus the fact that they're wily, agile, and small (like the College itself), makes the Fox an appropriate mascot.
Amherst Foxes	Foxes are amazing and beautiful animals, and they are of course native to the Pioneer Valley. They are closely related to dogs, which we all know, are humankind's best friend. Darwin actually discovered a new species of foxes, they are known to be highly intelligent, some are domesticated pets, and they love to play and have fun. And perhaps best of all, when I attending Amherst, there was actually a fox living on campus (~2003). I think it was perhaps living in some of the bushes somewhere behind Frost Library. But who could know - they are so sly. :-)
Amherst Friends	1. Unifying. 2. Inclusive. 3. Current themes of Friendship and Poetry being favorites of Biddy Martin. 4. Timeless. 5. Self-explanatory. 6. Supportive in tone. 7. We self-identify as being 'one' group.....our mascot is us. 8. Complementary to Friends of Amherst Athletics.....of Music....of Mead....of the Library.
Amherst Frost	A tribute to Robert Frost and the literary tradition at Amherst. The Amherst community has already embraced the name Frost with our library and it would be a welcome and warm memory for most alumni. The repeating "st" sound in Amherst and Frost sounds nice together. Frost is an appropriate climate word for the region. While not a typical mascot, the Miami Heat successfully chose a similar name when creating their franchise. The name is unique and provides great opportunity to be creative with logo mascots and uniforms that would work well with the color purple.
Amherst Frost	The obvious connection with Robert Frost. But beyond that, it can be visually appealing, it does relate to our cold weather and it has an athletic connotation. It has the foreboding sense that winter is coming.

Amherst Frost	As the kids would say, Because, Robert. And many nicknames now aren't plural, or animals, etc.
Amherst Frost	A bow to poet Robert Frost but consistent with our New England climate. Unique but fun. Easily applicable to both men's and women's teams. Easily translated into a visual pleasing emblem with a "frosty" purple letter A
Amherst Frost	It is unique, it does not end in "s" (as do most mascot names), it ties directly to campus in a way the whole Amherst community instantly understands (but may not be understood by others), it allows enormous creativity in designing logos, t-shirts, etc., and it sounds cool!
Amherst Frost	Interesting name that references Robert Frost and our cold winters.
Amherst Frost	The winter and Robert Frost.
Amherst Frost	A weather-related mascot is not uncommon. Phoenix has the Suns, Oklahoma City the Thunder, Tampa Bay the Lightning. Besides, in addition to referencing the cool weather in Western Massachusetts, we also pay homage to one of the school's most famous poets--Robert.
Amherst Frost	All I want in life is for us to be the Amherst Frost. It will be symbolized by an ambiguously gendered, shape-shifting swirl of winter sparkle, while still alluding to our gruffer, literary (male) past. We will bite and shimmer, crunch and slide, the word play will be endless. It is the perfect representation of a certain New England standoffishness (whose defenders will call beguiling, while opponents just wish for melt). It is unique (as every snowflake), tough, beautiful. Robert will roll in his grave. His world (and his College) have changed in so many ways -- most, for the better. Amherst has been transformed, but still the woods are lovely, dark and deep. We are the Amherst Frost.
Amherst Frost	After some thought I think this nickname accomplishes the goals of the mascot committee. The nickname is unique and pays homage to the internationally known professor. The mascot and logo could be a dire wolf, also unique and shares a connection to the college with the dire wolf skeleton in Beneaki Museum. There also aren't any other daog or wolf mascots in the NESCAC
Amherst Frost	It is gender neutral, and in no way devisive. It represents our cold winters, but evokes fierceness, and it's the name of our library so it suggests our hard work ethic.
Amherst Frost	Snow, and Robert Frost. I think I heard someone else tossing this idea around a couple years ago, and I liked it. It's nerdy in exactly the wonderful way the Amherst community is.
Amherst Frost	-Double meaning: pays homage to Robert Frost + (terrifyingly) cold winters! -Would be meaningful to current students and alumni across generations -A little quirky and extremely unique, just like the College itself -"Amherst Frost" is a great slant rh
Amherst Frost	I like that it has some history to it and it also isn't an animal which may appeal to some groups.
Amherst Frost	Did I already submit this? The page I got last time suggested that things had crashed. Anyway, I saw someone on Facebook suggest this last year, and since then I've become convinced that the Frost is the best mascot for Amherst. It is a little bit abstract, but if it works for three-time NBA champions the Miami Heat, it can work for Amherst. The two words sounds good together, both ending ins "-st." It is totally genderless and offers lots of opportunity for simple visual interpretations (i.e., snowflakes) for banners, face paint, etc. Frost works well with the cool color palette of purple and white--and we wouldn't want to force unnatural color combinations, such as purple cows. Not only does it honor Robert Frost, who is probably the best-loved person associated with Amherst (sorry, Silent Cal), it also celebrates the New England winter, which is an integral part of the Amherst experience. Frost even has some good rhymes for potential fight songs (cost, lost, crossed, bossed, tossed)! You can't go wrong with the Frost.
Amherst Frost	It helps celebrate the history of Robert Frost on campus and the weather. Frost can be really intimidating--I picture the mascot looking kind of like either snow monster from Frozen or Snow Miser from Rudolph.
Amherst Frost	Robert Frost of course! Shares a name with the library as well, which is great for conveying that academics are a priority for Amherst athletes. And given the winter weather Amherst faces, it's even more appropriate!
Amherst Frost	I like frost, as a mascot and concept. This has made its way around the internet and it intrigues me. Obviously, an homage to Robert Frost. Would also be happy with Moose.
Amherst Frost	Frost: UNREAL potential for mascot with a purple/black Jack Frost holding an icicle--while also paying homage to the late-great Robert Frost who taught at Amherst and already has a statue on campus (cost-effective)
Amherst Frost	Because of Robert Frost's close connection to the college (a positive historical figure) as well as incorporating the fact that there is snow on the ground at Amherst for 6 months out of the year. What many people think of when they think of Amherst - the library and the weather.
Amherst Frost	Based off of Robert Frost, a well respected former employee of Amherst College, and alludes to the freezing climate of Amherst, Mass.
Amherst Frost	It's about Amherst and sounds cool!
Amherst Frost	It's cold sometimes.
Amherst Frost	It is cool

Amherst frost	We love Robert Frost!
Amherst Frost	Cool
Amherst Frost	Because Amherst is cold
Amherst Frost	Frost library, statue of Robert Frost, semantically referential to the winter struggles that bond us together.
Amherst Frost	Our mascot will be able to pay homage to the great Robert Frost, who so deeply impacted our campus as a professor. We can also use a snowflake as an icon, which would look really cool on uniforms and hats. Amherst is too special of a place to have a generic mascot like a moose or other animal. Let's stand out from the other schools and pay tribute to a great member of the Amherst Community. (This was not my original idea, but I definitely support it.)
Amherst Frost	It has double meaning.
Amherst Frost	Great Poet Represents the weather Beautiful imagery
Amherst Frost	It's cold + Robert Frost
Amherst Frost	Ice cold
Amherst Frost	verstility
Amherst Frost	Robert Frost, it's cold here
Amherst Frost	I'm sure you've received other answers explaining why The Frost would be a good mascot.
Amherst Frost Bite (name), Jeff the Yeti (costume/mascot)	You get the double entendre of Robert Frost and frost the weather with the ferocity of a bite. The actual costume is Jeff the Yeti. Yetis bite, live in cold climates and his name is Jeff to appeal to alumni, but has no actual relation to Lord Jeff.
Amherst Gentlefolk	In 1975 Dean of Students David Drinkwater addressed his fall letter welcoming students back to Amherst to "Gentlefolk of the College". In this way he acknowledged and welcomed the arrival of women at the former "Gentlemen's" college. Today the appellation "Gentlefolk" would seem to suit the political climate at Amherst even better. It not only is inclusive of both genders, but it also connotes a civil, non-threatening, and indeed soothing environment. In this era of making colleges 'safe spaces' so as not to disturb or challenge student sensibilities, the Amherst Gentlefolk would capture the Zeitgeist. Even though Dean Drinkwater may not have meant it quite that way.
Amherst Hamster	Hamster and Amherst are anagrams. Arriving at this mixture of 7 letters could only come out of a liberal education -- hence only from a school like Amherst. The Amherst - Williams rivalry is to be nurtured and celebrated. The Purple Cow is whimsical and unique and it would be appropriate for Amherst to have a comparable mascot. The most common American Hamster originated in Aleppo, Syria and its survival in the U.S. signifies hope for those beleaguered souls in Aleppo today and highlights the value of diversity which is so important to Amherst today. The Aleppo Hamster is also known as the Golden Hamster. As long as Amherst is bent on throwing away a long tradition, might as well consider changing colors -- perhaps Gold and Purple (royal purple that is, not the "purple" of Williams). As a Division III school, Amherst is small, but feisty. The students are indefatigable just as the Hamster can run tirelessly in a "Hamster Wheel." I can see a costumed Amherst Hamster running in such a device at Pratt Field after a touchdown while the jubilant crowd sings "Oh Hamster, Brave Hamster! 'Tis a being known to run on and on. May it ever be victorious... 'til the sun shall climb the heavens no more." The Hamster would be fairly unique and does not appear to have a gender which should make every element in the diverse Amherst community happy -- even those from Syria given the hamsters' origin. The Arizona Diamondbacks have a hamster as an unofficial mascot, but so what? Google Hamster Mascot and you will find there are plenty of Hamster costumes available now for our cheerleaders. Go Hamsters!!!! P.S. Never Moose. Submitted by a member of the upside-down class of 1961. Flip it and it is still 1961. Never again until 6009.
Amherst Hamsters	It's an anagram of Amherst; It's a bit tongue-in-cheek, appropriate for a Division III school.
Amherst Hamsters	ANAGRAM! Need I say more? If so, I'll add this: hamsters are small, but mighty. They are nocturnal, like most undergrads. They are fuzzy and cute, entirely unobjectionable, and non-lethal. Hamsters have never decimated a native population -- and as far as we know, they do not discriminate on the basis of race, class, or gender. That said, they can bare their sharp little teeth and inspire fear in the hands of the most powerful. They are tenacious and they never give up...even when they probably should. Hamsters! Hamsters! Hamsters!
Amherst Hamsters	"Hamster" is the only anagram of "Amherst"! Hamster is cute.
Amherst Hamsters	The only word that is an anagram of Amherst is Hamster.
Amherst Hamsters	They're cute, smart, and it sounds good w/our name
Amherst Hamsters	Anagrams!

Amherst Hawks	There is a hawk that lives on campus and it's pretty cool
Amherst Hawks	
Amherst Hawks	
Amherst Incandenzas	[This space intentionally left blank]
AMHERST KELLERS	<p>I propose the AMHERST KELLERS, (as in Helen): "Having accomplished so much in spite of being blind and deaf to reality". Helen Adams Keller was an American author, political activist, and lecturer. She was the first deaf-blind person to earn a bachelor of arts degree. ---uniquely admirable, and no purple cow she! The physical embodiment of her as mascot would open up a universe of creative interpretation.</p> <p>Quotes</p> <p>"Life is either a great adventure or nothing." ...as is Amherst College!</p>
Amherst Light Warriors	Paying homage to the motto, Terras Irradiant
Amherst Long Longs	We are long
Amherst Lumens/Lumina	<p>Playing off "terras irradiant," Amherst should incorporate something related to light and "let them illuminate the earth"... Here are three ideas: The LUMEN is a unit of measurement for the brightness of light. (plural Lumens or Lumina)</p> <p>All three play off the sun in the official college seal...all are positive in nature...all are gender-neutral...all are unique...all lend themselves nicely to purple sun sports logos...are clever in the NESCAC tradition...all hint towards illumination - in whatever form - radiating outwards...and all speak to our broader motto of "Terras Irradiant." Could also consider Amherst Aurora, Amherst Flash, Amherst Luster or Amherst Beacons for similar reasons...but I think the Amherst Lumens or Amherst Radiance works best...</p>
Amherst Luminaries (aka the Flames or Rays)	<p>Amherst Luminaries (aka the Flames or Rays) would be an all inclusive mascot that students of every gender, race, religion, sexual orientation, economic background, etc. can identify with and unite behind. The Luminaries would be the embodiment of the college motto of Terras Irradiant ("Let them give light to the world") and would be broadly relevant across the Amherst community, the student body, and generations of alumni. It embraces the idea of Amherst being a place that adds light to the world and is a leader whether it is in the classroom, in the community, or on the fields of athletic competition.</p> <p>A luminary is defined as:</p> <ol style="list-style-type: none"> 1. a person who inspires or influences others, especially one prominent in a particular sphere 2. an artificial light <p>Mascot design: Either a flame or a sun with rays coming out of it (similar to the Amherst College school seal)</p>
Amherst Mammoths	<p>As many of us know, "mammoth" has multiple meanings. It describes something stupendous and monumental, something vast and mighty, something imposing and formidable. Why would we not represent ourselves as stupendous and monumental contributors to society? As vast and mighty individuals in the expanse of our knowledge As imposing and formidable in the fields, courts, and arenas?</p> <p>The mammoth also pays homage to our very own Beneski Museum of Natural History, which houses a mammoth found by Amherst Professor Frederick Loomis in 1913. The fall of the mammoth genus "around the time of the last ice age" marks the beginning of a rich geological history for Amherst College. Throughout the inundating retreat of the glaciers covering North America, the hill that would eventually harbor Amherst College prevailed, proudly peeking its shores above the lapping tides of Glacial Lake Hitchcock, awaiting the flood of learning and growth that was to come, awaiting the return of the mammoth.</p>
Amherst Mammoths	The Mammoth in Beneski!
Amherst Mavericks	
Amherst McAmherstface	Depicts what Amherst is all about.

Amherst Merlins	Merlin: iconic wizard and/or fierce bird of prey -- take your pick! A wizard is eminently suited to represent Amherst as an outstanding academic institute -- after all, "any sufficiently advanced technology is indistinguishable from magic" (Clarke). Complementing the wizardly imagery, the merlin is an intelligent, fleet, and feisty falcon, that has an extensive range including the great state of MA. Small among falcons, the merlin is a tough and tenacious hunter, not to be underestimated. Mascot: Anyone at Amherst interested in falconry and Arthurian dress?!? Quirky? Yes! Would be distinctive among school mascots. Go Amherst Merlins!
Amherst Moose	Given the campus wide recognition and celebration of the Moose for the past couple of years, it seems a natural choice.
Amherst Mousers	
Amherst Otters	Cute!
Amherst Owls	It sounds good as a name and owls are cute.
Amherst Patriots	It recalls that Massachusetts was the starting place for the Revolutionary War, which would be a very positive and popular brand. The fact that a certain nearby football team has this name I would suggest is a plus rather than a minus; it connects us in terms of image to a bigger (and usually successful) sports entity. I think it would be unique. I can't immediately think of any other college with this name. And it would be easy to design an inspiring logo for this name. PRP
Amherst Pheasant	<p>Last year while on a trip to the Bronx Zoo with some fellow Amherst alumni, we saw the Lady Amherst Pheasant and immediately thought that this bird should've been the school mascot.</p> <p>The animal already has the name Amherst in its name. The colorful feathers would translate well visually. Although the official name is Lady Amherst Pheasant, I think Amherst Pheasant works well for both men's and women's sports team. Pheasants may sound odd, but I don't think it is any more odd than William's College's Ephs, a purple cow.</p> <p>Further reading material on the bird. https://en.wikipedia.org/wiki/Lady_Amherst's_pheasant http://rosamondgiffordzoo.org/assets/uploads/animals/pdf/LadyAmherst'sPheasant.pdf</p>
Amherst Pioneers	References the Pioneer Valley and makes reference to the ways in which Amherst students and faculty are pioneers in their research & search for knowledge.
amherst pioneers	foremost, places the school geographically (most enduring, perhaps basic signifier). connotes both our historical and intellectual identities. alliterates well with "purple pioneers" (plosive sounds pop with pride). applies evenly with no gender bias: "this week at williams the pioneer women killed it!" and with every mention, asserts the pride of confident, daring, determined people looking forward with strategy and strength, on the cusp, taking risks, breaking new ground, confidently going where no woman or man has gone before! (alas, amherst trekkies just doesn't work) ultimately, its conceptual resonance with past and future makes it a winner for the present!
Amherst Pioneers	For Pioneer valley
Amherst Pioneers	We live in the Pioneer Valley and as an alumni being in the Pioneer Valley and a Five college Alumni brings odes of nostalgia. There are other towns of Amherst in the U.S but only one Amherst in the Pioneer Valley.
Amherst Pioneers	In addition to grounding the mascot in Amherst's physical setting of the Pioneer Valley. the Pioneer represents bravery, creativity, resourcefulness, adventurousness, and open-mindedness -- all values that both the College and individual students do and should embrace.

Amherst Pioneers	<p>"The Amherst Pioneers is a good mascot for Amherst for multiple reasons:</p> <p>First off, we are a part of the Pioneer Valley. Therefore, this mascot would be appropriate because it has ties to the region in which Amherst is situated. Amherst is proud of it's identity in the Pioneer Valley - even the bus system is called the "Pioneer Valley Transport Authority".</p> <p>Yes, I understand that perhaps there is some controversy regarding those pioneer's relationships with Native Americans. However, this is obviously not what we would be the pioneers for. In the more symbolic sense, Amherst as an institution is pioneering new forms of education. Amherst undergraduates are encouraged to "pioneer" new ways of thinking, and be pioneers in their search for social justice.</p> <p>In conclusion, the pioneers would be appropriate A) because of the location of Amherst and B) because of the aforementioned symbolism. I do not think that a physical depiction of a pioneer should be necessary. We would be the pioneers in a more conceptual sense."</p> <p>We should not have a visual representation for the pioneers.</p>
Amherst Poets	Amherst has been the home of Emily Dickinson and Robert Frost. The Poets mascot would be a unifying choice. It would also be a sign of greatness, unlike the choice of Moose for a mascot. It is too bad I cannot have an attachment as I have a photoshopped photo of Emily Dickinson with an Amherst "A" on her smock top.
Amherst Poets	I'd like to see Amherst pave the way for celebrating the intersection of athletics and another great tradition of the college--literature. Poets come from all cultures, geographies, and are a tradition for all identities.
Amherst Poets or The Poets	An obvious nod to Emily Dickinson, Robert Frost, and Amherst's strong tradition of literature and poetry.
Amherst Pioneers	
Amherst Pride	<p>Double entendre: indicates being proud, but also represents a group of lions.</p> <p>Female lions are equal (if not primary) members of the pride</p> <p>Gives a nod to the Queer community</p> <p>None of our rivals are lions</p> <p>Lions are fierce and loyal</p>
Amherst Purple	The color purple is apolitical and simple. Also, Oprah would be proud.
Amherst Purple Frost	A bow to poet Robert Frost but consistent with our New England climate. Unique but fun. Easily applicable to both men's and women's teams. Easily translated into a visual pleasing emblem with a "frosty" purple letter A.
Amherst Purple People Eaters	School color, it's funny, and it is intimidating (sort of). It's so ridiculous that it fits with the NESCAC theme of ridiculous mascots.
Amherst Purple Storm	Vibrant dynamic name, easy to visualize, gender neutral.
Amherst Purple Tide	
Amherst Purps	

Amherst Purps	Our color is purple
Amherst Purps	Because our colors are purple and purps are an intimidating mascot
Amherst question mark	looking for answers is what we do here at Amherst.
Amherst Range	I've always liked the singular team title concept. "Range" speaks to place -- that spectacular view we all remember and that becomes a part of us even when we move on. It also speaks to the scope of inquiry and growth that is so essential to the Amherst experience -- the intellectual pursuits across which Amherst allows its students to range freely. And: It's cool. I readily acknowledge that "Range" does not lend itself easily to a costume, but let's get creative here. The Stanford Cardinal have a wacky tree as their mascot. Why not have two mascots -- likenesses of Emily Dickinson and Robert Frost. Imagine the little dramas that could play out between them on the sidelines.
Amherst Raptors	Sort of obvious, Amherst being located where dinosaurs trod millions of years ago. Also, the names denote fight and vigor, certainly traits of an athletic team. "Go raptors, go!" The choice of 'dragon' is a bit softer, while 'raptor' has more of a ferocious character. It's a far cry from old Jeff, but as far as I can see, not insulting to any group or individual unless you're a Brontosaur or pterodactyl.
Amherst Rays	It matches our motto/symbol. Light/Sun rays can be used with many different ideas - but none of which is harmful or exclusive for anyone. (MLB Tampa Rays - which is take from the Devil Rays- is any example.) Rays are academic, sporty, enlightening, and worldly - just like Amherst College.
Amherst Rays	The Ray references the rays of light from terras irradiant/ the logo. It symbolizes the ways in which Amherst students light up the earth spread excellence across the land (both in athletics and intellectually)
AMHERST RAYS	Rays.... as in Terras Irradiant. Light is a nice metaphor for enlightenment... and the sun may well be our best source of clean energy....
Amherst Rocks!	The mascot is a rock and its great, cause we can yell Amherst Rocks! Rocks are steady and loyal
Amherst Royals	The color purple has been associated with royalty for centuries and Lord Jeffrey Amherst was a soldier of the King. It honors the school's traditional color and history without commending the school's namesake and troubling past activities.
Amherst Royals	Besides its obvious nobility, it's invokes our colors; is gender neutral; pays respect to our dearly, departed Lord Jeff, and shares the nomenclature practice established by our prefer institution to the east with whom we share heritage. It's also denies Williams any claim to the color when they inevitably change their name from the increasingly anachronistic Ephs.
Amherst Royals	1. Our colors are already royal purple 2. "Royals" is an idea that can transcend race, socioeconomic status, etc. There's royalty in every country in the world so this idea could relate to a lot of people. It's more about power and it reinforces our athletic power over other D3 teams 3. It's not a person, it's an entity. Having a person will always be problematic because behind any person there's some kind of dirty history that people won't want to represent. **If not Royals, please don't pick Frosts. Many people don't want another white male to represent them as a mascot at this school.
Amherst Royals	because we're elite :)
Amherst Scholars	You have to ask?
Amherst Students	Dear Mascot Committee, I'd suggest the Amherst Students. These are the members of every team. The name is understated, not boastful, as our colleagues and the College are. It's a departure from cute animals or icons, but it may point to a more mature style. It's gender neutral, and it fits the very core nature of the team members. Since I was in fact the chair of the Amherst Student newspaper during 1956-7, the name has more resonance and status and familiarity.
Amherst Sunrays	Literally, a sunray is a ray of sun light. Symbolically, it represents each member of the Amherst community as individual points of light, depicting the spread of knowledge and sustaining life. It also ties in with "Terras irradiant" and is already depicted in the College's official insignia. The metaphor of light as an instrument to provide enlightenment and goodness to our world remains as relevant today as it was at the founding of the College. While this concept does not depict a fierce fighting animal, no animal can match the quiet and unrelenting strength of the sun's rays. When I think about Amherst as an institution, it is the quiet strength it embodies that shines through most (pun intended).
Amherst Suns	The sun is a good thing! And Terras Irradiant. Plentiful options for play on words for commentators, reporters ("Amherst Suns shine brightly," "The Amherst Suns Rise Again!")
Amherst Suns	It matches the college seal! https://www.amherst.edu/library/archives/exhibitions/seal
Amherst Suns	We are a ray of light, and perhaps this will remind the team members of their obligation to be inclusive even to those non athletes in the college community!
Amherst Suns	This mascot compliments the motto on the Amherst seal "Terras Irradiant."

amherst swifts	fast elegant bird with endurance and agility, historical connection to zephaniah swift moore
Amherst Timberwolves	These wolves are native to the state and I think are a symbol of strength and perseverance. Also going with an animal should be something that's relatable for all. The Mascot could be clothed in our purple and white colours
Amherst Trax	Amherst is known for its dinosaur tracks -- and the x makes the name a little cooler!
Amherst Vaccines	In light of the reasons why we ditched our former mascot, the Amherst Vaccines is the most appropriate replacement. It is unique. It is gender-neutral. It promotes our commitment to science. And it replaces our past negative association with smallpox with a positive one.
Amherst Valentines	Valentine, love it or hate it, is a rare breed among colleges and universities. It brings us together for various reasons.
Amherst Zephs	In honor of Zephaniah Swift Moore
Amir Denzel Hall	He's a campus icon
Amoebas!	What better for today than a creature that is shape shifting and can adapt to changing cultural and social and ethnic and gender mores? No worries about it becoming passe or inappropriate and I don't think amoebas can be culturally appropriated. Well, at least they can't complain about it. Ok, not totally serious but it has nice alliteration, no. I do foresee difficulties translating this into "a visually pleasing manner." I have not met amoebas personally but I suspect a cheering amoeba mascot might not inspire too many people. Hope you got a laugh out of it,
Ampersand	It's literary, alliterative when adjacent to Amherst, is its own symbol (and a visually interesting one), suggests inclusion.
An Abolitionist	Amherst College: Against Slavery.
An appealing (loveable?) image of the sun in the school colors	<p>The motto of the College (as opposed to a person or a totemic animal) is the Latin phrase "Terras Irradiant." (Let them enlighten the land(s).) What supremely powerful force of nature does that most effectively? The SUN. That word is a gender neutral term despite the tendency of many cultures to view the sun as masculine and the moon as feminine. It also has a counterpart in the homonym "son." Thus, to have a humorous and lovable cartoon image/depiction of the sun would also carry the implied phonic message of being "sons" where the gender reference is specifically overridden by the neutral image. That would enable all students to be called "The Suns of Amherst (the College, not the man).</p> <p>The coloration of the image might be a bit more challenging since the Ephs have already co-opted the color gold, which is the most common luminal hue associated with that star. Even so, there is also a white aspect to the sun and the rays could be the purple emanations from a central disk of that color. Furthermore a third color could be added that will allow the white to blend down toward the purple rather than simply being a stark contrast at the edge of a circular rim or a less geometrically restricted flared form.</p> <p>How about taking the next step and composing/writing a new college (fight! peace?) song to go along with the mascot? Maybe something that could better reflect the idea that it is not so much whether the team wins or loses, but how the game is/was played...that can make "all the difference."</p>
An oak	It looks good.
An Oak Tree -- the Amherst Mighty Oaks	<p>A predominant tree in the Holyoke (Holy - Oak?) Range.</p> <p>Sheds leaves (seniors) and renews them (freshmen) each year.</p> <p>Symbol of strength ("mighty oak"), and inclusiveness - spreading wide with as it grows, reaching to the sky.</p> <p>No particular sexual or ethnic identification.</p> <p>Potential for attractive reproduction on uniforms, coffee mugs, etc.</p> <p>Consistent with the greening of Amherst (and Prince Albert's gift).</p>

An owl, preferably one indigenous to the area	<p>An owl represents quiet wisdom. Yet it is a stealthy and often powerful bird of prey.</p> <p>And "Amherst Owls" comes off the tongue rather nicely.</p> <p>Furthermore, Harry Potter fans should appreciate elevating the owl to such exalted status in our muggle world.</p> <p>Also, an owl is a far more dignified occupant of a barn than a lowly cow.</p>
Androgynous multiethnic humanoid	Fits the Amherstian ideal
Animals	We're wild, like animals.
Ant or ants	It's alliterative, ants live on a "hill", they would look cool if they were purple, you could have as many people dress up as ants as you want. I'm not totally sure about this idea but I'm warming up to it. It is really my wife's idea--and she went to Princeton.
any cetacean (whales of any species- eg killer whale, humpback, right)	A peaceful, intelligent mammal that is threatened by climate change and human exploitation. Baleen whales are no threat to any animal (save krill), have lovely entrancing calls that extend hundreds of miles, and are likely more intelligent than homo sapiens. A huge and beautiful presence. Could even be purple!!
Any form of PURPLE SCHOLARLY CARTOON FIGURE named transgenderly	It is difficult to jettison Lord Jeffrey who could have handled Bengazi better than Hilliary. It is even more difficult to pick a politically correct mascot with the criteria presented. Might make it inanimate, musical, purple, cartoon scholar, but what to name it will ruffle some feathers. Let Amherst's creative juices flow, and be ready to change it as needed to satisfy everyone. Good luck.
Any spineless animal	It reflects the nature of the Trustees and the President.
anything unique	One great thing about Lord Jeff was that it was unique to Amherst and quirky. Anything conventional would be terrible. I heard someone suggestion "Pioneers" -- while I appreciate the local connection, it's too plain and common. Let's continue to be an answer to obscure collegiate trivia!
arbegna	
Archeologists	Represents Amherst College's history of academic discovery, including the discoveries represented in the Beneski Museum of Natural History. The "Archeologist" character could be represented by a "fighting Irish"-esque, Indiana Jones-inspired cartoon.
Ardvark	because ardvarks are cool
Argonaut	The Argonauts were a band of heroes in Greek mythology, who in the years before the Trojan War, around 1300 BC, accompanied Jason to Colchis in his quest to find the Golden Fleece. Their name comes from their ship, Argo, named after its builder, Argus. The gold seekers of California's 1849 gold rush came to be known as the Argonauts after the classic Greek tale. A 1915 film, "The Argonauts of California, 1849," portrayed a party of New Englanders who braved the arduous and dangerous journey to stake their claim in California. So argonauts, whether in Greek mythology or traveling across the North American continent, were brave and heroic groups of people. They were risk takers, exploring the unknown. Thefreedictionary.com defines Argonaut as "A person who is engaged in a dangerous but rewarding quest; an adventurer." A Canadian pro football team (Toronto) and the University of West Florida are known as the Argonauts. Finally, Argo built ships and did nothing to the Frenchmen and the Indians.
Aristocrats	This name alliterates with name Amherst and amplifies the humorous irony of Lord Jeff while getting rid of that particular genocidal individual. It's a great compromise that changes what needs to be changed without getting rid of the tradition entirely.
Armadillos	Original, cute
Armadillos	It would be so fun!
Arrows	Arrows- pointing forward suggests forward thinking. Branding could be Nike swoosh-like on everything. Alliteration too.
Artemis and Apollo	He is the bringer of light (as in "terras irradiant") and knowledge, she is the defender or the virtue of women (she sent the boar to kill Adonis for his assaults on women). They evoke our Graeco-Roman tradition and both are athletic. And most people won't remember that Apollo is also known as a plague-bringer (shades of Lord Jeff). They share their initial letter with Amherst. Whether they evoke real sentiment among alumni depends on who took classics.
Artichokes	The Book & Plow farm is something I've been proud to watch the Amherst community come together on, so I thought through a farm theme. The artichoke came immediately to mind because of the alteration, but it grew on me for a few other reasons. Artichokes are a wholesome plant, full of fiber, vitamin C, magnesium, and folage Symbolically, the artichoke represents many parts coming together to form a heart. I want our next mascot to represent health and heart, built from the ground up!
Artisans	Artisans - similar reasoning to a aesthetes. Alliteration also. Also unclear what the actual mascot would look like.

A's	<ul style="list-style-type: none"> - it's not the first of its kind; Oakland's MLB team already uses the name - it is made up of the first letter of Amherst or Amherst Athletics (Oakland's team name is short for Athletics) - it can be symbolic of our commitment to academic excellence -
A's	it's not random
A's	I feel it embodies the academic and athletic expectations and accomplishments at Amherst!
Asparagus	1. Unique: does any other school have a vegan mascot? 2. Local: refers to a major aspect of Conn. R. Valley agriculture. Hence, locavore. 3. Also refers to the multiethnic background of the nearby farming community. No animals were harmed in the cultivation of this mascot. 4. Low-caloric. 5. Green. 6. Think of new pep song possibilities: "Stand up straight for Amherst. . . ."
Asparagus	A whimsical suggestion related to the Connecticut Valley's famous agricultural product. Akin to Stanford University's tree mascot. While the asparagus might not inspire live cheers - and it might require changing the colors used in Amherst's athletic teams - the asparagus would be in keeping with the college's long tradition of tongue-in-cheek good natured humor and iconoclastic resistance to taking oneself too seriously.
Astronauts	Amherst has a rich tradition of fascination with the cosmos from the Octagon to the Wilder Observatory to the Bassett Planetarium. Astronauts are the ultimate celestial explorers who demonstrate the best in academic curiosity. Astronauts also have to be finely conditioned, brave, intelligent and work well as a team - great attributes for Amherst student-athletes to emulate. The nickname is unique as no other colleges appear to use it, providing an opportunity for creativity. Picking a mascot that starts with the letter A works great with Amherst's name.
Astronauts	<p>This mascot suggestion is based entirely in the history and tradition of Amherst College. 4 Amherst Alumni had an influential role in NASA and the space program. Preston Bassett (1913) was one of the charter members of NASA and had an invaluable role in its founding. Lawrence R. Young (1956) served as the Apollo program professor of aeronautics and astronautics. Robert A.R. Parker (1958) was the former Director of the NASA Management Office at the Jet Propulsion Laboratory, and a retired NASA astronaut. He was a Mission Specialist on two Space Shuttle missions, STS-9 and STS-35 which were both spacelab missions. Jeffrey A. Hoffman (1966) made five flights as a space shuttle astronaut, including the first mission to repair the Hubble Space Telescope in 1993, when the orbiting telescope's flawed optical system was corrected. Trained as an astrophysicist, he also flew on 1990 Spacelab shuttle mission that featured the ASTRO-1 ultraviolet astronomical observatory in the shuttle's payload bay. Over the course of his five missions he logged more than 1,211 hours and 21.5 million miles in space. He was also the first Jewish male astronaut.</p> <p>I believe this history needs to be embraced, especially in the era of science and exploration that we find ourselves. Astronauts is a unique, inclusive and exciting mascot choice, especially when associated with the history Amherst has made in the arena of space exploration.</p>
Astronauts (Astros)	Has an academic aspect to it, can't see how it can offend anyone. Pretty sure there has been an Amherst alum in space.
Athletics	<p>The Amherst Athletics would have a quaint ring of the 19th century, reminding all of the college's founding. It is gender-neutral, harms no animals, and offends no racial or ethnic sensibilities. Like the name of the Amherst student newspaper, The Student, it's willfully plain-spoken, and decisively descriptive.</p> <p>And the "Amherst A's" logo is sported already on many caps.</p>
atoms	same theme as acorns. they are the building blocks of science
aubergine (eggplant)	Purple Fruit, grown and enjoyed widely around the world.
Aubergines	An aubergine (eggplant) is: purple; non-threatening; almost human-shaped for a costume; a little bit-high-brow, like us; an acquired taste, like the Amherst experience; humble, like we all should be; nourishing, like Amherst was for all of us; grows close to the earth, grounded as we should be; and can be cooked, sliced, and diced countless ways, like life.
Auk	The great auk is an extinct cousin of the penguin and the puffin that used to live in the North Atlantic, including Massachusetts Bay. The "Amherst Auks" would combine alliteration, a fun animal mascot, local zoology, and an amusing play on the word "awkward."
Avatar	In purple and white "poncho"
Avengers	Alliteration!
Axolotl	<p>Axolotl (pronounced ax-a-lot-ull)</p> <p>The axolotl is an endangered species, incredibly cute because of its permanent smile (google it and you will be amazed), known for an incredible, unique ability not just to regenerate limbs but also to recover functions in the new limbs through the creation of new neurons. Like the Axolotl, Amherst students are few in number, optimistic, and able to regenerate and make new connections after a loss. Picture at http://futurism.com/meet-axolotl-mexican-walking-fish/.</p>

Badgers	Fierce
Bald Eagle	The American Bald Eagle has stood for centuries as a symbol of American imperialism and oppression for the hundreds of countries around the globe who have had the misfortune of encountering our militaristic foreign policy. By adopting the Bald Eagle as our mascot, Amherst would be making a statement to our country and the world that our nation's symbol can stand for a higher purpose. As a symbol of our progressive values and our strides for greater understanding and acceptance of all people irrespective of their nationality, gender, sexual orientation, religious affiliations, etc. the Bald Eagle could serve as a renewed symbol of our community's values of acceptance and social progress.
Barn Owl	One of the only nesting species of owl in Amherst. Stealth hunters. Good listeners. Heart-shaped face could make great insignia. Predator. Connection with nature and the landscape of Amherst.
Barney	Recognizes family values, the importance of community involvement, appreciative of the value of liberal arts. Not that scary (even though he is a dinosaur). He's a peacemaker. He's inclusive. Pretty sure he bleeds purple. The most important part: he's not blue or red, he's PURPLE. #nopartyaffiliation
Barney the Dinosaur	Thank you for the suggestions that the mascot should have something to do with dinosaurs and bleed purple. The obvious choice is Barney. I would like to take it one step further though. Since Lord Jeffrey Amherst is so offensive, changing the mascot is not enough. The name of the college must also change. Barney College sounds, well, silly. A much more appropriate name for an institution that is so wrapped up in such a gut wrenching decision is... Camp Barney. And the new song? The Barney theme song, "I Love You" is positive, uplifting and unifying. In fact the entire Barney theme seems to mirror the forward thinking philosophy of this once venerable institution. Seriously, this whole discussion is petty, overly politically correct and extremely divisive to the community as a whole (i.e. the alumni, in addition to the current students and staff). If Lord Jeffrey Amherst is so offensive, (and I do recognize that his legacy is extremely offensive to many), then do it right and remove all traces of the name and the man. How about Hitchcock College? Does he have any skeletons in the closet? Oops, he does... and footprints too!!! Thanks for letting me rant!
Barney the Purple Dinosaur	Barney already is a furry so a mascot would not be a stretch. Barney's color works for Amherst and, given the ambiguous nature of Barney's gender, would work equally well for women's and men's sports teams as well as unifying for the Amherst campus and larger Amherst community. It would be possible to criticize the name "Barney" as inherently male and thus exclusionary to non-males but the name is not necessarily gender specific and we can assign whatever pronouns we like, can't we?
Barred Owl	These are all local animals. We live barely two miles from the Amherst campus and see them (or evidence thereof) on a regular basis. The moose or black bear could be seen as large or strong, even threatening (sports teams), OR could be seen as cuddly for those more sentimentally minded. The Barred Owl is large for a bird, speaks its mind (like Amherst students), can be aggressive (sports teams), and as an owl has oft represented wisdom or intellect.
Beacon	Terras irradiant, get it? But the word has a positive connotation, associated with a source of knowledge, wisdom, safety. A guide for those lost. A source of light in a dark world.

Beacon	<p>Meaningful: An evocation of "Terras irradiant," the beacon affirms Amherst's commitment to inclusivity, leadership, and service at a time when those qualities have never been more important. Symbolically, it invites and it guides. Its shining light promises opportunity and safe harbor to all who seek knowledge, community, and purpose. That same beam also illuminates the path forward, the one that leads to greater understanding and progress.</p> <p>Timeless and modern: Beacons predate Amherst, yet they're also embedded in today's digital lexicon. In our mobile and geolocated world, beacons are conduits of information and facilitators of community. They help us chat when lonely, learn when curious, and find our way when lost. Like Amherst students and alum, they beam knowledge from a place that has it to a person who needs it.</p> <p>Cerebral: Let's avoid the unimaginative jock-school tropes of animals and objects that say nothing about our mission or identity. Let's stand apart, as always for our creativity and commitment to scholarship.</p> <p>Visually appealing: You'll instantly know what this symbol means when you see it. And the beams provide dynamic graphical opportunities, especially when rendered with digital animation. Heck, we could even install an actual beacon atop J-Chap.</p> <p>Inclusive: Many mascots divide a community, or fail to include and inspire the passionate students who are not athletes -- the young woman who is volunteering for Splash, the junior DJ on WAMH, and the proud member of Model UN. The beacon welcomes all religions, races, political persuasions, and gender identities. It works for scholars, athletes, faculty, and alum.</p> <p>As an alum (88) and parent (18), I hope we select a mascot with meaning and connection. We find ourselves in this process because we can no longer call ourselves "Lord Jeffs." Would we be proud to stand before an audience and say "I am a moose"? No, because that identity says nothing about our mission or shared experience. "I am a beacon" and "We are beacons" are different. They speak to Amherst's commitment to inclusivity, leadership, and service. I would be proud to wear a hoodie with a beam of hope shining from the logo on my chest.</p> <p>Mascots claim and promote a collective identity. We have an opportunity to make a significant and lasting statement about Amherst's identity, one that may last another 15 years. Let's live up to "Terras irradiant" as we make this decision.</p>
Beacons	<p>Ties in with the school motto "Terras Irradiant." Then again, I suppose the econazis would object to the waste of carbon in fueling the lamp and are more interested in the College continuing to fumble around in the dark.</p> <p>A second choice is no mascot at all. One mark of Amherst people is an inability to achieve a consensus on anything which ties in with the old Valentine Hall sport of getting the last word on anything. Some group, somewhere, would be offended at anything chosen.</p> <p>Why can't you guys differentiate between what's important and what isn't?</p>
Beacons	Consistent with school motto, positive image, unlikely to offend any constituency.
Beacons	Simple but effective play off of the school motto. Could be a pretty neat logo.
Bear	Native to New England
Bear	We live in MA
Bears	majestic local fauna
Bears	We do have bears in the area.
beautiful statute of a partially clothed female	https://en.wikipedia.org/wiki/Sabrina_Statue#/media/File:Historical_Sabrina_statue.jpg
Beaver	It is a strong, smart and resourceful animal like Amherst College students.
bed bugs	resilient
Beechers	Beecher and Beecher Stowe.
Beluga Whale	Swag
Berks	Lord Jeffs came from a satirical song and most NESCAC mascots don't take themselves too seriously and are off-beat (see: Bantams, Camels, Ephs, Mules, Jumbos), so in keeping that theme in mind....Berks: after the Berkshires, same reason as previous^

Big Purple	Colorful, rainbow inclusivity, attractive diversity, could lead to some vulgar mockery but so can anything.
Big Purple	Harvard is the Crimson, Dartmouth is the Green-- why create a fake mascot that will divide alums from current and future students?
Big Purple	Not controversial in any way -- still sticks to the tradition of Amherst (Purple being the schools primary color) -- also lot of schools use colors as a mascot (University of Michigan: Big Blue, Cornell: Big Red)
Big Purple	People already say "Purple Pride" and it's a great color that never murdered anyone
bileshomtransics	No one is excluded and there will be a warm rosy feeling everyone can support
Birches	Richard Wilbur wrote a poem on birches.
Black bear	Moose, black bears, and bobcats are in Western Massachusetts, and they seem to appeal to everyone! They can be made to look (for marketing purposes) both cute and also tough or intimidating.
black bear	These are all local animals. We live barely two miles from the Amherst campus and see them (or evidence thereof) on a regular basis. The moose or black bear could be seen as large or strong, even threatening (sports teams), OR could be seen as cuddly for those more sentimentally minded. The Barred Owl is large for a bird, speaks its mind (like Amherst students), can be aggressive (sports teams), and as an owl has oft represented wisdom or intellect.
Black Bear	They're all somewhat badass/cool animals that are native to Massachusetts that I think athletes, non-athletes, and alumni could potentially gather around. You could potentially put "purple" in front of some of these animals and create some fun fictional purple animal (Ex: the Purple Fox). Please, no humans for mascots.
black bear	
Black Bears	
Black Bears	The black bear is native to Western Mass and live in surrounding forests, making it relevant to Massachusetts and Amherst. The bear would also be good because it is a fierce and competitive animal, which are positives for a mascot. The other schools that we compete against aren't going to be too intimidated by the Amherst mooses, or the Amherst frost. The bear is a strong, classic, and relevant mascot.
Black Rhino	Most mascots are animals. In the spirit of reaching out across the globe and raising awareness, I thought we might choose an endangered species. While there are, unfortunately, so many species that are endangered or critically endangered, I think either the black rhino or the snow leopard would make an excellent mascot, since they are both uniquely beautiful and fearsome. That's my two cents. Good luck!
black squirrel	They are a striking and elegant genetic variation of the grey squirrel found in the woods around the college. They were always a treat to see when training for sports. They represent the same special uniqueness that Amherst holds in the collegiate world.
Black Squirrel	Rare, but existent on the Amherst campus this animal is unique and would be a fun mascot. Squirrels are shrewd and agile creatures who can navigate tight spaces and abundant obstacles. Our squirrel mascot could have a name of historical importance.
black squirrels	there are a lot of black squirrels on the campus
Blanket	Let's face it...the blanket story, while reflective of the times is untrue. If we want to vilify something, let's go with the blankets. It should be easy to come up with a mascot. And most of the time, blankets are warm, fuzzy, and positive.
BLAZE	The school motto is "Terras Irradiant" ("Let them enlighten the lands"). "Blaze" is a synonym of "light"; NOUN: "the natural agent that stimulates sight and makes things visible."; VERB: "become illuminated". On February 21, 1825, the Massachusetts Legislature granted a charter to "Amherst College." The first commencement held under the charter was on August 24, 1825. The diplomas issued on that occasion contained the first official impression of the College Seal. The original seal is circular. The words "Sigill. Coll. Amherst. Mass. Nov. Ang. MDCCCXXV" surround a sunburst with individual rays over an open Bible. The sun has a face on it. The motto "Terras Irradiant" ("Let them enlighten the lands") is located directly underneath the sunburst and Bible. In 1961, the College redesigned the Seal... The motto, Terras Irradiant, which had been below the open Bible, was now placed between the sunburst and the book. The rays of light emanating from the central sun were redesigned to join the sun. https://www.amherst.edu/library/archives/exhibitions/seal
Bluejeans	
bobcat	Moose, black bears, and bobcats are in Western Massachusetts, and they seem to appeal to everyone! They can be made to look (for marketing purposes) both cute and also tough or intimidating.
Bodhi	He embodies the Amherst spirit
Bonobo	Playful, loving animals.
Book & Plow Farm Pigs	We are happy eating greens on the hill, facing bright futures, just like those piglets.
Book Worm	Amherst has a tradition of scholarship, why not reinforce it?
Bookworms	Green composting machines that will not offend can be offend and can be organic too

Border Collie	Both of these dogs are extremely intelligent and have enormous strength and stamina. The Border Collie is also very intelligent and is able to do responsible shepherding. This breed is more personally loveable and less frightening.
Borgdog	Borgdogs are serious champs. You ever seen a borgdog fail? Guess again, sucker. Borgdogs are 100% unable to fail and they're cute to boot! Some people say Borgdogs might even be too cute for their own good.
British Dogs	I'd suggest the Committee google "British Dogs" and leaf through all the varieties, and from meek and mild to rough and tumble. There should be plenty of research to do. I'd also suggest a pair (or a brace) coed, of course. They could be kept at the president's house and around all the time, either on or off leash.
Bulldog	The bulldog is smart, loyal and a great friend/companion. All good traits that represent Amherst students & alumni.
Call the Inn, the "Student", or "Undergraduate, Inn"	After all, they are the ones who pushed for the change without knowing for sure about the "Killing of Indians" (Since vindicated that he (Lord Jeff) did not.) Incidentally, as an Alumni. I am still looking for the Ballot for me to vote one way or another on the matter. Must have gotten lost in red tape.
Cal's Raccoons!	Rebecca the Raccoon was one of President Coolidge's eclectic pets. Though Silent Cal's political legacy is mixed, he has an impressive record of support for civil rights given times (especially with Native Americans and African Americans), an important quality given the context of Lord Jeff's ousting. This mascot honors Amherst's contribution to presidential history while yielding a cute, fuzzy animal! Raccoons are known for being curious and resourceful, and adapt well to any environment. Though small, a raccoon is not an animal I'd pick a fight with. Our women's sports teams may appreciate that the mascot's origin has a female namesake
Cane and Top Hat	https://www.amherst.edu/news/news_releases/2003/05_2003/node/9162
Canes	Canes -according to the website we apparently give out canes now at graduation. Sounds like a great and unique opportunity for a mascot name.
Canes	Since the tradition of giving canes at graduation has been revived.
Capybara	They are so chill. A rodent you'd have drinks with on a Tuesday night.
Carlo	Emily Dickinson's Dog https://www.emilydickinsonmuseum.org/carlo
Cave Bear	If the college wants to go for an animal it should be something related to natural history and the collections in Beneski. My first thought was a mammoth but could be some other species that was studied or collected by Amherst students/faculty/collaborators (dire wolf, saber-tooth cats, cave bear, Irish elk...) These particular selections would translate well to images and don't have to be gender specific.
Chandler	Not the Friends character. A candle maker. Very New England.
Chef	seamless transition from our last mascot Lots of good chants re "What's cooking?"
Chipmunk	The feisty, independent, and industrious chipmunk is a common sight around the Amherst campus. Plus, they are so cute!
Chipmunk	
Chipmunk	An iconic animal seen on campus. It's small, cute, and like Amherst, is full of energy.
Chipmunks	
Chorister	Amherst is known as the singing college. It would be really cool for our mascot to recognize that heritage, acknowledging that mascots can represent other aspects of the student body beyond its sports teams. The mascot can even be an animal chorister, such as a moose.
Cider Donut	Tongue and cheek "Cider donut", eaten and admire with no judgement - a reminder of fall fun at Amherst and around the region.
Cider Donuts	The (Atkins) cider donut is a quintessential Amherst culinary delight. Groups advertising events need only say "Cider donuts will be served!" to guarantee a packed house. What better way to foster school spirit than with the one thing guaranteed to pull students away from studying (read: Netflix binging) and into the stadium/stands/museum/event? As for our alumni, no treat reminds us so completely of that quintessential view from Memorial Hill in the fall. (Witness two recent examples: An Amherst couple '09 and '11 cut into a wedding cake topped with cider doughnuts. A '13 brought back six dozen donuts from a weekend leaf peeping trip to satisfy the cravings of his fellow alumni now at Columbia Law School.) The pull of the cider donut is eternal to the Amherst-ian. It should be four gifts: woods, mountains, sky donuts.
Coatimundi	Raccoon-like creature w/stick up tail. Because they're awesome.
Coatimundi	Raccoon-like creature w/stick up tail. Because they're awesome.
Cods	state fish
Colossi	Signifies great size. Plural of colossus.

	We are supposed to be providing light to the world - Terras Irradiant
Comet	Comets are perceived as fast and "strong" soaring and spectacular. Please please not a Moose.
Comets	Amherst has a rich tradition of fascination with the cosmos from the Octagon to the Wilder Observatory to the Bassett Planetarium. Choosing a celestial object pays tribute to our academic curiosity, but also provides inspiration as we all must look to the sky to observe a comet. Every comet's path is unique, something we celebrate in Amherst students. The name also references the Metacomet ridge and hiking trails that are local to the area and pay tribute the Native American sachem Metacomet, although there is some risk in acknowledging a specific individual with the next mascot given the history of Lord Jeff. UT- Dallas is the only other college using the name and Houston's WNBA franchise uses the name as well.
Common Nighthawk	
Cools	for our only alumnus President
Corgi	Visually appealing, smart, agile, they nip at cows heels to herd them so they fit with the Williams rivalry. inclusive to all groups, cute
Corgi	So cute and they herd cattle (like we heard the Williams cows)
Corgi	Corgis do not judge, corgis are fair and hard workers, corgis are powerful, corgis promote love but are not underestimated.
Cougar	A majestic animal that can still be found in Massachusetts, and is known by many names, eg, mountain lion, puma, panther.
coyote	Smart, active predator, Wide distribution in U.S.
Coyote (w/purple and white stripes)	Williams' mascot is the Purple Cow! The Coyote is a predator of the Cow. They kill and eat cows-especially "purple" cows! Attached a google print out on what coyotes eat. Also wrote on the print out "paint a german shepard dog w/ purple and white stripes and name it 'Killer'".
Cranks	Lord Jeffs came from a satirical song and most NESCAC mascots don't take themselves too seriously and are off-beat (see: Bantams, Camels, Ephs, Mules, Jumbos), so in keeping that theme in mind....Cranks: after legend-in-the-making head football coach EJ Mills' famous mantra: "Crank It!", exudes get-to-it-tiveness
Crow	Intelligent, mischievous, creative animals. Travel in groups/social and cooperative, cover vast areas. Omnivorous like an Amherst student's social/intellectual interests? *also not too common as a mascot Sources: http://io9.gizmodo.com/5969515/corvids-the-birds-who-think-like-humans http://www.huffingtonpost.com/2014/02/06/crow-smartest-bird_n_4738171.html http://mentalfloss.com/article/53295/10-fascinating-facts-about-ravens
crypt cat	It's better than Jeff
cuttlefish	Cuttlefish are both extremely intelligent and friendly and would represent a very positive and independent attitude. Additionally, Amherst would probably be the only college or university to have an invertebrate as their mascot!
Darp's	"Darp's" or anything similar that pays a little homage to him & those of us who are of an age to remember him.
'Darps	After legendary Amherst coach and professor, Jim Ostendarp. His winning percentage was secondary to his focus on academics and a balanced life. He represented our core values, famously declining ESPN's request to broadcast our 100th Anniversary game against Williams. "We're in education. We aren't in the entertainment business. ... We don't have the stadiums, the crowds, the bands, the cheerleaders or the teams to play on television. We're No. 1 in the country in small academics. To put us on TV and say, 'This is Amherst,' well, it just doesn't measure up." Mascot could wear his trademark 3-piece dark suit and fedora.
David Foster Wallabies	Pay tribute to a fantastic Amherst alum AND depict a worthy, formidable little animal.
David Foster Wallace	Lit. genius
David Foster Wallace	Literary hero
Walrus	
Dawgz	we all dawgz.
Defectors	First president and students who left Williams College for Amherst College in 1821
Defectors of 1821	It's what my Williams buddies call us!
Dickensons	Lord Jeffs came from a satirical song and most NESCAC mascots don't take themselves too seriously and are off-beat (see: Bantams, Camels, Ephs, Mules, Jumbos), so in keeping that theme in mind....Dickensons: after the famous alum Emily Dickenson

Dino the dinosaur	<p>Amherst has been an outstanding college for a long time there is a dino skeleton on campus + dino tracks in the area analogy used to describe Emily Dickinson in a letter received by Higginson mentioned by Robert Frost in his letters positive and unifying globally recognized represents science, knowledge, discovery, inquiry works equally for all sports teams lots of possibility to create a visual representation (color, shape, attributes, etc.) who doesn't like dinosaurs?</p>
Dinos	Historical and geographical relevance, and an appetite for purple cows (at least for the carnivorous species).
Dinos	All those dinosaur footprints.
Dinos	<p>One of the dinosaur fossils discovered by Dr. Edward Hitchcock in the Connecticut River Valley were from Eubrontes, a name which I'm told translates to "true thunder." (Please check that. I didn't take Latin.) Eubrontes giganteus was a large and fierce meat-eating dinosaur that once roamed the Amherst area. Certainly, both men's and women's teams wouldn't mind thinking of themselves as fearsome in the vein of the Eubrontes. Furthermore, the Beneski Museum and the Geology Department hold ample inspiration for a dinosaur-based mascot--think about a giant Velociraptor in the tradition of Jurassic Park.</p> <p>Certainly fossils and, by extension, dinosaurs are calling cards of the college. President Hitchcock's discoveries draw individuals to the campus to this day and are relevant to multiple generations. Interestingly, I couldn't find any colleges or universities with dinosaur-based mascots. This is an opportunity to have a unique mascot in the NCAA.</p> <p>A logo would have to be handled deftly and the color purple used extremely sparingly. After all, there is a purple dinosaur out there named Barney. That said, the Toronto Raptors NBA had purple in their logo for years. In Japan, there is a NC Dinos baseball team.</p>
Dinos	Amherst has the largest collection of dinosaur footprints in the world (or at least that's what I told people when I was a tour guide), so it is something unoffensive related to our institution's shared history. It's also original; there are no other schools with whom we compete with dinosaurs for their mascots. Plus, since dinosaurs are extinct it gives us more creative license to use our purple and white colors to depict the mascot. Lastly, one of the few pro's of the Lord Jeff was that he was a sort of tongue-in-cheek mascot insofar as he was a bit of a joke at least when I was in school; I think a T-Rex mascot with big teeth and tiny arms would continue this line of self-deprecating comedy which I associate with Amherst's sense of humor and humility.
Dinos	<ol style="list-style-type: none"> 1. Fits into College's history, given it's incredible fossil/footprint collection. 2. Quirky. No other college has it. 3. Totally non-controversial. 4. Can eat purple cows. 5. Lots of potential cheers and images 6. "Frost" is awful--he already has the library; everyone hates the cold; not easy to cheer or turn into mascot; non-inclusive.
Dinosaur	They claim a prior occupancy-Lake Hadley. College tradition-President Hancock. Wide choice of types; proven advertising value-sinclair oil-DynoGas; could have personal dinosaur prints on principal roads leading to Chapel Hill, copy Clemson; unlimited opportunity. Look what GEICO did with only a gecko.
Dinosaur	<p>-dinosaur footprints are iconic for the CT River Valley -dinosaur footprint collection started by Amherst faculty Edward Hitchcock in the 1800s is one of the best in the world and so a dinosaur mascot would tie into Amherst's long tradition in the natura</p>
Dinosaur	The Pioneer Valley has a famous concentration of dinosaur footprints, many of which are found in the Beneski Museum's renowned collection. Also a dinosaur would be a fun and intimidating mascot.

Dinosaur	Amherst has the largest dinosaur footprint collection in the world. Sports uniforms could have dinosaur footprints on them. Probably needs a snappy nickname - e.g. Tufts Jumbos, not "elephants;" Williams Ephs, not purple cows.
Dinosaur	I love dinosaurs
Dinosaurs	North American ice-age vertebrates, fossil footprints present in Natural Science Museum, natural science curriculum
Dinosaurs	Our natural history museum
Dinosaurs	We have a rich history of paleontology and scientific discovery by Hitchcock and others and I think that would be a great thing to celebrate&also a really cool and unique mascot.
Dinousaur	fit in with other NESAC mascots
Dire Wolf	If the college wants to go for an animal it should be something related to natural history and the collections in Beneski. My first thought was a mammoth but could be some other species that was studied or collected by Amherst students/faculty/collaborators (dire wolf, saber-tooth cats, cave bear, Irish elk...) These particular selections would translate well to images and don't have to be gender specific.
Dire Wolf	we have the skeleton of one
Dire Wolf	fierce and from cold regions
Dire Wolf	awesome
Dire Wolf	LOYAL AND STRONG ANIMAL
Dire Wolves	Our natural history museum
Direwolf	fits with NESAC mascots
Dobermann	Both of these dogs are extremely intelligent and have enormous strength and stamina. I remember my first Dobermann demonstrating creative imagination and planning. Most unusual in the animal world. Also, able to estimate time (knew when the children were coming home from school and was instinctively protective of everyone in the family) and, as is well-known, is a devastating foe.
Dog	they're cute
Doggo	Dogs=happiness
Dogs	Dogs come in different shapes, colors and sizes just like us. We have a special day when faculty bring their dogs behind Val to be w/students. Also many families bring their dogs to many sport games (including myself), which pleases the students, families, and the dogs themselves. Even Bidy has a dog.

Dolphin	<p>Proposal to make the Amherst Mascot " the Dolphin</p> <p>The following descriptions are borrowed from sources which if needed can be specified. They are copied though they do reflect my opinion that a dolphin is an appropriate candidate for the Amherst mascot. Dolphins are a positive animal that behaves in accord with Amherst's mission in a principled manner and display many of the attributes we cherish as Amherst Alumni.</p> <p>Characteristics of a dolphin: Sensitive, kind hearted, intelligent, playful (creative), friendly, demonstrate foresight, learn from observation, agile,, tool users, display generosity, carrying for their own kind</p> <p>Dolphins are well known for their intelligence. They are capable of emotion, objectivity, humor and creativity. Unlike the vast majority of animals in the wild, dolphins are regularly observed approaching humans and voluntarily interacting. They have a reputation for friendliness and intelligence toward other species, but they also love to be with each other, just hanging out. In fact, the average dolphin day looks remarkably like the ideal human day.</p> <p>Dolphins are capable of imitation and memorization; they demonstrate foresight, learn from observation, communicate experience, solve complex problems, perform elaborate tasks, and learn multiple procedures simultaneously. Their so-called training is in fact a discipline structured around play, using their natural behavior as the basis for involved maneuvers; they appear to perform primarily for their own enjoyment. In situations of great stress in captivity they have been known to commit suicide by starvation, battering against walls, or drowning. There are many reports of dolphins rescuing people from drowning.</p> <p>Social Traits</p> <p>Extremely social animals, dolphins live together in groups or pods. These pods can contain up to 100 individuals, but size varies according to species. Members of a pod form strong bonds with each other and will help out sick or injured individuals, working together to protect the group.</p> <p>Intelligence</p> <p>Among the most intelligent species on the planet, dolphins have extremely large brains compared to their size, with only humans having comparatively larger brains. It has been observed that they enjoy complex problems and quickly lose interest in mundane activities or tasks. Dolphins have a large memory capacity, and they can follow complicated instructions and recognize the difference between shapes, materials and colors, as well as differentiate between solid and hollow items. Dolphins are one of few species who can recognize their own reflection in a mirror.</p> <p>They Love to be Polite</p> <p>When dolphins encounter new and strange dolphins, they perform an informal introduction ritual based on exchanging a series of whistles. The whistles contain information about age, sex, health and intent. Unlike other social mammals, such as mongooses, who are naturally aggressive toward other groups of their own species, dolphins love to get along and exchanging a greeting is crucial to that. Without the introduction, dolphins would be unsure of one another's intentions.</p>
Don't name one	Leave well enough alone, don't replace the Jeff's. Rather than create another vehicle for discord amongst all of us, don't go with a mascot. In any manner, some will be happy, some will not. Amherst is fine and distinguished without stooping to the the lowest common denominator.
Dragon	Dragons are majestic and shrouded in mystery. And since Amherst is a small but noble institution, I often have interesting reactions when telling people where I work and went to school. The reactions are like "Amherst, wait... Amherst oh that is a really good school right?" I feel that a dragon encapsulates the mysterious awareness that people have for our school. Also if you make it a purple dragon you could tie to peoples childhood memories of Peter dragon making it more family friendly.
Dragon	
Dragon	Because dragons are awesome.
Dragon	Dragons look great in purple, can breathe fire, and eats ephs. its the perfect trio.
Dragon	They're cool, look good in purple and eat ephs.
Dragon	because it flies and breathes fire
dragon	
Dragon Hawks	Dragon Hawks- A bat, definitely have a lot of bats in the area, also sounds sweet.
Dragons	Dragons are strong, tough, can soar the skies and over the mountains, and they are beautiful. There's an aura of magic about them. They're unique. They can be purple! They have a long, noble history. They have served on royal crests. Plus dragons can eat purple cows!
Dragons	Fanciful, powerful, unique, simple and non-offensive
Dragons	We might as well get a mascot
Dragons	They are strong and brave.
Dragons	Fierce as well as why not.
dragons	they're cool
Drumlin	If the hill of Amherst College is a drumlin it would be descriptive and unique. And geology is a strength of the College.

Dryosaurus altus	This is an agile and speedy, vegan, North American dinosaur. It possibly reached speeds of 40 miles an hour. The one in the Beneski Museum is one of only two Dryosaurus skeletons in the world on display as a freestanding, three-dimensional mount. The Beneski's skeleton is a wonderful gift from alumni John Middleton and his wife Leigh.
Dual sports mascots - Lord Jeff for men & Sabrinas for women	<p>The only reason I can accept as valid for dropping Lord Jeff (although I can see and understand the reasons for the other points) is that some women object to being called "Jeffs." I have railed on in prior college venues about the "small pox blanket" and "white male" issues. Lord Jeff and Sabrina have been associated with the college for 100+ and 150+ years respectively. Isn't tradition valuable in the realm of mascots?</p> <p>Or I can go the other end of the spectrum, which will probably make it easier to discount the above as just another rant from an old white male, and suggest the "spoiled/entitled college students and professors with nothing better to complain about."</p> <p>Remember, whatever the choice, you will need to give trigger warnings at any time the name/likeness/concept/identity of the new mascot is mentioned/etc. Whatever the choice it will upset someone so much that they may need to be escorted to a safe zone (and provided with cocoa with mini marshmallows) for comfort.</p>
Eagle	'Merica
Eagle	it sounds cool
Eagles	Soaring in Athletics, soaring in academics
Eagles	Symbolizes America. Symbolizes Amherst as a leader. Symbolizes Toughness and strength.
Eagles	Bad Ass Logo
Eagles	It is ferocious and spirited.
Eastern Chipmunk	Eastern Chipmunks abound on Amherst's campus and the bike path behind the tennis courts. The Eastern Chipmunk is curious, inventive, tenacious, independent, outgoing and friendly. And, this little critter--despite its diminutive size--is not afraid to vocalize! Amherst's values are embodied in the Eastern Chipmunk's ingenuity, intellectual resourcefulness, resilience, and recognition of the importance of community interdependence. On walks through the Robert Frost sanctuary, you can hear the chatter of the Eastern Chipmunk breaking the collective silence and making its voice heard.
Edward Hitchcock	Aside from any personal short-comings, any person is colored by the imperfections of his or her historical context. So any interest with an ideological ax to grind can make a human candidate a scapegoat for those flaws. I'm nevertheless inclined to suggest an Amherst-related historical figure to replace Lord Jeff. Keeping with the human being theme.
Egg	v cool
Elephant	Elephants are enormous creature but very peaceful and loving. They could always beat a cow (Williams) and a panther (Middlebury). Elephants represent wisdom and at Amherst all students, teachers and alumni are very wise. Since an elephant has so many recognizable features (trunk, face, body, etc) it could be put on a lot of paraphilia.
Elk	They're all somewhat badass/cool animals that are native to Massachusetts that I think athletes, non-athletes, and alumni could potentially gather around. You could potentially put "purple" in front of some of these animals and create some fun fictional purple animal (Ex: the Purple Fox). Please, no humans for mascots.
Elk	
elk!	I'm totally for the moosescot, but I understand not liking the dopeyness. But Elks, MAN.
Emily Dickinson	I think Lord Jeff should remain the mascot. Eli Yale was a slaveholder, as was Washington and were not changing those names. But if we must change, the girl's teams could be the "Amherst Emilies" and the boys teams could be the "Amherst Dicks". So it considers both sexes, and relates to a town heroine who allegedly didn't poison anyone.
Emily Dickinson	Because she is local, written much about Amherst, and an inspirational figure that is not decisive.
Emily Dickinson	Emily Dickinson, the "Belle of Amherst," is a well known poet and a name immediately associated with Amherst. She is respected and celebrated for her intellect and fine sensibility. Consistent with Amherst's mission, the nurturing and celebration of lives of consequence, E.D. led a private life of excellence and consequence, She was admirably humble in her excellence, writing of herself, for example, "I'm Nobody! Who are you?/Are you-Nobody-Too? Then there's a pair of us?...."(No.288) If Amherst were to change its name (for the same reason it is replacing its mascot) it could do worse than rename itself Emily Dickinson College. She also was a woman and above reproach. She was not a racist. All parts of the Amherst community would rally around here and celebrate and partake of her perspicacity. She would do Amherst proud.
Emily Dickinson	Like Lord Jeff, Emily Dickinson is quirky. Unlike Lord Jeff, Emily Dickinson did not try or intend to murder anyone. Like Lord Jeff, Emily Dickinson is very unique to both Amherst the town and college. I also think it would be nice to have a female mascot, as there are almost no female mascots representing universities and colleges in the US. Furthermore, it would be easy to make someone dress up recognizably as Emily Dickinson as she had very characteristic garb in her later years.

Emily Dickinson	Strong tie to the college. Great to have a woman and a poet!
Emily Dickinson	Having a giant Emily Dickinson roaming the sidelines would be delightful. Also, we own her house.
Emily Dickinson	It's her town, it's entertaining, it's a good opposite vibe to Jeff.
Emily Dickinson/Melvil Dewey	What made Lord Jeff a unique mascot was that he was a human, not an anthropomorphized animal. Further, he was not merely a type of human "not just a "rebel" or "patriot" but a particular person. The costume was pretty much just an oversized human head (that happened to look exactly like Emeritus Professor Kim Townsend). In short, Lord Jeff was a great mascot because he was an anti-mascot. He fit the individualist character of the Amherst community by undermining the abstract symbolism of virtually all other sports mascots. Therefore, I think the new mascot should also be a historical person with ties to Amherst. Both Dickinson, a revolutionary agoraphobic poet and Dewey, a revolutionary librarian, would fit perfectly as the mascot for our sports teams precisely because they have nothing to do with sports, and actually seem to represent the antithesis of competitive athletics. (Maybe the men's teams could be the Deweys, the women's, the Dickinsons?) Lord Jeff was always a parody of sports mascots. Choosing anything other than an Amherst figure would forfeit the self-parody that makes Amherst athletics different from, say, a school with a cow for a mascot.
Emily Dickinsons	What doesn't?!
Emily U.	As you may know, I am one of the many alumni shocked and repelled by the discussion by the board to ditch the LJA - political correctness at its worst. I don't see how the College can retain the name "Amherst" - Emily U is one suggestion - a better is "Robert Frost College". Retaining the AC and changing the mascot is incredulous. You undoubtedly have never heard of me- but at one time I received the medal for Eminent Service - I subsequently donated the medal back to archives. I am saddened by all this, but many alumni feel the same- I have been in effect ostracized by the College, as have many other alumni. As of now I retain my feeling that I will never give one more cent to AC- that for an alumnus that chaired the Committee on Alumni Bequests.
Emilys	Emily Dickinson had a strong connection to the college: her grandfather was one of the founders; several family members attended Amherst; and her homestead is adjacent to the campus. And she exemplified the virtue of modesty: although she produced great works, she neither sought nor received recognition in her lifetime. Finally, I do not believe that any other co-educational college has chosen a woman's name for its athletic mascot. To do so would cast a vote for progress and inclusiveness.
Ems	for Emily Dickinson
Enlightenment	It sounds aesthetically pleasing following "Amherst." In the context of an athletic event it provides a suggestion of domination without brutality, alluding to all the best reasons for competition. It is literary and compliments/draws from historical elements such as the motto. The biggest failing is that it would be hard to visualize as a person/creature for which a costume can be created. However, we could create a complimentary character with a short form nickname (perhaps "light") that could be represented as lightning bolt (or even a light bulb) or a super hero/super creature with a lightning emblem as part of its costume.
Eor from Winnie the Pooh	"How's your day?"
Ephs	Lord Jeffs came from a satirical song and most NESCAC mascots don't take themselves too seriously and are off-beat (see: Bantams, Camels, Ephs, Mules, Jumbos), so in keeping that theme in mind....Ephs: after Zephaniah Swift Moore, the founder of Amherst College, also the same nickname as the other school he founded, also ironic and fun that we stole their books so might as well steal their nickname too, and could heat up the rivalry a bit
Ephs	We continue copying Williams and are named after our founder.

E-PLURIBUS UNUM PLURPSICLE	<p>As an alternative to the Purple Squirrel that derives directly from that promoted by a group of students (as I previously submitted and suggested), I also offer the Amherst PLURIBUS UNUM PLURPSICLE. This mascot is ideally not unitary, as in Plurpsicle, but is as a minimum binary, i.e Plurpsicles represented always in the plural by at least two persons in costume with the costume similarly formed for each Plurpsicle with some variation allowed. The outfit is as the best of Nicki Minaj but in the form of a popsicle of the multi-colored variety. The legs of the costume are tights, one leg purple and the other white. Starting at the upper thighs (i.e., the Plurpsicle sticks) the base of the popsicle form begins in a solid purple color, merging from purple to white, as the bulk of the popsicle form rises, and then blending and fading into the usual primary and complementary colors terminating with a black band topped by a yellow sunburst with an warm, large eyed, friendly Disney cartooned like Aztec face. In the transition, between bottom of popsicle supported by the stick legs to the top with the sunburst face, the popsicle shaft is embossed in relief with other cute large eyed faces as in a totem. The eyes of the costume wearer peer out of one of the embossed faces, and one arm of the wearer is in purple and the other in white not matching the color of the leg below and can be structured in tight material with ruffled, pleated, multi-colored "wing feathers" that would hang if the arms are outstretched or formed as muscled, multi-colored mechanical transformer like appendages. The Plurpsicle costume for the wearer is flexible to the top of his/her head but for the extension above the wearer's head is a rigid form, functioning as a tall "cap". The shaft ideally is probably not a single shaft, except at the top where it is formed as a slab, but of the double joined shaft type of popsicle with an indentation between, each part supported by a leg, unless it is felt that the form works best without indentation. It can be suggestive of native totem culture but that should only appear as an underlay to a modern pop culture display of bright electric colors and facial aspects, jolly ranger/gummy bear or swirl like, maintaining a more lighthearted cartoon character with large eyed creature/people faces. Perhaps there is a diagonal banner strip with "E-PLURIBUS UNUM PLURPSICLE" emblazoned on it, perhaps with a subheading "Terras Irradiant". There should be a certain amount of finesse in the costume, not going too "over the top". Prepare a new song, same tune, as: Oh, Amherst, our Amherst; We are true to ourselves and each other; Be to the world as a beacon; Our light flows out to one another. Whew!</p>
Eubrontes (or "Eubros")	<p>These are species of dinosaurs that were indigenous to the Connecticut Valley see: http://www.nashdinosaurtracks.com/learn-about-local-dinosaurs.php</p>
Eubronts(type of Dinosaur)	<p>name of local fossil track, have a bunch located in the museum, Hitchcock was the first person to identify them.</p>
Eunuch	<p>If you have to ask, that's why.</p>
Falcons	<p>There are many falcons in the area, a nesting pair lived in the barn behind 522 S. Pleasant St.</p>
Falcons	<p>Falconry with the Outing Club!</p>
Falcons	<p>do not kill and natives to NE</p>
Farmers	
Northern Flicker	
Female Moose	<p>Most of the community is familiar with this already; has a story behind it.</p>
Field Marshals (or Barons)	<p>As much as the mascot of Jeffery Amherst (the Jeffs) ruffled an array of feathers for his decidedly shady and callous tactics with regards to treating the native peoples of New England, without renaming the town in which the institution is located or the name of the college itself, any mascot chosen will still be identified as that of Amherst College.</p> <p>The institution is located in a town that was named for a man who was famous in New England not for his genocide of the local native groups, but for his removal for the French from the area during the French and Indian War and the college will continue to bear his name. However, the decision has been made not to make his name more prevalent than it already is, despite the giant A emblazoned on pretty much any piece of Amherst-related attire.</p> <p>As an alumni who was always appreciative of the intensely casual mascot of "Jeffs," and as a nod to those alumni who predate me who may be more struck by the change, I submit the idea of Field Marshals or Barons for consideration. Field Marshal was (and remains) the highest rank within the British Army and reflects loyalty to honor and duty and a commitment to a greater cause. It was also the rank achieved by the man for whom our college is named, thus affording a semblance of historic relevance and recognition for the history of the school. It also maintains the idea of a human mascot, rather than altering the mascot to an animal that has previously had no association with the school and would feel highly artificial.</p> <p>Plenty of schools have names like the the Vikings, Spartans, Crusaders, Pilots, Highlanders, Warriors, Knights, Cavaliers, Patriots, Rangers, or other such combat/warrior/military inspired mascots. While we may wish to reduce the utterances of Lord Jeffery Amherst's name (again despite the school name remaining unchanged), having a human mascot with a role such as Field Marshal that denotes numerous positive qualities would maintain the historical context of the mascot while allowing for a renewed look at what the traits and qualities of the mascot stand for and represent.</p>
Fightin Poets	<p>Emily Dickinson, Robert Frost, Richard Wilbur, and numerous faculty and alumni</p>

Fightin' Poets	Both the town and the College have a long tradition with the written word. Many famous poets and authors have either graduated from Amherst, taught there, or lived in town: Dickinson, Frost, Wilbur, Merrill, Macleish, and Foster-Wallace, to name a few. We're an "academics first" school and the name reflects that. The addition of the preceding adjective "Fightin'" adds some whimsy and humor to the mascot name.
Fightin' Poets	Takes into account both Robert Frost and Emily Dickinson, i.e. gender parity, as well as the long history of Amherst writers. Amherst is a very literary college, so it's a good fit and helps retain the proud tradition of being scholar-athletes. A perfect fit.
Fightin' Wombats	Off the dime
Fighting Emily	We are poets. We are warriors. We are the Fighting Emilys.
Fighting Microaggressions	Ms Segal, I was a lifer in the Coast Guard (36.5 years) and, after I retired, a teacher at the Naval Academy (13 semesters). As a member of the armed forces in the making, you may be particularly receptive to my nominee for the next mas
Fighting Moose	Everyone knows the moose, but they fight which makes it a little better.
Fighting Pheasants	Coach Mills idea
Fighting Poets	This represents the poetry and knowledge key to Amherst, and our willingness to fight to protect it.
Fighting Poets	Amherst has a rich history of poetry - Dickinson, Frost, Plath, Wilbur, Merrill - and continues to place great emphasis on literary scholarship. I imagine a great number of students have either encountered these poets at some point in their reading at Amherst or elsewhere; the poetry of these individuals has a remarkable ability to speak to a wide range of people in different ways. The poet would stand out in a mascot field chock-full of animals, historic figures, odd amorphous things (Lightning, for example). A purple-clad poet wielding a giant pen would speak to Amherst's focus on academic excellence while maintaining a figure at least as 'sports-focused' as 'Jeffery Amherst'. After all, the pen is mightier than the sword.
Fighting Squirrels	Look around
Fire fly	terras irradiant
Fireballs	
Firedog	Vball already has the best mascot
Firedogs	We should officially endorse the Volleyball mascot.
Firefly	"Let them illuminate the earth."
Fisher Cat	Native of New England
Flame (or "Flames")	Amherst's motto is the Latin "Terras Irradiant," translated "Let them give light to the world." What better way to live out this motto than for our mascot to literally be something to do with light? As intellectuals, Amherst students and alumni let their light shine throughout the world. As athletes, Amherst teams are "on fire" and totally dominate--just like a fire consumes everything in its path! Please note that I have listed "Flame" specifically as my suggested mascot, but other options having to do with light could be "lux" (which is Latin for "light," which would tie into the Latin motto more specifically), "lumen" (also Latin for "light"), or "blaze." The concept of fire/light/etc. also opens up many opportunities for a visually pleasing logo.
Flying A	'A' stands for Amherst, and the 'flying A' logo/graphic is used on a lot of athletic apparel already.
Flying Squirrel	Seriously, I have been watching squirrels at home and at work and they are resilient little creatures. Never underestimate what they can do. They plan, they forage, they plot. They are tough and are true to one home area. No worries about sex gender or orientation. You can cartoonize a squirrel to represent whatever you want it to be. Squirrels are in a lot of pictures of the college campus. They are a form of New England Representation. And they can be lovable. (Like Alvin and the Chipmucks or Rocky the flying Squirrel!) Just a thought.
Flying Squirrels	The NESCAC tends to lean towards somewhat offbeat animals for mascots (Bantams, Camels, Polar Bears, Purple Cows....) so this fits that theme. Also the Northern Flying Squirrel have seen their habitat reduced in Massachusetts, likely as a result of climate change (http://www.mass.gov/eea/docs/dfg/nhosp/species-and-conservation/nhfacts/glaucomys-sabrinus.pdf), so the mascot could be used to raise awareness for both climate change and habitat loss among vulnerable species. With so many oak trees on campus, squirrels are a common sight, even if they aren't typically the flying variety.
Flying squirrels	One goes with the colors and they're all awesome.

Since Lord Jeff allegedly condoned the use of small pox infected blankets to kill Indians during a time of war, Amherst should just flip flop, ignore history and side with the Indians. I am also rooting for the Cleveland Indians to win the world series! If that name is too racially sensitive, go with "Foreskins". In support, I cite an email sent to Clarence Page of the Chicago Tribune after an article he published concerning a name change for the Washington Redskins.

Dear Mr. Page: I agree with our Native American population. I am highly insulted by the racially charged name of the Washington Redskins. One might argue that to name a professional football team after Native Americans would exalt them as fine warriors, but nay, nay. We must be careful not to offend, and in the spirit of political correctness and courtesy, we must move forward.

Let's ditch the Kansas City Chiefs, the Atlanta Braves and the Cleveland Indians. If your shorts are in a wad because of the reference the name Redskins makes to skin color, then we need to get rid of the Cleveland Browns.

The Carolina Panthers obviously were named to keep the memory of militant Blacks from the 60s alive. Gone. It's offensive to us white folk.

The New York Yankees offend the Southern population. Do you see a team named for the Confederacy? No! There is no room for any reference to that tragic war that cost this country so many young men's lives.

I am also offended by the blatant references to the Catholic religion among our sports team names. Totally inappropriate to have the New Orleans Saints, the Los Angeles Angels or the San Diego Padres.

Then there are the team names that glorify criminals who raped and pillaged. We are talking about the horrible Oakland Raiders, the Minnesota Vikings, the Tampa Bay Buccaneers and the Pittsburgh Pirates!

Now, let us address those teams that clearly send the wrong message to our children. The San Diego Chargers promote irresponsible fighting or even spending habits. Wrong message to our children.

The New York Giants and the San Francisco Giants promote obesity, a growing childhood epidemic. Wrong message to our children.

The Cincinnati Reds promote downers/barbiturates. Wrong message to our children.

Foreskins

Forest	It creates a sense of community and every generation has seen it.
Fox	The fox family lived under the hedge behind the campus center and may still be there today - or his brethren. S/He's constantly seeing meandering around campus and deserves to be recognized as the valued member of the Amherst community that it is.
Fox	Native animal to the northeastern woodlands (occasionally sighted on campus), charismatic. Colors could be orange/gray/black or black/silver/white.
Fox	
Fox	Best animal
Foxes	Cunning nature
Friendly version of a nonavian theropod dinosaur	Ties in with Noah's Raven, first dinosaur tracks discovered in America, initially thought to be bird tracks. This is Amherst College history involving professor and later president Hitchcock. Dinosaur mascot can be apolitical, asexual, non-racial/ethnic, non-controversial, very friendly, but fierce when competing. Slogan of "making tracks into the future" could be emblematic of an Amherst education.
Frost	It's the only idea I've seen for a mascot that honors our history without being really, really, really lame. In case it's not obvious, "Frost" would have a double meaning, referring to both our cold climate and Robert Frost. Our jersey's could have icicles on the letters which would be cool.
Frost	Frost sounds like a better fit for college sports and makes sense for the campus. It also sounds strong and swift. Hamster (as an anagram of Amherst) is just hilarious but I was a dorky English major so I may not be the best sounding board for that one.
Frost	obvious.
Frost	Robert Frost, Amherst climate
Frost	FROST. This has been bandied about. I realize that Robert is dead white male, but if this were executed to mean "cold," it could work. (An amalgam of Amherst "A"s could redesigned to look like a snowflake?)
Frost	Frost

Frost	Refers to both Robert Frost and our fabulous winter in Amherst. Potential for great graphics.
Frost	This mascot honors multiple parts of the Amherst identity in both reverent and irreverent ways. It's of course a nod to Robert Frost, the beloved poet who taught here and through him - a nod to our humanities ideals - deep engagement with learning and an awareness of its role in shaping world affairs (Frost was, after all, the first poet to read in the program of a presidential inauguration). It's also a more fun reference to the deep cold that settles upon the Pioneer Valley for much of the year; that visceral sensation is one all Amherst alumni remember well. Frost itself, a single coating formed from a combination of countless ice crystals, symbolizes an Amherst strength - singular achievement from infinite variety. "Frost (or "The Frost") lends itself to a timeless, gender-neutral mascot, like an icy lightning bolt or a wave of hoar frost.
Frost	<p>It recognizes Robert Frost who was a tremendous influence on the school and highlights that Amherst is an institution where the academics and athletics overlap. It also references the cold winters that Amherst experiences. Lastly, the name is something to respect and potentially fear which are always good qualities to evoke for a nickname. Other sports teams who have their team name inspired by weather phenomenon include:</p> <p>Pro Sports Oklahoma City Thunder (NBA) Miami Heat (NBA) Tampa Bay Lightning (NHL) Carolina Hurricanes (NHL) Colorado Avalanche (NHL) San Diego Chargers (NFL) Phoenix Suns (NBA) Seattle Storm (WNBA)</p> <p>College Teams Alabama Crimson Tide Tulsa Golden Hurricane Iowa State Cyclones St. Johns Red Storm Miami Hurricanes</p> <p>There are several other schools with weather-related nicknames.</p>
Frost	It draws on Amherst's historic tie to Robert Frost, northern location, connection to nature, and our general "chill" attitude. And it rhymes with plenty of things, for purpose of creating songs and chants.
Frost	I think it's great -- Robert Frost, of course, but also frosty New England weather! And it could be dressed up even as a sort of purple snowman or icicle, it wouldn't have to be a "Robert Frost" costume. And as "Frost" (rather than the male poet), it wouldn't have to be a male figure as the team name for the women's teams (which has always been terrible for the "Lady Jeffs").
Frost	In itself it is a gender neutral mascot although it does honor Robert Frost. Can have people dress up as Jack/Jane Frost. Could lead to creative sports writing puns like The Frost cools off opponents.
Frost	Has some edge, and is the name of one of our most important former professors and our library.
Frost	Ties Amherst's history to it's sometimes chilly weather.
Frost	This mascot candidate is in keeping with a trend in the WNBA, e.g. the Seattle Storm, the Portland Fire, and the New York Liberty. It works uniquely for Amherst, of course, because it's also the name of one of Amherst's most famous alums. It does not require gender modification, too. For all these reasons, the Amherst Frost is a unique and ideal mascot candidate.

Frost	<p>My suggestion is the Amherst "Frost".</p> <ul style="list-style-type: none"> - There's our historical connection to Robert Frost, and the library is already Frost Library. - It's not gender-based. - Our teams can "ice" or "freeze out" their opponents. - Actual frost crystals are themselves are each unique and individual, and they seem to radiate a light of their own beauty and character into the world where ever and whenever they appear.... Terras Irradiant.
Frost	"The Amherst Frost" is a nod to the many poets who have connections in the Pioneer Valley and at Amherst in particular. It's unique, it's quirky, and it would be a fine mascot for sports teams to rally behind (especially ice hockey, I suppose).
Frost	Relevant to the college's history (and a good part of it at that -- Robert Frost is one of the greatest poets ever); can be illustrated/depicted in a variety of interesting ways; conveys the "fighting spirit" that sports teams generally seek to have in a mascot yet is unobjectionable; not named after a mammal that is not indigenous to Massachusetts
Frost	Frost is a double entendre that signifies both a fearsome natural force (known all too well to those who go to school in New England!) with a fearsome intellectual force (known all too well to students of poetry, English, or a number of other disciplines). What could be a more fitting representation of our school, our self-referential humor, and our love of learning? Frost is far and beyond the best mascot option.
Frost	Robert Frost was a meaningful figure in the college's history. Plus, it's cold in the winter.
Frost	<p>The next mascot of Amherst should undoubtedly pay homage to it's rich intellectual history. The honoring of Robert Frost, a man with perceptive nature and commitment to the school, would be in symbolic contrast to Lord Jeff.</p> <p>So many schools adopt fierce, war-like, and aggressive symbols as a means of pre-intimidating their competition. The Frost carries just enough of that to satisfy the perceive need that a mascot needs to be capable of beating another mascot. But it is also associated with nature and beauty.</p> <p>My high school mascot was the Toads, an animal known for it's "quiet persistence and humility." I can tell you that it feels grounding to not have a mascot serve as an extended sense of bravado for your school. Ironically, I'll never forget the quiet satisfaction of beating one team with a huge banner reading, "SQUASH THE TOADS."</p> <p>During this election, we've seen our fair share of yelling and symbols of violence. Shouldn't Amherst's next mascot be a creative reflection of our values, critical thought, and artistic perception? Shouldn't our mascot honor the power and wisdom of nature? Shouldn't our next mascot be eerily gentle yet abstractly dangerous? Frost has the power to harden the ground, kill anything living, send cars skidding off the road. Magnified, it has a beautiful crystalline structure. It shines when light is applied. Frost shines when terras is irradiated.</p> <p>The Amherst Frost, coming to a field near you.</p>
Frost	<ol style="list-style-type: none"> 1) It pays homage to Robert Frost, the most famous Amherst professor of them all 2) It references the New England cold 3) It's cool to have a noun be your mascot 4) Let's be honest, it sounds pretty intimidating
Frost	Frost can be both beautiful and fiercely damaging, visually pleasing and works for both women's and men's sports teams!
Frost	Robert Frost and it is better than any of the other ideas mentioned...
Frost	Lord Jeffs came from a satirical song and most NESCAC mascots don't take themselves too seriously and are off-beat (see: Bantams, Camels, Ephs, Mules, Jumbos), so in keeping that theme in mind...
Frost	Frost: after Robert Frost, works well with the winters and being a northern school, some great mascot/logo imagery potential, can also go with the "Purple Frost"
Frost	What better mascot for a wintry New England college who loves Robert Frost? The Homecoming chants practically write themselves.
Frost	It's an indirect homage to Robert Frost, and at the same time, references the power of frost, which is known to be able to crack granite and concrete.
Frost	It is analogous to the NHL's Minnesota Wild or Div. 1's Alabama Crimson Tide.

Frost	<p>1) Amherst get cold and snowy, etc, thus the Amherst Frost</p> <p>2) It references Robert Frost, who everyone loves</p> <p>3) It's a reasonable costume for an official mascot to wear (presumably it would be a snowperson costume)</p> <p>4) It's probably totally impossible to disrespect and/or offend anyone with this mascot</p> <p>5) Kinda cool - blizzards are awesome</p>
Frost	Ask Will Savino I think it was his idea
Frost	<p>The Amherst Frost would be a) vivid; b) suitably menacing; c) historically and culturally evocative. One of my best friends at Amherst was a football player and a playwright and the group of us always took that to be perfectly Amherst. Our athletes moonlight as poets and vice versa, and how better to express that than with a basketball player celebrating a through-the-legs jam by saluting Robert Frost?</p> <p>The Frost would also lend itself to cool gear for players and fans alike: imagine white icebergs on purple jerseys, or student section white-outs.</p>
Frost	-Robert Frost was a member of the Amherst college Faculty and is a well-regarded American poet, but I do not think we should be the Amherst "frost(s?)" because of Robert Frost. Instead, I think we should consider adopting "frost" because of the unifying n
Frost	<p>The solution to the new mascot problem has been, to me, fairly obvious. I first became aware of the suggestion through some members of the Class of 2014 in the nascent community known as Amherst Twitter. As a solution to what the new mascot should be, it's fairly obvious. We should be the Frost. The Amherst College Frost.</p> <p>Let's get the easy stuff out of the way: it's cold, we have a large statue Robert Frost in a prominent place, and most of us choose to spend much of our time in a library named after him. For those from the school of thought that a mascot should be intimidating and or aggressive, look up on the effects of extreme weather on wildlife and crops. For the aesthetes, note how the word slides and snaps rather than rolls off the tongue. It is short and to the point. It also pretty much brands itself. Envision LeFrak gym as "the Fridge" or Pratt Field as "the Tundra." The daily message we get in our emails? "The Daily Chill." Imagine yourself yelling "Brr!" at our opponents from athletics to music to Mock Trial. And we can keep the moose too. Call it Frosty the moose or something. Think of how many more winter related tchotchkes they can sell down at A.J. Hastings. Have a design contest for the logo--not only among students, but faculty and staff too. I would prefer something unstylized. GQ magazine once listed a "quiet sense of superiority" as one of the affectations of our community. And nothing says quiet sense of superiority like an abstract visual identity (see Trail Blazers, Portland). Did I mention that we could keep the moose too?</p> <p>Perhaps the most salient part of the Frost as a mascot is that as a nod to the legacy of Robert Frost*. He taught at the school on and off for forty years. And though he generally regarded teaching as a distraction from writing poetry, his work touched many for both its artistic excellence and what President Kennedy called "and understanding of the ordeal as well as the triumph of the human spirit." Frost also looms large, like many notable figures associated with the College, as both a prolific writer and purported asshole (see Brown, Dan; Wallace, David Foster). I can't think of a better way to not only pay tribute to our forebears but also to serve notice of the character of their inheritors.</p> <p>* Are the homophobia rumors true?</p>
Frost	history not only a person (Robert Frost); Amherst is also very cold
Frost	Robert Frost but also other connotations
Frost	In addition to the library and the statue on the quad, a mascot would further celebrate the legacy of Robert Frost here at Amherst college. Given that many students encounter Robert frost's work long before coming to Amherst, it provides an easy option with which students can relate and rally behind. Most importantly in my eyes, is how well it speaks to whether we experience at amherst. Frost is observed on campus for the majority of the year, so all Amherst students and faculty can relate to this phenomenon. Finally, as a student-athlete, the frost would be a mascot I'd like to be represented by because I find it really cool (no pun intended).

Frost	<p>it's beautiful it gives amherst irrevocable dibs on Robert Frost it pays homage to Americas greatest poet it's deadly it defines seasons it's insidious it wins it sweeps in unexpectedly it's agender it represents our weather its unique</p>
Frost	Robert Frost
Frost	ummm....Robert.
frost	<p>it's representative of Amherst's climate and history (it's cold, robert frost) it's not problematic it has the potential for visually appealing iconography</p>
Frost	
Frost	Sound cool. Named after Robert Frost. Tough but not offensive. It's also cold here, so that works too.
Frost	
Frost	It has historical significance and aligns with our cold weather.
Frost	It's cold
Frost	<p>library Robert F Amherst Uprising cold</p>
Frost	<p>Library Robert Frost It's cold</p>
Frost	
Frost	We have the only library named after him
Frost	Robert Frost was v. important here.
Frost	Versatile
Frost	Amherst Uprising
frost	
Frost (Giants).	The association with Robert Frost
Frost (like cold)	We have Robert Frost, and Frost is cool!
Frost (like frozone dude)	Frost, play on famous authour and it's cold asf here.
Frost (with Cold Miser as the character)	
Frost Hawks	Frost to associate with Robert Frost and Hawks to associate with the hawks we have on campus. Good for all sports and since its an animal it covers all diversity groups.
Frostbite	
Frostbite	
Frosters	for Robert Frost
Frosties	With the Amherst history with Robert Frost, and his name gracing our library, I felt that a play on his name along with the wintry snow would be a graceful cry to our literary heritage and campus location.
Frosties	because of Robert Frost + plus it's cute

Frosts	Represents the cold New England winters and our literary legacy. Sounds hokey, but I am thinking about a poetry spouting ice monster!
Frosts	Colorful, rainbow inclusivity, attractive diversity, could lead to some vulgar mockery but so can anything.
Frosts	It's cold here; we have Frost Library; we have a statue of Robert Frost. Need I say more?
Frosts	No clue.
Frosts	cold weather - Robert Frosts
Frosts & Emilies	Very poetic.
Frosty	Someone at my reunion suggested some kind of "snowman or yetti-type" character that would connect to the school's history with Robert Frost. While connecting the mascot to a white male figure might be hard for some, it might also mitigate that group of alumni missing Lord Jeff - not on account of its relative "whiteness," but because Robert Frost is certainly a point of pride to that generation. It strikes me as a gender neutral option that might combine wit, playfulness, and the kind of wacky originality th seems to pervade the NESAC mascots in general. I am sure there will be better ideas, but it seemed like a good idea to me over a few beers at reunion. Feel free to scrap it at will - and this was not my idea, so please don't connect my name to it in any way.
Frosty	We have a library!
Frosty the Fox	The red fox is a native mammal to the Western Massachusetts region. I suggest we call him Frosty for 2 reasons: 1. Amherst can be frigid in the fall/winter months, and 2. tl name is a homage to Robert Frost.
Garvin	The obvious and perfect mascot for you is a large white and tan dog named Garvin with thick soft fur who lives in the mountains of New Mexico. You can see him in my icons. He is delightful, with great character, quite powerful, yet very gentle. The teams that used him would ne nicknamed the Garvins. Funny, yet secure and completely value neutral. Also, he is very handsome and loyal.
Generica, the agender, asexual humanoid	Has no history to be interpreted by future generations as offensive through broad interpretation of scant historical evidence. Has no race or gender or sexuality that can be taken to exclude others for not being the same as theirs. Is not a subjugated animal or vegetable or mineral. Is not a lame abstract noun or weather phenomenon.
George Armstrong Custer	<p>My information about Lord Jeffrey is that he was sent to defend the colonies from nasty incursions (Deerfield massacre) by the French and Indians. Allegedly one of his tactics was to circulate poisoned blankets among the Indians to make them sick (he had no napalm, flame throwers or nuclear warheads, or I am sure he would have used those, too). For this he has been sacked as Amherst's athletic symbol. He was never our "mascotâ€, in fact, we rarely ever thought about him, although we all had to memorize his song. I still sing it to my dog at night â€ it is one of her favorites.</p> <p>My submission is George Armstrong Custer, a fighting general in the tradition of Lord Jeffrey (although perhaps not as long-lived). On the other hand, he is the politically correct antithesis of Lord Jeffrey in that instead of poisoning Indians he was killed by them. Is he not a fitting successor to Lord Jeffrey? And I believe that "Amherst Custersâ€ has a certain ring to it.</p>
George Washington	Let them try to take that one down.
Giant Sequoia	It's strong and sturdy and can be around for a long time.
giraffe	represent diversity of Amherst with different colors of dots

Goat	<p>Amherst is located in a region known for farming. Goats are farm animals but also wild animals like mountain goats, which are very cool. We also have mountains in the region, although I have not seen a mountain goat in the Pioneer Valley.</p> <p>Goats are not docile, sedentary, expressionless farm animals like, say, cows. They are rambunctious, independent, industrious, and are known for their intelligence and almost human eyes.</p> <p>They love to stand on top of things and there are many videos showing this. At Amherst we stand on top of things because we are the best, like the goat. They also like to talk, like we do at Amherst.</p> <p>While goats are admirable in many ways, the goat is also a whimsical mascot that fits nicely with other NESCAC mascots like the Mules, Camels, Jumbos, and Bantams. To my knowledge there are no other schools that have the goat as a mascot. So we would be unique in this respect, in addition to being uniquely the best school.</p> <p>Goat is a mono-syllabic word, and everyone knows those make the best nicknames. Polysyllabic nicknames are often shortened to monosyllabic nicknames, because they are easier and more fun to say. The Miami Hurricanes are the 'Canes. The Florida State Seminoles are the 'Noles. The Virginia Cavaliers are the Hoos. And so forth. We could say "how 'bout them goats", which would be awesome. I can imagine sporting events where we all yell "goooooooooats"!</p> <p>GOAT has become an acronym for "greatest of all time." For example Tom Brady or Amherst College is the GOAT. So goat would have two meanings: (1) a cool yet whimsical domestic and/or wild creature and (2) a description of what Amherst is, i.e., the best.</p> <p>Goats lend themselves quite well to depiction on hats, sweatshirts, helmets, and so forth. I could also envision a goat at some of our games. While being the focus of affection and school pride, it also could keep the grass short, true to its industrious nature, in an environmentally friendly way. Yes, the goat is also an environmentally sensitive mascot. It cuts grass without consuming fossil fuel and then produces milk. How cool is that?</p> <p>The goat is also multi-cultural in the sense that there are goats on every continent. They are in backyards and on mountain tops. They are a true every-animal. The goat is in no way exclusionary or affiliated in any sense with oppression of any kind. There are both male and female goats as far as I know.</p> <p>In summary, the goat is awesome in all important ways. No one dislikes a goat. Goats are cool yet adorable. They are not pathetic like cows. They are not self-important and Amherst could do well with being just a little bit goofy with its nickname. They check all of the important nickname boxes.</p>
Goats	Goats are awesome, neutral, cooler than purple cows, and relevant to the agriculture in the happy valley.
Golden Retriever	Doesn't Biddy have one
golden retriever	I think it would be fun and lovable & uncontraversial
Grallators	<p>These are species of dinosaurs that were indigenous to the Connecticut Valley</p> <p>see: http://www.nashdinosaurtracks.com/learn-about-local-dinosaurs.php</p>
grapes	its purple and cant possibly offend anyone, unless you're hooked on cheap wine
Gray Squirrel	Gray squirrels are ubiquitous on Amherst's campus, and, as Amherst's mascot, the gray squirrel would reflect the shared experiences of Amherst students and bring back fond memories of walking through the quad and other parts of campus. Squirrels also play an important role in their environment by planting seeds. Amherst plants seeds in its students that remain with them for the rest of their lives and enable them to grow and flourish.
Great Blue Heron	
Grey Fox	
Griffin	The griffin is the union of bird and beast, drawing its power from the diversity of its origins, just as the Amherst student body and faculty do. It is known for its courage and boldness.
Griffin	With the rear of a lion and head of an eagle, this mythical creature represents strength, pride, and wisdom. These are values the Amherst Community should rally behind. It is thought to be an especially powerful creature since it is formed by the king of the beasts and the king of the birds. It is a symbol of divine power and the guardian of the divine.
Ground Squirrels	

gryphon	It's genderless, regal, denotes strength/courage/leadership, purple-possible, guards a treasure and priceless possessions, can't think of any derogatory diminutives, you could put a blow-up model perched on the top of Johnson Chapel.
Gryphon (or Griffin)	<p>The Griffin or Gryphon is a legendary creature with the body, back legs and tail of a lion and the head and wings of an eagle and an eagle's talons as its front feet. This majestic creature was seen as powerful and as a guardian of treasures (gold). With "eyes like an eagle" Griffins were symbols of wisdom and were often seen in Roman art as pulling the chariot of Nemesis, the goddess of justice and revenge. With the body of a lion, the Griffin represented strength and courage. In ancient myth, the Griffin, even though smaller than either, is credited with using his intellect to outsmart his two opponents, the Dragon and the Chimera.</p> <p>The Griffin represents courage and boldness, strength and leadership, and intelligence and guardianship and for these reasons reflect Amherst College's values throughout history and into the future.</p>
Halberd	The halberd is traditionally carried by the Sheriff of Hampshire County when he marks the beginning of Amherst's annual commencement exercises. It is thus recognized on campus as a unique (and visually pleasing) symbol of welcoming and starting, but is also, of course, a fierce weapon"something for all our athletic teams to be able to rally around.
Ham, the Amherst Hamster	<p>Inquisitive, industrious, intelligent cute little animals. Smaller cousin to University of Wisconsin's Bucky Badger (who President Martin knows well...), befitting for a Little Three College. (Please google Bucky Badger : He is by far the most recognized and celebrated personage in the entire state of Wisconsin). Best of all: "Hamster" is an amalgam of "Amherst". One could be cute and actually pronounce the name as "Am the Amherst Amster" as the H's are all silent, of course ;)</p> <p>One could dress him in any sports outfit, perhaps with him wearing a graduation mortarboard (and spectacles?) to show how intellectual he is, even while playing sports...</p>
Hammer and Sickle	It is the universal symbol of the workers' movements aspirations for emancipation and freedom.
HAMSTER	IT IS AN ANAGRAM OF "AMHERST"
Hamster	<p>It's an anagram for Amherst! (How rare and awesome is that!)</p> <p>And this animal is very compassionate, wise, and industrious (and a occasionally a bit mischievous), just like our students!</p>
Hamster	Frost sounds like a better fit for college sports and makes sense for the campus. It also sounds strong and swift. Hamster (as an anagram of Amherst) is just hilarious but I was a dorky English major so I may not be the best sounding board for that one.
Hamster	<p>"Hamaster" and "Amherst" are spelled with the same letters.</p> <p>Anagrams</p> <p>Since mascots are pretty ridiculous anyway. (eg. Oregon Ducks), why not go all the way with hamster?</p>
hamster	<p>it's an anagram of Amherst, which represents Amherst's appreciation of puns and the English language. :) a nice nod to Webster. it's lighthearted and fun, and that's not a bad thing.</p> <p>P.S. I am an alumna of the women's soccer team, so this is not a meaningless thing to me!</p>
hamster	Requires only minor modification to school song.
Hamster	<ol style="list-style-type: none"> 1) Anagrammatic mascot opportunity should not be missed 2) The animal is small and feisty, like the college 3) Can have both a cuddly and a fierce visualization/embodiment depending on what the situation calls for
Hamster	<p>I respectfully suggest Hamster. If you study this name long and hard, you will discover that it is an anagram of Amherst.</p> <p>It should be pronounced Amster because as in "Amherst", the h is silent.</p> <p>The Hamster is an inoffensive little creature that is beloved by children. As far as I know, it is not aggressive toward man or beast. In fact, my own kids had several that they kept in a small cage out of the way of our dogs. They were multicolored - a combination of tan, brown, black, white, and yellow - much like Amherst today.</p>
hamster	everything except the last 2 desiderata
Hamster	An anagram of Amherst. A cute little animal that bites when provoked. (Suggested by Bob Keiter)
Hamster	<p>Anagram of Amherst!</p> <p>Also, everything here: http://amherststudent.amherst.edu/?q=article/2016/02/10/consider-hamster-amherst%E2%80%99s-new-mascot</p>
HAMSTER	A singular anagram for a singular college!

Hamster	See Prof. George's arguments at http://amherststudent.amherst.edu/?q=article/2016/02/10/consider-hamster-amherst%E2%80%99s-new-mascot . I also add: The anagram argument adds intellectual cachet that befits our noble alma mater and immediately elevates the mascot above the superficial. Many people have hamsters as pets, which would provide an immediate and very democratic connection. Just the right size -- a quality small mascot for a quality small college.
HAMSTER	It's politically correct, inoffensive to most species and as your brilliant Professor explained, "transpose the letters to spell "AMHERST".
	P.S. Hamsters did not fight Indians or the French.
Hamster	Having the noble hamster as a mascot would make us one over the few colleges to have a mascot whose name is an anagram of the college's name. Hamsters are everything that Lord Jeffery Amherst was not. We can be proud of a hamster. Hamsters are smarter, braver, and more dignified even than our nation's president-elect.
	AMHERST HAMSTER
Hamster	I believe this has already been suggested by others, but I wanted to show support. It's an anagram for Amherst!
	And the "h" will finally get its voice. Because no part of Amherst should be silenced.
Hamster	Hamster - Amherst anagram.
	Plus numerous other wonderful redeeming qualities of this small rodent that tie in closely to the ideals and virtues that define Amherst, I am sure.
Hamster	It is an anagram for "Amherst" - credit goes to Sam Regenbogen '11 but she didn't want to submit it herself
HAMSTER	Easily the most thoughtful suggestion I've read on this topic, by an Amherst professor no less: http://amherststudent.amherst.edu/?q=article/2016/02/10/consider-hamster-amherst's-new-mascot
Hamster	<ul style="list-style-type: none"> * Hamsters are mammals. This is good. Most Amherst students and alumni are too. * Some hamsters are male and some are female. This is also good since our college is co-ed. * Hamsters come in a veritable cornucopia of colors and hairstyles, and from all around the world. Again, a plus. We are now a very diverse college. * Hamsters are nocturnal creatures and are especially active at night. Students here have been known to burn the midnight oil. * Hamsters enjoy playing on hamster wheels, infernal contraptions to which many an Amherst student has compared the social-scholastic pressures at Amherst College. (Heads up: the college has plans to install hamster wheel standing desks in all new dorm rooms.) * Our college is now very much about doing the right thing by its students. And unlike most other four- or even two-legged creatures, the hamster has played a role in advancing human rights. According to Wikipedia (so this must be true), "In 1774, Friedrich Gabriel Sulzer, a companion of Johann-Wolfgang von Goethe, devoted a whole academic monograph in the domain of social sciences and natural history to hamsters, entitled "An approach to a natural history of the hamster." In several instances, he used the hamster to document the equal rights of all beings, including Homo sapiens. Check it out yourselves: The book, Versuch einer Naturgeschichte des Hamsters, is available from Amazon. (The original's cover is lovely.) * Hamsters can be very cute but they can also be mean-ass vicious. This is good for a sports mascot. * "Hamster" rhymes with "gangsta," which could prove very useful. * Die-hards can still sing the old songs: "Oh, Lord Jeffery Hamster was a rodent of the King!" * Finally, there is the most compelling reason. "Hamster" is an anagram * the only anagram * of "Amherst." The significance of this fact cannot be overstated. Most features of this college are subject to change: our size, our student composition, our faculty's IQ, how well endowed we are, the number of cereals on offer in Val and on an on. But there is one fact about Amherst that will never change. For the board of trustees has declared: "Amherst College will always be the name of the school." Hence "hamster" will always be spot-on. It will never be dated, never be overtaken by a changing institution or shifting moral standards. It is now and will remain forever the scrambled mirroring of who we are and always will be. Lord Jeff is dead. Long live the Hamster.
Hamster	The article by Pr. George covered the main ones: it's an anagram, and why not.
Hamster	because it is an anagram for Amherst :)
Hamster	Cause it's cute and feisty! And it's an anagram of Amherst.
Hamster	http://amherststudent.amherst.edu/?q=article/2016/02/10/consider-hamster-amherst%E2%80%99s-new-mascot
Hamster	See Prof George's article
Hamster	It's an anagram of Amherst.
Hamster	I love anagrams.
Hamster	It's an anagram of Amherst!
Hamster	It's an anagram

Hamster	HAMSTER = AMHERST (anagram)
Hamster	What is better than a cute animal that happens to be an anagram of Amherst
Hamster	I mean, first of all, it's an anagram of Amherst. Tell me that isn't cool. Second of all, it's reminiscent of both test hamsters for scientific studies and cute hamster pets. Also, we could jokingly pronounce it "Amster" with a silent H....Get it? So much potential humor! And the costume would be sick! One of a kind! A purple hamster, maybe? I'd we that.
hamster	It is an anagram for Amherst.
Hamster	anagram
Hamster	It's an anagram. Lol.
Hamster	I love anagrams.
Hamster	It doesn't have to be so serious, as long as it's not offensive!
Hamster	"Let us never lose sight of the fact that Amherst is an anagram for hamster; a small, greedy little rodent, but not entirely without cuteness." -Amherst College President Emeritus Peter Pouncey
Hamster!!	Intelligent, gentle and distinguished!
Hamsters	Unique anagram to Amherst
Hamsters	As suggested by another alum, it's interesting to note that Hamster is an anagram of Amherst. In keeping with the pronunciation of the college's name, we'd make the H in Hamster silent. It would certainly be unique, memorable, playful (and I've always loved the fact that Amherst College has had a sense of humor) and it would make for a wonderful visual. Besides, hamsters are feisty as well as lovable.
Hamsters	It has the same letters as "Amherst".
Hamsters	Anagram. Also imagine a person in a hamster suit running around on the field.
Hamsters	The H can be silent!
Hamsters	it has the same letters as Amherst
Hamsters	They are fun/cute
Hamsters!	(1) They're adorable, not deplorable. (2) They carry food back to their dorm rooms in their pockets. Oh wait, that's students...hamsters carry food back to their burrows in their cheeks pouches. (3) Baby hamsters, called pups (what a name for first years!), are born blind and do not open their eyes until around two weeks after birth. Is there a better metaphor for the transformative power of Amherst's first-year seminars, which tend to hit their stride just as Add Drop Period comes to a close? Methinks not.
Harambe	<p>[TRIGGER WARNING]</p> <p>I'm writing for the treasured soul of one of Lord Jeff's dearest friends: the western lowland gorilla Harambe (may he rest in peace).</p> <p>On May 28, 2016, Harambe was tragically killed by his overlords at the Cincinnati Zoo. If you aren't familiar with the details, I urge you to read "Killing of Harambe" on Wikipedia (I am too traumatized to relay the details in this email). Although Harambe's body has left us, his spirit remains strong. Indeed, as Lord Jeff would say, his spirit "lives on in all of us." That includes you, Mr. Murphy.</p> <p>Harambe was a dear friend to everyone, but he was closest with Bob Frost. Whether Bob felt threatened in the fields, pressured on the courts, or stressed in class, Harambe was always there to lend a broad chest or a bulging forehead. If we are changing our mascot, it is only fitting that we transfer our loyalty to Bob's trusted ally, Harambe. In fact, as one of Bob's closest friends - I was with him on the squash courts day in and day out - I can assure you that Bob would have wanted no one else to replace Lord Jeff.</p> <p>Mr. Murphy, my fellow alumni and I urge you to make the right choice here. I understand that other proposals are gaining a lot of steam on social media. Specifically, I saw the "Amherst Wargs" earned first place in a Snapchat poll. While we all love GoT (except Grand Maester Pycelle - seriously, f*&% that guy), Amherst College must select a mascot that will inspire generations to come. Let us never forget: Amherst's Kingdom is Harambe's Kingdom, and Harambe's Kingdom is Amherst's Kingdom.</p> <p>In Service to Harambe,</p>
Harambe	A mascot should embody the spirit, aspirations, and ideals of the teams they represent. With this mascot selection process we have the wholly unique opportunity to simultaneously form and create our identities, how we demand to be remembered before going in to the night. Harambe's life, legacy, and sacrifice serve as a testament to everything we as a college can be.

Harambe	This may be the only way his legacy can truly live on. #RIP
Harambe	He died for our sins.
Harambe	He died for our sins
Harambe	He is the metaphysical glue that holds the nation together.
Harambe	
Harambe	
Harambe the Gorilla	<p>A mascot is not just an icon that we wear, but a symbol of who we are as a college. It's just as important - some would say even more important - than the name of the college itself. We chant it; we wear it; we love it. Few decisions as far or as vastly important as choosing a new mascot will be bequeathed upon our noble generation.</p> <p>And how should we respond?</p> <p>Some contend that a moose should be our mascot. Apparently, an unruly moose roamed our campus two years ago, inciting interest in changing our mascot to honor it's bold and divine nature. But, what can the moose stand for, besides it's originality? Should we not pick a mascot whose legacy should be honored for a reason?</p> <p>This is why I earnestly recommend that we choose Harambe - the martyred gorilla - as our mascot. He is big, he is bold, he is memorable. Few animals need be immortalized as much as Harambe does. Harambe stands for what he believes in, to his last breath. Few mascots could epitomize our beautiful, intellectual college as much as the Almight Harambe.</p>
Hawk	<p>Every year I was at Amherst, I remember that there was a large hawk (or it may have been a falcon) that "visited" the campus and hunted on the grounds (for squirrels and such). My friends and I used to discuss how it reigned on that campus in the spring. I even saw it touch down once while I was in Valentine at an early lunch. The sight of it was awesome. Large body, grayish-brown feathers, with a wicked look to it, it took my breath away and struck a chord of fear in me. People walking by stopped in their tracks, and even tried to take photos, but the hawk was completely unconcerned. It was confident and about the business of hunting. I think Amherst Hawks (or Amherst Falcons) would be a great way to describe our student body and staff: confident, highly-capable, independent, determined, awe-inspiring, and about the business of learning/creating/winning etc. I have also learned that hawks are associated with royalty, like the color purple is associated with royalty. People stop or travel to watch bird: in flight. No one goes panther-watching. Although there are bison in the area and may be a logical choice for our mascot, bison are not hunters, they are prey, they wallow in dirt, and they headbutt in a fight, which is not always a smart move. Also, birds of prey always make for great images on merchandise. I would certainly buy more Amherst gear if it had a fierce looking hawk on it. Go HAWKS!</p>
Hawk	<ul style="list-style-type: none"> - broadly relevant & fits in with Amherst experience: you can always find red tailed Hawks, an indigenous species to the area, soaring over campus - can translate into awesome logos and gear -works equally well for men's and women's teams - can take
Hawk	Bird sanctuary
Hawk	sharp eyes soar high
Hawk and Owl team	Dominating night and day.
Hawks	They're a swift, noble, and majestic creature indigenous to the land Amherst College is built on.
Hawks	<ol style="list-style-type: none"> 1) As a symbol of environmental preservation in Western Massachusetts, the hawk supports the College's sustainability efforts. 2) With a wildlife and bird sanctuary, this mascot further would commit the College to its natural lands. 3) It is a memorable, community-building event watching hawks on campus. People take pictures of them. 4) We see the red-tailed hawk flying around, scaring and eating squirrels since 1821. 5) Hawks eat beef and cardinals.
Hawks	They're fierce af.
Hawks	Lots of hawks around here. Relevant to school.
Hawks	
Hawks	
Hawks	

Hedgehog	<ol style="list-style-type: none"> 1. Cute. Non-Threatening. Who doesn't like a hedgehog? 2. The hedgehog, like everyone in North America other than Native American Indians, is an immigrant. There are no native hedgehog species in the Americas. 3. The hedgehog, in the spirit of Gandhi and Martin Luther King, defends itself passively with non-poisonous spines. 4. While the hedgehog is omnivorous, it does not eat other mammals. It's animal diet consists of toads, snakes and insects. That makes the hedgehog a "good" omnivore and a non-aggressive species (so long as you are not a toad, snake or insect). 5. Hedgehogs are often killed at night when crossing a road by oncoming automobiles - another victim of human aggression and, as such, worthy of recognition. 6. Did I mention that hedgehogs are cute and non-threatening?
Helios	The personification of the sun in Greek mythology, Helios extends the College's motto "Terras Irradiant." Helios symbolizes light and warmth, but the sun can also be fierce (appropriate for sporting contests). As the center of our solar system, the sun has a gravitational pull that unites a community of diverse planets. In Greek myth Helios is gendered male but there is plenty of room for modifying the mascot to be androgynous or to avoid anthropomorphism altogether.
Henry Steel	<ol style="list-style-type: none"> 1) In honor of Henry Steele Commager, one of the greatest to walk among us, which he did for many formative years. 2) Truncated to "Henry Steel," also sounds like an action-movie bad-ass. 3) Shortens to "Hanks" the way "Jeffrey Amherst" shortened to "Jeffs." 4) Admittedly awkward for women's teams. "Henriettas"? "Henriettes"? 5!!) Or do all teams adopt the non-gendered "Steels"? (Bad assery!) 6) "Steels" is a homophone for "steals," which we did to the books from the library at Williams. That will rile them. 7) Good flinty logos.
Herd	We're a family and should be dominating like a herd.
Hilltoppers	Amherst - the fairest College on the hill.
Hilltoppers	Hilltoppers: Amherst is the college on the hill. Actually my high school teams at Blake in Hopkins MN, are proudly known by that name.
Hippo	purple cute
Hippo	purple cute fierce AF great logo potential purple
Hippo	dare to be different
Hippogriff	Hippogriffs are fun, powerful, good, and loyal, but also intimidating. They are strong and proud. This is a reference that all current students will enjoy, and be unique to Amherst.
Hippopotamus	Everything
Hippopotamus	The hippopotamus is not just a good mascot for Amherst College, but it is in fact the perfect mascot for Amherst College. Hippos are gray but have a purple hue to them. The hue could be accentuated to fit with the Amherst dark purple color. Hippos are adorable looking creatures but they are also known to be the one of the most dangerous/aggressive animals on the planet (no one wants a wimpy mascot...). Fact: A hippo would also beat any other NESCAC mascot in a fight. Can you imagine a purple cow or a white mule fighting a hippopotamus? I think we know how that would end up. Hippos are also extremely athletic for their size as they can run up to 19mph (a 4,000 pound hippo at that speed is pretty intimidating if you ask me). The word hippopotamus is a pentasyllabic which would fit in with the high academic prestige of this institution. The convenient nickname of the hippos would also be easy to say and easy to chant at sporting events. There are also a lot of hippo cartoons which are visually pleasing and child friendly. Most of these hippo cartoons are also already purple (perfect!). The reasons listed above are only a few of the great reasons as to why the hippo the perfect mascot for Amherst College.
Hippos	Hippos are cool
Hippos	Is this even a question?
Hippos	
Hippos	

	<p>Better seen than said, here's the viral video documenting the honey badger: https://www.youtube.com/watch?v=4r7wHMg5Yjg</p> <p>The honey badger is extremely resilient, adaptive, intelligent and fearless -- qualities I believe represent the Amherst community.</p> <p>The viral video Crazy Nastyass Honey Badger became popular in 2011, attaining over 80 million views on YouTube as of October 2016. The video features footage from the Nat Geo WILD network of honey badgers fighting jackals, invading beehives, and eating cobras, with a voiceover added by the uploader, "Randall".</p>
Honey Badger	<p>It is primarily a carnivorous species and has few natural predators because of its thick skin and ferocious defensive abilities.</p> <p>The honey badger has a fairly long body, but is distinctly thick-set and broad across the back. Its skin is remarkably loose, and allows it to turn and twist freely within it. The skin around the neck is 6 millimeters thick, an adaptation to fighting conspecifics. The head is small and flat, with a short muzzle. The eyes are small, and the ears are little more than ridges on the skin, another possible adaptation to avoiding damage while fighting.</p> <p>The honey badger has short and sturdy legs, with five toes on each foot. The feet are armed with very strong claws, which are short on the hind legs and remarkably long on the forelimbs.</p> <p>The honey badger is badass. It's universally admired and feared and a great candidate for the new Amherst mascot.</p>
Honey badger	<p>The honey badger is an incredible animal – fierce, courageous, and adaptable! It is known as one of the most fearless animals in the animal kingdom. When you look at a honey badger, it seems quite cute and cuddly, but as soon as someone crosses its territory, it will go after anything – tigers, pythons, etc. Honey badgers have extensive range and environmental adaptations. It is primarily a carnivorous species and has few natural predators because of its thick skin and ferocious defensive abilities. Due to their strength and persistence, honey badgers are difficult to deter.</p>
honey badger	<p>because it is pretentious, just like amherst</p>
Honey Badgers	<p>Here's a few lines from a description of the honey badger</p> <ul style="list-style-type: none"> -Honey Badger is the only member of the genus Mellivora. -Honey Badgers also have very tough skin. The skin is very thick and rubbery, which almost impervious to arrow and spears. Even a blow from machete can't scratch the skin. The skin protect them from bites. -Honey Badger is listed in the Guinness Book of World Records as the most fearless creature in the world. -Honey Badgers are very intelligent animals and one of the few known to have used tools to its benefit <p>So it's a unique, smart, tough amazing animal (No associated gender) that fears no one. Sounds a whole hell of a lot like Amherst to me. Also it keeps in line with other NESCAC schools having unique and funny animals as mascots i.e. Jumbos and Camels etc...</p>
Hooloovoo	<p>From the Hitchhiker's Guide to the Galaxy: The Hooloovoo is a "hyper-intelligent shade of the color blue," which, on occasion, is "temporarily refracted into a free-standing prism." It's perfect: hyper-intelligent (Amherst students) shade of the color blue (i.e., purple, already in place), represented as a prism (the most visually pleasing shape), which works equally well for all sexes, ages, and races. It's a no-brainer.</p>
Hoot Owls	<p>This choice would show that we give a hoot! It's a bird of wisdom, and has great eyes for seeing in the dark- a much needed-skill in looking forward. "Hoot Owls" rolls off the tongue; speaking of which, it's a little tongue-in-cheek, non-aggressive and far-sighted. It's just right for Amherst!</p>
Horned owl	<p>They are the tigers of the sky</p>
horse form old college song	<p>college history</p>
Horseshoe Crab	<p>The horseshoe crab (Limulidae) is an intrepid and unconventional creature. It has a long and storied history, and has thrived for millions of years. Although gentle, it inspires awe and can be intimidating. Female and male horseshoe crabs are equally magnificent. The horseshoe crab is a quiet and powerful contributor to the good of humanity - a compound isolated from its blood is widely used to detect bacterial contamination in medical products. These many qualities of the horseshoe crab are very like the qualities of Amherst students and alumni. The horseshoe crab is a unique mascot, and easily turned into an appealing and memorable icon.</p>
Hound	<p>I actually attended the University of Mississippi for graduate school, which went through a similar process when it changed its mascot from the Colonel Reb - one of the few mascots that makes the Lord Jeff look tame - to the Rebel Black Bear. While ostensibly a reference to a Faulkner short story, it was evident that the the University was searching for a justification to switch to a more traditional mascot and scoured its most famous former professor's writings for possibilities. Amherst's obvious parallel is Emily Dickinson (alternatives include Robert Frost or David Foster Wallace). Slate constructed a helpful article on all the animals she referenced (http://slate.me/1XxilCU). Of those, I propose a Hound, although Robin or Oriole might be good alternatives.</p>

Howling Fantods	<p>A term introduced by David Foster Wallace '85 in Infinite Jest, one of the greatest novels ever written.</p> <p>It is the feeling of deep fear or revulsion. We all strive to overcome our fears. And on the fields of competition we hope to instill this feeling in our opponents. Visually, we could create anything and it can evolve the way the Amherst College seal has over the years.</p>
Humanitarians	Nobody would feel good about saying they beat humanitarians.
Hungry Caterpillars	
I suggest that there not be a mascot	<p>I'd suggest that Amherst College can make a more thoughtful statement about what it stands for by choosing to not have a mascot.</p> <p>Especially these days, mascots are hyper marketing tools to help sell merchandise and tickets and brands. Along the way, our culture has come to create and accept mascot that have nothing inherently to do with the organization which chose it and which add no real, thoughtful value to the brand.</p> <p>Amherst already has what it needs for it's modest merchandising -the brand name, "Amherst College" and a great motto, "Terras Irradiant."</p>
I think the idea of a Mascot is utterly silly	If a good mascot is necessarily, I would look for one (like Nelson Mandela) who has contributed to positive values on this beleaguered earth.
I vote to keep good old Lord Jeffrey Amherst as our mascot.	
Ichnologists	In honor of Edward Hitchcock and our collection of dinosaur "tracks." The more casual term "trackers" can be represented by a bloodhound or some other kind of "visually pleasing" animal mascot.
icicles	<p>If we choose to have a mascot, it should unify the campus. What really matters is that people can agree on the mascot and that it does not alienate others in our community.</p> <p>I picked icicles because there is a fierceness to them-- they're sharp and cold (this could work for sports?)--and they are relevant to Amherst's climate. However, I think we should pick a mascot that the current students most support.</p>
idea	I encourage you not to overthink this. If you look for too much consensus you will arrive at some milk toast name or something much too elegant. A brand can be anything. Generally the words should be meaningless and be an empty vessel to be filled over time with experiences. So shoot for something that begins as flip and meaningless to be filled over time by the substance of the community. Lord Jeff didn't mean a darn thing to me before it came to represent a feeling and a memory. Don't step on that process with a descriptive mascot!
Illuminati	Amherst's motto is "Let them give light to the world." Who better than a powerful Enlightenment-era secret society to represent our values of intellectualism (not to mention the fascinating stories surrounding this society)? The Illuminati are also featured prominently in Dan Brown's famous novel, Angels and Demons (Mr. Brown is an Amherst alumnus).

Since Lord Jeff allegedly condoned the use of small pox infected blankets to kill Indians during a time of war, Amherst should just flip flop, ignore history and side with the Indians. I am also rooting for the Cleveland Indians to win the world series! If that name is too racially sensitive, go with "Foreskins". In support, I cite an email sent to Clarence Page of the Chicago Tribune after an article he published concerning a name change for the Washington Redskins.

Dear Mr. Page: I agree with our Native American population. I am highly insulted by the racially charged name of the Washington Redskins. One might argue that to name a professional football team after Native Americans would exalt them as fine warriors, but nay, nay. We must be careful not to offend, and in the spirit of political correctness and courtesy, we must move forward.

Let's ditch the Kansas City Chiefs, the Atlanta Braves and the Cleveland Indians. If your shorts are in a wad because of the reference the name Redskins makes to skin color, then we need to get rid of the Cleveland Browns.

The Carolina Panthers obviously were named to keep the memory of militant Blacks from the 60s alive. Gone. It's offensive to us white folk.

The New York Yankees offend the Southern population. Do you see a team named for the Confederacy? No! There is no room for any reference to that tragic war that cost this country so many young men's lives.

I am also offended by the blatant references to the Catholic religion among our sports team names. Totally inappropriate to have the New Orleans Saints, the Los Angeles Angels or the San Diego Padres.

Then there are the team names that glorify criminals who raped and pillaged. We are talking about the horrible Oakland Raiders, the Minnesota Vikings, the Tampa Bay Buccaneers and the Pittsburgh Pirates!

Now, let us address those teams that clearly send the wrong message to our children. The San Diego Chargers promote irresponsible fighting or even spending habits. Wrong message to our children.

The New York Giants and the San Francisco Giants promote obesity, a growing childhood epidemic. Wrong message to our children.

The Cincinnati Reds promote downers/barbiturates. Wrong message to our children.

Indians

Infinite Jesters

Please note the multiple suggestions.

Infinities

The motto and seal feature beams of light illuminating the world. Why not embrace modern technology and create a flashy outfit?

Graphic representations could range from simple to complex/goofy to elegant; and a bright & shiny physical costume would be easy to see on the field and could potentially be worn by anyone being conceptual enough to be gender/ethnicity free.

Irradiant

An outfit could be made of glossy/reflective streamers which would move in interesting ways as it reflects the ambient light and/or LEDs/electroluminescent wire to provide its own energy. Naturally, the colors should be purple and white -- but open to the whole range of the spectrum for a firework-like display when needed.

There would be an upfront investment for research & development, but how often does a venerable institution get to create a new icon?

Irradients	<p>Thanks for setting this up. I'm glad you're involving all Amherst stakeholders in this endeavor. I've outlined a few thoughts below, but would be happy to help with the selection / refinement process down the road.</p> <p>With a mascot, we get two opportunities to represent the ideals of the college- the symbol and the name. Separating the two (as opposed to "Amherst Direwolves") makes easier to cover the broad mandate we've set. Also, it gives us an opportunity to create a (perhaps currently non-existent) hybrid as the symbol itself.</p> <p>I think we should stay away from humanoid symbols, as any such mascot would lead to identity issues in the student body. Also, animate symbols trump inanimate objects : far as sports rallying symbols go. That leaves animals and mythological creatures.</p> <p>I see Amherst as a place where global leaders of the future can grow together as they figure out their roles in the world. The student body is united in academic excellence, rational outlook, and a pioneering spirit; but we are diverse in terms of socio-economic backgrounds and political perspectives. The ideal Amherst student has the ability to take charge when asked, but works well in teams. From a historical perspective, it would be nice to have a mascot that reflects on our "Terras Irradiant" motto.</p> <p>Based on these thoughts, here are a few suggestions:</p> <p>Name: Irradients / Pioneers (nod to Pioneer Valley and the founders' path to Amherst) / Lightbringers (yes, despite the connotation) / Vanguard (pioneers) / Quarks (never alone) / Torchbearers</p> <p>Symbol: Dragon (global myth related to light and land); Wolf (strong leader with teambuilding skills); Firefly (on the theme of illumination); Phoenix (light, reinvention); Owl: (Western connotations of wisdom); Chimera (combination of any of the above; or any non-moose combination that makes sense); Ravens (travel in packs; Poe/wisdom).</p>
Irradients	ITS JUST SO COOL AND I CANT WAIT TO DO THE LOGO! WITH LOVE AND APPRECIATION AND GRATITUDE!
Irradients	Terras Irradiant motto
IRRADIANTS	The Amherst Motto "Terras Irradiant" which is on the Seal, which has been officially in place since 1825 and on every Amherst diploma. Terra Irradiant meaning "Let them enlighten the lands". "Irradiants" is not a real word, but created for the purpose of the Amherst mascot.
Irradients	Embraces the motto Terras Irradiant ("Let them enlighten the lands") in a way that directly connects the college's historic and very powerful mission of advancing knowledge to the athletic sphere. Athletics are among the experiences that can uniquely prepare Amherst students to deliver on that mission after graduation, and embracing will drive home this obligation/opportunity in a new and maybe more direct way. The seal itself also provides a ready-made logo and design template. Finally, it is a truly distinctive name worthy of this truly distinctive institution.
James Tripaldi	
Jefferson ("Jeff") Salamander	Jefferson salamanders, known by local naturalists simply as "Jeffs" are a fun endangered species local to the Amherst area. They are personable, cute, smiley, purplish, have an incredible scientific story (a fascinating unsolved evolutionary puzzle), and would make a unique mascot. Rather than a big bullish overused animal, we should elevate one of the lesser-known creatures that are all around, celebrating the diversity of species just as we embrace an inclusive atmosphere of diverse students. Salamanders are sensitive to deforestation, climate change, and water pollution, yet a key part of our local ecosystems (salamanders outweigh all other vertebrates in our forests). Choosing this "Jeff" as our mascot reaffirms our commitment to a sense of place in our local environment while elevating the ideals of conservation and sustainability. They hold intrigue also, living deep underground for most of the year, coming out in the spring for dramatic mass breeding migrations to their far away wetlands - when children and educators converge in Amherst to help salamanders cross the road. Photos here: https://www.facebook.com/AmherstJeff/
Jefferson Salamander	Animal native to the northeastern United States
Jefferson Salamanders	Just endorsing the thoughts from this Facebook page: https://www.facebook.com/AmherstJeff/ Maybe not Jeffs--we need some gender-neutral distance from that name for a bit, but it is still a nod to tradition while going in a completely different direction, one that has a geographic tie to the area.

Jeffs	Sabrina may not be well known to present students, but she has a long history. The 1921 Society was originally the Sabrina Society (I have a plaque from it). Noah Webster was instrumental in the founding of the College, a trustee from 1815, and President of the Board of Trustees when the College was founded. Jeffs was an informal name for our sports teams; it would refer well to the name of the school, Amherst College.
Jeffs	I never associated the Lord Jeff mascot with a colonial soldier. I associated it with the hundreds of peers and teammates that I loved and cheered for during my time at Amherst. The relationships I created at school were undoubtedly the best part of my college experience and that amazing community of people was known as the Lord Jeffs Drop the Lord, that's fine and make up whatever visual symbol you want. But for the thousands of alum who have done so much for this school, the Jeffs should always be the Jeffs.
Jeffs (salamander)	It's close enough to the old mascot without being offensive
Jellyfish	It's purple!
Jesters	after infinite jest
Jets	Jets- sounds like Jeffs
Jimmy Hamilton 1905	He represents the era when Amherst was known as "The Singing College" and he was the composer of "Lord Jeffery Amherst". As a mascot he could be dressed in period clothing.
just plain "The Jeffs"	I would think a mascot should arise spontaneously and not be contrived. But, please anything but the 'purple and the white'. When did 'white' creep anyhow. "The Jeffs" would lose it's reference to the Lord pretty quickly.
Kestrel	Birds of prey are often used as mascots, but I'm not aware of any other team called the Kestrels. There's much to be said for nonconformity, without resorting to absurdity (Purple Cows, anyone?). The American kestrel is indigenous to Massachusetts, as familiar to the founders of our school as to contemporary students and alumni. It's also endangered and would benefit from the support of our institution. It would be appropriate given the prominent role of the Bird Sanctuary in campus life and the school's image. It's the smallest raptor in the US, befitting the small but potent status of Amherst. The name joins well with the school name: the Amherst Kestrels. Surely Robert Fr would approve! And surely at any given time there are a number of talented artists enrolled at Amherst who could create a visually striking emblem for athletics and any other official purposes. I personally envision some combination of a kestrel in flight and the sunbeam motif from our motto "Terras irradiant."
Kindlers	Consistent with the image promoted by Terras Irradiant. We are those who kindle ideas and action to light the world.
Knights	Shows heroic image
Knights	We fight!
Koala	Koala's are regal and cute, but also fierce!
Kraken	Sea creature
Lady Elizabeth Amherst	<p>In proposing the following, I have studied the "Mascot Selection Process" ...</p> <p>Lord Jeffery Amherst was a "mascot" for as many years as Amherst was an all-male college. Sir Jeffery Amherst married Jane Delyson in 1753; she died in November 1763. Four years later, Sir Jeffery married Elizabeth Cary (in 1767) and that marriage lasted for several decades.</p> <p>In the interest of fairness, equality, and justice, I propose that the new mascot for Amherst College be "Lady Elizabeth Amherst." And that such mascot endure for the same number of years as did "Lord Jeffery Amherst."</p> <p>With a sense of conveying greater range, inclusion, and diversity, Lady Elizabeth Amherst (as mascot) would underscore the historical changes that occurred between her lif and ours in terms of legal, social, and economic realities. Her choice as mascot would expand on and further the goals and principles of Amherst College. It is only right that we should give our nod and vote to this "fairest" of mascots!!</p> <p>"Lady Elizabeth Amherst" for mascot!</p>
Lady Jane Amherst	I am a feminist
Lakers	
Lamb	As a young baby sheep, a lamb, is weak and cannot be expected to make rational decisions similar to that of the Amherst College student body that has decided to try and rewrite the college's nearly 200 year old and the town's over 300 year old history by removing the Lord Jeff. Lambs are guided by their parents, which are herded around by shepherds and do not think for themselves. I feel this strongly represents the disgraceful decisions that are continually made at Amherst College. Maybe the lamb can have safe space too for further protection.

lamp lighters	Consistent with image promoted by Terras Irradiant. An old world tradition (or job really) brought into new times with different connotations. Easily visualized.
Lamplighter	The lamplighter is an old and noble figure. Prior to the widespread use of electric streetlights, lamplighters were employed by cities and towns to keep oil- and candle-based street lamps ablaze at night, thereby illuminating the darkness. In this role, lamplighters also served as watchpersons, calling out violence or other activity that might threaten the community. Lamplighters embody the spirit of the Amherst motto, "Terras Irradiant," which expressed hope that Amherst students will go on to dispel the darkness of ignorance through knowledge and critical thought, but also to dispel social darkness by serving as watchpersons against injustice and collective moral failure. To call ourselves Lamplighters would also be to associate ourselves with the deep and founding belief of the College that bright lights are drawn from every corner and level of our society, and that it is incumbent upon us all to create the conditions in which they may be kindled, strengthened and elevated.
Lamplighters	<ol style="list-style-type: none"> 1. The Lamplighter was a useful, necessary, and well-liked functionary, active at the time of Amherst's founding. 2. It ties in well with "Terras Irradiant" 3. Amherst is "the signing College", and one of Amherst's favorite songs includes the words "Let the student lamp be burning". 4. It is gender-neutral and appropriate for all Amherst students, faculty, and others, not simply sports teams. 5. The women and men of Amherst do provide light to the world.
Lamplighters	It takes the Latin from our motto, and "runs with it" ! Beats "Lumens" by a kilowatt) For the chronic texters, " Lamp-Lighterz" might offer an alternate, with a certain je ne sais quois !
Lamps	The inspiration for this mascot is twofold: 1) In the spirit of 'Terras Irradiant', 2) From the traditional song, 'Paige's Horse', the chorus of which is 'Let the student lamp be burning, send its gleam, across the snow...'. Added bonus: this mascot comes with its own ready-made song!
Land Sharks	Represents strength yet invokes fear, unisex, and quite humorous. If anything, we take all this too seriously. Lighten up and enjoy with this most excellent mascot name. Cheers!
Lantern	"Terras Irradiant"; something that gives light or illuminates. A torch may have too many negative connotations, so a lantern or lamp might be a more neutral choice.
Lanterns	Terras Irradiant
Lanterns or Lamps	The inspiration for this mascot is twofold: 1) In the spirit of 'Terras Irradiant', 2) From the traditional song, 'Paige's Horse', the chorus of which is 'Let the student lamp be burning, send its gleam, across the snow...'. Added bonus: this mascot comes with its own ready-made song!
Left Twix Bar	it's delicious
Lemur	Very cool looking animal that only does cool stuff and never harmed any major populations.
Leviathan	Leviathans are strong multi-tentacled mythic creatures. Both powerful and legendary. Although our school is small through our continued striving for excellence, best exemplified in our continuing ranking at No. 1 college reports, we are mighty and have significant power and influence when we decide to demonstrate it. The multiple arm of the leviathan represent the many different branches of our community. Our excellent student body, our superior faculty, our generous alums, and hardworking staff and even our steadfast trustees all connect back to the core body and campus community that we all share, cherish, and rely on.
Light	"Terras Irradiant" has been often ignored as our motto, but it can be an inspiration for a more contemporary moniker
Light	School motto
Light after Terras Irradiant (The Amherst Light)	Light is quite inspiring and in line with the Amherst College values. Light would be a beautiful concept. Symbolizing knowledge and about our social mission to bring more good into the world with our education -- also hails back to our founding. Amherst has become defined by our commitment to social justice -- a wonderful thing especially in this time when there feels like so much darkness.
Light Rays	Rays (and all the other suggestions listed herein), a form of light energy, evokes imagery similar to part of our motto - Irradiant. Both Rays and Sunrays are in use as a mascot, the former by a professional sports team and the latter, it appears, by a high school team in Arizona. If, however, there is a desire to be unique, I do not believe there are any mascots named Light Rays or Rays of Light or Purple Rays. Among many athletes, Lord Jeffs was often shorten to Jeffs, and Rays has the same level of punchiness to it, making the transition to, and acceptance of, a new mascot name that much easier.

Lightbringers	<p>Thanks for setting this up. I'm glad you're involving all Amherst stakeholders in this endeavor. I've outlined a few thoughts below, but would be happy to help with the selection / refinement process down the road.</p> <p>With a mascot, we get two opportunities to represent the ideals of the college- the symbol and the name. Separating the two (as opposed to "Amherst Direwolves") makes easier to cover the broad mandate we've set. Also, it gives us an opportunity to create a (perhaps currently non-existent) hybrid as the symbol itself.</p> <p>I think we should stay away from humanoid symbols, as any such mascot would lead to identity issues in the student body. Also, animate symbols trump inanimate objects as far as sports rallying symbols go. That leaves animals and mythological creatures.</p> <p>I see Amherst as a place where global leaders of the future can grow together as they figure out their roles in the world. The student body is united in academic excellence, rational outlook, and a pioneering spirit; but we are diverse in terms of socio-economic backgrounds and political perspectives. The ideal Amherst student has the ability to take charge when asked, but works well in teams. From a historical perspective, it would be nice to have a mascot that reflects on our "Terras Irradiant" motto.</p> <p>Based on these thoughts, here are a few suggestions:</p> <p>Name: Irradiants / Pioneers (nod to Pioneer Valley and the founders' path to Amherst) / Lightbringers (yes, despite the connotation) / Vanguard (pioneers) / Quarks (never alone) / Torchbearers</p> <p>Symbol: Dragon (global myth related to light and land); Wolf (strong leader with teambuilding skills); Firefly (on the theme of illumination); Phoenix (light, reinvention); Owl (Western connotations of wisdom); Chimera (combination of any of the above; or any non-moose combination that makes sense); Ravens (travel in packs; Poe/wisdom).</p>
Lightening	<ul style="list-style-type: none"> -reminder of Amherst motto "let them give light" -gender neutral -historically very neutral -could easily raise excitement for Amherst Athletics -inspires fierce and competitive spirit -can wear a costume (looks good on purple background), costume
Lightning	A gesture to the Latin motto "Terras Irradiant" ("Let them enlighten the lands") on our College seal.
Lightning	<p>The "Lightning" would build on the college's theme of "Terras Irradiant" while also conveying Amherst's energy, power, general brilliance, and unstoppable nature. And for songs/chants/headlines, there are several available rhymes/themes to play with.</p> <p>Alternatively, we could just go by the "Bolts" (still visually represented by lightning). Our enthusiastic fans would of course "go nuts for the Bolts". A minor additional bonus playing on Boltwood Tavern's connection to Amherst.</p>
Lightning	Powerful, intimidating. The character's nickname could be "Bolt."
Lilacs	Pretty, purple flowers
Lion	
Lion	We are Fierce
Lions	Powerful and no sociopolitical connotations
Lions	B/c lions are fierce and majestic!
lions	<ul style="list-style-type: none"> courage proud loyal
Lord / Lady Jeff	It was a positive mascot for ~100 years. I don't understand why it cannot continue to be presented positively.
Lord Geoff	Dissociates from Lord Jeffrey Amherst while preserving school spirit. Keeps the school history without the bad connotation.
Lord Geoffs	

Lord Jeff	Women can be lords too!
Lord Jeff	Tried and true. Include it in the voting choices. Correct the error of trying to remove it. It will remain. Make it official.
Lord Jeff	"The former name met all the criteria and worked well for 100 years."
Lord Jeff	LJA brilliant military general. Smallpox blankets were SOP at the time. It is unreasonable to judge and assess him by today's standards. All kinds of people have loved the symbolism of Lord Jeffrey Amherst, particularly the song by Jimmy Hamilton. The people who are yowling are the future n'ere do wells and aren't doing anything. LJA did.
Lord Jeff	Just watched a production about the making of "Hamilton" public television. They pointed out that all the players in that era, as are we all, flawed in some awful way and that if only the flaw was focused on you missed the great contributions made despite the flaw. Hamilton had an affair and paid blackmail money to keep it quiet. Washington and Jefferson had slaves, and on and on. I recommend that you see this public TV show and reconsider. Younger people, like those on the committee, have limited perspective. Take a look at an entire life, not just one flawed aspect that may or may not even be true.
Lord Jeff	It was the original mascot of the college and should have never been changed. It was never confirmed that he did anything and not to mention it was a time of war. The same people that have a problem with lord Jeffrey don't have a problem with Obama using drones to kill enemies and potentially innocent people from afar without a trial.
Lord Jeff	No,reason to change. This name reflects the traditions and enthusiasm of generations of Amherst students.
Lord Jeff	This site's data shows a total alumni body of 22,463. The vote to excise Lord Jeff is reported as 3,128--a little more than 1/8 of the total--a committed majority of the minority voting. This leads me to believe there is more support for Lord Jeff than apparent in the vote which was taken during a period of widely reported turmoil on campus. Reinstating Lord Jeff could end a period of guilt and self flagellation over historical events which cannot be measured by current standards.
Lord Jeff	Tradition, and a sense of perspective.
Lord Jeff	Lord Jeff is nationally recognized as the symbol for Amherst-in a way that nothing else can be celebrated in song and story. It should remain the college's official mascot.
Lord jeff	Tradition
Lord Jeff	History.
Lord Jeff	Time-honored, highly recognizable
Lord Jeff	Tradition. Should we disavow Harry S. Truman because he used the atomic bomb?
Lord Jeff	First, he has been completely absolved. This is the only choice that unites the middle to older alumni and to a large extent, younger alumni, with the college. Tradition, memories and the like are the things that bind all members of the Amherst College community together. New, catchy, made up slogans and the like, just don't and won't relate to the atmosphere of tradition and feelings that surround a venerable place like Amherst. History counts.
Lord Jeff	He has always been a part of the College
Lord Jeff	Tradition.
Lord Jeff	It recognizes the history of the town and the college. Kowtowing to a debunked myth that Lord Jeffrey actually murdered Native Americans with smallpox is ridiculous. Either have no mascot at all or make the previous "unofficial" mascot "official". Shame on the Board for being so spineless.
Lord Jeff	It preserves the history that was instrumental in the founding of Amherst College in the town of Amherst, MA. No mascot could possibly be as relevant nor should any mascot, including the Lord Jeff, define the current qualities of the school. Changing the mascot from Lord Jeff is almost as ridiculous as deciding that the school should be relocated merely because it is in the town of Amherst, a town named after Lord Jeffery Amherst.
Lord Jeff	Please, let's crawl out of our "safe spaces" and focus on more important issues. Coming from a high school whose mascot was the "Marauder" to a college whose mascot was the "Lord Jeff" was at first amusing to me, as it struck me as just the type of nickname that a small, elite, traditional New England school would have. Now, that is exactly what I appreciate about the name Lord Jeff -- tradition. Good luck finding a mascot that won't offend someone!
Lord Jeff	It has been a symbol of Amherst College for a long time and getting rid of Lord Jeff is nothing more than giving in to political correctness. Maintaining traditions is important and will help maintain the critical link to the alumni.
Lord Jeff	As this is a pure vote, I do not think an essay is appropriate or needed. That would be an attempt to diminish or magnify the vote choice. CP

Lord Jeff	UVA's president responded yesterday to calls that she cease quoting Thomas Jefferson, the university's founder, given his slave-holdings and history with respect to the issue of slavery by stating: "Quoting Jefferson (or any historical figure) does not imply an endorsement of all the social structures and beliefs of his time, such as slavery and the exclusion of women and people of color from the university.â€ The same reasoning should apply to this issue. While admittedly group think has taken hold of the Amherst community, the absurdity of its position respecting the mascot is reflected in the silence by the community with respect to the name of the College itself, as well as the town in which it is located. Most of us who reside outside of the academic bubble at Amherst are busy living life today rather than attempting to self-righteously correct history's real or imagined wrongs. Annual giving dropped 6% last year and, given the continued performance and focus of the current administration, will continue to decline. Time to take a deep breath and re-focus your energies and talents on real issues.
Lord Jeff	Amplifies and continues a 300 year tradition. Ties together with our traditional school song we all learned when we were freshmen. "Lord Jeffery Amherst was a soldier of the kingetc, etc." If many of the current students don't agree...let them go to some other school...I am sure you have a waiting list of students who will be anxious to embrace the traditions of Amherst.
Lord Jeff	I vote we keep the old one. Lacking that I suggest we call ourselves the Mohicans in honor of all the Indians that he killed.
Lord Jeff	I believe the mascot should not be changed. If we traced back far enough, many people's families and many mascots committed crimes. Did a bear never kill a human? Should the 'chicago bears' change their name? The 'triggering' and being 'politically correct' needs to stop at a small Division III school where sports are only watched by those that attend and the parents. It's too much. Go Jeffs.
Lord Jeff	N/A
Lord Jeff	<p>Lord Jeffrey Amherst was a soldier of the king And he came from across the sea, To the Frenchmen and the Indians he didn't do a thing In the wilds of this wild country</p> <p>But for his Royal Majesty he fought with all his might For he was a soldier brave and true He conquered all his enemies whenever they came in sight And he looked around for more when he was through.</p> <p>On Amherst, Brave Amherst 'Twas a name known to fame in days of yore Reign ever victorious Till the sun shall climb the heavens no more.</p> <p>Rah!"</p>
Lord Jeff	No Brainer
Lord Jeff	Or maybe Old Biddy.
Lord Jeff	The Lord Jeff represents a part of Amherst history that has greatly contributed to the character of the school. Forgetting the Lord Jeff encourages us to ignore history and discourages further discussion. Being a public supporter of the Lord Jeff is like being a public Republican at Amherst - you will be crucified. So we need the Lord Jeff to provide some counter to the students who will obliterate you for having a different view.

Lord Jeff	<p>Oh, Lord Jeffery Amherst was a soldier of the king And he came from across the sea, To the Frenchmen and the Indians he didn't do a thing In the wilds of this wild country, In the wilds of this wild country. And for his royal majesty he fought with all his might, For he was a soldier loyal and true, And he conquered all the enemies that came within his sight And he looked around for more when he was through.</p> <p>Oh, Amherst, brave Amherst 'Twas a name known to fame in days of yore, May it ever be glorious 'Til the sun shall climb the heavens no more.</p> <p>Oh, Lord Jeffery Amherst was the man who gave his name To our College upon the Hill And the story of his loyalty and bravery and fame Abides here among us still Abides here among us still You may talk about your Johnnies and your Elis and the rest For they are names that time will never dim But give us our only Jeffery, he's the noblest and the best 'Til the end we will stand fast for him.</p>
Lord Jeff	We are the Lord Jeff's.
Lord Jeff	
Lord Jeff (rey Amherst)	Same name as the College. He lived in a different age and should not be judged by 2016 standards of political correctness!
Lord Jeffery	tradition
Lord Jeffery	The town and college are named after Lord Jeffery, which makes it as "Amherst" as can be. Having grown up in the town I was shocked to see that a school so steeped in tradition would turn its back on its mascot.
Lord Jeffery (Lord Jeff)	Lord Jeff, the former unofficial mascot of Amherst College, should be made the official mascot. The mascot has special meaning for generations of alumni of the college. Recognizing Lord Jeff as the official mascot will demonstrate the college's respect for alumni who love the college and consider Lord Jeff to be a treasured memory of their college years. Lord Jeff is an enduring and admired symbol of the college and in no way implies that the college endorses any unethical practices that Lord Jeffery Amherst may or may have been guilty of.
Lord Jeffery Amherst	I suggest we write a letter to Lord Jeffery Amherst apologizing for our hasty decision to indict and convict him or war crimes (biological warfare). We do not have a good ide of what the mentality was in 1763 compared to our mores of today. If go by today's standards, we should defrock Jefferson (owned slaves) and Franklin Roosevelt (imprisoned American citizens of Japanese descent). Let's keep Lord Jeff, the Lord Jeff Inn and our college songs.
Lord Jeffery Amherst	Reason, scripture (Hamilton's song) and tradition.
Lord Jeffery Amherst	Almost 200 years of tradition. N.B. blankets were the drones of the 18th century-a way to keep your men out of battle.
Lord Jeffery Amherst	Tradition. Represents an opportunity to teach students and professors that history should not be rewritten simply to conform to a current opinion or state of political correctness. Represents an opportunity to teach that no human is perfect, even those who lived great lives.
Lord Jeffery Amherst	Something with some tradition, some significant history, and something that doesn't cowl to sniveling "PC" students.
Lord Jeffery Amherst	I think Lord Jeffery Amherst should be among the final selections for an official mascot and the mascot with the largest support among the Alumni and current student body and faculty should be selected. I do not think a small group of unelected people should rule out options that may have the most support in our community. Lord Jeffery Amherst would have to be one of the largest vote getters.

Lord Jeffery Amherst	Change is not necessary. Should Brown change its name because its founder was a slave trader?
Lord Jeffery Amherst	Both the town and the college were named for General Amherst, the hero of Montreal. Rather than hiding from that fact, the full details of his life should be candidly explored. Especially, it should be demonstrated whether any suggestion to use blankets infected with small pox was actually executed.
Lord Jeffery Amherst	Despite his record with the Indians, he was a brave soldier of the king. Moreover, on returning to England he reportedly supported the American revolution. I am fed up with retroactive application of our current morals to historical figures. George Washington had slaves, so should he no longer be honored as "Father of our Country"?!
Lord Jeffery Amherst	Because it was shameful to discard him, it was weak (no other institution with a similar problem with far more controversial heroes (see Princeton, Oxford, etc) took our road of weakness) it showed lack of spine, it was an opportunity to teach the self righteous young people to understand behaviors in the context of the historical circumstances. Go Jeffs
Lord Jeffery Amherst	Tradition and history. Lord Jeffery Amherst acted honorably under the norms of his times. Keeping him as a mascot encourages dialogue and the recognition that no one is perfect. Denial and deletion of history is dangerous.
Lord Jeffery Amherst	It is anachronistic - as well as just plain silly - for a college named "Amherst" to reject Jeffery Amherst. The College is already a laughing stock over these events, and I see no reason to compound the problem with, for example, a moose - a dull, slow, over-sized herbivore revered primarily by fans of forgotten 1960's cartoon series.
Lord Jeffery Amherst	Tradition, Appropriateness
Lord Jeffery Amherst	This whole thing infuriates me. Lord Amherst was like all of us-- he had good, bad and indifferent qualities. Keeping him serves as a reminder that things that seem to us to be expedient in the moment may not look so great through the lens of time... A reminder that we are all, frankly, imperfect humans. A reminder that political correctness is a hurricane force wind that shifts direction quickly and unpredictably. Finally, Lord Amherst was flawed but still contained some honorable elements-- rather like the present wholly unsatisfactory slate of presidential candidates-- instead of lambasting him (seriously?? Biological warfare? You have got to be joking me. Do we seriously apply the lens of modern culture to those who lived in a wholly different time and expect them to live as we think they should have??)-- so, instead of lambasting him, maybe we should learn from his example, both good and bad. We can aspire to whatever positive character traits he possessed, and learn from his less admirable ones. Let the one without sin throw the first stone...? All that said- I'm sure my words will be dismissed: they don't fit into the nice neat PC box. Whatever, to quote my offspring. And frankly always thought we should be purple cows (bwahaha, just kidding)
Lord Jeffery Amherst	The College was named after the town of Amherst. And if rumors are true, Lord Jeff has the distinction of being one of the first bio-terrorists.
Lord Jeffery Amherst	Amherst College is located in Amherst, MA. Amherst, MA is named after this hero of the French and Indian Wars. An Academy was founded in 1814, using the name of Amherst. Some of the academy's founders helped form Amherst College seven years later. His historical significance is embedded in the soil of town and campus and should be celebrated not questioned. Thank You.
Lord Jeffery Amherst	A person dressed in the clothes of an English Lord circa 1760's would be both a symbol and a reminder that we at Amherst are assisted by and stand on the shoulders of the leaders who came before us with wisdom, courage and the vision to understand the changes happening around them, and are willing to help that vision become a reality. Additionally, the clothes need not be restrictive. So, the mascot could, at times, be part of the cheer leader's sideline cheering.
Lord Jeffery Amherst"	With all due respect to the opinions and sensitivities of the administration and student body, "Lord Jeffery" has been a proud symbol of Amherst College since J.S. Hamilton wrote the song. To disqualify Lord Jeff because of actions that were accepted practices during his times is a misapplication of revanchism as well as an abject obeisance to present day political correctness.
Lord Jeffrey	History. And not the unproven parts of it. As a former athlete who played under the "unofficial" mascot of Lord Jeff, I can't understand this embarrassing shenanigan of anesthetizing history and bowing down to pompous protesters and letting them get their way in the name of everyone being politically correct. If you think Lord Jeff was a terrible person, then use it as a teaching moment and move on. A new mascot accomplishes nothing at all other than proving to this generation of students that if they complain about something long enough it will be changed to their desires. I also can't understand why this is even a thing when the mascot was never official to begin with-- literally doesn't make any sense. Choosing a new random animal or mascot will mean nothing to former alums, nothing to current students, and change our school history for the worse. Please reconsider this entire process as it will be the first of many demanded changes that slowly erase the history of our fair college on the hill.
Lord Jeffrey	Reinstate Lord Jeff (-No substitute!)
Lord Jeffrey	Tradition.
Lord Jeffrey Amherst	Tradition and a reminder that he was imperfect, like everyone, with an unclear historical record and someone who serves as a very useful educational tool about history, prejudice, etc, and a reminder of our own imperfectability
Lord Jeffrey Amherst	History and Tradition.

Lord Jeffrey Amherst	Long standing college tradition and incorporates college (and town) name. The name may not be "politically correct" to some narrow-minded individuals but has great historical image for most.
Lord Jeffrey Amherst	A. It honors its namesake. B. It annoys the politically correct.
Lord Jeffrey Amherst	After you have confirmed the value of Jeff Amherst to the establishment of our culture he should proudly remain the mascot.
Lord Jeffrey Amherst	History is reality (not a fanciful fiction designed to make us feel good).
Lord Jeffrey Amherst	Absolutely no convincing reasons were proffered for "dismissing" him in the first place. This process offers a great opportunity to address some of the faulty thinking (using that term loosely) which pervades campuses these days. Also, alumni MIGHT again feel that their opinions matter.
Lord Jeffrey Amherst	Meets all of your criteria exceptionally well. Certainly criteria #1, 3, 4 and 5. Arguably the single best entry with respect to #3 and 4.
Lord Jeffrey Amherst	Tradition and Loyalty!
Lord Jeffrey Amherst	It was good enough when I went to Amherst (1957 - 1961), and it's good enough now. It's time to tell those "Politically Correct" individuals to leave well enough alone. Next we'll have to rename Washington DC and any cities named after Thomas Jefferson.
Lord Jeffrey Amherst	This mascot has served us well for many, many years. It is only in the past few years that young persons with no feeling for the history of Amherst College have chosen to lodge virulent complaints against Lord Jeffrey with little serious background study. Boo! Hiss!
Lord Jeffrey Amherst	http://stevesofgrass.blogspot.com/2015/12/the-noblest-and-best.html
Lord Jeffrey Amherst	He was a good enough "psuedo" mascot for quite some time. He was stricken from the record for perceived crimes, that don't seem to be proven; a thought crime if you will.
Lord Jeffrey Amherst	well known name known to fame from days of yore. May it ever be glorious.
Lord Jeffrey Amherst	Perfect fit for the quite imperfect criteria. Jeffrey Amherst is already the informal Amherst College mascot; was a reasonably skilled, courageous and loyal military commander in difficult security environment; gave name to the town for which Amherst College is named; and in contemporary terms not PC.
Lord Jeffrey Amherst	Because he has always been and always should be in my opinion. Those of you who are advocating change I expect, deep down, are a significant minority.
Lord Jeffrey Amherst	You cant satisfy all the Amherst Community. Let's keep the one that most of the Amherst Community treasures in song and memory.
Lord Jeffrey Amherst	history and tradition. Those who changed the mascot should have changed the name of the college and the town and for that matter the state of Massachusetts. Admit you were wrong.
Lord Jeffrey Amherst	As I understand it, Lord Jeff was never the official mascot, so it seems to be strange to be choosing a new one. I also would like to say that if we are perpetually changing things because of misdeeds (or perceived misdeeds) of the past, we might as well close the college down right now "Those among you who are not sinners cast the first stone." The college was named after the town, not the man. The rich history of the college is entwined with Lord Jeffrey Amherst. One of the great college songs in the country is ours. Why throw it all away because civilization was less civil hundreds of years ago. Is this a positive? Yes, because we should refuse to yield to the perceived wrongs that may have been carried out long ago, but for which nobody in 2016 is responsible. It is time to grow up, my dear alma mater!
Lord Jeffrey Amherst	Tradition and school pride. Go 'Jeffs
Lord Jeffrey Amherst	Tradition.
Lord Jeffrey Amherst	It was a different era. Obviously his actions would not be accepted today, but he would have been raised differently. Everyone with a brain knows this. Additionally, Lord Jeff had a last name, and it's Amherst. The school can be "named after the town, not the man," but who was the town named after? I mean, why lose one and not the other? It makes no sense.
Lord Jeffrey Hamster	He is a dapper hamster gentleman. Image attached
Lord Jeffs	dropping him was just plain stupid!
Lord Jeffs	It has worked just fine in the past.

Lord Jeffs	It's appropriate and unique. You won't come up with anything better. Unless you change the name of the College and the name of the town, you can't get away from Gener Amherst, without whose efforts the town and the College would be in Canada.
Lord Jeffs	Recognizes the founder of the college and town in which it is situated. Rather than allowing any mascot to alienate a large segment of the alumni, or current students, let u allow the formal adoption of The Lord Jeff's as the opportunity to examine the context in which we view historical figures. Those who may have been viewed as virtuous in their time, but in the modern context are seen as seriously flawed.
Lord Jeffs	It reflects Amherst history, not just current attitudes.
Lord Jeffs	Has worked for years. Why not keep it and begin spending time on something important.
Lord Jeffs	Yes, I'm being facetious, but only partially. What's in a name/a mascot? The reality of that is, well, just what the Amherst community--students, staff, administration, friends, alumni--makes of it. My concern is much deeper and that's why I suggest "Lord Jeffs." I was distressed by the lack of, for want of a better way to put it, "intellectual rigor" that went into disposing of "Lord Jeffs." It certainly seems that there was a bandwagon on which to jump and everyone did--I mean everyone! That there were no dissents from, esp, the faculty is disturbing. From what I understand, there was unanimity????? As I open the Amherst Web site, I am greeted with these words: "The one way you will advance and make progress on an intellectual level is by testing your perspectives against the strongest alternative viewpoints." Has the treatise "Lord Jeffery Amherst: A Soldier of the King" by two Amherst alumni been read and considered? If not, why not? If so, why were the findings of it dismissed? I'm not arguing one way o the other. I am urging that the Amherst community, namely the students and faculty, engage in the rigors of inquiry my generation faced at the hands of teachers. It was n uncommon to find on graded and returned papers comments such as "No sloppy thinking allowed." It's almost as if "sloppy thinking" is now not only tolerated, but triumphant. Again, a nickname/a mascot is not a real big deal. The old-timers will still call us "The Lord Jeffs" and that will die out as we do. But my concern for the intellectual rigor is another matter. A number of suggestions have been made, none of which seem to strike me as better than "The Purple and White," which is harmless enough.
Lord Jeffs	The first is appropriate because it conclusively demonstrates that Amherst retains its reputation for fierce intellectual independence, as evidenced by its refusal to succumb to the hard left's conformity of thought (not to mention the inconvenient fact that the historical record refutes the left's indictment of Lord Jeffrey Amherst as a practitioner of germ warfare).
Lord Jeffs	Tradition
Lord Jeffs	this mascot had over a hundred years of tradition and there was no reason to change it.
Lord Jeffs	Because it's what we've always been. And it works.
Lord Jeffs	Tradition
Lord Jeffs	I liked the old one!
Lord Jeffs	Lord Jeffs came from a satirical song and most NESCAC mascots don't take themselves too seriously and are off-beat (see: Bantams, Camels, Ephs, Mules, Jumbos), so in keeping that theme in mind....Lord Jeffs: after a celebrated general whom many towns around the country were named after, was known as a strategist who took Quebec among other places without casualties on either side, only disliked natives because he was at war against some of them (
Lord Jeffs	Historic significance, familiarity, was dropped for specious reasons
Lord Jeffs (and Lady Jeffs)	Tradition. Distinctive. Loyal to our history, even with its flaws. It's a bit humorous and widely regarded as one of the worst mascots in the land.
Lord Jeffs (and Lady Jeffs)	because most alums will be embarrassed by the pathetic replacement mascot
Lord Zephs	It sounds like Lord Jeffs but honors Zephaniah Swift Moore, founder and first President of Amherst. It also sounds much better than Ephs and highlights the fact that Amher students are zanier and more interesting than Williams.
Lord Zeph's	For Zephaniah Swift Moore. -Rooted in the history of the college -It will drive Williams nuts
Lords	compromise of old and new name
Lumens	Doesn't sound half bad when you say it. Goes well with the notion of enlightenment through education - terras irradiant. And will make some people scratch their head an google it to see what it means - which is not a bad thing. And it is better than defaulting to some meaningless mascot name.
Luminary/Luminaries	What is the Amherst identity? What do we strive to accomplish with the Amherst education? When I have reflected on this, I have always thought back to our motto: terras irradiant, let them bring light to the lands. The mascot could embody this ideal of the Amherst education. With that in mind, I think the Amherst Luminary would serve as ar ideal mascot. Merriam-Webster defines a luminary as "a person of prominence or brilliant achievement," which gives a sense of influence/someone who is a guiding light in particular field (science, literature, etc.). Is that not what we idealize our students and alumni as? A luminary is also a body that gives light, and I think that in a place like Amherst, with winters and darkness through most of the school year, having such lights around campus would fit well. It is also pretty unique, which I think many find important with our mascot. Lastly, the mascot could be designed as a lamp/someone carrying a lamp, perhaps with a New England-esque design.
Lumineers	They will light up the earth

Lynx	Native to western Massachusetts fierce hunters - They are very good at sneaking around through brush and bushes without making much noise, which gives them an advantage over their prey.
Lynx	<ol style="list-style-type: none"> 1. Lynxes are awesome and badass, as are all big cats 2. Not a common mascot in spite of being badass 3. Easy to depict, and beautiful, and works equally well for men and women 3. Lynxes were indigenous to Hampshire County, Massachusetts before they were driven out. (http://www.mass.gov/eea/agencies/dfg/dfw/fish-wildlife-plants/state-mammal-list.html) 4. Fitting that the new mascot should be a creature that was eradicated from the area, where the previous mascot was a person who believed in eradicating entire peoples from the area
Mammoth	<p>Why am I suggesting an extinct herbivore as our college mascot instead of a vague literary reference? Because vague literary references are tied to authors that history might turn an unfavorable eye upon someday, and the mastodon and the woolly mammoth are free from such hazards. And you should discard any terrible suggestions about Poets and Jesters immediately - literary pretension is an awful trait in a mascot.</p> <p>The mastodon and the mammoth were powerful beasts, but they were also herbivorous, intelligent, and social creatures. We have skeletons of both animals on display in the Beneski Museum of Natural history, and so this mascot would provide a connection to our college's proud paleontological history. Both males and females of both species had tusks, so team logos could be identical without offending zoologists. Most importantly for an animal mascot, it could defeat all of the other animal mascots in the conference in hypothetical combat. Also, children of alumni could be given adorable plush versions.</p> <p>There is no perfect solution to the mascot question, but I hope you will consider the Mastodons/Mammoths.</p>
Mammoth	<p>I know that "Mammoth" is not original, but I want to lend an endorsement. I recall this suggestion from earlier postings about the mascot controversy. My recollection is the association with the college stems from the display in the natural history museum.</p> <p>I think the mammoth should be considered a mascot for the college athletic teams "not for the college as a whole. I think symbolizing the whole college is asking a lot maybe too much. (We already have "Terras Irradiant" and Sabrina.)</p> <p>As a mascot for the athletic teams, I favor the strong and powerful, the "big hairy beast" over the poet/weather or the moose "both of which seem too bland. I think there is some wit, and maybechutzpah, for our very small college having a mammoth mascot. An extinct animal is probably not going to be offensive. (Casual online research revealed claims that an adult mammoth had no predators, that mammoths were good swimmers, and that they followed a gender society like modern elephants. also read there is research ongoing about "de-extincting" mammoths. Wouldn't that be a hoot?)</p> <p>Caution, online checking revealed a professional lacrosse team in Colorado called the Mammoth. So maybe there's an IP concern. Other similar choices could be "Woolly Mammoth" or "Mastodon." Also, is it a noun or an adjective? Singular or plural?</p>
Mammoth	<p>Mammoth I've selected this as our mascot for a number of reasons that include the following:</p> <ul style="list-style-type: none"> -History: The pioneer valley was an area once-roamed by prehistoric behemoth dinosaurs and animals like the Woolly Mammoth. In addition, our very own Beneski Sciences building has housed the skeleton of a woolly mammoth for many years. -The School: The school is located in the relatively frigid north-east, a place where a Mammoth would theoretically thrive. -Branding: While it doesn't start with an A, "Amherst Mammoth" rolls off the tongue quite nicely. The name has character, the animal is big, strong and relatively inoffensive.
Mammoth	<p>If the college wants to go for an animal it should be something related to natural history and the collections in Beneski. My first thought was a mammoth but could be some other species that was studied or collected by Amherst students/faculty/collaborators (dire wolf, saber-tooth cats, cave bear, Irish elk...) These particular selections would translate well to images and don't have to be gender specific.</p>

Mammoth	<p>We have a mammoth and a mastodon in Beneski.</p> <p>Beneski's mammoth was uncovered by an Amherst College professor, and the mastodon was uncovered by an Amherst College student. Allows us to reference oft-forgotten Amherst history!</p> <p>They're unique! Having a unique mascot helps rally students around it.</p> <p>Fits in well with other unique NESCAC mascots.</p> <p>Mammoths/mastodons were undoubtedly very strong.</p> <p>Very charismatic.</p> <p>Very easy to incorporate into Amherst-related merchandise and apparel---many opportunities for stuffed animals and for clothing with stylized mammoth/mastodon logos.</p> <p>Avoids controversy regarding certain existing mascot suggestions.</p> <p>Works equally well for women's and men's sports teams.</p> <p>Really fun mascot to have running around at games and other events!</p>
Mammoth	It's in the Beneski!
Mammoth	native to New England
Mammoth	we have one already
Mammoth	<p>I think the Mammoth (or Mastadon) would be a great mascot for Amherst. These animals are iconic figures at the Beneski museum and have been connected to college for over a century. The Mammoth skeleton was discovered by Professor Frederick Loomis in 1913 and the Mastadon by Edward Hitchcock, noted geologist and former President of the College. They are large, powerful, hearty animals that present a strong symbol for our sports teams and would work well for either mens or women's sports. With the distinct shape and large tusks I think the Mammoth would make an excellent visual emblem for jerseys; I imagine an elegant silhouette of a Mammoth head with gracefully curving symmetrical tusks in Amherst purple.</p>
Mammoth	Because of Beneski!! The mammoth was also a highly intelligent and compassionate animal, able to cooperate, whilst also representing a strong and powerful figure.
Mammoths	<p>On a previous alumni discussion thread on this topic this suggestion (along with mastodons) I thought had the best combination of positive qualities. The impressive mammoth (I think...or mastodon) skeleton at what is now Beneski Natural History museum ties the visual image to the college, and it certainly represents having a long history/tradition as coming from an earlier geologic era. It's not an over-used animal mascot symbol by any means (my google search did turn up a Colorado Lacrosse team called the woolly mammoths, and there's a Mammoth ski area, but that seems to be it). The Amherst Mammoths is sort of alliterative and fun to say (although perhaps more challenging than the Mastodons). It's certainly a powerful, large creature. While the mascot will be tied to the college and its people beyond sports, we must face that sports teams are the primary user of the mascot, and strength / prowess or something like that should be tied to the mascot in that sense; this was always one of the eye-rolling things about having the Lord Jeffs be the mascot.</p>
Mammoths	North American ice-age mammal, fossil skeletons present in Natural Science Museum, natural science curriculum
Mammoths	<p>Refers to featured specimen in fossil collection</p> <p>Alludes to college's historical academic work in fossil research in the region</p> <p>Works for all teams</p> <p>Appropriate positive characteristics.</p> <p>Distinctive.</p>
Mammoths	Our natural history museum
Mammoths	<p>There are countless things that make Amherst unique, one of which is our priceless collection of rare fossils and skeletons. We have not one but two Woolly mammoths on display at Beneski. Having the mammoth as our mascot speaks to Amherst not just as a fierce competitor but also as a group just as unique as our collective histories.</p>

Mammoths	<p>First, the mammoth unifies, because almost everyone at Amherst knows we have an impressive, imposing mammoth at the natural history museum. It has been a loved part of Amherst's collection for years, and therefore unites students and alums across time. In my time at Amherst, the room with the mammoth was the site of a campus-wide Halloween party thrown by Tony Marx as well as an elaborate spring formal date invitation.</p> <p>Second, it's physically imposing and easily reproduced visually. Its animal nature makes it in keeping with other imposing animal sports mascots. Mammoths are huge, easily drawn, have a clear and obvious visual signature (tusks), and are scary. Being extinct only enhances their appeal because it gives them a mythic quality. It could be a great mascot on the sidelines, on uniforms for both men's and women's teams, or on social media.</p> <p>Third, because it's a near-mythic beast, it embodies sports-relevant but fun and harmless ideals, making it both fierce and furry and cuddly at once. It's strong, huge, good at preying, has menacing tusks, and was a keen opponent for early humans. At the same time, it's furry and cute, and the school could sell mini-mammoth plush toys, or something like that. It's merchandise potential is good. And the mascot would be furry and soft.</p> <p>Fourth, it's inoffensive and everyone can rally around it.</p> <p>The mammoth satisfies all the criteria the college lists on its website for a mascot.</p>
Mammoths!	<p>Large, powerful! Gender neutral! Reflects local geologic history (nicely sidestepping the challenges of human history) and speaks to the beautiful featured skeleton in the Geology Museum.</p> <p>Downsides? Extinct. :)</p>
Mantis Shrimp	It punches faster than a bullet. Has all the colors of the rainbow. Nature's miracle.
mantis shrimp	they are beautiful + rainbow-colored and super strong! have 13 color receptors in the brain
Martens	A small but formidable predator, formerly found in Western Massachusetts that has since been extirpated.
Martins	Martins - After the bird "Purple Martin" "Graceful in flight, musical in its pre-dawn singing, this big swallow is one of the most popular of birds"
mascot should be named "blaze" and have something to do around "terras irradiant" or specifically with the college's seal.	One idea to consider is to make a distinction between the mascot and the college's nickname. The nickname could be "The Purple" or "The Purple and White". I would think it could be a good compromise to separate the mascot from the nickname.
Mascots	It's meta and up to interpretation.
Mastadon	I think the Mammoth (or Mastadon) would be a great mascot for Amherst. These animals are iconic figures at the Beneski museum and have been connected to college for over a century. The Mammoth skeleton was discovered by Professor Frederick Loomis in 1913 and the Mastadon by Edward Hitchcock, noted geologist and former President of the College. They are large, powerful, hearty animals that present a strong symbol for our sports teams and would work well for either men's or women's sports. With the distinct shape and large tusks I think the Mammoth would make an excellent visual emblem for jerseys; I imagine an elegant silhouette of a Mammoth head with gracefully curving symmetrical tusks in Amherst purple.
Mastadon	It's in Beneski!
Mastadons	On a previous alumni discussion thread on this topic this suggestion (along with mastodons) I thought had the best combination of positive qualities. The impressive mammoth (I think...or mastodon) skeleton at what is now Beneski Natural History museum ties the visual image to the college, and it certainly represents having a long history/tradition as coming from an earlier geologic era. It's not an over-used animal mascot symbol by any means (my google search did turn up a Colorado Lacrosse team called the wooly mammoths, and there's a Mammoth ski area, but that seems to be it). The Amherst Mammoths is sort of alliterative and fun to say (although perhaps more challenging than the Mastodons). It's certainly a powerful, large creature. While the mascot will be tied to the college and its people beyond sports, we must face that sports teams are the primary user of the mascot, and strength / prowess or something like that should be tied to the mascot in that sense; this was always one of the eye-rolling things about having the Lord Jeffs be the mascot.
mastedon	Beneski Mastedon!
Master Chief	Something that many people can relate to, an iconic image that captures the essence of the current student body and those that came before.

	<p>Why am I suggesting an extinct herbivore as our college mascot instead of a vague literary reference? Because vague literary references are tied to authors that history might turn an unfavorable eye upon someday, and the mastodon and the woolly mammoth are free from such hazards. And you should discard any terrible suggestions about Poets and Jesters immediately - literary pretension is an awful trait in a mascot.</p>
Mastodon	<p>The mastodon and the mammoth were powerful beasts, but they were also herbivorous, intelligent, and social creatures. We have skeletons of both animals on display in the Beneski Museum of Natural history, and so this mascot would provide a connection to our college's proud paleontological history. Both males and females of both species had tusks, so team logos could be identical without offending zoologists. Most importantly for an animal mascot, it could defeat all of the other animal mascots in the conference in hypothetical combat. Also, children of alumni could be given adorable plush versions.</p> <p>There is no perfect solution to the mascot question, but I hope you will consider the Mastodons/Mammoths.</p>
Mastodon	<p>Mastadons roamed western Massachusetts in the Ice Age and are representative of the history of the physical place that Amherst occupies.. As an extinct animal, it calls attention to environmental issues. Because it was a powerful animal, it would provide a good "energizing" quality at athletic events. It has the potential to translate in a visually pleasing manner.</p>
Mastodon	<p>The mastodon was native to Massachusetts and celebrates the school's history of paleontological studies. The mastodon character could also be fun, intimidating, and "visually pleasing."</p>
Mastodon	<p>The mastodon is a unique and recognizable figure on Amherst's campus in the wonderful Beneski Museum of Natural History. It is a strong and powerful animal whose bone shed a light on the fascinating history of Amherst College.</p>
Mastodon	<p>We have a mammoth and a mastodon in Beneski. Beneski's mammoth was uncovered by an Amherst College professor, and the mastodon was uncovered by an Amherst College student. Allows us to reference oft-forgotten Amherst history! They're unique! Having a unique mascot helps rally students around it. Fits in well with other unique NESCAC mascots. Mammoths/mastodons were undoubtedly very strong. Very charismatic. Very easy to incorporate into Amherst-related merchandise and apparel---many opportunities for stuffed animals and for clothing with stylized mammoth/mastodon logos. Avoids controversy regarding certain existing mascot suggestions. Works equally well for women's and men's sports teams. Really fun mascot to have running around at games and other events!</p>
Mastodon	<p>Mastodons lived in the area and the Mastodon skeleton in Beneski was one of the first sets of fossils that Amherst College put on display, and it was discovered by one of Amherst's earliest alumni (Charles Shepard, class of 1824). Mastodons are large, powerful, beautiful creatures beloved by many, and Mastodons are fucking sick.</p>
Mastodons	<p>North American ice-age mammal, fossil skeletons present in Natural Science Museum, natural science curriculum</p>
Mastodons	<p>Amherst has had a mastodon (and a mammoth and elephant) on display in the campus natural history museum for decades. Since the construction of the Beneski Museum, has been even more prominent on campus. Mastodons will be a great mascot for Amherst. The massive mammals were masters of their cold domain (like our athletes are), males and females were similarly impressive (like our students are), and their herds could trample anything in their path (like our teams tend to). Think of the headlines: "Amherst Mastodons stormed the field..." "The Mastodons flattened the Purple Cows..." "The Mastodons thundered up and down the court..." What's not to love?</p>
Mastodons	<p>Our natural history museum</p>
Mastodons	<p>The mastodon is the large fossil animal most visible through the windows of the Beneski Museum (looks great lit up at night!) and recalls the Ice Age history and geology responsible for shaping much of the Valley we love so much today. Mastodons could also be aggressively stylized for sports teams--giant tusks! Should consider, though, whether highlighting a fossil in relation to a mascot could put the fossil at risk of vandalism.</p>
Mastodons	<p>The Natural History museum is one the best places on campus and has some amazing fossils, including mastodons. These giant mammals are a good mascot because they trumpet the history of the college, were native to North America, were of respectable size and stature, and could definitely crush a cow in competition.</p>
Mastodons (or something dinosaur-related)	<p>Fierce and tied to the collections of the college</p>

Mauve	<p>The Amherst Mauve. It sounds good.</p> <p>Mauve became a school color in 1866; to choose it as our mascot is to choose something that has been part of the school history for decades, building a connection between current students and alumni and all those who have come before us. It would work well as a "new" mascot because it would fit in perfectly with something in which we already have a lot of pride: purple. Alumni would not feel alienated from the new students due to their adaptation of the new mascot because it is not entirely new. The sports teams could still be represented by our purple "A" and as we have experienced, this works well for both the male and female sports. And it looks good. Precedents in other schools, such as the Harvard Crimson and the Stanford Cardinal, have been well established and have endured as mascots both for their academics and athletics.</p> <p>Pride in our school has long be expressed in our school colors. To choose Mauve as our new mascot would be to celebrate the part that our school had played in each of our lives.</p>
Meiklejohn	Former college president. Fun to say.
Merlins	<p>"Of Merlin wise I learned a song" / Sing it low, or sing it loud, / it is mightier than the strong, / and punishes the proud." Ralph Waldo Emerson, "Merlin's Song"</p> <p>Not my idea but my favorite of those I have seen proposed. The following is the description from the Mass Audubon Society. Many qualities that make it a good mascot. Some fun things that could be done from a literary (Emerson above) and language (see derivation below).</p> <p>What Merlins may lack in stature, they more than make up for in spirit. They are valued by falconers for their perceived courage and heart as well as their aerial maneuverability. The common name of the Merlin has nothing to do with King Arthur's famous mage; rather, it likely originates from the Old French word for this species <i>esmerillon</i>. Long familiar as a migrant in the state, especially along the coast, these falcons of the taiga have recently made the unlikely leap to also become breeding birds at several Massachusetts locations, as well as moving in to surrounding states in similarly low numbers.</p>
Merlins	A noble and beautiful bird, purple in color, a high and speedy flyer, aggressive and gender friendly. It also represents genius so think Merlin, the sorcerer.
Meta the Mascot; i.e. The Amherst Mascot	It's clever, avoids any issues of sexism or other problematic historical connotations, is relevant to the intellectualism of the school, and would make for any number of fun costuming interpretations (including numerous students running around in purple zentai suits). It would unite based on a 'go higher' attitude rather than one that reverts to traditionalism at the expense of making part of the campus community uncomfortable, as it would-- by definition-- be broadly relevant across the community. It also means Amherst as a community gets to define the qualities, ideals, and associations the Mascot represents.
Meteor	<p>A meteor references the "Terras Irradiant" ("let them enlighten the lands") motto on the college's seal without being as self referential or trite as a shooting star. Since a meteor is an outer-space rock, it also nicely pays homage to all of the foundational aspects of the liberal arts education and the extraordinary critical thought developed at this college (not to mention the geology and earth sciences departments). A meteor is a rock in action, spreading light and being dazzling.</p> <p>Further, a meteor mascot would be a lot of fun! A giant rock with flames coming off of the back side is playful and fun without subverting any culture, animal, or group. A meteor mascot is not gendered, it would work well with either women's or men's teams, and it is conducive to using the school colors. The graphics associated with the mascot could also be very unique and engaging. I briefly considered Amherst Asteroids for the alliteration and because it fits in with some of the themes mentioned above, but I think that Amherst Meteors is much more on point - a meteor is a rock in action with visible impact rather than one just orbiting in space.</p> <p>Lastly, there are many sports oriented rallying cries and songs that could be developed from meteor, like "Rock On!" and "Amherst Rocks!". There's a lot of material in this meteor mascot idea for creative uses and expressions of school solidarity, identity, strength, and sportsmanship. Similarly, the initials for the Amherst Meteors (AM) could be woven into many statements or mottos on t-shirts and banners like "I AM Amherst".</p>
Meteorites	Meteorites connotes sports teams that are fast and fiery -- streaks in the sky. It also pays tribute to Amherst's natural history collection for which the college is famous. And it's what killed the dinosaurs, some of which have been on display at the Pratt Museum and now the Beneski Museum!
Microaggressions	well suited to the place Amherst has recently allowed itself to become: a bastion of hard left intolerance.

HOW MIGHTY MOOSE GOT HIS NAME

A long time ago on a frosty New England morn a tiny moose was born.

There, by copse and field, the wondrous little creature grew and grew alongside the great (but dumb) cows of gold and purple that grazed upon an enchanted pasture. Years later on a dark and stormy All Hallows Eve, there came a terrible lightning storm. The charmed cows scattered in fear. And by pasture's edge, the moose was struck by wicked thunderbolt.

Later, the curious bovines approached and sniffed his once brown fur, now miraculously the darkest of purples and bedecked with a flowing white cape .

Regaining strength, the moose rose (still within a faint, fur-burnt miasma) and bellowed to the heavens "HolyMaryMuthahAGawdâ€¦ I'm alive! lâ€¦ AMâ€¦ Aâ€¦ LIIIVE! â€¦ And that me buckos, is how Mighty Moose got his name.

Addendum: Mighty Moose comes to us replete with Amherst's new fight song. This will be paraphrased from the intro to the venerable Mighty Mouse cartoon series. See Andy Kaufman's rendition of the Mighty Mouse song on You Tube. We will simply substitute moose for mouse. Got it?

Mighty Moose

HOW MIGHTY MOOSE CAME TO BE

A long time ago in the frosty embrace of a New England morning, a tiny moose was born.

There, by copse and field, the wondrous little creature grew and grew alongside the great (but not so bright) cows of gold and purple that grazed upon an enchanted pasture.

Some years later on a dark and stormy All Hallows Eve, there came a terrible lightning storm. The charmed cows scattered in fear. And by pasture's edge, the moose was struck by a wicked lightning bolt.

In a little while, the curious bovines approached and sniffed the once moose-brown fur, now miraculously the darkest of purples and bedecked with a flowing white cape .

Recovering, the moose, rearing upon hindquarters with forelegs heavenward bellowed "Asâ€¦ Godâ€¦ Isâ€¦ Myâ€¦ Witnessâ€¦ I'm alive! lâ€¦ AMâ€¦ Aâ€¦ LIIIVE! â€¦ And that me buckos, is how Mighty Moose came to be.

Addendum: Mighty Moose comes to us replete with Amherst's new fight song. This will be paraphrased from the vocal intro to the venerable Mighty Mouse cartoon series. See Andy Kaufman's rendition of the Mighty Mouse song on You Tube. We will simply substitute moose for mouse. Got it?

Mighty Moose

Mighty Oaks

I closely identify my Amherst experience with the tradition and beauty of the New England forests. An oak tree symbolizes strength, growth, stability, beauty, power, the gracefulness of balance between change and tradition, and the wide-reaching arms embracing all.

Miles

Hold on, give it a chance... the Amherst Miles!

1. Literary and surprisingly potent for a unit of measurement... Frost's Stopping By Woods on Snowy Evening closes beautifully with "And miles to go before I sleep" (although I don't think that was written while he was at Amherst)
2. Evokes positive ideals and imagery (e.g., travel, breadth of life, the long view, outdoors, stamina)
3. It's unusual... I can't think of another mascot in any pro or amateur sport that is a unit of distance.
4. Gender neutral (except for hints of "Myles" Standish, who would raise similar concerns as Lord Jeff, but has no Amherst connection)
5. Lends itself to newspaper headlines (e.g., Miles Ahead, Miracle Miles, Green Miles, Extra Miles) and easily rhyme-able for yet-to-be written fight songs
6. Some artistic genius can translate "Miles" into a pleasant image, perhaps akin to the Obama 2008 campaign logo (but appropriately non-political)
7. Finally, while gender-neutral (and just about everything else-neutral), Miles has an American flair since it's unabashedly non-metric.

Mime

The "Silent H's" is a good team name for Amherst, representing a unique cultural characteristic common to those in the Amherst College community (knowing the preferred pronunciation of the school's name and location). In addition, "Silent Cal" Coolidge was an Amherst graduate and served as President of the United States. The mime could be named "Cal." Or "H".

Monarchs

I believe it applies equally to men and women, as well as providing a unique mascot that represents the prestige of Amherst College.

Moose

Big. Purple. Seldom seen. Fun.

Moose

Moose, black bears, and bobcats are in Western Massachusetts, and they seem to appeal to everyone! They can be made to look (for marketing purposes) both cute and also tough or intimidating.

Moose	<p>-- It's brave and resilient: reclaiming its ancient territories in New England, including the Pioneer Valley,</p> <p>-- It's a symbol of hope: showing that environmental rebirth and recovery can be possible after centuries of devastation.</p> <p>-- It's native: as</p>
Moose	<p>These are all local animals. We live barely two miles from the Amherst campus and see them (or evidence thereof) on a regular basis. The moose or black bear could be seen as large or strong, even threatening (sports teams), OR could be seen as cuddly for those more sentimentally minded. The Barred Owl is large for a bird, speaks its mind (like Amherst students), can be aggressive (sports teams), and as an owl has oft represented wisdom or intellect.</p>
Moose	<p>Acknowledging previous discussion thereof, I respectfully recommend the Moose as Amherst's new mascot.</p> <p>The Moose is a strong, noble animal. It has ties to New England and the College, particularly given the visit of a moose to campus a few years ago. Its name is ideal in the context of team sports, as the singular and plural are the same word "I am a Moose, we are the Moose!"</p> <p>I suspect the Moose may have received some early opposition given the appearance of a Moose mascot at football games while Lord Jeff was still the College's active mascot ("unofficial" or not, Lord Jeff was the mascot for over 100 years). In a "Lord Jeff vs. Moose" debate, it made sense for a Lord Jeff defender to oppose the Moose. There is no longer a question of Lord Jeff vs. the Moose, and despite what some may think, the Moose did not drive Lord Jeff away. We should give the Moose fair consideration without viewing it as "anti-Lord Jeff," which it is not.</p> <p>Additionally: (1) The Mascot (student in costume) itself will need a name. I recommend it be named "Jeff Moose" in a nod to tradition. (2) A Moose sounds much more fearsome than a purple cow. (3) The Moose is gender-neutral and does not have a human ethnicity.</p>
Moose	<p>A moose wandered onto campus a year or so ago, just as the mascot issue was heating up. It seems like Providence. Don't want to mess the Providence, particularly when appears as a Moose!</p>
Moose	<ol style="list-style-type: none"> 1. Moose are inherently comedic, especially if they are purple 2. Moose trax ice cream 3. It could be named "Zephaniah Swift Moose", after our founding president
Moose	<p>It is a cute and non-offensive mascot! There was sighting of one on campus a few years back so it seems appropriate.</p>
Moose	<p>The Moose is Loose! Potential for Purple Cow vs Purple Moose rivalry! Majestic creature!</p>
moose	<p>After nearly being eradicated, moose are experiencing a resurgence in Western Massachusetts. They are nimble, able to kick with their front and back legs, and can be both fast and elusive--admirable qualities for an athletic mascot. Moose are native to this area, and figured prominently in the diets of Native Americans. The animal lends itself to a visually endearing and memorable image. Lastly, of course, a compelling legend can be attached to this mascot. I personally observed the most unlikely and thrilling appearance last spring of a young moose in President Martin's yard. I realize not everyone is on board with the moose, but it fits for me.</p>
Moose	<p>Better than some racist dude! Go for it.</p>
Moose	<p>Represents New England. Strong, regal, humble.</p>
Moose	<p>Amherst already has several ties to the majestic moose- there's the moose in the library, the moose that was wandering around the bird sanctuary my freshman year, and, most importantly, the fact that a moose could easily defeat the Williams College cow. Is there anything more important than that?</p>
Moose	<p>n/a</p>
Moose	<p>The moose basically harkens to an episode or two of a moose spotting on campus. It is a strong and local animal that students and alumni can learn to love.</p>
MOOSE	<p>I think it would look aesthetically pleasing on purple colored sweat shirts/gear. It would be uniquely Amherst (I don't know of too many other schools with the moose as a mascot). I think that an animal as opposed to a person would be a better representative of school spirit and not have controversial historical underpinnings (or be oppressive). Moose are herbivores too.</p>
Moose	<p>Strong, unique, cute, hard to pluralize, and once in awhile one wanders through campus and causes excitement!</p>
Moose	<p>Because moose</p>
Moose	<p>There's already support behind the moose since spring 2014 when there was a moose sighting. I feel like the moose is a fierce animal that would be a fitting mascot.</p>
Moose	<p>The moose that showed up on campus in 2013 or 2014, at a peak in the mascot debate, was a sign.</p>
Moose	<p>An impartial and none controversial animal that once graced Amherst with its presence. Also unique as I am unaware of any other school with the moose.</p>
Moose	<p>It's a local animal that is connected to the college. Not many other colleges have the moose as a mascot. The bull moose is powerful but not overly violent.</p>

Moose	<p>The moose is an excellent mascot candidate because: It's immediately relevant to the Amherst community (a moose visited our campus during finals and briefly brought the entire student body together, also moose are endemic to the area) Generally, animal mascots are much more charismatic and have an easier time rallying students together. In my experience, I've never identified with/been inspired by/been excited by a human mascot. It fits in well with the other unique animal mascots in the NESCAC Moose are very strong (like our sports teams!) Moose are also very cute (good for merchandise!) Moose are a little goofy (we are self-aware! We don't take ourselves too seriously!) Moose can be stylized to look really intimidating A moose is immediately recognized as being a moose---no need to explain our mascot whenever it appears Imagine...little kids running around at Homecoming in moose hats (maybe the hats will even have purple antlers), holding moose stuffed animals. How cute is that? Moose mascot costume---unique and fun! We can finally have a mascot at our games again! Moose are much stronger than cows OR cardinals Moose are not gender-specific -- they work for both men's and women's teams. No need to be called the "Lady Moose" The moose is a creative alternative to other cliché animal mascots -- Amherst is unlike any other school and deserves a unique mascot! The mighty moose has never offended or oppressed anyone, it is preoccupied with being itself---a moose</p>
Moose	<p>The moose that wandered onto campus during the final exams of the spring 2014 semester played a crucial role in the push to get rid of Lord Jeff. It gave us something to rally around. The story of that stray moose provides what I think is a great background story for a mascot, a kind of founding tale that can be passed on to later generations students. The moose is also a wonderful animal in general: powerful, smart, endearing, and quite New England-y.</p>
Moose	<p>ran on campus in 2014 large, majestic animal complements the Williams' cow - another (better) four hooved animal</p>
Moose	<p>Wearing moose antlers would be an easy and super fun way of showing school spirit. Isn't fostering a desire to further school spirit the reason for having a mascot in the first place? Moose are majestic and freaking ferocious animals. They are the perfect representation of our sports teams. They are smart and brave, unafraid and social animals. So beautiful. They can handle the cold like we can here, but they also look beautiful with fall foliage and during the deep greens of summer. In a word: ideal</p>
Moose	<p>Patriotic</p>
Moose	<p>It's just a good idea honestly</p>
Moose	
Moose	<p>Never forget the Great Moosing of 2014.</p>
Moose	<p>They're all somewhat badass/cool animals that are native to Massachusetts that I think athletes, non-athletes, and alumni could potentially gather around. You could potentially put "purple" in front of some of these animals and create some fun fictional purple animal (Ex: the Purple Fox). Please, no humans for mascots.</p>
Moose	
moose	<p>it was a sign.</p>
Moose	<p>Does it really matter what our mascot is? Guaranteed, whatever we choose, people will embrace it and ultimately become incredibly spirited about it. The moose has been thrown around as a suggestion, so let's just go with it. The moose is great because it incorporates an interesting element of Amherst history, while representing the incredible biodiversity of this beautiful natural landscape and the Pioneer Valley. The moose is strong, powerful, majestic--yet peaceful. It can be a symbol of strength for both our women's and men's teams. Everyone loves the moose, and it provides a fantastic opportunity for aesthetically pleasing designs.</p>
Moose	<p>The story of the moose that wandered on campus during the initial stages of abolishing Lord Jeffrey as the mascot is one that's familiar to the student body. The moose would symbolize, through this experience that has been shared and passed down amongst the classes, a unity and camaraderie throughout Amherst students. There is nothing inherently culturally insensitive about the moose, and its shape is, in my opinion, quite pleasant. (Also a moose would inherently have larger horns than the Williams cow, symbolizing Amherst's majesty over its rival.)</p>
moose	<p>Happiness, swag and history</p>
Moose	<p>Still a fan</p>

Moose	The moose is an animal that is powerful but not intimidating. Also the moose is local and has a connection to Amherst.
Moose	
Moose	A lot of people, myself included, thought that the moose was already the mascot... it has already had much more exposure than the other options due to past campaigns. Also, refer to the moose statue in Frost, the moose incident of May 2014, the phonetically pleasing "m" repetition in the words Amherst, moose, mascot, majestic... and did you know that a moose can stand up and walk upright on its hind legs, allowing it to reach branches up to 4.26 meters (14.0 ft) or higher above the ground? Check Wikipedia it's true. They're also excellent swimmers - the only kind of deer capable of feeding underwater - and have beautiful velvety antlers, and can kick in all directions including sideways (which is unusual for large mammals of this type). And just think - if our mascot is the moose, then eating moose tracks ice cream becomes a symbol of Amherst pride.....
Moose	A moose would be a good mascot because it symbolizes Amherst's campus as having expansive woods. Also, the antlers can be a cool design for an image. Moose are also majestic and strong, unlike cows. And most importantly, moose is both singular and plural which makes everything simpler, ex. "I'm a moose, you're a moose, we're all moose!" Go Moose!
Moose	I like it
Moose	Spirit History Relationship
Moose	We've already got a moose statue in the library and moose are beasts!
Moose	Moose are powerful and kind and live in forests. Amherst students have all 3 of those in common! They're also super cute. (And Amherst students are that, too.)
Moose	Cuz it looks sick
Moose	It's fun and flirty!
Moose	The statue in Frost is cool
Moose	Their boldness, yet they're gentle.
Moose	
Moose	library moose!
moose	the moose statue in Frost and NEW ENGLAND PRIDE
Moose	
Moose	We should honor the poor moose that died here. Plus they already sell Amherst mooses at AJ Hastings anyways.
Moose	
moose	an animal that lives around here
moose	big, strong, formidable slight history towards campus plus my grandpa's nickname
moose	something that can rally the school at different school events
moose	1. nice 2. calm 3. intelligent
moose	Well we are in New England
Moose	Moose b/c a moose came to Biddy's house so it's kinda meant to be.
Moose	because it's cool & peaceful proly
Moose	Majestic, peaceful, unifying. Also there was the moose sighting a few years ago on campus, so it has support
moose	history + vs EPH
moose	It was actually on campus
Moose	
Moose	moose
Moose	Moose!
Moose (Alces alces)	The moose (Alces alces) caricature epitomizes Amherst in every sense. https://en.wikipedia.org/wiki/Moose

Moose (male for men's teams, female for women's teams)	The female Moose that came on campus a few years back was a spark to this discussion. Some argue that this would mean the mascot ought to be a female moose, but the truth is that it's perfectly appropriate to incorporate a male moose for the men's teams and a female moose for the women's teams, because we're an inclusive college, and no one being personifies us all--, so having *The* Moose be our mascot allows us to vary how the mascot represents us, whether one sex or another, or whether a non-cis gender, or even in plurality or singularity; I am a Moose, we are the Moose. The Moose is a powerful northern animal with pride, will, and respect that can properly represent all of us.
MOOSE!	It came to us. It's an indigenous animal, and a sublime one.
Moose!	Throwback to the iconic moose who wandered onto Bidy's lawn in 2014.
Mothra	Best Godzilla villain.
Mountaineers	Most of Amherst's athletic fields and contests take place in the shadows of the Seven Sisters mountains. The term conjures notions of progress, aspiration, and physical achievement. It also requires no gender modification (e.g. Lady Mountaineers). For all these reasons, it's an ideal Amherst mascot nominee.
Mountaineers	Located in the Pioneer Valley- surrounded by mountains characteristics of a mountaineer: Hard-working, Trailblazing, Persistent, adventurous, standard-setting etc. Symbol: mountain range using the Amherst "A", or a smaller mountain range of 3 or more peaks behind our dominant purple "A"
Mountains	Any Amherst student, alum, or parent knows that the view from Memorial Hill is the unifying, centering image of the College. Beyond the peaceful beauty of standing on the memorial overlooking the range, the mountains themselves are also a connecting force of our efforts on campus. The poets write of their majesty, the geologists study their history, the biologists know of the species living in their trees, the religion scholars look upon them while considering our place in the world. The mountains are so integral to the Amherst experience, but also make for a very practical mascot. They're easy to design a simple logo around, they don't limit the student body to be represented by one person, and 'purple mountains' makes a nice allusion to America The Beautiful. Unlike passing phenomena like the moose, the mountains will always be there. And unlike the Lord Jeff, the mountains don't symbolize anything antithetical to the College's purpose and goals. In a way, there is no choice more obvious than the Mountains, and I hope you consider this suggestion!
Mr. Gad	It is the name of the Improv group on campus (which I'm told is widely beloved) and also you wouldn't have to get rid of the Lord Jeff Heads. You could just take the hats off of them and claim it was "Mr. Gad"
Mr. Game & Watch	The most entertaining character in Super Smash Brothers Brawl. Despite name, basically androgynous. Could be renamed Mrs. Game & Watch as needed. Video games are common on every campus so all students could relate. Is mysterious, which will confuse opponents and make them vulnerable to attacks such as bug spray, bacon throw, chair thrust, manhole cover, Judge, and Octopus, Two-dimensional so becomes invisible at 90-degree angle. Numerous colors can be chosen.
Mudpuppies	The mudpuppy is a large salamander that is native to Massachusetts and lives in the Connecticut River. It would be a unique and, although not "visually pleasing," intimidating mascot.
Muskrat	Fun and good looking
Nabatoffs	
Narwhals	Would be a unique and fun mascot (e.g. see Banana Slugs from UC Santa Cruz). Avoids controversy and focuses on whimsy
Nepeta Leijon aka Arsenic Catnip	The character's online name is abbreviated in comic to AC, the connection is obvious.
New Riders of the Purple Sage	I was a great album. Jerry Garcia was in the band. BTW....Lord Jeff was anti-Catholic and as a practicing Catholic, I am not offended by him. I am more offended by present day anti-Catholics who force Catholic hospitals to either shut down or betray their beliefs. This whole issue is a bunch of nonsense. You are doing a gross disservice to a narcissistic generation of coddled youth who can not place things in historical context. But lets all let them have a communal feel good hug. Please be advised I have redone my will, removing my \$2 million donation to Amherst. I have found better institutions who will put my assets to better use. Also shame on you for changing the name of the baseball field. Once named for veterans as a Memorial it should always stay that way. The Bill Thurston Baseball Complex at Memorial Field would have been far more appropriate but worrying about Lord Jeff and "white male privilege" made it easy to forget about those who sacrificed their lives so you can celebrate your smug self aggrandizing egos.
No change	Because so many alumni see no reason to cave to the demands of underclassmen to institute change. Why would we even be considering this kind of nonsense when there are so many things of real consequence in our world. (Donald Trump does come to mind) JUST SAY NO!!!
No Mascot	Popular option favored by many alumni, such as Stanford University
No mascot	No mascot is the appropriate resolution of this absurd mascot controversy. The students should decide. It's because of their folly we are pursuing this. You wouldn't listen to alums anyway, would you?

No Mascot	I think the community should have the opportunity to choose to not have an official "mascot" if they desire. I don't agree that the Jeffs should have been eliminated, though have listened to arguments from the student body and others and understand objections. The Jeffs was never officially a mascot, was not embroidered on all sportswear - I was a several-sport athlete at Amherst - and was a more subtle moniker for our college. So - how about The Amherst's, with a simple "A" to represent...
No mascot	We learned that we had no official mascot for almost 200 years, so just leave it alone. Whatever this talented committee suggests will aggravate a sizeable percentage of the Amherst Community, so why bother? Let students create their own traditions. It takes a lot longer than it does to destroy them, but it's worth the effort. Picking a mascot in these times has about as much relevance as asking us to select the Homecoming Court. It will only profit Hastings.
No mascot	We didn't have a mascot for our first ~100 years. The first great battle of the PC Mascot Wars, "Rise of the Palette" (1972-74) backlash led some second-tier schools to rebrand as colors, reflecting a lack of creativity and general intelligence. Let us learn from their mistakes. Other benefits: Minimize the likelihood of offending special interest groups Easy to draw Introduces potential mind-blowing creativity to football cheers
No mascot	There isn't going to be a mascot that everyone is happy with. Most of our sports teams have been fine with just cheering Amherst for years..why choose some stupid animal like most of the NESCAC schools have just to say we have a mascot.
No Mascot	Mascots are stupid
no mascot	we don't need to force it!
No mascot at all	Some suggestions are inappropriate. Others are silly. The best idea I have heard is simply not to have any mascot at all. The fact that Harvard has none has not damaged either the prestige of the University or the success of its teams. I say, "None of the above."
NO MASCOT AT THIS TIME	The community should have the option to vote for No Mascot Now, since the January trustee announcement left that option open. Who changed it, and why, and why have we not been told that the system has changed? Adult students, faculty and alumni are entitled to an accounting here. I am open to some compelling mascot idea (haven't heard one yet), but I begin by favoring letting the thing evolve over some time. And ultimately we should be allowed to vote None of the Above when presented with the nominees. It is not "unifying" to deal with the community in this fashion.
No mascot for school	We are doing fine without it.
no mascot is required, needed or wanted	I don't believe that the Class of 1959 ever considered Lord Jeffrey Amherst a "mascot;" he was only a historical figure for whom the College was named.
No mascot name at this time	I think it is a mistake to choose a mascot by a poll at this point in time. I don't think a mascot chosen by poll will unite the Amherst community. Please google Boaty McBoatface .
No mascot! No one has mascots abroad. Let's do a cool nickname.	It would actually represent everyone; I don't think people would otherwise agree. Be of our awesome diversity.
No Mascot--just call all teams "Amherst"	"Amherst" is to the point and classy
No Mascott	Who needs them.
No new mascot, please.	No new mascot, please.
Noah Webster	Meets all the criteria wonderfully well.
Noah Webster	Aside from any personal short-comings, any person is colored by the imperfections of his or her historical context. So any interest with an ideological axe to grind can make a human candidate a scapegoat for those flaws. I'm nevertheless inclined to suggest an Amherst-related historical figure to replace Lord Jeff. Keeping with the human being theme.
Noah Webster	Sabrina may not be well known to present students, but she has a long history. The 1921 Society was originally the Sabrina Society (I have a plaque from it). Noah Webster was instrumental in the founding of the College, a trustee from 1815, and President of the Board of Trustees when the College was founded. Jeffs was an informal name for our sports teams; it would refer well to the name of the school, Amherst College.

Noah Webster - The Webbies might be used for short	Noah Webster has been an integral part of Amherst College since its founding and there is the statue between Morrow and Pratt as a constant reminder. He is a symbol of the intellectual/academic prowess of the College.
noble TAKIM	<p>Presenting the TAKIM (Burdorcastaxicolor), the most perfect Amherst mascot. The Takim is Bhutann's national animal. Buddhist mythology reliably reports that the 16th century tantric master Drupka Kunley joined the head of a goat and the body of a cow to create this iconic creature. So why should a Takim be Amherst's mascot? The man reasons are compelling.</p> <p>â€œWe start with the truism that mascots are best when they have to be explainedâ€; The Takim is unknown to all but a handful of zoologists and Bhutanphiles. That is a humbling realization and humility is always needed at Amherst. Also, Amherst folk can be comforted in the certainty that they are the only ones that know about Takims - a little like Lord Jeffrey Amherst. Knowing what your mascot is when others do not can be a source of power.</p> <p>â€œA Takim is vastly superior to a moose which has garnered support by virtue of one totally disoriented moose wandering on campus. Note we have no idea where the moose was before or after the unplanned visit (Smith, Mt. Holyoke, UMass, Hampshireâ€; all of which should be disqualifying). No disoriented Takim will ever wonder onto the Amherst Campus. It is a superior beast that looks a bit like a moose but much better (see photo). The males have horns but don't engage in testosterone motivated battles over females and don't sport those ostentatious racks.</p> <p>â€œA Takim is also vastly superior to an Eph whatever that is</p> <p>â€œA Takim is a multicultural symbol that can only be quintessentially politically correct. It is the national animal of a small Himalayan nation and is protected --how many mascots can make those claims?</p> <p>â€œThe origin myth has it that the 16th century tantric master Kunley created the beastie. The recounting of Kunley's life leaves Canterbury Tales and Lady Chatterly's Lover in the dust. National festivals, buildings and houses in Bhutan are graced with depictions of comic phalluses thanks to Master Kunley.</p> <p>â€œTantric Buddhism is too little studied at Amherst and can be particularly comforting the next four years in light of the results of the presidential election.</p> <p>â€œBhutan is a relative unknown and newcomer to paved roads, public schools and health clinics. Nevertheless it has given "Gross National Happiness" to the world doubtless inspired in no small measure by its playful attitude towards Kunley and phalluses, a veritable cornucopia of possible senior theses, and takim's.</p> <p>â€œJunior semester abroad?! The only problem is you might have trouble getting students to come back.</p> <p>â€œThe Takim is right out of Winnie the Pooh. He/she would be the perfect foil for Eeyore, Tigger (Kunley once rode a flying tigerâ€;), and of course Winnie and his honey pots. It is hence impossible to imagine (Ephs) yelling "Kill the damned Takimsâ€, "down with Takimsâ€, "up yours, Takimâ€ or "Takims endangered the first Americans (endemic species?)â€. This will doubtless elevate the ubiquitous, ugly game-side rhetoric, chants, and challenges hurled by an outraged opposition --"Eat bamboo, Takimâ€, "Are you a goat or a cow?â€, "Kunley should have used a pig and a cow!â€;.</p> <p>â€œ"Takimâ€ is also a perfect battle cry for the typically slightly bored Division III Amherst sports enthusiast. The possibilities are endless. Imagine the "Tackling Takimsâ€, "Swim swim swim Takimâ€ (swimming meet cheers are as notoriously rare as their cheering sectionsâ€;), "Go Takim with lots of vigor and vim!â€.</p> <p>SO THINK TAKIM! GO AMHERST TAKIM, GO WITH VIGOR AND VIM!</p>
None	<p>No person, animal or object will satisfy the Trustees' criteria for a mascot. Therefore, the Trustees should acknowledge this fact and decline from further interfering. Having concluded that the College has no "official" mascot, the Trustees should refrain from rewriting history, including the history of Amherst College. Remove any official reference to the man, if you must bend to the momentary emotions of the few, but for the integrity of the College and its Alumni, do nothing to remove the unofficial presence of the man.</p> <p>My father, trained in voice, was a lead member of every College musical/vocal group. During the last several hours of his life, I sang "Lord Jeffrey Amherst" repeatedly, along with hymns.</p>
None	Amherst is a unique institution. In keeping with our unique nature, we should strive to be completely and perpetually unique by being the only undergraduate institution in the nation with NO mascot. We have been using the "Purple & White" in our athletic reporting for the past several years. I think this is appropriate and consistent and fine for the college. It is also EXISTING - and thus, it would create the least amount of conflict or controversy upon its formal adoption - as opposed to an animal or figure or historical person, with which or whom a large portion of the Amherst community would always find objection or disagreement.
NONE	<p>I think it is very tough to try to force a mascot especially when there is so much controversy amongst older alumni on removing Lord Jeff.</p> <p>My suggestion is to use the A as the symbol as you currently do and to continue to refer to the teams as Amherst or the Purple and White or Purple and Black. Anything else feels forced and is neither appropriate nor necessary in my opinion.</p> <p>P.S. If you do choose a mascot, please nothing with "Lady" before it to describe the female teams...that is just awful.</p>
None	At age of 88, I have no intention of retroactively any changes, even of its Mascot.

None	<p>I would strongly advise the College not to try to pick a mascot now, despite the noble ideals laid out by your committee. As President Martin and Board Chairman Murphy said many times, a mascot that does not unify and instead divides is not serving its purpose. I feel strongly that this committee will not be able to pick a unifying mascot, that a mascot can arise later in a more natural and organic manner, and that the selection of a mascot now - in this process - will only serve to divide and reignite the divisions stoked by the removal of Lord Jeff. By weighting their decision on the divisiveness of LJA, the leaders of the College chose not to make a decision based on principle or the merits of Lord Jeff, and in that sense did not resolve the differences between the many sides to the question. For example, there are many that feel that the name of the school also should be changed, and that the "logic" that "the College is named after the town" is little defense if LJA in fact "stands for genocide" (consider a school located a town named Hitler, MA and think about whether being named after the town would suffice as an explanation or defensible rationale). Others would like the College to revisit the names on its buildings or even the offensiveness of flying the US Flag over Johnson Chapel given the colonialist history of this country and what that flag represents to many overseas. Those divisions remain and I don't see why it is in the interests of Amherst College to select a new mascot and risk bringing back to the surface those deeply felt divisions within the community.</p>
none	<p>When I went to Amherst (1964-68) there was no mascot. I don't know when a mascot was introduced but Amherst should be "above" the need to have a mascot. If the name for the team ("Lord Jeffs") needs to be changed that is one thing but that is not a mascot. C'mon, does Amherst "need" to have a mascot? Why? To my knowledge it existed for most of its history without a mascot. We always prided ourselves on being different. In my time our favorite cheer (tongue in cheek) was something along the lines that we sent 90% of our graduates to grad school. It was the perfect ironical statement that represented who we were and how athletics was about fun and balance with student life. ESPN ruined all of that with its pressure on college football being "so important" and it feels like Amherst got sucked into that logic. Let's regain our strength to march to our own drummer.....we are better than this.....</p>
None	<p>I wasn't especially aware of the college having a mascot when I attended. I knew that "Lord Jeff" hovered around, but thought that it was very unofficial and that told other with some pride that the college didn't have a mascot. I think the concept is (or should be) archaic and would really like to see the college be a leader in dropping it.</p>
None	<p>Why should and particular group have the authority to bind all future classes to one particular choice? let there be no official mascot for the college, as it has always been. If some group at some point in time wants to put the energy in to creating costumes or such to do antics at games, let them. But it is clearly the worst of hubris to believe that we at this point know what is the best "mascot".</p>
None at all	<p>I think no mascot can come close to being responsive to all the Criteria. I disagree with the idea that some criteria are worthy of being ignored, out-voted or differently weighted. Having no mascot testifies to that. Picking a mascot inevitably means de-valuing important criteria, which all reflect Amherst's values. We don't de-value our ideals when other issues arise for decision, regardless of whether they're more or less crucial than a mascot.</p> <p>Also, Amherst did fine with multiple mascots, and with no official mascot at all, for many decades - in my day (1970s), we had multiple mascots at once (Lord Jeff, Sabrina) - which was a good thing in that no one mascot dominated or de-valued other concepts of Amherst, nor could any single one claim any right to do so.</p> <p>I also think the FAQs need supplementation: Who hand-picked the members of the Mascot Committee, or decided its overall constituent make-up? Will "None of the above" be a valid candidate, and if it's disqualified automatically, why?</p>
None!	<p>Just Amherst. Checks all of the above criteria.</p> <p>The model here is European Football. I'm specifically thinking about local teams who are extensions of their communities.</p> <p>Amherst is the name of the town, the school, and all Alumnus. Why have a mascot when Amherst is enough?*</p> <p>*- That's a bad tag line but I'm coming up with all of this on the fly so please forgive me.**</p> <p>** - Maybe don't forgive me because "Just Amherst" is kinda an amazing fundraising line.</p>
None. "Just Amherst."	<p>Amherst College should not have a mascot. Instead, the Amherst name should stand proudly on its own. We should not be called "The Jeffs", "The Moose", "The Frost", or any other noun, singular or plural. When announcers refer to our teams, they will call us "Amherst." When fans cheer us on, they will proudly yell "Go Amherst!"</p> <p>Our motto shall be "Just Amherst". And may it be ever glorious, indeed.</p>

Notches	Lord Jeffs came from a satirical song and most NESAC mascots don't take themselves too seriously and are off-beat (see: Bantams, Camels, Ephs, Mules, Jumbos), so in keeping that theme in mind....Notches: after the scenic view of the Notch in the mountains as seen from Memorial Hill
Nothing.	As long as the decision for a mascot is subject to the hurt feelings of current students, then nothing will ever be good enough. I'm not arguing for the Lord Jeff - I just believe the process to get rid of the Lord Jeff was held hostage to bad press and sit-ins rather than an informed discussion of who Lord Jeffery Amherst truly was. BTW - pulled up the floor in LeFrak yet?
Oak Tree (Amherst Oaks)	Symbol of strength and resilience. Evokes oak trees on the freshman quad.
Oaks	Alludes to oak trees in Main Quad Embodies positive qualities (enduring strength) Works for all sports teams Distinctive
Ocelot	Sounds good, looks good.
ocelot	google ocelot
Ocelots	Ocelots- Beautiful cats
Octagon	It's a unique part of Amherst College History (the building, and the story behind it). It has positive symbolic meaning for multiple historical civilizations and religions, without being too strongly identified with any particular one, so is suitably universal. It's geometrically and aesthetically pleasing.
Octagons	It refers to an Amherst architectural icon, and one that seems unlikely to run afoul of historical interpretation.
Octopus	Octopuses grow up alone and have no conception of generational family, so they are completely independent thinkers.
one-eyed, one-horned, flying purple people eaters	great visual, great mascot costume, keeps the purple alive! Would be a fun, quirky, unique mascot all could love-- not associated with any prior history. The teams could be referred to as the Flying Purple (people eaters sounds a little cannibalistic.) Can also abbreviate as OE-OH-FPPE: I can imagine the cheer: "oh-ee-o-: go flying purple!" not representative of Amherst history or experience that I am aware of, but I was dared by a classmate to submit it and thought it should be considered :)
opals	Gem that is suggestive of our diverse makeup/identity, multicolored, yet still a cherished gem that shines and fascinates in ways unlike other gems chosen for their single color. Diverse yet a cohesive whole.
Orcas	Orcas: live and feed in pods, depending on close teamwork. Can be quite aggressive at times
Otter	Playful, but powerful, these critters are friendly (at least until crossed) and intelligent. I've seen them at dawn on the Connecticut, so I know they're local.
Otter	Otters are both cute and vicious. They hold hand when they sleep so they don't drift apart.
Owl	Nocturnal bird of prey native to Amherst, known for wisdom and knowledge
Owl	The symbol of wisdom and perspicacity, the owl can be a ferocious bird of prey or a friendly cartoon figure. There are many different species of owls and they make their homes in equally diverse environments, including Western MA. Using an animal bypasses the identity politics of humans (although now we do have to be mindful of speciesism so as not to offend animal rights activists). The owl would be a fun mascot at a sporting event: flapping wings, rotating head, and lots of excited hooting!
Owl	Owls are common to central Massachusetts, so it's fair to assume they've been hanging out on campus since before there was a campus. The age-old association of owls with wisdom and erudition is of course appropriate for a college, and the collective noun for a group of owls is a "parliament," which also is a nice connection to a place of spirited collegial dialogue. Owls are farsighted, a good trait for a student to imitate. They're not particularly associated with either sex, and on a practical level, they're easy to draw and readily recognizable, even in a crude sketch of a few hastily drawn lines. Most important, who doesn't love owls? (Emphasis on the "Who.")
Owl	Since Greek antiquity the owl has been associated with knowledge, wisdom, perspicacity and intelligence throughout the western world. I associate all of these qualities with Amherst as well. The owl has the added benefit of being well represented in the Pioneer Valley, with a handful of species calling it home.
Owl	Owls represent wisdom. Wisdom is something Amherst College taught me and something I continue to seek out in my life.
Owl	Wise
Owl	Because they are unique and wise and cute.
Owl	Wisdom, purple owls!!
Owl	The owl is vigilant, calm, and owns the night.
Owl	represents intelligence and wisdom. Could be cute
owl	native to New England

Owl, any species would work	Owls are typically associated with uncommon intelligence. But they are also incredible birds of prey. Predators of many types of woodland wildlife, including Purple Cows! There are only a few other colleges/universities whose mascot is the owl: Temple University, Florida Atlantic University, Brandeis University, Rice University and Kennesaw State University - none of whom is in our athletic conferences. The Owl is cute, erudite and a deadly predator. And can easily pull 'all-nighters!' Additionally, it should be non-controversial since no owl has ever been know to participate in any controversial military campaign.
Owls	It has a nice ring to it: Amherst Owls. Owls are found throughout New England, and could equally represent women's and men's teams. Owls have a dignified and wise connotation, which might represent the students and alumni well. There are many variations of design or costumes that could be designed.
P:urple Rays	It is a reference to the College seal--the purple rays emanating from the sun. It is gender neutral. It is unique. The seal has been around forever. Visually, it could be represented by the sun and the rays as they appear on the seal. I would not include the bible in the visual.
Paige's Horse	It has a historical context for Amherst and is unisex with great possibilities to be visually pleasing. Amherst students have been singing this song for generations. Paige's horse was helping an Amherst student return home to school through tough times and bad weather. Page's horse brought this student to a place where they could "see the light." Paige's horse could be a great symbol behind which to rally.
Paige's Horse	Last month, after completing the Coast to Coast Walk in northern England, I spent a few days in London where, pleasantly surprised by Gainsborough's portrait of Lord Jeffrey Amherst in the National Portrait Gallery-he was decked out in a red coat and appeared very much the well-regarded administrative general that he was-I felt a mysterious urge to burst into song, and it has since occurred to me that the mascot would best be an animal whose name is memorialized in the opening bars of a college song.
Paige's Horse	The classic Amherst College song that feature's Paige's horse dates back to 1889. It is still sung today. The Paige rental business lasted until 2002 and the property it sat on is now College property. Most of all, it is an actual animal associated with the College. It has good mascot-y qualities - strong, proud, with potential for humor. It does things sports teams do, like charge and gallop and even swim. You can make the argument that the original song celebrates drinking and hooking up. But it's a little late to say that isn't part of the college experience, and I don't think it should disqualify the horse. The horse was just doing its job, right?
Panda	The panda spirit animal represents tranquil strength and determination. The symbolism of a panda "encompasses the integration of polarized aspects of self, such as feminine and masculine aspects of self." The essence of a panda is to understand the importance of developing healthy personal boundaries, to be aware of being at peace your environment.
Panda	Cute and cuddly, goes well with Amherst's values of diversity (panda is white, black and Asian) and environmental concern.
Particles	"Terras Irradiant" has been often ignored as our motto, but it can be an inspiration for a more contemporary moniker
Pathfinders	A New World word, as per Fenimore Cooper and others. Sufficiently visual. Consistent with of our Mission statement, and Motto: Terras Irradiant. Not easily confused with negative connotations. Noble.
Patriot	history of Amherst that is not as racist
Patriots	'The Amherst Patriots' sounds good . Ties into New England.
Patriots	Amherst College Patriots embraces the history of Amherst College while departing from the divisive name "Lord Jeff". A patriot is gender neutral, can cross generations in relevance and has no negative connotations. A patriot fights for a cause and what they believe in, yet this mascot has no specific tie to a certain person or ideal. It ties the school to the history of New England and the founding of our nation with a fierce mascot that isn't facially offensive. There aren't many schools that use this mascot and it would be easily marketable.
PC	"Politically Correct" What nonsense - Washington kept slaves; should we disown all such establishments named for him? How about "The Purple Ants"? Ants are industrious, strong, social, clever, and can be quite ferocious and tenacious. Also they help the environment. GO ANTS!!!
P-C's (Politically-Corrects) or PeeCee's	We are choosing a new mascot in order to be more sensitive towards Native Americans, who presumably did not appreciate the smallpox blankets and genocidal leanings of former mascot Lord Jeff. In other words, we are changing the mascot in order to become more politically correct, or "P-C", as a school. What better and funnier way to acknowledge this and emphasize our anti-oppression tendencies than by becoming the Amherst P-C's? Using a hyphen or alternative spelling (such as PeeCee's) could prevent confusion with the acronym for "Personal Computer". The mascot could dress in a rainbow flag or some such symbol of inclusiveness.
Peacocks	Colorful, rainbow inclusivity, attractive diversity, could lead to some vulgar mockery but so can anything.
Peak Foliage	The Amherst College Peak Foliage. Just look around! And it could be fun for fans to yell "Go Peaks!"
Peak(s)	Thanks for the consideration, Being the "Peak" (or Peaks) would conjure Amherst's beautiful location in the Holyoke Range (and of course the striking views from Memorial Hill) but also the idea of reaching "heights" of achievement. And there'd be tons of options for slogans, songs and chants. "You can't top the Peaks." "You will tumble from the Peaks." "You can try for weeks and weeks, you can never reach the Peaks." "Cross the rivers, ford the creeks, you're not getting past the Peaks." "Williams stinks, Williams reeks, they'll be crushed beneath the Peaks." I could go on.

Penguin	I was member of the Amherst waterpolo team from 86-90. At that time are mascot was Yo Ho Penguin as we were a club team. I think the penguin would be a great school mascot.
Penguin	A black and white penguin with a purple bow tie (or other purple paraphernalia) is a unique and in my opinion perfect mascot to rally behind. The penguin was adopted as a honorary mascot for multiple teams while I was a student at Amherst.
Penguin	Because they're awesome.
Penguin	Because they're awesome.
Penguins	<p>The Penguin, at least in the 1980s when I was on campus, was the mascot of the water polo team. At the time, it was a nod to Burgess Meredith '33, who played The Penguin on the "Batman" TV series in the 1960s and lives on in the role thanks to syndication. In the case of the water polo team, the bird and not the character was the mascot, and three-foot plastic penguin was often on the pool deck during games. A cheer, "Yo-ho, Penguin," often uttered by The Penguin's henchmen on "Batman," was appropriated from the television show by the team.</p> <p>Penguins are appropriate to Amherst because:</p> <ol style="list-style-type: none"> 1) Burgess Meredith is one of the college's most distinguished actors. He was nominated for Academy Awards in 1976 for "The Day of the Locust" and, perhaps most memorably, in 1977 for the role of "Mickey" in "Rocky." 2) Penguins would represent men's, women's and coed teams well. In fact, I believe it already has a history of doing so on the men's, women's and coed iterations of the water polo team over the years. On the professional level, the mascot has successfully represented the Pittsburgh franchise of the National Hockey league since 1967. It didn't seem to hurt them on the way to four Stanley Cups. 3) Amherst has a long winter and there are plenty of snowy and days where it feels like Penguins would be completely at home. There also happens to be a polar bear masc in NESCAC (thanks, Bowdoin), which is pretty cool. 4) The birds themselves are surprisingly athletic and graceful. They are also steadfast and true to their mates and to the community--most species are loyal to their exact nesting site, often returning to the same rookery in which they were born. (Which is not unlike Amherst alums returning to the College on the Hill.) These are all admirable qualities that seem quite applicable to the students and the extended community. 5) Most penguins are black and white, two colors that have been used to complement Amherst's purple over the years. Penguins fit right in to the existing athletic department infrastructure. <p>Over the coming days I will try to draw up a logo proposal. (I work in advertising.) It is very hard to evaluate something like a mascot only in words. It is much easier if someone takes the time to bring it to life as artwork. I will email it to the committee's email address.</p> <p>Thank you for your consideration.</p>
Penguins	<p>Fun, gender neutral, and lends itself to the school colors.</p> <p>The different species (King, Emperor, Fairy, etc.) can be the basis for school events i.e., clash of the classes (do you still do that?) and intramural teams. Images of penguins are commonly used as a reminder of our changing global climate and our obligation to protect endangered species.</p> <p>There are only a few penguin mascots in the NCAA, so we will be unique. Hockey team may have to get a license from Pittsburgh Penguins, but we can work through that. (Does Neal Huntington '91 have contacts with Penguins organization?)</p>
Penguins	
Penguins	Penguins are pretty solid animals, no one hates penguins, and a purple penguin wouldn't look that weird.
People (The Amherst People)	<p>Humanism. Egalitarianism.</p> <p>Also, good sports commentary language: The People have spoken! (when a goal is scored), Power to the People!</p> <p>The People united will never be defeated!</p>
Peregrine	Small, fast, agile, focused, beautiful, wild, fierce
Peregrine Falcon	

Peregrine Falcon [Amherst Peregrines]	A falcon which, in an attack dive is the fastest animal on earth, and a Christian Saint who is the patron saint of cancer patients (San Pelegrino) has much to recommend it. Peregrine is also a widely used boys and girls name so it works well across the sexual divide. The peregrine falcon's near extinction in California and it's remarkable recovery provides an environmentally topical and inspirational mascot story. Finally, the dual pronunciation ("grin" and "green") matches well with Amherst College.
Peregrines / Peregrine Falcons	An animal mascot can be easily interpreted as an image and costume. Eight of the other NESCAC schools use animal mascots, but none employs a bird of prey. I therefore propose the Amherst Peregrines. The peregrine falcon is the ideal choice both because of its biology and its cultural significance. They are the fastest animals in the world - a quality we wish our teams to share - they are found on six continents - just like our students and alumni - and they possess distinctive markings which will translate well into costumes and logos. Peregrine falcons hunted in the Pioneer Valley before the College was founded but were brought to the brink of extinction by DDT. Their populations recovered remarkably during the same decades that Amherst was undergoing tremendous change; we are as resilient as they are. Peregrine means wanderer, pilgrim or foreigner - the falcons' migratory habits are not unlike the journeying and exploration that characterize an Amherst education at its best.
Pete McLean	Pete McLean has garnered a cult following at Amherst. There is no situation at Amherst that is not made better by Pete McLean. If Pete was our mascot at football games, the entire student body would come out to support Pete. I think Pete would be a good mascot.
Phoenix	A Phoenix symbolizes rebirth as it rises from the ashes of its predecessor.
Phoenix	This creature from Greek mythology symbolizes Renewal. Even after death, the bird comes back to life. In a sense choosing a new mascot is about rebirth and renewal for Amherst. Additionally, having a mascot from Greek mythology ties into Amherst's focus on a classical liberal arts education, which would emphasize subjects such as Greek classics that teach student how to think not what to think. I should add that my son's name is Griffin, which is another idea for a mascot (Greek mythological creature that half lion and eagle. William and Mary chose the Griffin for its mascot in 2010 and the Phoenix was also one of the finalists.
Phoenix	rebirth ties into religious (theologic) origin of school; immortal; wise; self-regenerating; gender-neutral; mythogogic; simple to represent; difficult to confuse with other words/mascots.
Phoenix	In Greek mythology, a phoenix or phenix (Greek: $\varphi\acute{o}\iota\nu\iota\kappa\acute{o}\varsigma$ phoinix; Latin: phoenix, phœnix, fenix) is a long-lived bird that is cyclically regenerated or reborn.
Phoenix	Its honorable attributes: <ul style="list-style-type: none"> * "A mythical bird that never dies, the phoenix flies far ahead to the front, always scanning the landscape and distant space. It represents our capacity for vision, for collecting sensory information about our environment and the events unfolding within it. The phoenix, with its great beauty, creates intense excitement and deathless inspiration." - The Feng Shui Handbook, Master Lam Kam Chuen * In Chinese mythology, the phoenix is a symbol of virtue, grace, power, and prosperity. It represents the union of yin and yang, the balance between power and beneficence. Using a phoenix to decorate a house symbolizes the loyalty and honesty of the people that live there. Its ubiquity as a symbol across cultural traditions makes it a fitting symbol for our community (these are only a few examples). Its relation to the sun makes it a good symbol of our motto, Terras Irradiant: <ul style="list-style-type: none"> * In Arabic mythology, the phoenix is a symbolic representation of the Death and rebirth of the sun. It lives on dew, killing nothing and crushing nothing that it touches. Generally considered the king of birds. * In Buddhism, the Garuda is known for its intelligence and social organization. * In Japan, the Ho-Oo ("male-female") represents wisdom and justice. * In Slavic folklore, the fire bird lights up the night as if it is day * The Aztec Quetzalcoatl teaches people about agriculture ("teach a man to fish...") Its relation to the color purple: <ul style="list-style-type: none"> * The ancient Greeks gave this mythical creature the name phoenix, meaning "purple"
Phoenix	I'm all about fantastical beasts. The idea of rebirth appeals to me.
Phoenix (does not have to be traditional phoenix colors)	A phoenix is a creature that captures and embodies our motto, 'terras irradiant', almost perfectly. Symbolic of life and rebirth, it is a fitting representation of the transformation undergone by Amherst students during their four years on campus. Having a phoenix as our mascot not only separates us from the legions of Colleges and Universities that choose boring mascots, its genderless identity and root in mythology, and thus its existence solely in our imaginations, means that it is not necessarily partial to any sex, race, or geographical location. It is the perfect creature for unifying Amherst's diverse student and alumni body.
PHOENIX!!	Icon of hope, optimism and perseverance. Powerful idea, powerful sound (to say or hear it... an issue for sports teams). Could be visually beautiful (an issue for T-shirts, etc etc etc.). Sounds fine with 'Amherst'!!
Photon	terras irradiant

Photons	"Terras Irradiant" has been often ignored as our motto, but it can be an inspiration for a more contemporary moniker
Pioneer	Consistent with being in the Pioneer Valley, and consistent with what the College should expect from its students and alumni -- leadership and innovation the fields they choose to pursue post-graduation.
Pioneer	Is unisex; captures our spirit and geographic location in the Pioneer Valley; and incorporates the pride we have for our color and all of its symbolism: creativity, balance, dignity, royalty, etc. And it is alliterative, which is pleasing to the ear!
Pioneer	"Pioneer" is a nod to the College's position within the Pioneer Valley and connotes a forwardmindedness that ties in with the College's mission and motto. It is gender neutr and could benefit from alliterative association with the College's colors (i.e., Purple Pioneer).
Pioneer	Of course, we are in the Pioneer Valley. But more to the point - we have been pioneers higher education in so many ways, including the introduction of science as one of the important "liberal arts" (Mikkeljohn), t concept of breadth and depth for all undergraduates (Cole) and the remarkable recruitment of a diverse student body (Marx and Martin). And the possibilities for Pioneer Dress for the "mascot" are limitless!
Pioneer	Located in the Pioneer Valley. All sorts of imaginative ways to use the pioneer concept. Picture daring pioneer women and men--Davy Crocket?--multi-racial. Many possibilities to have a good time with this. Unconventional. Revolutionary. Risk takers. Have some fun in the Pioneer Valley.
Pioneer	For being at the forefront of education; for its location connected to the Pioneer Valley.
Pioneer	Amherst is in the Pioneer Valley so it has a historical connection to the idea of Pioneer. It is also gender neutral and positive and forward looking since Amherst students can be pioneers in all academic areas and on the sports field. Someone could come up with a good graphical representation of a Pioneer.
Pioneer	Amherst College is home to a diverse, compassionate, smart, bold community. The Pioneer Valley and surrounding areas have been home to people who were not okay with the status quo, but also wanted to improve civil rights and equality. Amherst College was one of the earliest prestigious colleges to integrate. That tradition has carried on with social justice work on and off campus. We are also innovators, with faculty and alumni breaking ground in their respective fields. Alumni carry that pioneering torch with them wherever they go. This or a similar mascot would provide a nod to our history, while also being positive.
Pioneer	Not only is Amherst located in the Pioneer Valley, but the college continues to be a pioneer in liberal arts education and the creation of 21st century knowledge.
Pioneer/s	"Pioneer/s" is associated with <ul style="list-style-type: none"> * Pioneer Valley * pioneering and innovative ideas and concepts * early history of the nation Oops! I just learned that Smith beat us to it.

Pioneers	<p>Thanks for setting this up. I'm glad you're involving all Amherst stakeholders in this endeavor. I've outlined a few thoughts below, but would be happy to help with the selection / refinement process down the road.</p> <p>With a mascot, we get two opportunities to represent the ideals of the college- the symbol and the name. Separating the two (as opposed to "Amherst Direwolves") makes easier to cover the broad mandate we've set. Also, it gives us an opportunity to create a (perhaps currently non-existent) hybrid as the symbol itself.</p> <p>I think we should stay away from humanoid symbols, as any such mascot would lead to identity issues in the student body. Also, animate symbols trump inanimate objects as far as sports rallying symbols go. That leaves animals and mythological creatures.</p> <p>I see Amherst as a place where global leaders of the future can grow together as they figure out their roles in the world. The student body is united in academic excellence, rational outlook, and a pioneering spirit; but we are diverse in terms of socio-economic backgrounds and political perspectives. The ideal Amherst student has the ability to take charge when asked, but works well in teams. From a historical perspective, it would be nice to have a mascot that reflects on our "Terras Irradiant" motto.</p> <p>Based on these thoughts, here are a few suggestions:</p> <p>Name: Irradiants / Pioneers (nod to Pioneer Valley and the founders' path to Amherst) / Lightbringers (yes, despite the connotation) / Vanguarders (pioneers) / Quarks (never alone) / Torchbearers</p> <p>Symbol: Dragon (global myth related to light and land); Wolf (strong leader with teambuilding skills); Firefly (on the theme of illumination); Phoenix (light, reinvention); Owl (Western connotations of wisdom); Chimera (combination of any of the above; or any non-moose combination that makes sense); Ravens (travel in packs; Poe/wisdom).</p>
Pioneers	I want to second the suggestion of my classmate, Randy Smith, also '78, who has suggested "Pioneers." First, it is of the valley we love, and I think our mascot should honor and evoke the school's distinct locale, secondly, it evokes that aspiration that Amherst has always asked us to aspire to, pioneering new and inspired knowledge and ways of living in this world. Thanks, Ed Pitoniak, '78
Pioneers	Persons who were the first to create a college in the Pioneer Valley
Pioneers	Amherst is in the Pioneer Valley. Also, Amherst was founded by "pioneers" who went their separate way from Williams.
Pioneers	"Pioneers" is gender-neutral, and the name evokes such positive characteristics as strength, innovation, resiliency and more. According to Ranker.com, only six other schools (none I'd heard of) use Pioneers as their mascot, so it wouldn't be overdone or trite to adopt it. The name is also reminiscent of the Pioneer Valley. I can claim no credit in suggesting this mascot -- at least one of my classmates (Ellen Dubin, I believe) suggested it a while back during the first dialogues about whether Lord Jeff should be retired.
Pioneers	Besides the obvious geographic connection to the Pioneer Valley, Amherst students and alumni have a rich history of striving to reach into the unknown frontier of their chosen academic fields. The pioneer mascot will pay tribute to this rich history and inspire generations of Amherst students to come. The past year of deep soul searching engaged in by the Amherst community has demonstrated that the potential of Amherst to move into the future is not limited by what we see in front of us.
Pioneers	For the Pioneer Valley, of course. Also pioneers in intellectual pursuits. . Alternate possibility: The Purple Horde. As in the Crimson Tide or the Green Wave. Here comes the Purple Horde!!
Pioneers	Amherst is an institution that has always been at the forefront of innovation. The mascot should represent this quality.
Pioneers	<ul style="list-style-type: none"> -Geographically relevant (Pioneer Valley) -Relevant to how Amherst College strives to be a trailblazer in higher education -Reflects the importance of discovery, exploration, evolution, leading, etc. for the student body
Pioneers	We're in Pioneer Valley. We're intellectual explorers. But, it may suggest colonialism.
Pioneers	Amherst is in the pioneer valley-- and pioneers has both a sense of history and of the future.
Pioneers	Amherst is in the so-called Pioneer Valley. The College was created in a pioneering effort to assert the founders' own version of Congregational theology and practice. As a mascot, the Pioneer is an echt American symbol and harks back to the beginnings of settlement in the valley in the late 1600s. The name would seem to be non-divisive except perhaps to Native Americans, who might, however, come to understand that not all Connecticut Valley pioneers believed Native Americans to be "savages." So far as I know, there is no history of mistreatment of Native Americans by settlers of Amherst. That issue should be researched, however, before making a decision.

Pioneers	The name combines both the College's geographical location (in the Pioneer Valley - Connecticut River Valley area) and Amherst's reputation in breaking new ground in arts and sciences education.
Pioneers	Location and History - Pioneer Valley!
Pioneers	Pioneer spirit embodied in the school's inception and also a reference to its location in the Pioneer Valley.
Pioneers	Pioneer Valley. As a woman in the class of 85 I feel like I was a bit of a pioneer although of course that only speaks to a subset of us. Pioneering spirit, innovation, pioneering thoughts and actions. Pioneering diversity and social justice issues etc. always stretching into new frontiers.
pioneers	Amherst is in the pioneer valley. The college and its alumni have a long history of pioneering in many fields. The word has a very positive connotation about the past and the promise for the future. It is gender neutral. I have a hard time of thinking of any negative. Sports teams could have a male or a female pioneer.
Pioneers	Amherst is in the Pioneer Valley. There is both a patriotic association with this term and one that reflects positively on a liberal arts college that seeks to be on the cutting edge of its work. It is gender neutral. And it is easy to rhyme for future college songs! :)
pioneers	The immediate vision of a pioneer conjures up visions of buckskin clothing and Conestoga wagons, but I'd like to create an image of people leading the way into a future into which only a daring few enter. Pioneers have been medical researchers and educational leaders, astronauts and experimental artists, social reformers and inventors. The College is located in the Pioneer Valley. (We used to refer to WAMF as the Pioneer Valley Broadcast Network - pretty highfalutin' for a 10 Watt radio station!) Creating the universal visual embodiment of the Pioneer will be an interesting challenge for student artists, to be sure, but the idea of leadership is an appealing one to me. Who knows? might even change my e-mail address!
Pioneers	Amherst's location in the Pioneer Valley gives the "Pioneers" a direct link to their superb location in Western Mass. An Amherst education fosters a pioneering spirit of inquiry on the frontiers of knowledge. Amherst students, alumni, and faculty are pioneers in their chosen fields. Who wouldn't want to be a Pioneer?
Pioneers	Amherst College resides in Pioneer Valley and reflects the pioneering spirit of Amherst College's founders who dared to split from Williams. Pioneer definitions: (1) a person who is among the first to explore or settle a new country or area and (2) develop or be the first to use or apply (a new method, area of knowledge, or activity). The word would aptly reflect and describe the contributions of many Amherst faculty and alumni.
Pioneers	Pioneers. Proudly located in the pioneer valley. The College is named after the town which was named after Lord Jeffery. Why not adjust to be named after a bigger part of western mass. Plus the old timey pioneer outfit is not too different from the old timey lord Jeff outfit.
Pioneers	Pioneer Valley, pioneers in education.
Pioneers	Pioneer Valley etc.
Pioneers	Being the "Pioneers" would be a nod to Amherst's location in the Pioneer Valley, but also to the college's ethos of exploration and innovation. It conveys leadership, discovery, risk-taking, and being on the cutting edge. Of course we'd want to be creative with the visual representation of the mascot - the point is not to be a stereotype or someone on the American frontier in the 1700s or 1800s, but to play with the idea of what it means (and looks like) to be a pioneer.
Pioneers	Amherst resides in the Pioneer Valley and reflects the history of New England well. The term not only has historical significance for the local area, but has the forward-thinking alternate meaning of being creative and inventive which is what Amherst grads strive for in life and society. It works equally well for men and women and can be easily visually represented.
Pioneers	Amherst sits in the heart of the Pioneer Valley, where the college has been pushing the boundaries in scholarship, diversity, creativity, and of course athletics, since picking up and leaving from Williamstown and founding a new institution in 1821. While many other pioneers at the time were heading to the western frontier, we headed slightly east and never stopped exploring what it means to be the fairest college. I feel that "Pioneers" succinctly captures our spirit, both on the field and off.
Pioneers	In short, I think this meets all of the very positive criteria listed above.
Pioneers	What doesn't? The Pioneer Valley that surrounds the college; the Pioneers who fled the oppression of Williamstown in 1821 to found the college; the Pioneering spirit of the faculty who explore new territories in so many fields, and the Pioneer students who push themselves beyond the comforts of the safe, the familiar, and the all-too-easy.
Pioneers	Pioneers are leaders, explorers, rugged individualists who open new territories (of the world or of the mind) for others.
Pioneers	It's geographic, gender neutral, positive/intrepid/innovative in its connotations; and most importantly, recently put back into circulation when Smith relinquished it. Bonus: many of us read O Pioneers for the first time while at Amherst!!
Pioneers	It represents the Pioneer Valley, and our pioneering spirit of innovation. It is also gender neutral.
Pioneers	Honors the history of the college in the Pioneer Valley.

Pioneers	Amherst's location in Massachusetts' Pioneer Valley makes this an obvious choice that also celebrates the pioneering spirit of so many in the Amherst community, including (among many others) Noah Webster in lexicography; Melville Dewey in library science; Clarence Birdseye in food preservation; Charles Drew in blood banking; William Hasti in jurisprudence; Charles Merrill in Finance; Bruce Goldreyer in medicine; John Abele in medical devices; and Amos Hostetter in media, as well as the College's pioneering ro in myriad areas, including admissions outreach to underrepresented communities.
Pioneers	Captures the beautiful and unique region that Amherst is in, as well as the independent spirit of the school and its students.
Pioneers	It fits geographically, paying tribute to the beautiful Pioneer Valley. And more importantly, it fits the College's ethos -- a progressive, forward-looking college. That ethos ha been consistent over time. Looking back, Amherst was one of the first colleges in the country; we had the country's first collegiate athletics program and the first undergraduate neuroscience program. And in the present, our open curriculum is pioneering; our approach to admissions and financial aid is pioneering; our approach to tl environment is pioneering; and students are generally encouraged -- whether in the classroom, in written work, in the lab, on the field, on the stage, in the orchestra, and sc forth -- to push themselves and to not accept blindly that which has come before them. In short, we're encouraged to be pioneers.
Pioneers	Located in the Pioneer Valley of Massachusetts, Amherst should also aspire to be a pioneer for education, discovery, and other forms of improvement in the years to come.
Pioneers	Amherst College has been a pioneer in diversity, liberal arts education, and pushing the boundaries of what a college experience means. Coupled with being the premiere school in the Pioneer Valley, I don't believe there is a better option.
Pioneers	Pioneer Valley
Pioneers	Pioneer Valley!
Pioneers	- "Pioneers" is a reasonable sounding, respectable, and non-offensive name for a college team mascot - To pioneer is to be the first to use or apply, we will be the pioneers of a level of victory and excellence never before seen - We live in the Pioneer
Pioneers	Amherst is in the Pioneer Valley
Pioneers	Pioneer Valley
Pioneers	has a good ring
Pioneers	pioneer valley
Pioneers!	We pioneer academics and sports! Also Pioneer Valley
Pizza	1) Almost everybody loves pizza 2) Antonio's Pizza is one of the first & most lasting associations many Amherst students have with the town, and one of the most popular establishments for alums to visit 3) Pizza outfits are readily purchasable on the internet, so we can democratize the mascot. We could have dozens of pizzas show up to sports games! 4) To make pizza, you start with a diverse variety of ingredients (students), none of which is all that prepared to be eaten (go out into the real world). Only after a fair amount of time interacting and growing (interacting and growing) are they able to emerge fantastic and fully formed and ready to bring happiness (light) to the world.
Poets	Obvious connection to Emily Dickinson and Robert Frost, linking the histories of the college and the town. It certainly represents positive qualities. Broadly relevant to the community and the liberal arts experience across the generations. Works for men and women; he informal nickname for the women's s teams could be the Ems (or the like) the men could be the Bobs. Not sure about "visually pleasing," although the Whittier College Poet mascot looks pretty good.
Poets	Embodies all the criteria; is inoffensive; already used by NSN this past Fall on football telecasts
Poets	Self-explanatory
Poets	In the spirit of Emily Dickinson and Robert Frost, the 'Amherst Poets' reflects on the cultural and intellectual history of Amherst.
Poets	Emily Dickinson is integrally tied to Amherst and to the college. It captures grace, creativity, and is also intellectually provocative.
Poets	Town and College tradition and identity (who are Williams's/Williamstown's beloved poets?!), town-gown relations, scholarly, intellectual, aesthetic, gender-neutral, non-violent, positive. Thank you for the opportunity to nominate. Mina Suk, '99 Class Co-Secretary.
Poets	For the many distinguished poets associated with the college and the town of Amherst, such as Emily Dickinson, Robert Frost, Richard Wilbur, James Merrill, Robert Fagles, and Dan Chiasson.
Poets	Dickinson, Frost, Wilbur, Merrill profundity, power, and sanctity of language legislators of the world creators of news that stays news image: Emily's face

Poets	Pays homage to three major poets associated directly with the college or indirectly through the town of Amherst: Robert Frost, Emily Dickinson, Richard Wilbur. In the city of Montgomery in my home state of Alabama, Sidney Lanier High School, an inner city public high school, has used Poets as its mascot for many years in honor of the famous poet. It hasn't diminished the school's athletic success in any way.
Poets	Emily Dickinson
Poets	It focuses on a more positive part of our history.
Poets	It is unique to Amherst's literary history as well as the history of the town
Polar Bear	It's "cool"
Polar Bear	
Polar Bears	It's cold. Polar bears are cute. And deadly. And a sad reminder of climate change.
Potato	Because we are cut into pieces & FRIED. +salt n' pepper 4 gR!t
Powerhouse	Powerhouse - also according to the website the powerhouse from my generation that was actually a powerhouse is now actually a disco at times. Powerhouse or power is a good strong mascot name.
Poxers	<p>The poxer is a mixed breed dog between a pug and a boxer. This designer pug cross breed is recognised by IDCR (The International Designer Canine Registry) and DBR (The Designer Breed Registry).</p> <p>Poxer is a small cross breed known for being affectionate, aggressive, curious, gentle, independent, loyal, and territorial.</p> <p>All good qualities for students/alum to admire. But not bombastic.</p> <p>It is a smaller breed, and Amherst is Div III.</p>
Pride	Because the students can wear whatever color they want to the games and look awesome, and we could play lots of Andrew Lloyd Webber at halftime.
Pride (lion)	I like lions. I cried when Mufasa died.
Prof. Obert	Inclusivity
Pterodactyls	Representative of our rich paleontological collection, with the potential for an awesome battle cry.
Puffins	It is a regal bird which is king of the seas and majestic.
Purp	A lot of people have already started calling us the "Amherst Purp," which is fitting since we are the color purple. Other schools use colors as their mascot, however, the term "Purp" has a better ring to it than "Purple." Also, we could keep the logo of the "A" as our universal symbol, since it is purple. Many students and alumni have used the hashtag, #rollpurp, which could continue if we adopt the Purp as our mascot. Cheering, "let's go Purp!" at sports events flows off the tongue incredibly easily and has a nice ring to it. I vote that we become the Amherst Purp.
Purple	Occasional nickname used by the press for Amherst athletic teams
Purple	Colors are the safe way to go. Yet, Purple connotes sorrow.
Purple	Simple. Used in collective sense (i.e. the Amherst Purple, not Purples). Ultimate flexibility to create a physical mascot that is original. No one could possibly interpret this to offend anyone (hopefully).
Purple	Like the Syracuse orange, except purple.
Purple	<p>As most alumni graduate from Amherst, there is a fond appreciation for what has likely become their new favorite color. Purple is different, unique, and part of the Amherst experience. It is also part of every team's uniforms. It would be better than another NESCAC docile animal (mule, jumbo, camel, etc).</p> <p>Cornell is the Big Red, Harvard is the Crimson, Syracuse is the Orange, Dartmouth is the Big Green. Let's take ownership of our favorite color: Amherst Purple! Let's go purp!</p>
Purple	Several schools have a color as their mascot, and purple is an identifying mark for Amherst and has been for some time. When I was playing field hockey for Amherst, the team sometimes referred to ourselves as "Purple" or "Purp".
Purple	<p>It's simple, elegant and non-controversial. It doesn't try too hard. It's not a silly animal. Like our Crimson, Green, and Big Red peers, it's a simple rallying cry to get behind.</p> <p>Let's go Purp!</p>
Purple	Its simple and a color
Purple	People already say "Purple Pride" and it's a great color that never murdered anyone

Purple & White	Amherst is a unique institution. In keeping with our unique nature, we should strive to be completely and perpetually unique by being the only undergraduate institution in the nation with NO mascot. We have been using the "Purple & White" in our athletic reporting for the past several years. I think this is appropriate and consistent and fine for the college. It is also EXISTING - and thus, it would create the least amount of conflict or controversy upon its formal adoption - as opposed to an animal or figure or historical person, with which or whom a large portion of the Amherst community would always find objection or disagreement.
Purple & White	It's simple, unifying, non-controversial, has been with the college throughout its history, is gender neutral and is being used now as the "default mascot"
Purple & White	This is my second suggestion. Perhaps it is really a vote for "no mascot" but I think the Athletic Department's use of Purple & White this season as a nickname for the athletic teams worked well and I am not sure that many people had negative things to say.
Purple & White	Similar to the Harvard Crimson-- serves essentially no purpose except to bring the community together. Zero chances of being seen as controversial because of its simplicity. There is no real need to have an animal or person as a mascot, having a color gives way to a broad interpretation of our community. Athletes are able to recognize each other as something other than the "Amherst football team" etc. without removing themselves from the way the rest of the campus recognizes each other. Also would be open to a more distinct color choice, purple is relatively plain.
Purple (and white?) Squirrel	https://www.youtube.com/watch?v=e8G0TE0le2A Suggestion comes from the students (see the YouTube video). Even a "Jeff" song, or at least the traditional tune as the students demonstrate, can be concomitant with the creature. As the students demonstrate there is inherent humor to be found in the noble squirrel. Squirrels are a diverse species and native to Americas, Eurasia, and Africa were introduced to Australia, and live in just about any habitat except the high polar regions or driest deserts. Smart animals, all over just like people. Their size varies greatly and colors are quite varied, even within the same species. Even though they are born blind, toothless, and naked (like us?) they grow to be well clothed, smart, see colors, have excellent vision, can be social or solitary (depending on species), and have diets like people ranging from plants to animals. So like people they can be predator or just herbivorous. They have a talent for being deceptive (knowing how to mask their food stores from thieves). They are sporty, very agile animals, with hind feet that turn 180 degrees so they can descend trees facing downward, unlike any other tree climbing animal. It's good to be able to go both ways. Take both sides of the line. Many talents are displayed by squirrels. Their choice of home varies widely. They live all over. Some types live on the ground, others in the trees, and many today are very cosmopolitan. Their ancestry goes back a long way, probably to North America 35-40 million years ago. They have a track record. Individual squirrel personalities like people range widely from passive, energetic, to aggressive. They like to explore. Some Native American people have the squirrel as a symbol of industriousness, resourcefulness, courage, caretakers of the environment, messengers of impending danger, or the creature serves as their clan animal. Moreover, squirrels can simply be appreciated for their nutty behavior. We know that some squirrels can even "fly". More noteworthy is that some squirrels have actually learned to water ski: http://mentalfloss.com/article/22353/9-notorious-squirrels . The "walking on water animal"! A good name for the Amherst Mascot Squirrel could be Rufus Graves, even Col Rufus Graves; drop "Lord". So is a purple squirrel the best choice for our spokesperson and brand? Consider applying the talents of a good marketing agent to Puff up the Squirrel. Such are our current students. Look at the Philly Fanatic, which is known as the most successful sport team mascot, for inspiration. Make the Purple Squirrel greater than the Fanatic. (I'm not talking drugs here). The current students who are on the right track. The Purple once selected could even be dressed to have a multi-colored ribbon and/or tie. Hurrah for the PURP! E-PLURIBUS UNUM.
Purple (Dairy) Farmer Named "Jeff"	Considering that our chief rival is the William's Ephs, and they use a purple cow. It seems only natural that our mascot should be someone who manages purple cows. It also seems natural his name should be Jeff.
Purple and White	Current nickname used by the press for Amherst athletic teams
Purple and White	Amherst needs a mascot like it needs a toothache. Lord Jeff was characterized as a mascot only by those who wanted to bring him down. Fair enough, but any beast of prey, tropical storm, pioneer or other unimagined figure or image will be unsatisfying to a significant segment of the college community. The college has had all the drama it needs without setting off another contretemps.
Purple and white	on reflection, i like this the best!
Purple and White	Colors have less risk of seeming dated in the future, easy to do unofficial mascots with if people want.
Purple and white	Not controversial. Everyone can love it.
Purple and White	Whenever The Amherst Student writes about sports teams they always refer to sports teams as their school colors. We do not need an animal, having a color symbol still keeps the traditions of the school.
purple and white	neutral and good
Purple and White A	What if we just had a purple and white A as our mascot. I don't think that anyone could be upset by that because it's just a letter.
Purple and White	We don't need a "mascot," just a way to identify the teams and the community. Purple and White seems to have become the name of the teams de facto, so just go with the flow and don't get too many people fussing about a moose or a dinosaur.

Purple Asparagus	Asparagus Valley; purple; Continue to have a mascot no other school will have
Purple Cobras	One goes with the colors and they're all awesome.
Purple Cobras	One of them is purple. The other two live in the snow.
Purple Dragon	Fun to cheer for, cute, not discriminating.
Purple Dragon	Because they eat cows!
Purple dragon	Fierce, powerful, school colors, shines brightly ----terras irradiant.... (dragons shimmer) They are majestic, imaginative....
Purple Dragons	Multicultural - Dragons exists in wide variety of cultural traditions. Known for wisdom in Chinese mythology. Strong. Brave. Breathe fire bringing light to the world. Far seeing when they fly. Gender neutral; works well both as singular and plural. Great imagery both dramatic and light-hearted. A lot of artistic flexibility. Interesting possible uses of imagery. For instance, stadium becomes "the dragon's lair". Who doesn't like Dragons? Note: SUNY Cortland is already the Red Dragons. It would be interesting to arrange some athletic competition between the two schools that could be billed as the Clash of the Dragons. Cortland has a strong athletic program so it could generate some interesting games and great publicity. They make effective use of the name in both the school and the town. Con: In western tradition they have a habit of snacking on maidens which could be problematic on a variety of levels. Full disclosure: My wife is a SUNY Cortland graduate so I have some experience with the Dragon motif.
Purple Dragons	Because they eat cows!
Purple Dragons	It's fun!
purple dragons	breathes purple fire!
purple dragons	fun but fierce
Purple Eagles	Amherst + Quabbin
Purple Eagles	Eagles are awesome.
Purple Eagles	It is fierce, independent, and intelligent as an animal and would prove to be a very symbolic figure for our school.
Purple finch	Both are beautiful, native birds. Use of the purple martin would also honor Amherst 's first woman president.
Purple fox	The red fox is common in Massachusetts, and on my serendipitous graduation day, one strode alongside us as we waited to enter the ceremony. It has a mystical quality, featured in literature as benevolent and wise spirits. I was recently reminded of our connection with the spiritual nature of foxes in the W.S. Merwin poem "Fox Sleep." (https://www.poetryfoundation.org/poetrymagazine/poems/detail/38456) I would suggest we use a twist on the red fox and make it purple to honor our college's traditional color.
Purple Frost	Pays homage to Robert Frost and the Amherst Color of Purple.
purple frost	honor robert frost who is someone that unites this campus and purple pride has also come to increase our pride as a community. historically significant and can speak to all of us
Purple Frost	It combines the school color and its most famous teacher
Purple Frost	Robert Frost taught at Amherst for more that 40 years. He is a part of Amherst history that can unify across the generations. The name is gender neutral. There are plenty weather-related team mascots (Avalanche, Storm, Hurricanes, etc) in sports, so we wouldn't be breaking any new ground there.

Purple Frost	This name - with its double entendre - satisfies all the above criteria. Quite simply, the school color (purple) has never changed (so current students as well as generations of alumni can agree on that). As for "Frost", Robert Frost and Amherst will forever be together in all our hearts and minds. Of course, there's also the immediate analogy to "Purple Rain" - as well as multiple visual thoughts of a purple "Frosty the Snowman" (possibly with the face of Robert Frost).
Purple Frost	It's reminiscent of Amherst winters and one of its greatest professors.
Purple Frost	This was suggested by a friend and I LOVE it. I ran it by my dad (class of '59) and he thought it was great too!
Purple Frost	It's fun, non-controversial, follows a common college theme of colors, and the purple is our own.
Purple Frost	Not only is this consistent with other two-word college nicknames like the Crimson Tide of Alabama or the Green Wave of Tulane, it also builds even more directly off our two colors: purple and white. As such, Purple Frost has another advantage: for those of us who wish to honor the College as the home of Robert Frost, we can pay homage as we wish; and for those who are opposed to having the College nickname associated with any historical man, Purple Frost offers the real truth: in addition to representing the school colors, it offers an active image in the noun "Frost" (a) of how we Amherst women and men will prevail over opponents on the playing field and (b) and how our harder thinking, cooler heads, quicker strikes and deeper insights will enable us to learn, share and do more....for generations to come. Like Harvard, which has switched its athletic teams from "John Harvard" to the "Crimson," "Purple Frost" offers us a new name steeped in the tradition of the colors that we have always flown high.
Purple Frost	A color -- similar to the Stanford Cardinal or the North Texas Mean Green, but invokes our most famous former faculty member (and library namesake). Chances of offending anyone other than Jack Frost: slim. Gender neutral, too. Fairly non-violent other than in relation to a "killing frost" -- a necessary annual event in the natural cycle. Further, purple is the perfect compromise between and blend of the red-state and blue-state politics that have so polarized our country, as of late. From a cultural standpoint, it is the perfect blend of Jimmy Hendrix (Purple Haze) and Prince (Purple Rain). In short, it is the road less traveled by, and that will make all the difference.
Purple Frost	
Purple Frost	history of Amherst that is not as racist
purple hamburger	hamburger > William's cow
Purple Hawks	It portays strength, pride and excellence.
Purple Haze	Jimi Hendrix. Doesn't that suffice? Add that characteristic purple. As for the haze itself, perhaps it is the effect of intellection, the visage of students who consumed a 3 am pizza to finish (well, begin and finish) a paper and who are heading to class after breakfast in Valentine and a quick shower, the fog on the athletic field below Memorial Hill, or whatever Hendrix was singing about. More purple possibilities: Purple Rain (RIP, Prince!), Deep Purple.
Purple Haze	St. Johns is the Red Storm, Alabama is the Crimson Tide, Dartmouth is the Big Green, Tulane is the Green Wave. Not only does Purple Haze fit that tradition, it conveys the degree to which Amherst is morally and academically dysfunctional. It might serve to warn parents not to send their children there. Get rid of Biddy Martin, Catherine Epstein, Buffy Aries, Austin Sarat, Thomas Dumm, and the rest of the intellectually corrupt postmodern faculty, and something else might be more appropriate.
Purple Haze	1. It's an image that generations have seen off of Memorial Hill looking at the distant mountains. https://www.amherst.edu/system/files/styles/original/private/Memorial%2520Hill.jpeg 2. Would make for a great song to march onto fields and courts. People cleverer than me can make up new lyrics, or not. https://youtu.be/fjwWjx7Cw8l 3. A stretch, but is reminiscent of the logo. https://upload.wikimedia.org/wikipedia/en/6/65/Amherst_College_Seal.svg
Purple Haze	Original. Not offensive to anyone (except hazing guy that comes to talk to us)
Purple Haze	Because it is awesome
Purple Martin	Both are beautiful, native birds. Use of the purple martin would also honor Amherst 's first woman president.
Purple Martin	It's purple. It is an animal that is known for being especially powerful for its size, like Amherst College. It is a bird -- with all of the attendant imagery about taking flight, hope, etc. It is named "Martin" -- the name of a great American leader and our first female president. What's not to like?
Purple Martin	Fits all of the requirements. A much-loved bird. Enjoys being around people. Beneficial to humankind. Combines our school color with the name of our school president. Non-sex specific. No hostile or offensive connotations. Easy to adapt as a logo. Plenty of precedent for bi mascots (Think "Baltimore Orioles, Toronto Blue-Jays, St. Louis Cardinals, Chicago Blackhawks, Anaheim Ducks, Pittsburgh Penguins, etc.) The logo can be cheerful, friendly, or fierce when necessary.
purple martin	purple martin - color, homage to 1st female president, great cheer "go biddies"

Purple Martin	Obviously the purple martin is consistent with the color purple. The male and female do not look alike, but both are handsome birds. While members of the swallow family they are larger than all other North American swallows. Both sexes are aggressive to all other birds while nesting, a good image for Amherst's sports teams. They are native to most of North America, including New England. They are agile hunters, and their diet consists of flying insects but also of fire ants, so they perform an important environmental function.
Purple Martin	We'd have to think of a catchier name with two or three syllables, but this is a naturally purple animal, which is unique. I also think that birds represent Amherst students at the ideal of the College's influence well. We are and aspire to continue to be leaders in our societies and communities. Birds fly high over vast distances, getting the bigger picture as we as liberal arts students do. That gives them foresight and a greater understanding of what's around them. Though not all birds are leaders, we as Amherst Martins are. We take flight, contextualizing the situations around us, and trying to lead our fellow beings toward a solution. The Martin is beautiful, graceful, and powerful. It's a mascot that men, women, and people across generations can take pride in. It's purple, exuding Amherst pride and symbolizing our diversity as students. I think that it's great non-fantastic creature option. Please consider it.
Purple Martin	They're all somewhat badass/cool animals that are native to Massachusetts that I think athletes, non-athletes, and alumni could potentially gather around. You could potentially put "purple" in front of some of these animals and create some fun fictional purple animal (Ex: the Purple Fox). Please, no humans for mascots.
Purple Martins	(1) It's purple. (2) Birds are non-offensive to our constituents -- e.g., Toronto Blue Jays, St. Louis Cardinals, Baltimore Orioles. (3) The name honors our current (and first female) President of the College, Bidy Martin, who has made great strides to enhance the Amherst community. (4) Birds look good on uniforms (see examples in #2 above). (5) the Audubon Society describes them to include musical and Native American history: "Graceful in flight, musical in its pre-dawn singing, this big swallow is one of our most popular birds. Almost all Purple Martins in the east now nest in birdhouses put up especially for them. Martin housing has a long history: some Native American tribes reportedly hung up hollow gourds around their villages to attract these birds." (6) The Martins come back to nest in the same spots or areas year after year (alumni connection).
Purple Martins	1) It's purple. 2) It's an awesome bird. 3) Sort of quirky. 4) Hilarious Bidy Martin pun.
Purple Mavericks	
Purple Moose	strong, local, beloved by all
Purple Moose	School Color - indigenous wildlife. Not controversial.
Purple Moose	I've seen this idea online and discussed with Amherst Alumni and they support this. Plus I think mascots should not be people.
Purple Mountain	Our color. Our College on the Hill. Our National Anthem. Our love of Nature. The Holyoke Range. Strength. Resilience. Striving Upward. Optimism.

Purple Owl	<p>To-the-Committee: I am writing to propose Great Gray Owl as the new mascot of the fairest college. Owls are universal symbols of wisdom. They are also powerful, formidable and, when needed, fierce. The Great Gray is the largest owl (based on length) of the more than 250 owl species on Earth. In the words of David Allen Sibley, author of the definitive field guide to North American birds, it is notable for its "imposing presence."</p> <p>The Great Gray Owl is up to 2.5 feet in length and has a wingspan of up to 5 feet. On average, females are larger than males. Courtship involves feeding and mutual preening between males and females. The male approaches the female holding food in its beak, and bite-sized chunks are passed to her with both birds closing their eyes. (that sounds pretty civilized, mutually respectful). The male selects potential nest sites and attracts its mate to prospective locations with calls. Several sites are inspected before she makes the final choice. Both sexes aggressively defend the nest if it is threatened by predators or other dangers. Males and females share the raising of young, females providing incubation and males providing food.</p> <p>Distribution of the species spans three continents—North America, Asia and Europe. New England is at the extreme eastern limit of its range. Sightings in Massachusetts are rare (approximately a dozen sightings in the past 40 years according to Massachusetts Audubon naturalist Marge Rines) and much sought after by birders. The Great Gray's call is a deep, measured whooo-ooo-ooo-ooo that can be heard at distances up to 800 meters.</p> <p>So the Great Gray Owl is a mighty cool bird, but how does it relate to the criteria set forth by the Committee?</p> <p>UNIFYING: A mascot that conjures up words like "wise," "formidable," "great" and "gray" (a special nod to alumni) is likely to resonate across a wide range of Amherst communities.</p> <p>POSITIVE QUALITIES: "Wise" fits here as do "presence" and "rarity" as in Rara Avis (a unique, special individual).</p> <p>BROADLY RELEVANT: With a range spread across three continents, the Great Gray is an international creature, a global presence in keeping with the diversity of Amherst.</p> <p>AMHERST EXPERIENCE: Seeing a Great Gray Owl is an extraordinary and exhilarating experience, an epiphany. Not to overreach, "extraordinary," "exhilarating" and "epiphany" are words that fit the Amherst experience as well.</p>
Purple panther	I understand that the purple panther's favorite prey animal is the purple cow of Williams.
Purple People Eater	<p>Purple is the Amherst color. There is already an amusing character design that is visually pleasing and there is already a silly song that can be sung at athletic competitions. The song, which dates from 1958, and remains popular today, is one with which most alumni are already familiar; alumni and students would enjoy singing it together. A one-eyed, one-horned, flying mascot that eats human beings is a humorous and ironic commentary on the competitive nature of sports and team names, which were positive attributes of Amherst's prior team names. The use of the term in the 1970s as a nickname for the Minnesota Vikings' vaunted defensive line is a positive athletic association.</p> <p>An imaginary monster that flies, eats purple people, and plays music is unlikely to cause offense to any of Amherst's constituent communities. The diversity of its abilities can be viewed as reflecting the breadth of talents of the Amherst community. Because of its limited character development, it does not have the baggage of a real historical figure. And it is both cute and funny, which are the most positive qualities a mascot can have. Most importantly, it would show that the Amherst community has not completely lost its sense of humor.</p>
Purple People Eater	Look it up. Can look like anything and its purple.
Purple People Eaters	Based on the song from the early days of Rock N'Roll, it has a generally comic upbeat feel to it. It would allow for the artistic creation of an image of the monster (wearing a Purple A) and likely a costume. It comes with a catchy tune that most likely is not copyrighted. And most importantly, the monster is both purple and eats purple people - a paradox until you figure out that the Amherst teams (purple in color) eat/beat the purple people of Williams!
Purple People Eaters (nickname "Purple Peeps")	Plays off our primary school color, calls to mind the athletic dominance of the Minnesota Vikings circa 1970s, and results in a whimsical nickname, the "Purple Peeps."
Purple Pines	Purple Pines: Like the pine trees, except purple.
Purple Pioneers	Is unisex; captures our spirit and geographic location in the Pioneer Valley; and incorporates the pride we have for our color and all of its symbolism: creativity, balance, dignity, royalty, etc. And it is alliterative, which is pleasing to the ear!
Purple Pioneers	

Purple Poets	An obvious nod to Emily Dickinson, Robert Frost, and Amherst's strong tradition of literature and poetry.
Purple Poets	This blends Amherst's signature purple color with the strong legacy of Emily Dickenson and Robert Frost. The mascot would allow for easy costuming and depicts the academic and creative interests of the school and community. It is decidedly coed. No other school in the country uses this as their mascot.
Purple Poets	Purple is a school color. Two famous poets (Robert Frost and Emily Dickinson) are closely associated with Amherst. Athletic teams: Males could be referenced as "Bobs" or "Robs" and females could be referenced as "Ems"
Purple Professors	Go, Profs, Go! I don't know about you, but I'm pretty fired-up right now. Look, let's be real about this: "The Fairest College" is not, and never will be, a sports powerhouse. Sports teach us discipline, foster team-work, and allow us to clear our heads before exams. But there will be no bowl bids. Should any of our athletic contests ever make it to television, I'm thinking PBS (perhaps a documentary entitled "Colle Athletics: Let's Get Real"). I think we need a mascot that precisely and rigorously portrays the importance we at Amherst place, and have always placed, on academics. Unifying the campus and community? Check. Represent positive qualities, ideals or associations around which people can rally? Well, I should hope so. Be broadly relevant across the Amherst community, the student body and generations of alumni? I'm thinking we've all encountered professors. Be representative of the Amherst experience c history, either generally or specifically? I'm going with "generally". Work equally well for women's and men's sports teams? No problemo. Have the potential to translate a visually pleasing manner? Go to the faculty, ask for volunteers (preferably ones who can manage a game face), and dress two of them (male and female) in purple; you can't get any more cost effective. And the fight song? Need I point out that "Lord Jeffery Amherst" and "Purple Professors" each have five syllables? Why waste a perfectly good tune? Give 'em heck, Purple Profs!
Purple Puppy	Fun to cheer for, cute, not discriminating.
Purple Rain	Unique. Gender neutral. We can "rain down" upon those we compete against. Maybe we reign supreme? Good for the plants :) What's more natural and essential to life than water?
Purple Rain	We could rain down victories, reign supreme, keep our purple spirit wear, and sing Prince songs. What more could anybody want? (If you don't like that one, I think the Amherst Mountain Dogs would also be great. They're lovely, strong, gentle, and kind dogs. Very regal, which brings us back to purple.)
Purple Rain	Prince!
Purple Rain	Explanation not required.
PURPLE RAIN (or REIGN)	Collective noun for a sports team like the CRIMSON TIDE of Alabama, and intellectually analogous to other collective nouns such as a CRASH of rhinoceroses or a PARLIAMENT of owls, while paying homage to a famous artistic figure (Prince).
Purple Rain (Reign)	It represents values such as being a very prestigious academic institution based on real morals
Purple Rain and/or Purple Reign	It celebrates Amherst Purple and is fun, interesting, punny (Purple Reign), and unique! Our mascot could be a giant purple raindrop or thunder cloud/lightning bolt wearing crown.
Purple Rays	PURPLE RAYS would be the simple variant of the two above. All three play off the sun in the official college seal...all are positive in nature...all are gender-neutral...all are unique...all lend themselves nicely to purple sun sports logos...all are clever in the NESCAC tradition...all hint towards illumination - in whatever form - radiating outwards...and all speak to our broader motto of "Terras Irradiant." Could also consider Amherst Aurora, Amherst Flash, Amherst Luster or Amherst Beacons for similar reasons...but I think the Amherst Lumens or Amherst Radiance works best...
Purple Rays	Rays (and all the other suggestions listed herein), a form of light energy, evokes imagery similar to part of our motto - Irradiant. Both Rays and Sunrays are in use as a mascot, the former by a professional sports team and the latter, it appears, by a high school team in Arizona. If, however, there is a desire to be unique, I do not believe there are any mascots named Light Rays or Rays of Light or Purple Rays. Among many athletes, Lord Jeffs was often shorten to Jeffs, and Rays has the same level of punchiness to it, making the transition to, and acceptance of, a new mascot name that much easier.
Purple Reign	No gender bias. Competitive but not violent. Leverage the Amherst colors. Can use an awesome Prince song to enter the field of play.
Purple Reign	Not likely to offend; positive; play on words worthy of the school; school color
Purple Reign	Reflective of Amherst's distinguishing school color, in itself a mix of primary colors. Complementary to Terras Irradiant ("Let them give light to the worldâ€). Connotes excellence. leadership, strength, steadfastness, influence, prevailing.

Purple Reign	
Purple Reign	"Purple" plays on Amherst's most prominent school color. "Reign" speaks to the goal of every athlete to beat their competition!
Purple Reign	Amherst Purple Reign
Purple Reign	Prince pun - a pun that extends to sports color commentary: The Reign is coming down hard, now! When it Reigns, it pours! Today is gonna be a Reign Day! The Reign are gonna rain down destruction on the Williams offense....
Purple Reign	A play on victory.
Purple Reign	"Purple Reign" would be broadly appealing across generations of Amherst alumni and has the benefit of not lifting one particular person or group above others. Not quite sure on the visual pleasure, but I'm sure we could make some sort of crown or scepter on a purple background.
Purple Reign	Because we are royalty.
Purple Reign	Fight song=rain, royalty, pretty neutral
Purple Reign	Ok, let's be honest, this would be funny because of it's allusion to Prince. However, this would not be the main purpose. Amherst undergraduates are supposed to "light up the land" as "Terras Irradiant" suggests, and so Purple Reign would speak to this on two levels. For one, purple is a color of royalty. Secondly, "reign" obviously implies a sense of royalty. No, we do not wish to convey that we are better than others, but rather that we are interested in furthering the betterment of society through leadership. Royals are leaders - we are leaders as well.
Purple Reign	A crown is pretty cool.
Purple Reign	It's pretty generic and won't offend anyone but still suggests victory
Purple Sages	It includes the Amherst defining color and unites the nostalgia stimulated by 'the riders of the purple sage' with the vaunted intelligence of the Amherst student-athletes.
Purple salamander	Prof. Kannan Jagannathan suggested that the college adopt the salamander in a letter to the Daily Hampshire Gazette that was published on 4 Dec 2015. I will not repeat his eloquent, persuasive letter, but he urged readers to consider that the salamander, native to the area and endangered, had been the focus of significant conservation by local people. Indeed, embrace the salamander and add that Amherst touch by making it purple. I could imagine rather striking purple salamander costumes at games.
Purple squirrel	Purple part is obvious. Squirrels are plentiful on the Amherst campus. Works equally well for male and female teams. And, just as there was no other college or university in the country whose teams were called Lord/Lady Jeffs, I am confident that nobody else is using "purple squirrels" as a mascot. (Squirrels, maybe, but not purple squirrels.)
Purple Squirrel	Definition: Purple squirrel is a term used by employment recruiters to describe a job candidate with precisely the right education, experience, and qualifications that perfectly fits a job's multifaceted requirements. The implication is that the perfect candidate is as rare as a real-life purple squirrel.
Purple Squirrel	Amherst offers a unique education. Its colors are purple and white. And it has a lot of squirrels!
Purple Squirrel	Squirrels everywhere!

	<p>TOP 10 REASONS FOR THE "PURPLE SQUIRRELS" MASCOT NOMINATION</p> <ol style="list-style-type: none"> 1. Unique in that none other college uses the specific name (although there are variations such as the Haverford College "Black Squirrels" and the Mary Baldwin University "Fighting Squirrels" so there is some precedent 2. Gender neutral, can be used for both men's and women's teams 3. Consistent with other NESCAC college mascots (Williams Purple Cows and Colby White Mules as mascot examples with a color in the name along with the animal themes in general, Tufts Jumbos, Trinity Bantams, Conn College Camels, etc. 4. In the recruiting world, represents the perfect job candidate so the name lends itself to positive attributes and qualities 5. Cute but feisty animals those squirrels are, capable of adaption and creativity. Ever try to keep a bird feeder squirrel free? 6. Would rally and unify the campus as well as give good options for logos and a sideline mascot uniform -- think about the branding options... 7. Please, DON'T make a moose the new college mascot!!! 8. Uses purple in the mascot name. Could also be the Fighting Purple Squirrels? 9. Purple Cows versus Purple Squirrels -- nice for the Williams rivalry... 10. "Fear the Purple Squirrel!" <p>I'm sure that there are better reasons, just putting in my 2 cents with 30 minutes or less of thought. Someone else will have to add how the proposed mascot name would be "broadly relevant across the Amherst community, the student body and generations of alumni" other than maybe that there are (or were?) a lot of squirrels on the college campus when I attended LOL</p> <p>Good luck and have fun in the selection process!</p>
Purple Squirrels	There are squirrels everywhere on this campus. Some of them are purple!
Purple Squirrels	Purple Squirrels: continues to honor our school color of purple, while also paying homage to our furry little friends who frequent the freshman quad.
Purple Squirrels!	It just sounds cute!
Purple Stallion	Great animal that is associated with competitiveness (great for inspiring school pride at athletic events) and is non-controversial; strong; beautiful; elegant
Purple Stars	"Star" is composed of letters from "Amherst." Stars represent many positive qualities, including energy, excellence, goals and dreams, hope, light, brightness. Purple connects this mascot more closely to Amherst. This could be easily translated onto sports uniforms and Amherst paraphernalia. I do not know of any other meaning for a purple star.
purple sun	Terras Irradiant
Purple Suns	It's on the seal already. It represents Terras Irradiant, reaching for the stars, warmth, energy, life.
Purple Tide	If the Crimson Tide is good enough for the U of Alabama, the Purple Tide will do for Amherst. I don't think it will offend anyone.
purple tide	
Purple Tide	Rolldamntide
Purple Tide	Roll Tide go bama (i mean amherst)
Purple Tide	We're a rush of people that no one can stop. Roll Purp!!
Purple Tide	
Purple Wave	I like it.
	Mascots are generally used for athletic competitions.
Purple Wolf	Williams - whose mascot is the cow - is Amherst's chief rival.
	The major predator of cows are wolves.
Purps	
Pussy cat suffering post traumatic distress	A pussy cat illustrates the College's relationship with its students and the academic world at large. Pussy cats also lack any principles. PTD and the typically short life of a cat demonstrate the College's new historical perspective and its rejection of those parts of its past that it finds inconsistent with the more enlightened standards of the present.

Quarks	<p>Thanks for setting this up. I'm glad you're involving all Amherst stakeholders in this endeavor. I've outlined a few thoughts below, but would be happy to help with the selection / refinement process down the road.</p> <p>With a mascot, we get two opportunities to represent the ideals of the college- the symbol and the name. Separating the two (as opposed to "Amherst Direwolves") makes easier to cover the broad mandate we've set. Also, it gives us an opportunity to create a (perhaps currently non-existent) hybrid as the symbol itself.</p> <p>I think we should stay away from humanoid symbols, as any such mascot would lead to identity issues in the student body. Also, animate symbols trump inanimate objects : far as sports rallying symbols go. That leaves animals and mythological creatures.</p> <p>I see Amherst as a place where global leaders of the future can grow together as they figure out their roles in the world. The student body is united in academic excellence, rational outlook, and a pioneering spirit; but we are diverse in terms of socio-economic backgrounds and political perspectives. The ideal Amherst student has the ability to take charge when asked, but works well in teams. From a historical perspective, it would be nice to have a mascot that reflects on our "Terras Irradiant" motto.</p> <p>Based on these thoughts, here are a few suggestions:</p> <p>Name: Irradiants / Pioneers (nod to Pioneer Valley and the founders' path to Amherst) / Lightbringers (yes, despite the connotation) / Vanguarders (pioneers) / Quarks (never alone) / Torchbearers</p> <p>Symbol: Dragon (global myth related to light and land); Wolf (strong leader with teambuilding skills); Firefly (on the theme of illumination); Phoenix (light, reinvention); Owl: (Western connotations of wisdom); Chimera (combination of any of the above; or any non-moose combination that makes sense); Ravens (travel in packs; Poe/wisdom).</p>
Quasars	<p>Quasars are among the brightest and most powerful objects in the universe, symbolic of the men and women who attend and graduate from Amherst College, and an apt image for any sports team.</p> <p>The name is inclusive--it can apply to any gender, age group, ethnic group, etc.</p> <p>Visually, it fits in with the theme of the College Seal, which contains a sunburst pattern.</p>
Rabbit	Rabbits are quick and smart and good creatures.
Radiance	RADIANCE describes the quality or state of being radiant. All three play off the sun in the official college seal...all are positive in nature...all are gender-neutral...all are unique...all lend themselves nicely to purple sun sports logos...all are clever in the NESCAC tradition...all hint towards illumination - in whatever form - radiating outwards...and all speak to our broader motto of "Terras Irradiant." Could also consider Amherst Aurora, Amherst Flash, Amherst Luster or Amherst Beacons for similar reasons...but I think the Amherst Lumens or Amherst Radiance works best...
Radiance	"Terras Irradiant" has been often ignored as our motto, but it can be an inspiration for a more contemporary moniker
Rainbow Squirrels	The colors of this mascot are obviously all-inclusive. The squirrel is a smart, fast, trusting, and diligent animal. Truly, this would be a great symbol for Amherst College Athletics. Vote Rainbow Squirrel in November!
Rampant Lion	DKE includes in their images and pins a rampant lion. Maybe this or some parallel would be a good choice.
Rampant Squirrels	<p>I don't know. Everybody likes squirrels. Especially rampant ones. They offend no one (except dogs, for some reason). Amherst has a lot of them. And Emily Dickinson honors them in her poem, "Nature, the gentlest mother" :</p> <p>"In forest and the hill By traveller is heard, Restraining rampant squirrel Or too impetuous bird"</p> <p>Well...you asked.</p>
Rangers	In recognition of the beautiful Holyoke Range that provides the main scenic backdrop to the college.

raven	The raven fits within a historical and scientific story unique to Amherst College; contains no bias relating to gender or culture; and in fact resonates with both First Nations culture and New England tradition. Early in the 1800s, farm boy Pliny Moody of South Hadley discovered fossil footprints, declared by a local religious authority to be the track of Noah's Raven. Professor Edward Hitchcock, pioneer geologist, minister, and third president of Amherst College, acquired this specimen and many others from the Triassic of the Connecticut Valley, and published the first studies of dinosaur and other tracks (birds are now known to be living dinosaurs). Learn more of the story at the Benesky Museum.
Raven	Intelligent, mischievous, creative animals. Travel in groups/social and cooperative, cover vast areas. Omnivorous like an Amherst student's social/intellectual interests? *also not too common as a mascot Sources: http://io9.gizmodo.com/5969515/corvids-the-birds-who-think-like-humans http://www.huffingtonpost.com/2014/02/06/crow-smartest-bird_n_4738171.html http://mentalfloss.com/article/53295/10-fascinating-facts-about-ravens
Ravens	Amherst Ravens rolls off the tongue well.
Ravens	Ravens are very intelligent, and are quick, agile and acrobatic flyers. They are strong and can fly long distances. They are great communicators and share food using knockin' calls that carry for miles to alert other ravens. When adolescents they are social birds gathering together in trees to roost. They mate for life and are very loyal to their own families. They are great parents and teach their young to find food and navigate the world. Ravens were thought to be gone from Massachusetts for some time but have returned and now can be found in increasing numbers across the state. None of the other NESCAC teams already have the Ravens as a mascot.
Ravens	
Ravens	They are fun/cute.
Ray	Amherst College was founded on the idea that students, faculty, and alumni would actively work to "bring light to the world" by spreading knowledge. A mascot that echoes this founding ideal would serve to unify both the campus and the larger Amherst community, no matter the year of graduation. This mascot would not just capture one moment in time, as sun/ray imagery has been associated with the college since the adoption of the "Terras Irradiant" seal in 1825. It represents the positive quality of fostering the best and brightest of ideas, both in ourselves and in others. There is no gender imbalance in sports teams called the Amherst Suns, the Amherst Rays, or the Amherst Stars. These mascots are not overly popular: nationally, there are only two Suns (Cedar Valley College Suns, Arkansas Tech Golden Suns); three Stars (Oklahoma City Stars, Stephens Stars, Illinois-Springfield Prairie Stars); and zero Rays. Any of these mascots has the potential to be visually pleasing.
Rays	College seal image
Rays	It's derived from the College Motto, Terras Irradiant, and I think it meets all the stipulated criteria. In particular, I think it "represent[s] positive qualities [and] ideals", as it underscores the College's goal that its graduates go forth and become positive influences, through their knowledge and character, in the wider world.
Rays	I think it would be really great if we could come up with a wonderful mascot that evokes the LIGHT that is in the college motto and seal and that we hope we are spreading across the land! The Rays, is one choice, but I am sure there are others that our great alumni will suggest that embody that same spirit. That is the kind of mascot I favor. Good luck and thank you for your service to the College! Laura
Rays	For a college whose motto is "Terras Irradiant," Rays are a logical extension of its existing brand. Indeed, there is even a sun with projecting rays of light in the college seal. I worth noting that Major League Baseball's Tampa Bay Rays ceased to be the Devil Rays in favor of one that leaned toward the sun's rays. Rays are obviously not gender specific, this mascot would be applicable to all teams--male, female and coed. The various college seals over the years provide abundant raw materials for a logo. I believe there may also be Glee Club songs related to "Terras Irradiant" that might be repurposed to replace "Lord Jeffrey Amherst."
Rays	Terras Irradiant
Rays	Rays (and all the other suggestions listed herein), a form of light energy, evokes imagery similar to part of our motto - Irradiant. Both Rays and Sunrays are in use as a mascot, the former by a professional sports team and the latter, it appears, by a high school team in Arizona. If, however, there is a desire to be unique, I do not believe there are any mascots named Light Rays or Rays of Light or Purple Rays. Among many athletes, Lord Jeffs was often shorten to Jeffs, and Rays has the same level of punchiness to it, making the transition to, and acceptance of, a new mascot name that much easier.
Rays	"Terras Irradiant" has been often ignored as our motto, but it can be an inspiration for a more contemporary moniker
Rays	An extension of the motto - terras irradiant. We (both athletes and students) will be the Rays that bring light to the world.
Rays	"Rays" -- no explanation needed, and would suggest any other submissions that come to you with an explanation/justification are probably not inspired enough for the community to rally around.

Rays	Rays, as in rays of light, as in Terras Irradiant. The rays of the logo/Amherst seal and motto. Let them enlighten the lands. It is positive, applies to both men's and women's sports teams, and has a direct tie to the college.
Rays	Terras Irradiant
Rays of Light	Rays (and all the other suggestions listed herein), a form of light energy, evokes imagery similar to part of our motto - Irradiant. Both Rays and Sunrays are in use as a mascot, the former by a professional sports team and the latter, it appears, by a high school team in Arizona. If, however, there is a desire to be unique, I do not believe there are any mascots named Light Rays or Rays of Light or Purple Rays. Among many athletes, Lord Jeffs was often shorten to Jeffs, and Rays has the same level of punchiness to it, making the transition to, and acceptance of, a new mascot name that much easier.
Rebels	Clearly Massachusetts has provided fertile ground for revolutionary change in America. In particular, Amherst and Western Massachusetts boast a long history of culturally significant rebellions, from Daniel Shays' famous armed revolt against the economic exploitation of local small landholders to Henry Ward Beecher's fiery oratory against slavery and the oppression of women. At Amherst we celebrate the story of the College's rebellious 1821 foundation through a schism of the Williams College faculty, and v cherish the intense athletic and academic rivalry this secession ultimately spawned. Finally, Amherst students of every generation have channeled this spirit of rebellion against what they perceive as an unjust status quo, including last year's famous (or infamous, depending on your viewpoint) Amherst Uprising that helped fell our old masc Lord Jeff. Ironically, the Amherst Rebels thus unite us by embodying our proud tradition of impassioned dissent and respectful disagreement.
Rebels	2 syllables is good for cheering, no image associated with it, relates to history of MA with the American Revolution
Red Foxes	Foxes are smart, fast, curious, wily, and curious. Also attractive. I suspect there are still foxes in the wooded areas around the town of Amherst--or at least there have been the past. "Go foxes" or "Go Red Foxes" would make good cheer. I think it would be highly desirable if the new mascot could be worked into the music of :Lord Jeffrey Amherst--really a great song!
Red Maple tree	What was strikingly representative of my experience at Amherst was the fall colours. This tree or perhaps its colourful leaf will fill in that role. It is pleasing to look at and should inspire our sports teams.
Red Tailed Hawk	Frequently live on or near campus; Beautiful, would look great as a logo or a costume; Associated with traditional mascot qualities such as strength; Ungendered; Not overly specific, can be unifying for the whole community - everyone has seen a hawk flying over campus.
Red Tails	Red tail hawks can be found in the bird sanctuary, so they're native to this area. In Native American folklore, the hawk is believed to be in a continuous fight, protecting people from the evil spirits of the air and is closely associated with forces such as rain, wind, thunder, and lightning and sometimes referred to as 'thunderers'. According to Iroquois legends and myths, the 'Thunderer' was armed with a mighty bow and flaming arrows.
Red/Grey/Purple Fox	They're all somewhat badass/cool animals that are native to Massachusetts that I think athletes, non-athletes, and alumni could potentially gather around. You could potentially put "purple" in front of some of these animals and create some fun fictional purple animal (Ex: the Purple Fox). Please, no humans for mascots.
Redskins	In order to alleviate the abuse perpetuated by our former racist symbol Lord Jeffrey, I suggest this gender-neutral mascot in an attempt to right some wrongs of the past and reduce the effect of micro-aggressions in our current socio-political climate. Simultaneously, a strong and intimidating redskin mascot will remind the public of the legacy of the powerful American Indian who indigenously inhabited this great land before Jeffrey Amherst and his dastardly colleagues. Squanto, for example, was a prominent indigenous American who dwelled in our beloved land of what we now proudly call the Commonwealth of Massachusetts. As Washington Redskins owner Dan Snyder has communicated to fans of his NFL team, the name- along with powerful imagery of their logo- is a symbol of everything they stand for, "strength, courage, pride, and respect qualities no student of Amherst past or present could possibly disagree with. As we approach Thanksgiving let us rid any and all evidence of Lord Jeffrey Amherst, and replenish our politically-correct thirst by honoring people like Squanto with a fresh and worthy mascot. Go 'Skins(!)!
Red-tailed hawk	They always nest in the Fayerweather fire escape, so they support the arts (and are supported by them). Plus, raptors are fierce, interesting, and great predators, befitting sports teams. (Also Prof. Ethan Temeles used to tell a story about one of the hawks picking off a student's illegal pet bunny, so they're... ecologically important? The way he tells it, it's an entertaining story.)
Red-tailed hawk	They're all somewhat badass/cool animals that are native to Massachusetts that I think athletes, non-athletes, and alumni could potentially gather around. You could potentially put "purple" in front of some of these animals and create some fun fictional purple animal (Ex: the Purple Fox). Please, no humans for mascots.
Regulators	Recalls the spirit of the local Daniel Shays rebellion with its refusal to accept an unfair status quo and instead stood up for ideals held by their leader Daniel Shays and his followers, the Regulators. The rebellion ultimately had an important impact on the early development of the U.S.
Reindeer	It's cold
Renegades	It is a nod to the (largely apocryphal I believe) founding myth that students, faculty (and library books) defected from Williams College to found Amherst.

Retired Hampshire Sheriff Robert J. Garvey	God save the Commonwealth of Massachusetts.
Revolution (The Amherst Revolution)	Speaks to both history and changes occurring now. Remember Prince and the Revolution? A winning team would have a Purple Reign.
Revolutionaries	Amherst is an institution that has always been at the forefront of innovation. The mascot should represent this quality.
Reynards	Reynard is the name of a fox in medieval tales. There are already Bruins (the name of the bear) and chanticleers (the rooster). Yet no Reynards, and no foxes. We could rectify this.
Rhinos	The Purple Rhinos has a nice ring to it and would fit well for the college as it represents the toughness, determination, and seriousness of Amherst student-athletes and students.
Rhododendron	The purple-and-white rhododendron blooms between Converse Hall and College Row are one of the most beautiful sights of early summer at Amherst. They are both male and female; they are native to both the Eastern US and to Eurasia; and they come in Amherst's colors!
Righters	for the Right Whale
Riptides	
River Otter	Otters are playful, athletic, social predators. They are local to Amherst and there are survivors. They tobaggan through the snow in the woods of Amherst. They are quick, crafty and flexible. They would make a great mascot for men or women's teams. They are unique!
River Otters	River otters are adorable, ferocious, extremely intelligent, and native to the streams and rivers around Amherst. Check out otter news for more evidence
River Wolves	River Wolves- An otter, but sounds awesome
ROADIES	suggests exploration, travel, choices, adventure, away games, and not the least, a Robert Frost connection
Robert Frost	obvious, across all time he set the pace with rhyme he played as well without a net touch down basket double triple match game set
Robert Frost	Still an old white man to make the older alumni happy, but he didn't try to commit genocide, which makes everyone happy. Would give some more significance to that massive statue we have of him too.
Robert Frost	associated with Amherst, lots of options in terms of imagery, Anthropomorphic Poem telling, Snowmen
Robert Frost College	As you may know, I am one of the many alumni shocked and repelled by the discussion by the board to ditch the LJA - political correctness at its worst. I don't see how the College can retain the name "Amherst" - Emily U is one suggestion - a better is "Robert Frost College". Retaining the AC and changing the mascot is incredulous. You undoubtedly have never heard of me- but at one time I received the medal for Eminent Service - I subsequently donated the medal back to archives. I am saddened by all this, but many alumni feel the same- I have been in effect ostracized by the College, as have many other alumni. As of now I retain my feeling that I will never give one more cent to AC- that for an alumnus that chaired the Committee on Alumni Bequests.
Robert Frosted Tips	
Robin	Emily Dickenson commonly referred to plants and animals in her poetry. The robin was the bird most frequently included in her poetry. The robin heralds spring in westerr Massachusetts, and its mention has a very positive connotation. It has the potential to translate in a visually pleasing manner.
Robots	Who doesn't love a robot!
Rogues	Roguish.
Rotating charity	No set symbol but a rotating one of a cause to raise money and awareness on an issue of concern to the senior class. I think that would encourage the community of student to rally around a cause of their interest and contribute to the greater good as they see it at their time in history
Royal Purple	People already say "Purple Pride" and it's a great color that never murdered anyone
Royals	First, it is a nod to our history ("soldier of the king") and descriptive of our colors (royal purple). It is a gender-neutral term that is already utilized in sports (at current, baseball's champion Kansas City Royals), unlike some of the suggestions that were popularized when we phased out Lord Jeffrey (Frost, Moose). Other schools have done similar (Stanford, Dartmouth, Syracuse). Thank you for your work.
Royals	This is not too far from where we came from, and also isn't an irrelevant animal.
Royals	Purple is the historic color of royalty.

Royals	Still kinda like lords but more general and gender inclusive
Royals	The royals still hints towards what people did like about the Lord Jeffs, but without a specific character. It is good for both men and women's teams. The royal color is also purple which is perfect for Amherst.
Royals	
Royals	Purple is the historic color of royalty.
Royals	Because we are royalty and hold the crown of the NESCAC. It fits for sports teams and also for the student body as a whole. Also my phrase to cheer on for Amherst sports would be "Roll Pulp!"
Royals	(drawn picture of an "A" with a crown) this looks good, purple is a royal color
Royals	Purple!
Royals	Purple is the color of royalty. The crown logo would look official.
Royals	Amherst is obviously not royalty-related in a historical sense, but Amherst undergrads compose themselves well and try to "light up the land" as Terras Irradiant suggests they do. In this sense, they are leaders who are looked to, like royals.
Royals	It comments on our color Purple and the historical meaning of the color purple and how its a symbol of royalty, dignity, wisdom, and independence. The color can represent our student body as students who exemplify dignity, wisdom and independence. We view ourselves as royalty when comparing ourselves to other Nescac schools in our healthy rivalries and how we the Amherst Royals are the number one school in the conference.
Royals	sounds cool
Royals	We are purple
Royals	I think ignoring our previous unofficial mascot alienates the alumni who came before us and who wholeheartedly supported to keep Lord Jeff. The mascot "Royals" (example would be baseball's Kansas City Royals) acknowledges the college's prior mascot to royalty while touching on one of the main colors of Amherst College, Royal Purple. It also does not place a gender and is fairly inclusive.
Royals	
royals	purple = royalty, excellence, dignity, leadership Amherst top of the nescac leading the conference
Royals	Purp
royals	because we are purple!
Royals	
royals	b/c its purple
Royals	
Royals	purple is royal color
Royals	Royal purple is already our colors, plus it's gender inclusive. It also resonates with the generations of alumni.
Saber-tooth cat	If the college wants to go for an animal it should be something related to natural history and the collections in Beneski. My first thought was a mammoth but could be some other species that was studied or collected by Amherst students/faculty/collaborators (dire wolf, saber-tooth cats, cave bear, Irish elk...) These particular selections would translate well to images and don't have to be gender specific.
Sabertooth Tiger	Fierce AF
Sabrina	The lady of that bronze statue is an Amherst tradition. And she's been appearing at football games (occasionally) for many the year. I'm sure the women students would happy to have her and the men would fall in behind her like the French knights who fell in behind Joan of Arc. And who could resist the new nickname of our teams, the "Sabs"!
Sabrina	Sabrina is the Class Goddess of Amherst College
Sabrina	Everyone who has been at Amherst knows Sabrina. Rich in mystery and beauty she is loved by generations of the alumni, students and hopefully the faculty. She is unique Amherst. She should work for all aspects of the Amherst community.
Sabrina	When I was an undergrad we were all male. Now that we're co-ed, she symbolizes the beauty and unity of the college as she sits on her pedestal overlooking an original part of the campus. And she is of value, having been the object of prankster groups on and off campus, but always jealously prized and recovered.
Sabrina	There is a long tradition around the Sabrina statue- the water goddess. I think it would be wonderful to replace the Lord Jeff Mascot with something that has also been an Amherst tradition for so long. We could sing her song as well. I think it is more meaningful than a random animal mascot. Of course her reintroduction would require thoughtful finesse so that she represents the strength and dignity of all Amherst alumni while preserving the sporting fun she often inspires.
Sabrina	Long Amherst Tradition

Sabrina	Goddess of the Britons, College bronze neo-classical sculpture
Sabrina	Sabrina has been the illustrious lady of Amherst for centuries. She knows how to make an appearance and keep them wanting more.
Sabrina	There is a lot of history surrounding the appearance and disappearance of the statue. Although I do not recall the history and the significance, it is certainly a phenomenon that links many, if not all, of the classes.
Sabrina	
Sabrina	An historic symbol of the College.
Sabrina	<p>Sabrina has the historical hook of the connection with the statue (fought over by odd and even numbered classes at Amherst since 1860), the literary connection to John Milton's masque 'Comus' (1634), connections to Welsh and British mythology; as well as connections to Hindi, Punjabi from the root 'Sab' which means "everything".</p> <p>There are also more contemporary references. The Billy Wilder Audrey Hepburn/Humphrey Bogart film e.g. The TV show is not as highbrow. But all have, as their core the elusive, bewitching feminine that draws one ever onward. An apt metaphor for the lifetime pursuit of knowledge.</p> <p>It also lends itself to distinctive team names (The Sabrini, the Sabres {or the Sabereen - [from the Arabic]}, for the Men's teams and the Sabrinas or Sabrinae; for the Women's teams.)</p>
Sabrina	a traditional rallying symbol for Amherst students/classes extending back to the mid-19th century
Sabrina	Sabrina may not be well known to present students, but she has a long history. The 1921 Society was originally the Sabrina Society (I have a plaque from it). Noah Webster was instrumental in the founding of the College, a trustee from 1815, and President of the Board of Trustees when the College was founded. Jeffs was an informal name for our sports teams; it would refer well to the name of the school, Amherst College.
Sabrina	This iconic statue is uniquely tied to Amherst College. There is a long history of events tied to her comings and goings. She won't offend anyone.
Sabrina	To me, Sabrina is a mystical muse. I never saw the statue while I was a student but I noted her presence constantly. She is the guardian and the inspiration we want in our symbol.
Sabrina	Sabrina, the classical river nymph, became an icon at the College when her statue was donated to the College in 1857. She has played a distinctive (and light-hearted) role in the culture of student life since then. Amherst had a male mascot for nearly 200 years. Now, why not a female?
Sabrina	<p>If we aren't going to be the Moose, a nickname that would have fit nicely with all the other large animals in NESCAC (Polar Bears, White Mules, Jumbos, etc.), then we can match the one other supreme liberal arts college in the East, i.e., Swarthmore. Their color is dark red, their nickname the Garnet. Amethysts are resilient, purple and beautiful. Also, Amherst has a fabulous history of studying geology.</p> <p>OR:</p> <p>The Sabrina tradition goes back to the 19th century. Gender is not an issue. The name is catchy. The logo does NOT have to copy that old statue of the semi-clad nymph.</p>
Sabrina	History at Amherst; not some idiotic animal, bird or creature with no connection to the college (such as a moose, starling, etc.).
Sabrina	The Sabrina statue has a storied history and the contests over its possession are legendary. The name and symbol would be unique in that the mascot would be feminine in form. The women's teams would be the Sabrinas, and the men's teams would be called the Gentlemen Sabrinas--the reverse of the former Jeff's and Lady Jeff's. The statue could be returned to an immovable place of honor in Alumni Gym.
Sabrina	Sabrina is probably not a good mascot. But the reason I suggest her is for the importance of the larger point of picking something that is truly linked to the Amherst experience. In order to have a mascot that fulfills the above criteria of being positive, meaningful, and unifying, it is essential that we come up with something that has a special meaning for our college campus. The best place to find something like this is in our past history. It does not matter if current students do not know this history. Anything that is authentic and carried importance in the past can surely be revived for new generations. It would be a terrible mistake to choose a mascot like the proposed Moose, which is related to a silly event during 1 brief year of the college's nearly 200 year history. I urge the committee to search the college traditions to find something truly unique and special about Amherst that all students can celebrate with pride. This can be an actual tradition or object like Sabrina, or can relate to something students used to do. I found a passing reference on the internet to a mountain day tradition. If this was truly a sustained and important tradition for the college, then perhaps mountaineers could be an appropriate choice. I think if the committee holds to the above criteria, especially in regards to honoring our history and what makes our college special, then the mascot process can not go wrong. Thank you.
Sabrina	caveat: everyone should agree that Sabrina is pronounced "sa-breen-a" because otherwise it will be perpetually incorrectly pronounced. The history of the Sabrina is long and storied, entertaining and competitive, and the many thefts and pranks that make her legacy are a testament to the ingenuity of Amherst students. In a time when women are so often objects to be rated and consumed, Amherst has the opportunity to make a woman a symbol of intellect, tolerance, strength and progress.
Sabrinas	Iconic Amherst. Unique. And like the school name, no outsider will be able to pronounce it. Amusing, right?

Sabrinias	What's the matter with the Sabrinias. That was always an alternate name for the college teams.
Safe Spaces	well suited to the place Amherst has recently allowed itself to become: a bastion of hard left intolerance.
Salamander	As in the famous spotted salamander, of Cushman fame. Read about the salamander tunnel on Henry St. http://www.hitchcockcenter.org/programs/henry-street-salamander-tunnels/ The salamander is a local icon. It is handsome, virtuous and non-controversial. It would also make a great mascot costume.
Salamander	"The Jefferson Salamander is a bit slimy and slippery, but one could, and perhaps ought to, learn to love it. It is native to this area, and is on the endangered list since 2011. But globally it is in the least threatened category. The town of Amherst (until they change their name too), has done a great deal, like digging little salamander tunnels under the smaller roads in North Amherst so that the critters could cross the paths without getting crushed by cars during breeding season. The salamander which is not directly named after the slave-owning FF, but after Jefferson College, PA. What we need is a subtle cunning of the small and resourceful. Also, the costume would be really fun to wear, with its long tail and shiny, scaly exterior. I cannot imagine anyone or anything it would offend in the foreseeable future. Just imagine the possibility." -words from Professor Jagu
Salamander (aka Jefferson Salamander)	Credit should go to Noah Charney'02 whose idea I am appropriating, but quite earnestly. A protected, but not endangered, species native to the area. Represents the value of our care for nature and the environment, the traditions of Natural History going back to the Hitchcock, and by its vulnerable but resilient nature captures gentle toughness that we value. The Jefferson is after Jefferson College, PA, and so we could, if we wished use 'the Jeffs', though I would recommend 'Go Sal, Go Mandy!' I realize that I may not come across as the most serious contributor to this topic, but Belva me, I am serious enough. Good luck!
Salamanders	They are prominent local creatures. They don't offend anyone.
Sappho	Brilliant. Creative. Insightful. A woman.
Sasquatch	The Sasquatch is a mythological being said to inhabit various forests of North America, usually associated with cold environments. Aside from being tied with cold weather (just like our college!), the Sasquatch is a product of the indigenous peoples of the Pacific Northwest, a culture with a history spanning thousands of years longer than the whitewashed version our history that glorified Lord Jeff for 200 years. Another compelling argument for the adoption of the Sasquatch as Amherst's mascot is the possibility of integrating the mascot with the colors purple and white (which is much more aesthetically pleasing than a purple and white moose could ever be). Thus, the "Amherst Sasquatch" (or 'Squatches for short, Amherst 'Squatch, they all work) is the obvious choice.
Sasquatch	
Sasquatch	"the squashin' Squatches" <- the perfect catch phrase
Satyrs	Sounds classy, would strike terror if properly realized.
Schnauzers	Everyone loves our schnauzer. She is sweet, good-tempered, and adorable. Everyone wants to pet her. By choosing a schnauzer as a mascot, we'll be saying that Amherst a "safe place," full of love. It's a lot better than having a dreaded predator represent us. Think about it...
Scholars	It's non-gendered and describes the singular quality most common to all current attendees, the faculty & the alumni.
SCOTISH TERRIER	I LIKE THEM
sea otter	They're adorable!
sea star	sea star - there is a purple variety, great image for side of helmet/front of hat/etc., it's a star, what more needs saying?
Sentinels	Positive; guarding values; reflects colonial history.
Should not be changed	Tradition
Silent H's	There are a few reasons to rally around this mascot: (a) it leaves no doubt about how to pronounce the name of our College, (b) as an acronym, it spells 'SH,' which (i) harks back to the importance of library sciences to Amherst (JFK's speech to open Frost Library, Melvil Dewey's contributions to book organization, the 'borrowing' of books from Williams to start our own school) and (ii) would make for a particularly disquieting cheer at sporting events (to the opponent's fans: "Shhh"), and (c) it has that delightful irreverence that should be the hallmark of a good D-III mascot.
Singers	Singing college. Let's just let the acapella people perform.
Sloths	
Smallpox	Virulent. Leaves its mark. Almost eradicated, which is a good thing (but then again not in this case).

Smiling Sunburst	Amherst was founded with the hope it would be a "city on a hill" - with alumni and faculty enlightening the lands and shedding light upon the world. A smiling sunburst not only would capture Amherst's founding values, but its smile would also be welcoming to people from all walks of life. Imagine the possibilities for interpretation - environmentally friendly, supporting the potential for development, powerful, etc. Although the face disappeared from the sun in the official college seal, I believe having that face lends versatility to the mascot - allowing for an angry expression when facing off against Williams, for example.
Snow Leopard	Most mascots are animals. In the spirit of reaching out across the globe and raising awareness, I thought we might choose an endangered species. While there are, unfortunately, so many species that are endangered or critically endangered, I think either the black rhino or the snow leopard would make an excellent mascot, since they are both uniquely beautiful and fearsome. That's my two cents. Good luck!
snowbirds	
Snowflake	B cuz its aesthetically pleasing, cute, and it's cold AF here.
Snowflakes	Relates to Robert Frost's name Fits with the weather
Snowmen	Unique and Amherst is really cold
Snowy Eagles	Soaring in Athletics, soaring in academics (Frost)
Snowy Owl	While I have generally given up on a mascot, official or unofficial, I propose the Snowy Owl (the only other school I could find with an owl is Temple Univ, and theirs is a generic owl). The reasons are clear and historical. As early as the 1830's college students joined either the Athenian Society or the Alexandrian Society, both literary groups. The Goddess Athena was the Goddess of Reason, Wit and Literature. I would argue this was our first mascot. Henry Ward Beecher (statue on campus) '1834, presented a stuffed snowy owl to the College in 1862; it was placed on the shelf behind the moderator for the multitude of debates occurring on campus. The Owl still exists and is in Special Collections. Traditional, visual, male and female are about the same size and look the same, owls are monogamous, predatory but have a "bambi" appeal. https://www3.amherst.edu/library/archives/exhibitions/attic/20041202.html
Social Justice Warriors	The Amherst Social Justice Warriors will perfectly embody the current attitudes of the student body, and make sure Williams knows that we're more committed to fighting structural inequalities than they are!
Social Justice Warriors	
Social Justice Warriors	Re-claim a pejorative term for liberal arts students. Plus, warriors are pretty dope.
Social Justice Warriors	
Socials	Lord Jeffs came from a satirical song and most NESCAC mascots don't take themselves too seriously and are off-beat (see: Bantams, Camels, Ephs, Mules, Jumbos), so in keeping that theme in mind....Socials: after the Socials (RIP), and implying that the school is social
Sol the Merlin	Merlins are small, fierce falcons found in Massachusetts that use surprise attacks to bring down prey. They are powerful fliers. Medieval falconers called them "lady hawks," and noblewomen used them to hunt Sky Larks. Merlin populations have largely recovered from twentieth-century declines, thanks to a ban on the pesticide DDT and their ability to adapt to life around towns and cities, representing a positive message of recovery from environmental mistakes and adaptation to change. Merlins are energetic predators that patrol shorelines and open areas looking for their prey of small birds (and sometimes dragonflies). They fly powerfully, with quick wingbeats, pausing to glide only rarely. They also spend long periods perched in open areas, scanning for prey. The name Merlins also presents the letter MER, creating a nice repetition of those letters in the college name. Naming the mascot "Sol" pays tribute to the sun featured in the college seal, acknowledges our motto "terras irradiant," and makes the distinction from Merlin the magician of Arthurian legend.
sols	from our crest / motto - Terras Irradiant- the sun is the source of the light
some sort of literary hero or heroine!	I am sure SO many good suggestions will be sent in, so I do not have something more specific than this at the present time - BUT I wanted to thank everyone who is putting incredibly much energy into this. We send BUCKETS of appreciation!
	I like the idea of a unique but not meta-ironic-too weird mascot. So not "Tigers" or "Lions."
Something in the Beneski Museum	I like moose although I am not sure what a good connection to Amherst is. Amherst does have the dinosaur museum and bones and something could be used from that. Speaks to the geographic area, and a specialty of the College. "Dinosaurs" is not great because you want to be forward-thinking. "Dryosaurus" doesn't roll off the tongue. Maybe something in the museum with a good name and image. I also have a design comment. I think, if the mascot has a face, that it should NOT be an aggressive snarl (see, e.g. the "snarl" at http://deadspin.com/new-orleans-baby-cake-mascot-fulfills-commitment-to-th-1789024464)
Songbird	Emily Dickinson is Amherst's most famous historical resident, and she was well known for her fascination with and love of birds. In particular, songbirds such as the robins, bobolinks, blue jays, and bluebirds made frequent appearances in her poetry. And a songbird would of course be an appropriate mascot for our "singing college!"

spotted salamander	The spotted salamander is a not-quite-endangered iconic Amherst (and Northeastern) species that quickly captures the imagination. Measures Amherst has undertaken to raise awareness and protect these creatures are inspiring, including for "Salamander Crossing", a band formed from Amherst grads in the 1990's. Local, iconic, emblematic all shapes, colors, sizes and kinds have value at Amherst.
Spotted salamander	Local animal. Able to regenerate limbs that have been severed. Who else can do that?! Amherst built tunnels to help them cross the street and avoid getting run over during mating season. Uncommon mascot.
Squirrels	ubiquitous cute animals
Squirrel	Indigenous animal present at the College
Squirrel	Squirrels are the most commonly seen wild animal on campus. Male and female squirrels look the same. Historically some Amherst teams have informally used squirrels as an unofficial mascot. Animal mascots are preferable to human mascots and unlikely to have undesirable historical connotations about them unearthed in the future.
Squirrel	Whenever I see a squirrel it reminds me of the beautiful and amazing time I spent at Amherst.
Squirrel	1) Squirrels are a constant presence at Amherst, and an abiding memory post Amherst - the animal I most associate Amherst with. 2) Squirrels show remarkable foresight when they bury acorns for winters to come. This a virtue that Amherst tries to instill in all its students. 3) Squirrels are not associated with any overtly masculine traits, or any other such exclusive traits, in pop culture. As such they can be equally representative of the entire student community.
Squirrel	We share their predilection for nuts. Plus, they epitomize New England, work well for women's and men's sports team, did not at any point in history participate in genocide are likely to provoke reminiscences of times spent on campus ground for alumni and are as appealing to older alumni as to current students.
Squirrel	Ubiquitous on Amherst, and one of the first things I associate with the campus. They are smart in preparing for the future and would represent virtue and alacrity as an athletic team mascot.
squirrel	
squirrel	They're cute + we have so many!
squirrel	hardworking animals tons on campus
Squirrels	Thanks to the many squirrels on campus, students have many interactions with these creatures.
Squirrels	The squirrels that populate the Amherst campus mean different things to different people. For some they are a source of entertainment. For some, annoyance. For some, sheer terror. However, if there is one Amherst experience that any alum from any generation can relate to, it's bizarre squirrel behavior while walking around campus. Also the squirrel is gender-neutral, can easily be made into a good logo, and the mascot possibilities are excellent. On another note, please, ANYTHING but Moose.
Squirrels	Cheeky and fun, and they are all around campus
Squirrels	Squirrels are an adorable part of every Amherst student's campus experience.
Squirrels	They are everywhere on campus. Celebrate local animals!
Squirrels	Amherst is full of overly aggressive squirrels
Squirrels	there are a lot of them
Stag	resident of Amherst sanctuary; strong; steadfast
Stallion	better then Williams Cow and war like
Star	Amherst College was founded on the idea that students, faculty, and alumni would actively work to "bring light to the world" by spreading knowledge. A mascot that echoes this founding ideal would serve to unify both the campus and the larger Amherst community, no matter the year of graduation. This mascot would not just capture one moment in time, as sun/ray imagery has been associated with the college since the adoption of the "Terras Irradiant" seal in 1825. It represents the positive quality of fostering the best and brightest of ideas, both in ourselves and in others. There is no gender imbalance in sports teams called the Amherst Suns, the Amherst Rays, or the Amherst Stars. These mascots are not overly popular: nationally, there are only two Suns (Cedar Valley College Suns, Arkansas Tech Golden Suns); three Stars (Oklahoma Cit Stars, Stephens Stars, Illinois-Springfield Prairie Stars); and zero Rays. Any of these mascots has the potential to be visually pleasing.
Star Fighters	Eschew tradition, go awesome.
stars	from our crest / motto - Terras Irradiant- the sun is the source of the light
Stars	Derived from their motto, Terras Irradiant, meaning let them light up the world. Each star represents each student. Let each student light up the world.
stay w Lord Jeff	embrace history - and learn from it Old Guy - '60

Stone	Very visual. Also, a famous alum.
Story	Amherst is all about story! The story of the College, the story of the lives of each of the young people who come and journey through the halls and green spaces of this wonderful place. It would be unique and a bit different from the "animal" theme of most mascots, but the word is powerful and immediately understood by others. Embodying it would be intriguing. I think there could be an art competition to create a wonderful costume for the mascot that reflects the power of story in the 21st century and this could change each year rather than using the same costume year after year.
Student	It repeats the already dull name of the College's newspaper and emphasizes Amherst's primary focus on solid academics. At first, the name seems dull, even trivial, but that probably most people's response to the name of the student newspaper already, so newcomers to the Amherst community would soon be inured to the dullness of the name and would in time come to embrace it, as they presumably do with the newspaper's name. One major advantage of the name is that no one--student faculty, or alumni-- could object to its emphasizing the main reason young people come to the College--to study and learn. "The Student" as Amherst's mascot would be unusual, perhaps remarkable in its contrariness, a quality Amherst may want to uphold. I believe the name's very humdrumness as a mascot name is arresting. Also, it might be seen as an understated East Coast version of UC Santa Cruz's humorous mascot, the banana slug, which, in association with UC's students, is in fact not very complimentary. The Amherst 'Student' however, is complimentary as a name associated with athletes and any other student, for that matter. Amherst athletes might take the mascot name as a compliment; one might think it would make them take their studies more seriously, if that is needed. Options for logos might be a gender-neutral person with a mortarboard, a 19th-century student's oil lamp, a more contemporary architect's lamp, a computer screen, an open book (as on the College seal), or a version of Rodin's Thinker. Choosing such an obvious name as the College's mascot would be seen by some as a mild undercutting of, or ironic poke at, the very idea of having a mascot, which is most frequently associated with large public universities and professional athletic teams. Many in the Amherst community may feel the College doesn't really need a mascot at all. But since students want a mascot, why not have one that reminds everyone, including athletes themselves, of why they are at Amherst. What better way to distinguish Amherst students by calling them such proudly and boldly? Should Amherst students be embarrassed at being students? I hope not.
Students	Among colleges and universities, there is no such mascot. It would be revolutionary to proclaim that ours is a college, that our athletes are students, and that we are unique happy to be such, and to be seen as such. "Wow... we lost to a bunch of students!" I realize that this may appear to be a sarcastic post, but it isn't. The Amherst Students. A proud of it.
Students	It's non-gendered and describes the singular quality most common to all current attendees, the faculty & the alumni.
Sun	Amherst College was founded on the idea that students, faculty, and alumni would actively work to "bring light to the world" by spreading knowledge. A mascot that echoes this founding ideal would serve to unify both the campus and the larger Amherst community, no matter the year of graduation. This mascot would not just capture one moment in time, as sun/ray imagery has been associated with the college since the adoption of the "Terras Irradiant" seal in 1825. It represents the positive quality of fostering the best and brightest of ideas, both in ourselves and in others. There is no gender imbalance in sports teams called the Amherst Suns, the Amherst Rays, or the Amherst Stars. These mascots are not overly popular: nationally, there are only two Suns (Cedar Valley College Suns, Arkansas Tech Golden Suns); three Stars (Oklahoma City Stars, Stephens Stars, Illinois-Springfield Prairie Stars); and zero Rays. Any of these mascots has the potential to be visually pleasing.
Sun	The sun is the key element in the Amherst seal. It is elemental to the mission of the college. For sports teams, the sun can bring heat, it can scorch, it can burn, etc. The sun is also metaphorically shining light (knowledge, enlightenment) and giving dimension to the world we see (as opposed to night, darkness, when dimension is lacking) It also has a pleasing look. It can be rendered in purple as an alternative, and can be rendered in full or in part (e.g. like a sunrise). Sports teams might like "Hear Comes the Sun" (George Harrison)
Sun	College seal image
Sun	If we still have our motto, Terras Irradiant, why not a sun or a torch?
Sunrays	Rays (and all the other suggestions listed herein), a form of light energy, evokes imagery similar to part of our motto - Irradiant. Both Rays and Sunrays are in use as a mascot, the former by a professional sports team and the latter, it appears, by a high school team in Arizona. If, however, there is a desire to be unique, I do not believe there are any mascots named Light Rays or Rays of Light or Purple Rays. Among many athletes, Lord Jeffs was often shortened to Jeffs, and Rays has the same level of punchiness to it, making the transition to, and acceptance of, a new mascot name that much easier.
suns	from our crest / motto - Terras Irradiant- the sun is the source of the light
Suns	It matches the motto!
Suns	Amherst is about bringing light to the world.

Super Soakers	Thematic and wintery
Swifts	Middle name of first president, one who moves quickly or promptly
Swifts	Zephaniah Swift Moore was the first President of Amherst. A swift is a bird and could be rendered in a simple yet engaging line drawing. Swift also means fast, which generally is good for athletics.
Swifts	Before making my case, I wanted to note my concern that I think we are choosing a "nickname" at this point, and not a "mascot." Doing some research on America Indian nicknames/mascots, I have come understand that there is an important distinction. (For example, the U of IL is maintaining its nickname of the "Fighting Illini," though it is going to choose a new non-AI mascot.) With that in mind, I thought about what might be the smallest change for our nickname and could be embodied by many different potential mascots (which would be determined later). "Jeffer" was a person's name, as is "Swift"--the name of Amherst's first president. Additionally, it is gender-neutral and an apt quality for athletes, students, and people who want to change the world.
Swifts	The Swifts - Afer Zephenia Swift Wood
symbol of Lord Jeffery Amherst should be kept.	This symbolizes our fine traditions and heritage.
Symbol we design	I think it should symbolize empathy especially in the current climate and as a counter point to Lord Jeffery Amherst. I think an abstract symbol commissioned by an artist or multiple artists who graduated from Amherst would be meaningful but again something that signifies empathy and encourages unity. I guess that isn't really a sporty concept but I do think that is something that is in the spirit of higher education.
Table Tents	Valentine has served as the epicenter of student life for years, and the pile of informational table tents in the center of each table historically served as the literal centerpiece of this experience. Table tents are a way of sharing information in a communal and convivial setting, where we learn and reinscribe our values, nourish our bodies and culture(s), and make life-long friends. They provide a focal point for communication, creativity, and community.
Taco	
Tarantulasaurus-Flex	They would be so cool and I would make so much ca\$h off the royalties
Tardigrade	they are indestructible
Tardigrade/Water Bear	Just like Amherst, the water bear is small and prepared for all kinds of situations (tardigrades are notable for being the most resilient animal: they can survive extreme conditions that would be rapidly fatal to nearly all other known life forms).
Tazmanian devils	
telescope	Pros: History of the study of astronomy at Amherst College. Instrument for collecting, focusing clearly, and magnifying for the sake of vision--all important tasks in a liberal arts education. A representation of the power to see at a distance and therefore better to understand. An invention that symbolizes the relationship between the observing individual and the entire universe. I can imagine some amusing mascot costumes. Cons: too phallic in potential visual representations....
Terrapin	The Terrapins are native to Massachusetts many years ago. It is a mascot that is already common and there are existing designs the college could use. It is a mascot that works for both Men and Women's sports teams. It is a mascot that would go well in the Amherst community.
Terras	From terras irradiation. Sounds like terrors with Boston accent.

Terriers	<p>The name "terrier" derives from the Latin "terra," which we all know means "earth." (The dogs used to go down holes to hunt or scare out pests.) So, the name nicely reflects the college's motto, Terras Irradiant, and captures its history in a satisfying way for those of us who know the "h" is silent.</p> <p>It is quasi-alliterative: "Amherst Terriers." Perfect flow. Easy to say. Pleasing to hear. Indeed, musical ... like Amherst College itself!</p> <p>Terriers were originally kept as hunters of rats and weasels, which is similar to what our sports teams do. Now, terriers are primarily just great companions, consistent with our students, faculty, alumni, and administration.</p> <p>The name "Terriers" also satisfies all the listed criteria. Its connection to the college motto unifies the campus and larger community and consequently is broadly relevant across the community. Its service as a predator of pests on the one hand and companion of humans on the other reflects positive qualities and associations our entire community can enthusiastically embrace. Its size (small) and origin (Anglo-Saxon) reflect the size and origin of Amherst College. But its current presence in virtually every nation in the world mirrors Amherst's global reach. A "Terrier" is not gender-specific; the name works equally well for men's, women's, and coed teams. As for its "potential to translate in a visually pleasing manner," Mr. Monopoly's dog became the most loved game piece. Even non-dog-lovers such as myself prefer the terrier to the top hat or thimble. The potential translations are endless, as are the visual pleasures.</p> <p>Finally. Terriers look great in purple. Go Terriers! Enlighten the world!</p>
Terry	<p>An embodiment of the Terras Irradiant motto, I see Terry as a stylized sun or sun and book character. Wearing a big smile, it would be optimistic and cheerful, appropriate for all teams, and would link directly to an existing Amherst image/concept of the life-giving gift of knowledge.</p>
the "Desideratists"	<p>If you prefer not to be all things to all people, remember Max Ehrmann's poem <i>The Desiderata of Happiness</i> (1927).</p>
the "Frost Heaves"	<p>Driving around Western Massachusetts one sees (or at least used to) many roadside signs that say "Frost Heaves." Also, the term invokes Robert Frost's history with the college.</p> <p>I am reminded of Stanford's renaming exercise in the early '80's. My brother, who was an undergraduate there at the time, told me that in student surveys, his favorite entry was the "Steaming Manholes" because there are many of those on the Stanford campus. The "Robber Barons" kept winning among the students. I can't think of an Amherst equivalent to "Robber Barons" that I care to suggest.</p> <p>I will say I did like the suggestion in the Amherst magazine of the "Hamsters," with a silent "h," perhaps.</p> <p>Also, if we are concerned about "Lord Jeffs," ought not we consider renaming the College, not just the mascot? "Connecticut River Valley College" (CRVC), perhaps?</p>
the "St. Pauls"	<p>If you wish to be all things to all people, remember St. Paul 1 Corinthians 9: 19-23.</p> <p>Until very recently the "Lord Jeffs" fulfilled the above criteria. In the views of many, Lord Jeffery Amherst still does. However, you neglected to place the most obvious criterion for choosing a new mascot in your criteria: lack of behavior or motivation that conflicts with current thinking. Killing enemy combatants in a manner least injurious to the people under one's protection, as Lord Jeffery is reasonably alleged to have done, is a military strategy employed throughout history and in the US from its founding to the present day. That doesn't necessarily mean our community should celebrate such a thing. To the contrary, many of us alumni celebrated Lord Jeff as a bumbling, self-deprecating, failed "war hero" to serve as a reminder not to be unduly consumed by our own meager personal accomplishments. Alas, subtle celebration of irony seems to have little importance in college life today.</p> <p>It is hard to think of an individual human who has not supported an unworthy cause, at least transiently. Almost all non-human animals contribute to the deaths of others in some way. That leaves plants and inanimate objects for all of us to rally 'round. Good luck in your search.</p>
The (Purple) Mastodon	<p>At night, the illuminated mastodon stands tall and majestic in Beneski. Surely every living alum has taken a moment to gaze in awe at our mighty mastodon. An iconic image on campus, the mastodon has been standing on the grounds of Amherst College since 1854. With specimens found right in Pioneer Valley, the mastodon is local, and offers power and elegance in a single creature. The mastodon represents Amherst's toughness, love of science, attention to our history and setting, and appreciation for beauty in the natural world. The color of its coat is lost to history, so there's no reason it can't be purple. And though a peaceful herbivore, at ten feet tall and weighing eleven tons, armed with long, sharp, curving tusks, our mighty mammalian mascot could certainly overpower a cow.</p>

The [Amherst] Poets	<p>From his stony seat, Robert Frost looks across the First-year Quad toward the library that bears his name, a library that holds a pre-eminent collection of the works of the town's most cherished citizen, a woman whose home the college owns: "Emily Dickinson's father's house in America," Richard Wilbur called it. Wilbur is hardly the only prominent alumni poet. Off the top of my head I think of such variously gifted people as Joseph Moncure March, David Ferry, James Merrill, and Rafael Campo. I presume, and hope, that the tradition continues among younger alumni, men and women alike.</p> <p>Discovery and creativity have been identified as the dynamic duo of Amherst education. It is little wonder, then, that students and alumni hold poets in high regard, for poetry is emblematic of creativity. That is appropriate because the word "poet" and its relatives derive directly from the Greek "poiein," to make, to create, to produce. We non-poets can sense a connection to poetry because our own creative/productive work is communicated in carefully chosen words, too. This is so whether we are working in medicine, in economics, in physics, in sociology, in literature, or in any other field except, possibly, the visual and performing arts.</p> <p>With the foregoing in mind, it is hard to imagine any place in the world better suited than Amherst to adopt "Poets" as a team nickname, a plural mascot. It represents positive associations and is relevant to Amherst experience and history, whether one is referring to the college or the town. It is certainly gender-neutral, as the iconic Emily and Robert attest.</p> <p>"Poets" might call for the athletes to have a more robust sense of humor than would a more typical totem, although surely no more than a banana slug or a purple cow requires. On balance, a little humor seems like a virtue. Is it pushing the creativity metaphor too far to observe that assembling a cohesive team for any sport is a creative act one that recurs annually?</p> <p>"Poets" addresses the first five mascot selection criteria very well. The visual representation criterion is more challenging, but I believe it to be a puzzle soluble by minds more graphically imaginative than mine.</p> <p>Respectfully, I offer the Amherst Poets for the Mascot Committee's consideration.</p>
The ACES	<p>This builds on the Amherst College initials, AC. The word ACE, of course, has a sporting reference that makes it appropriate to teams, but more generally an ace is an expert and even, as in the expression "to ace an exam," can suggest intellectual pursuits. The military reference to a combat pilot evokes a fierce competitor. The ace of spades is the highest card in card playing and is a natural symbol of winning. It does have some less happy connotations, which could be avoided by choosing the ace of hearts as the appropriate visual symbol. Red is always a good symbol of fortitude, and the heart is a symbol of courage and romantic love.</p>
The Aces	<p>First, Ace and A signify excellence. Second, "A"s is a venerable baseball name (originally "Athletics," but changed to the simpler form years ago). Third, every AC team already has a big A on its jerseys and other paraphernalia; sometimes simpler is better.</p>
the Airbrushes	<p>This is appropriate because, like the Soviets, who simply airbrushed out of Kremlin leadership photographs those Soviet leaders who fell out of favor, those who seek to remove Lord Jeff also seek to airbrush history.</p>
The Amberst Octagons	<p>First off the history of the octagon and the power of the octagon exists very formally here on campus. Two, shapes are very inclusive, and the octagon has the opportunity to get students to join together. Plus think of all the jokes that can be made using octagons.</p>
The American Badger	<p>It won't offend anyone (unless they are a British farmer whose animals have contracted bovine TB from them...) and they are generally nocturnal creatures, like Amherst college students (just kidding - sort of). Also they are cute enough you could sell stuffed animals. Make some \$\$ for the college.</p>
the Amethyst	<p>If we aren't going to be the Moose, a nickname that would have fit nicely with all the other large animals in NESCAC (Polar Bears, White Mules, Jumbos, etc.), then we can match the one other supreme liberal arts college in the East, i.e., Swarthmore. Their color is dark red, their nickname the Garnet. Amethysts are resilient, purple and beautiful. Also, Amherst has a fabulous history of studying geology.</p> <p>OR:</p> <p>The Sabrina tradition goes back to the 19th century. Gender is not an issue. The name is catchy. The logo does NOT have to copy that old statue of the semi-clad nymph.</p>
The Amethyst	<ul style="list-style-type: none"> • It is representative of the school colors, which are probably already widely popular. • Suggests Authority, Sophistication, and Power (https://en.wikipedia.org/wiki/Color_psychology) • It is alliterative. • It is in the tradition of many other teams with color-based mascots (Harvard Crimson, Chicago Maroons, Stanford Cardinal, Cincinnati Reds, Cleveland Browns). • Amethyst Brook is nearby. • Works for both women's and men's teams. • A nice visual appearance would be a cut gemstone. • The teams could have a nickname "The Gems", which would easily replace "The Jeffs".

The Amherst 21's	<p>"The Amherst 21's" acknowledges the founding of Amherst College & the age indicated on students' Fake IDs.</p> <p>Also:</p> <p>"The Beacons of Light"- the college seal bears the college motto: "Terras Irradiant" (translated "let them enlighten the lands.") Students and alumni chose Amherst College with the goal of making a difference in the world.</p> <p>"The Amherst Infinity" or "âž" signifying everything to everyone, now and forever - presumably offending no one.</p> <p>"The Amherst Nothing" or "â..." or "[]" signifying nothing and causing no offense</p>
The Amherst Abolitionists	It's a piece of Amherst history we can all be proud of, but it also retains the quirky, unique character that was one of the better features of the Lord Jeffs. The assonance makes it roll trippingly off the tongue. It comes with a series of ready-made cheers ("Abolish the Ephs!"). The visual representation can be a replica of the Henry Ward Beecher statue.
The Amherst Active Bystanders AB's for short	Cannot offend anyone w/ active bystanders, promoting healthy campus atmosphere
The Amherst Agents	Amherst College is one of the biggest suppliers of CIA agents. They are smart and hella cool just like our students! Alliteration is cool too.
The Amherst A-Listers	The best players from the best families
The Amherst Amphiboles	<p>From the Wikipedia entry for "amphibole", we learn that "The name amphibole (Greek ἀμφίβολος - amphibolos meaning 'ambiguous') was used by René Just Haüy to include tremolite, actinolite, tourmaline and hornblende. The group was so named by Haüy in allusion to the protean variety, in composition and appearance, assumed by its minerals. "</p> <p>We at Amherst admire and want to support unity and strength through diversity, in appearance, in inner qualities and in spirit. We strive to be the Amphibole of the undergraduate world, and this mineral is an symbol of this goal. It certainly should not be offensive to any group, and work well with teams of any gender. Amphiboles are the building blocks of important rocks like granites and gabbro, which are used to construct buildings, monuments and sculptures throughout the world. It is sold, strong and diverse, and quite beautiful to look at. It has alliterative qualities like "Amherst Amphiboles", and I can hear the cheers of "Amherst Rocks!". Having a rock for a mascot is also unique, possibly in the world, as is Amherst.</p>
The Amherst Antithesis	If we can't beat 'em, we can reconcile with 'em.
The Amherst Arrows	An arrow alludes to many things. Of course, there's the weapon. But more interesting is the drawn arrow, a symbol of progress, advancement, or movement. Plus, there are visual synergies between the shape of the letter A (in Amherst) and the shape of an arrow.
The Amherst A's	It's not offensive.
The Amherst Asparagus	<ol style="list-style-type: none"> 1. green - and goes well with its deep purple accents 2. Asparagus is both singular and plural 3. healthy 4. word is of Greek origin 5. historical: Asparagus Valley (named appx. 1920's)
The Amherst Atoms	Chemistry, stem, atoms make up everything.
The Amherst Bats, a non-specific species, or the endangered Northern Long-eared Bat	Insect eating bats are important parts of any ecosystem, improving quality of life by eating tons (literally) of pest bugs every year. Much like Amherst students, bats are very social and nurturing, and spend a lot of time studying in groups in their caves. There are not many sports teams with bats as mascots, no schools that I've heard of, and there is a wide range of possible graphic style options from cute to menacing, classic to modern, perfect for team logos and uniforms. The Amherst Bats would be a unique and powerful mascot the whole community could rally behind.
The Amherst Binaries	You win some, you lose some. A sop to the STEM people.
The Amherst Blisters	Have brought down mighty armies
The Amherst Blizzard	The first snow ball fight of the year. Hunkering down in your dorm after the first big storm of the year. The rugged pioneer spirit of self reliance and never giving up, even against insurmountable odds. All reflected in a name--The Amherst Blizzard!
The Amherst Butt Bussers	In honor of the Five-College transportation system
The Amherst Calvins	For Coolidge; also a play for comped designer uniforms
The Amherst Carriers	Aircraft, infection
The Amherst College	

The Amherst College "Dicks"	Use Emily Dickinson. You could save money on that because she would be reclusive and never actually go to the games. On game days, the mascot would be required to sit mournfully in the front parlor of the house on N Pleasant street, back lit by a candle, visible to passers by but never acknowledging them. . . .perhaps with some very dirge li music being picked out on a badly tuned piano. It would be niche but I think most alumni would love it.
The Amherst College "Rangers"	Timeless and ageless and unique to Amherst: the iconic view of the mountain (Holyoke Range) to the south from atop the war memorial. Seen and appreciated by all generations passing thru Amherst, it evokes all sorts of memories of seasons/years spent at a learning and discovery institution on a hill called a College. With a possible outdoorsey caricature of a RANGER, it covers a multitude of ideas and illustrations with a good sounding name! Hence, the Amherst "Rangers".
The Amherst College Amherst Colleges	Averse to traditional symbolic representation, this mascot would allow students to go to sports games dressed as themselves!
The Amherst College Bernie Sanders's	Just ask anyone!
The Amherst College Frost	<p>Many people have already suggested this. I just want to add that there are great options for relevant slogans:</p> <p>Some say the world will end in fire, Some say in ice. From what I've tasted of desire I hold with those who favor fire. But if it had to perish twice, I think I know enough of hate To say that for destruction ice Is also great And would suffice.</p>
The Amherst College Frost	Every year at Amherst, the first snow fell in late October, and warmth never really returned until the month or so before finals in the spring semester. The New England winter is emblematic of the Amherst experience, we all went through it, (not to mention Frost Library as well.) It represents our hardiness and relentlessness. It is totally nc gendered, and I'm certain the entire Amherst community can recognize it as a part of their experience with the college. Also, can you imagine the amazing graphics that are possible, geometric snow designs, an icy blue to pair with the purple. People can also rally behind the mascot especially at hockey games or other fall or spring games that a colder. Also imagine the slogans: "frostbite," "freeze-out," etc. The mascot is intimidating, emblematic and evocative of the Amherst experience, which to me are three best qualities in a mascot so bring on the Amherst College Frost!
The Amherst College Lumina	<p>Amherst College friends: I suggest that the answer to our mascot quandary has been "shining" right into our eyes all along. A close look at our official seal reveals a radiant sun, under which our well-known motto reads "Let them give light to the world." What more synergistic mascot, then, than something luminous or evocative of radiance? A members of the AC community, it's (allegedly) our duty to fill the darkest corners of the world with the light of reason. What better mascot to symbolize this duty than light itself? "The Amherst Lights" sounds awkward, though; we need a better word. "Lumina" is plural for "lights" in latin; in English, a "lumen" is a unit of measurement for the amount of visible light an object emits. I propose "The Amherst Lumina" as our official mascot, as it keeps consistent with our seal and purported mission.</p> <p>Why not "Frost"?: 1. Perpetuates singular glorification of old, white men in a world that's increasingly awake to the injustice of this. 2. Too evocative of winter/holiday theme. Imagine all of our text being snow-capped on flyers/banners/athletic apparel, etc., like some kind of marketing promotion for some corporate holiday sale. Painfully tacky and misplaced, especially to represent a place that's far from frost-covered during the summer months.</p>
The Amherst College Sabrinas	<ul style="list-style-type: none"> -history and lore of the statue bleeds purple -(one of the) first female college mascots -the moose (and really, any other animal mascot) is unimaginative and mundane
The Amherst College Sabrinas	<ul style="list-style-type: none"> -historical to Amherst -female mascot! -bleeds purple -statue exists

The Amherst Dickinsons	<p>Every Amherst alum probably associates the College with Dickinson and Frost. They are revered and world-famous figures to boot. And, when it comes to athletic teams, the "Amherst Poets" has an athlete-scholar ring to it, which personifies Amherst, plus it's kind of unexpected and humorous, I suppose (although not as unexpected or "terrifying" as the ... "Amherst Frostbites" rushing at you on the football field!). :-) The "Amherst Dickinsons" has the advantage of being a female mascot (are there many of those around)? [On the downside, just did a quick search and realized that Whittier College already has a "Johnny Poet" as a mascot. Oh well] [But on the upside: Just imagine if the new College song could comprise of select uplifting verses from their poems that tell a good "Amherst" story -- e.g. Frost: "Two roads diverged in a wood, and I—</p> <p>I took the one less traveled by, And that has made all the difference." Or Dickinson: "We never know how high we are Till we are called to rise; And then, if we are true to plan, Our statures touch the skies!"] So there you have it.</p>
The Amherst Drones	Unmanned menace; a nod to P.G. Wodehouse
the Amherst Emily Dickinsons	<p>How cool would it be if we became the Amherst Emily Dickinsons? Very cool.</p> <p>The Belle of Amherst brought joy and beauty to the city, she's a cultural landmark of talent and intellect, and she comes with a widely known, positive reputation that was achieved with merely her mind.</p> <p>Imagine the boost to school spirit that would result from exchanging small pox-infected blankets for the pen of a great poet. That's what dumping Lord Jeffrey Amherst and adopting Emily Dickinson would do. Plus, think of the kick-ass feminist cred that naming our school after a woman would supply -- a peaceful woman at that -- such a welcome respite from all the macho b.s. we see both at the college and in our current sports culture.</p> <p>Dickinson wrote: "The Brain" is wider than the Sky." An out-of-the-box mascot like her would make a statement -- a truly positive one. And, hey, just think how fun the college's "mascot dress-up" parties will be with her early American image at the helm.</p>
The Amherst Endowment	Bigger than you think
The Amherst Footprint	<p>The Amherst Footprint is an arresting, memorable, multi-meaning mascot.</p> <p>It's historical reference is to former Amherst College President Edward Hitchcock's discovery of dinosaur footprints in the Pelham Hills, the Connecticut River Valley and elsewhere. The world's largest collection of dinosaur footprints is at the college, a beautiful and important resource.</p> <p>The name implies that Amherst College has left--and is still leaving--a mark on the world. It suggests an open-ended and unpredictable journey--the product of an education that will last a lifetime.</p> <p>A footprint is a generic mark as well as an idiosyncratic one. It therefore represents both the college as a whole and the individuality of each of its members.</p> <p>What the mascot's image should look like is a big question. A dinosaur footprint? A dinosaur footprint with a human one next to it? Multiple footprints suggesting a man and a woman walking? Whatever is chosen as the "official" version, such a mascot opens the door to variants--serious and humorous--suitable to many occasions. A footprint is a mascot with a thousand faces.</p>
The Amherst Freethinker	<p>In part a tribute to noted alumnus Henry Ward Beecher, "who in his later years was as close to a freethinker as a man could get and still be a member of the clergy," the Freethinker underscores Amherst's devotion to liberal arts and connects the athletic field to the classroom. It also honors the faculty who left Williams to found Amherst so they could engage in freer thought.</p> <p>The Freethinker embodies the life of the mind and the increasingly open and diverse student body that brings new attitudes and ideas to the campus and the world.</p> <p>It is gender-neutral, can be portrayed a number of ways, and would be distinctive on the sports pages ("The Amherst Freethinkers trounced the Ephmen.")</p>
The Amherst Frost	evokes poet Robert Frost, but also cold New England winters. I imagine logos with icicles and what-not.
The Amherst Frost	<p>Great American Poet College History It gets cold in New England Lots of potential with ice for fierce, competitive imagery</p>

The Amherst Frost	Referring to ice crystals and to Robert Frost. Alabama has the Crimson Tide - Amherst could have the Frost.
The Amherst Frost	This suggestion was made to me by Ben Pollack, Class of 2016. I thought it was a great idea because of the connection to Robert Frost. It's intellectual while still being fierce and recalling the cold Western Mass winters. I think a possible alternative could be the Purple Frost to bring in the school color -- similar to NYU's The Violets.
The Amherst Frost	Many have already suggested this - it sounds cool (literally!), and makes so much sense for obvious reasons - even better than the Miami Heat
The Amherst Frost	The Frost is a good mascot for Amherst for all the same reasons that made naming the library after Robert Frost a good thing for the college. The library has stood at the center of the campus and at the center of the Amherst experience for generations of alums. The library embodies the positive values espoused by the Mascot Committee and the use of its name for a mascot would amplify college's commitment to those values. Additionally, the Frost is gender neutral and should be readily translatable into a pleasing image. Finally, the Amherst Frost has a cool ring to it.
The Amherst Frost	Reasons: 1. Amherst's longstanding relationship to the greatest American Poet of the 20th century. 2. Chilly memories of going to 8 o'clock class. 3. What we did to Williams in football 1964-1966. Attached 1965 Amherst Football Statistics.
The Amherst Frost	Has a double interpretation: 1. Named in honor of the poet and former Amherst prof. Robert Frost 2. Could also be interpreted as indicative of the cold, long New England winters the college endures.
the Amherst Frost	references Robert speaks to our love of literature acknowledges our geographic climate no gender or ethnicity could be well represented graphically
The Amherst Frost	Robert Frost was a professor at Amherst for 24 years and is incontrovertibly one of our nation's greatest poets. It's Amherst-relevant, works for male and female sports teams, and maybe students who aren't athletes will be excited about the reference as well.
The Amherst Frost	I think it sounds ominous and proper for the weather we have.
The Amherst Frost	The Frost (always collective, like "the Crimson Tide"; never "the Frosts") would unite Amherst students and alumni around an experience common to all: that of Amherst's beautiful yet unforgiving winters (with which all sports seasons at least partially overlap). The name also alludes to a beloved figure in Amherst's history, Robert Frost, whom we already have a statue of and library named after. The Frost could be personified by any mascot that embodies the primordial forces of nature associated with harsh New England winters. One option discussed on the Facebook page for The Amherst Frost (facebook.com/theadherstfrost), which is currently liked by 427 students and alumni might be a Frosty the Snowman type character, who could either be a genderless snowperson or have a snowwoman counterpart. The snowperson could even be called Frosty if it doesn't infringe any intellectual property. I originally proposed The Frost back in 2013; it's still relevant today, and will be for years to come.
The Amherst Frost	What a gorgeous, unifying, 100% uniquely Amherst mascot - the Frost. Not gendered, not divisive. No controversies surrounding it not technically being an animal that lives the immediate radius.
The Amherst Frost	We can have cool logo gear for teams with a like windy/icy frost trailing off the A. And of course our history with Robert Frost
The Amherst Frost	A defining characteristic of living in Amherst (college or town) between September and May is the snow and ice. We brave it proudly and frolic in it, savoring our changing seasons in a way that California or Florida cannot. A defining figure in Amherst history is Robert Frost, whose teaching and writings have been memorialized in our library and statue. The concept of frost is not particular to any identity group (and would work equally well for men's and women's teams); it unites us all. The Frost will intimidate other teams and sound cool (haha) like the Miami Heat. With an icy snowflake or an icicle as the visual, and purple lettering with fashionable white icy trim, we would present ourselves impressively. Frost is also versatile: at a jovial event, it could be portrayed as a snowman or an ice cube (always with purple accents). Imagine the chants: "What's cooler than being cool? ICE COLD!!" Several comments here support the Amherst Frost: www.amherst.edu/campuslife/aas/announcement
The Amherst Frost	Its a double entendre for Robert Frost and the cold weather we brave everyday.
The Amherst Frost (An ice cube or snowflake wearing purple)	A play on Robert Frost It's cold here Purple

The Amherst Frostbites	<p>Every Amherst alum probably associates the College with Dickinson and Frost. They are revered and world-famous figures to boot. And, when it comes to athletic teams, the "Amherst Poets" has an athlete-scholar ring to it, which personifies Amherst, plus it's kind of unexpected and humorous, I suppose (although not as unexpected or "terrifying" as the ... "Amherst Frostbites" rushing at you on the football field!). :-) The "Amherst Dickinsons" has the advantage of being a female mascot (are there many of those around)? [On the downside, just did a quick search and realized that Whittier College already has a "Johnny Poet" as a mascot. Oh well] [But on the upside: Just imagine if the new College song could comprise of select uplifting verses from their poems that tell a good "Amherst" story -- e.g. Frost: "Two roads diverged in a wood, and Iâ€”</p> <p>I took the one less traveled by, And that has made all the difference." Or Dickinson: "We never know how high we are Till we are called to rise; And then, if we are true to plan, Our statures touch the skies!"] So there you have it.</p>
The Amherst Glacier	<p>Mighty Glaciers shaped Amherst's foundations, just as an Amherst education lays the foundation for a life well lived. The effects last well beyond individual lifetimes. Glaciers are solid but exist in a state of transformation, moving from water to ice and back again as the times demand. Even after they disappear, Glaciers leave a legacy, evidence of how they shaped the current terrain. While they're here, Glaciers evince awe-inspiring strength and immutability, yet we know that how we tend to their global environment affects their future course, and ours. Glaciers are gender-neutral; the visual depiction of the mascot should look neither male nor female, so that it represents the entire student body.</p>
The Amherst HAMSTER	<p>No one can be offended. Does not require a change in the official Amherst colors. The HAMSTER can be a purple and white hamster. Easy to design a costume. Gender neutral. And most important, there is no need to change the letters. Just rearrange them slightly. I have already done it with one of my old car window decals (photo upon request). This saves a ton of money for the College and those alumni who have saved up decals for new cars, children and grandchildren.</p>
The Amherst Hamster	http://amherststudent.amherst.edu/?q=article/2016/02/10/consider-hamster-amherst%E2%80%99s-new-mascot
The Amherst Hamster (leading 'H' is silent)	This was an excellent submission from someone, possibly in the alumni magazine. Reasons in favor 1. Excellent use of a silent 'h'. 2. Anagram for Amherst. 3. Helpful reminder not to take ourselves too seriously.
The Amherst Hamsters	See Professor George's article on it. Of note, hamster is an anagram of Amherst. Plus, the Amherst Hamsters has some nice assonance going on!
The Amherst hAmsters	The name. It's legit. Obviously the H is silent.
The Amherst Hawks	Red tail hawks can be found in the bird sanctuary, so they're native to this area. In Native American folklore, the hawk is believed to be in a continuous fight, protecting people from the evil spirits of the air and is closely associated with forces such as rain, wind, thunder, and lightning and sometimes referred to as 'thunderers'. According to Iroquois legends and myths, the 'Thunderer' was armed with a mighty bow and flaming arrows.
The Amherst Hills	Captures the beauty of the region. Not gender based, and unique.
The Amherst Indigenes	Everyone is at home at Amherst.
The Amherst Johnsons	In honor of the Chapel
The Amherst Keggers	The game is a necessary condition for the post-game.
The Amherst Liberals	'Nuff said
The Amherst Light	not associated with any person
The Amherst Lottery Winners	In honor of Shirley Jackson and the power of plain, dumb luck
The Amherst Mammoth / Amherst Mammoths	<p>Outside the fact that a mammoth mascot is unique and Amherst Mammoth is a pleasure to say, mammoths relate to the (ancient) history of the area and the College. They' also delightfully appropriate for competitive teams, as they're large and intimidating creatures without being aggressive. I could easily see a Amherst with a purple mammoth mascot.</p> <p>https://www.amherst.edu/visiting/amhcams/skeleton_movie/node/19138</p>
The Amherst Mascot	What makes "what makes this is a good mascot for Amherst?" a good question?

The Amherst Monopoles	Professor David Hall's creation of "synthetic magnetic monopoles" in a Bose-Einstein condensate (published 2014) was a triumph of hard work in the hard sciences at Amherst. Professor Hall, Amherst class of 1991, represents a link between alumni, students, and faculty. The graphic possibilities are sound, and the intellectual importance of an experimental realization of Dirac monopoles is profound. A monopole is a single magnetic pole, a lodestar if you will, an axis unpartnered, unrivaled, whose field lines originate but never terminate, suggesting boundless force, unopposed energy, strength. A graphic image of a monopole would work well as an echo of the illuminating, radiant sun found on the college seal.
The Amherst Oudens	In a small 1896 volume of assorted reminiscences, poems, photos, songs and what have you with the unlikely name "An Amherst Book," I found this passage in a piece titled "Amherst Fifty Years Ago" by a member of the Class of 1846. In 1845 there were but two secret societies at Amherst - Alpha Delta Phi and Psi Upsilon. Delta Kappa Epsilon was introduced in 1846, and Delta Upsilon in 1847. The non-society men were in the majority, and in 1846 they formed an anti-secret society, whose motto was "Ouden adelon" (nothing secret). A Psi Upsilon man wittily perverted this, by a slight metathesis, into "Oudena delon", which he rendered in the vernacular as "evidently nobody." The members of this society were familiarly known as "Oudens."
The Amherst Owl	Owls are smart, good looking and literary. They are associated with wisdom and the ability to see the world all around them. They are also on top of their food chain, and from a sports perspective are strategic and dangerous. And bookish. The best owl is the bard owl.
The Amherst Owls	An owl is a powerful bird which makes for an appealing visual mascot. Also, an owl is colloquially known as "wise," so it is appropriate for an elite college of superb students faculty, and alumni.
The Amherst Pines	We have a lot of nice trees! Nature is good, brings people together.
The Amherst Pioneers	Pioneers. Refer to Dwight Poler's synopsis of the definition and appropriateness of the Pioneer in the Pioneer Valley.
The Amherst Pioneers	Here are just a few reasons why "The Pioneers" works well for Amherst: the college is in the Pioneer Valley; women who first attended the college were pioneers at a formerly all-male institution; Amherst is a pioneer in liberal-arts education and diversity initiatives; Amherst was a pioneer in the field of neuroscience, offering the first undergraduate program in the nation; Amherst encourages its students and its graduates to be pioneers in their fields of interest and in the world; aka, Terras Irradiant.
The Amherst Pioneers	True to the college's history of fostering innovators (scholars, artists, scientists, politicians, writers, astronauts, and other leaders), as well as to the historic accomplishment of the college itself (first intercollegiate baseball game, first unde PS...re: my earlier post. Clearly I did not compete in women's intercollegiate athletics. :) That said, ironically, the name may be about to become available again.... http://www.smithpioneers.com/news/2016/4/1/general-smith-college-athletics-to-undergo-rebranding.aspx?path=general
The Amherst Pioneers	Being in the Pioneer Valley was a big part of the identity and experience of Amherst student life, nestled in the gorgeous setting it is. Lord Jeff was a pioneer, so this will call back to that legacy but in a more positive way. The academic philosophy and the impact Amherst students have on the world is truly pioneering, so I believe this would be an inspiring and appropriate mascot.
The Amherst Poets	Every Amherst alum probably associates the College with Dickinson and Frost. They are revered and world-famous figures to boot. And, when it comes to athletic teams, the "Amherst Poets" has an athlete-scholar ring to it, which personifies Amherst, plus it's kind of unexpected and humorous, I suppose (although not as unexpected or "terrifying" as the ... "Amherst Frostbites" rushing at you on the football field!). :-) The "Amherst Dickinsons" has the advantage of being a female mascot (are there many of those around)? [On the downside, just did a quick search and realized that Whittier College already has a "Johnny Poet" as a mascot. Oh well] [But on the upside: Just imagine if the new College song could comprise of select uplifting verses from their poems that tell a good "Amherst" story -- e.g. Frost: "Two roads diverged in a wood, and I I took the one less traveled by, And that has made all the difference." Or Dickinson: "We never know how high we are Till we are called to rise; And then, if we are true to plan, Our statures touch the skies!"] So there you have it.
The Amherst Poets	Dickinson, Frost, Merrill, Wilbur, etc. -- what represents Amherst (College and town) better than its poets?
The Amherst Poets	This connects the college and the town--Emily Dickinson lived in Amherst but didn't go to the college, while Robert Frost, Richard Wilbur, and Stephen Mitchell studied or taught at the college. Furthermore, Amherst's Folger Library centers on Shakespeare. The famous poets are both male and female, while newer Amherst poets come from every background. We even have a 2016 first-year seminar called "Amherst Poets." The silhouettes of Frost and Dickinson which are already in town could be used on outfit while people could dress in time-period appropriate outfits to get into the spirit. Our college can defiantly celebrate poets, which American society generally derides as economically useless but we recognize as cultural treasures.

The Amherst Poets	<ul style="list-style-type: none"> -Gender neutral -Relevant to the history of the College and the town -Poetry never massacred anyone -Reciting verse>creepy mascot costume
The Amherst Pride	Because it reflects the newer age of Amherst, where we are proud of every student and faculty member.
The Amherst Purple	<p>It unifies. It doesn't offend anyone.</p> <p>It represents Amherst.</p> <p>It works well w/men's and women's sports.</p>
The Amherst Purple (a nickname, not a mascot)	While this doesn't lend itself to an actual mascot, becoming THE official purple school by formally adopting the nickname "The Amherst Purple" institutionalizes what has historically been the main color representing the College. It is a unifying color across the years and is gender neutral. It has history behind it and isn't foreign to any alum no any current student. If you don't love purple, you don't attend Amherst. (Yes, this is similar to the route taken by Dartmouth, who become the Dartmouth Big Green [https://goo.gl/GUGYBC].) Some suggested phrasing: "Purple Power! Power to the Purple! Let's go, Pur-ple!" Lastly and as a bonus, becoming THE official purple school would annoy a certain northwestern Massachusetts purple-and-yellow school to no end.
The Amherst Rads	<p>Short for Radiants, as in terras irradiant.</p> <p>Also short for radical, as in radical thinking, radical change, radical = cool</p>
The Amherst Ravens	I'm thinking of Hitchcock's collection of dinosaur and other ancient vertebrate tracks which form a major portion of the ichnology collection at the Beneski museum. In particular, the set of prints known for a time as "Noah's raven," collected by Hitchcock in the 1830's, and originating in the Connecticut valley. It has lots of relevance and resonance to the oldest era of the college, for both scriptural (Genesis 8:7) and scientific reasons. It works well as a sports mascot as an animal with sinister associations, it's easy to represent, it's non-gendered.
The Amherst Ravens	<p>The Haida people, an indigenous Native American tribe located in the Pacific Northwest, passed down a story describing the creation of the world. In the beginning, the world was dark. Human and animal alike bumbled around in the shadows, and all despaired. The Raven, a mischievous yet benevolent creature, grew tired of the darkness, and sought to end it. An old man, living with his only daughter, kept all of the world's light for himself, selfishly storing it in a secret box. Through an act of cunning and magic, the Raven was born to the old man's daughter, and raised as his grandchild. Despite its strange, feathery appearance the old man loved the Raven-child. After years of needling, the Raven-child convinced the old man to let him see his greatest treasure, the orb of light he had squirreled away in his secret treasure box. The old man reluctantly opened his box, and allowed the Raven to hold the orb in its small child's hands. Once the Raven had its hands on the light, it transformed back into a bird, flew out of the hut, and released the light into the world. Finally the darkness had ended.</p> <p>In other Haida stories, the raven is the one who found and nurtured humans from their beginning, created fresh water, and birthed the moon and stars. In Haida mythology the raven is trickster and hero, thief and creator. The raven is a nuanced character capable of both great good and great bad. In other words, the raven is humankind, complicated and difficult to define. And we can be the raven if we adopt it as Amherst's new mascot. The story of the raven personifies Amherst's motto of "terras irradiant", let them enlighten the lands. I can't think of a more fitting mascot to represent our school's mission of bringing light to the world.</p> <p>In Greek mythology the Raven was a messenger of Apollo, god of light, and was believed to be good luck. For the Irish, the Raven was associated with battle and bloodshed; the form powerful goddesses of war took when appearing on the battlefield. In London, the Raven was associated with death, and even became the official guardian of the Tower of London (most likely due to the fact that they liked to hang around the gallows). Edgar Allen Poe, while no Emily Dickinson, solidified the raven's association with death in his famous poem "The Raven". And who can forget that ravens are the creatures that bring news of the lengthy, decade-long winter in George R.R. Martin's Game of Thrones. The ten-year long winter promised in those books seems like nothing during a blistering Amherst February. What better mascot to represent Amherst on the athletic field than a sign of luck, battle and death? Few other animals can combine such a fearsome trio of attributes into one form. How could a purple cow or tiny red cardinal stand a chance?</p> <p>Outside the realm of legend and superstition, the raven still remains an impressive animal, and bears a striking resemblance to the average Amherst student. Though many don't know it, its intelligence ranks among the highest of the animal kingdom, on par with that of chimpanzees and dolphins. They're capable of solving complex problems they encounter in nature, and are one of the few animals able to use tools. For instance, when Ravens are unable to break into a carcass, they will often mimic the calls of wolves or foxes to attract those animals to the food source. Once they have been attracted, these larger predators break open the corpse and allow the raven to feed. Not only can they mimic other animals, but they can imitate human speech as well, even our laughs. But ravens aren't all work; just like Amherst students they love to have fun. They'll play with each other, with humans and even other animals. Perhaps their most Amherst-like trait is their love of snow. Videos abound online of the birds playing in the white stuff, sledding down snowy hills on their backs. One can only assume that Memorial Hill on a winter's day would be a tempting playground for the spirited animals. In fact, a study from 2009 about birds found that they are actually quite good at playing in the snow.</p>

The Amherst Rays!	Terras irradiant. Let them bring light to the world.
The Amherst Revolution	"Revs" Amherst uprising reference prepping next generation of revolutionaries
The Amherst Scholars	<p>When I reflect on my 'Amherst Experience', its central pillar was the commitment to critical thinking - developing and refining one's ability to explore and understand the world around us - past, present and future - to use these skills to better ourselves and the world in which we lived. My classmates and fellow alumni (back in the day when the school was all male), were diverse - musicians, athletes, writers, actors, scientists - from various socioeconomic, regional and international backgrounds. The overriding objective in coming to Amherst was for the quality of the education we would receive and participate in. Our 'locker room talk' was about Professor Kennick's Philosophy final - the same every year - asking us to distinguish the differences and similarities of Aristotelianism and Platonism, one's progress on thesis writing or which of the many five campus activities were worth attending. We had fun, socialized, made life-long friends - but it was all within this academic 'ivory tower' that was created for and fostered critical thinking.</p> <p>As a symbol for athletics, the 'Scholar' mascot could be a figure - human or non-descript- in a cap and gown. It could be accessorized and depicted variably - running with armful of books dodging opponents, kicking a soccer ball, dunking a basketball - with books under its other arm, diving into the water off the starting blocks. As a logo - on shirts sweat shirts, other apparel, or on stationary or more formal purposes and situations, a more stately pose with the College colors tastefully accented on the cap and gown (perhaps - a contest to design the colors and formal posture of the mascot?)</p> <p>There are all kinds of mascots which are hard to connect to the essence of the institution they represent. The Buckeyes, the Trojans, the Banana Slugs, the Jumbos, the Bruins, the Yellow Jackets, the Cardinal (a color). They have acquired meaning over time for their institutions, honor a founder, adopt a regional moniker or just seem to have no identifiable origin. If we are wiping the slate clean and start anew, let's affirm the core of what is most important to the Amherst Experience - critical thinking and the pursuit of academic excellence..</p>
The Amherst Sky, "Sky"	The sky's the limit? Also "The Amherst Sky" sounds good?
The Amherst Spirits	Avoids everything real. There can be no big-headed, cartoonish characters galumphing on the sidelines. Profoundly relativistic, i.e., open to interpretation. Some will find it inspiring, as in the Spirit of '76; other will find it intoxicating, as in neutral spirits. AND...it's genderless.
The Amherst Sun	It has a direct tie to the College seal and motto, is gender neutral, and should not offend anyone.
The Amherst Sun	The Sun is in our seal and the center of Terras Irradiant, spreading enlightenment over the world. Powerful and in keeping with Green Energy, the Sun is a perfect emblem.
The Amherst Suns	The sun and it's rays are already represented on the actual Amherst logo and insignias (on our rings, t-shirts, college stationary and other college memorabilia). It is also a perfect representation of Amherst's motto, Terras Irradiant. So it is representative of Amherst history, and thus should have broad appeal to both present students as well alumni. In addition, the Sun is a powerful symbol across all cultures and throughout history. It is symbolic of the mind or intellect, which of course fits Amherst's scholarly reputation. It is nondenominational, and cuts across religion, race, and gender. While the sun is in some cultures resonates with male energy, in others such as Celtic, ancient African, Japanese, Germanic, and Native American tribes the sun is represented as a feminine energy. The sun is life affirming, and in all traditions has positive connotations. For example, in Norse mythology, the sun's energy is the opposite of mockery and hate. In modern times, it has the connotation of clean energy. Finally, it is an easy symbol to incorporate into present day Amherst life.
The Amherst Surge	Tidal, martial.
The Amherst T. Rash'em	What's in a name? The name that remains. Oh, Lordy, Lordy! The College has its own T. Rex! Ed Hitchcock would be pleased. As would some '60's alumni, i.e. Ken Howard Jon Huberth, who, standing on the exterior balcony of Johnson Chapel, introduced some "cheers" to use at the Amherst-Williams football game, e.g., "Disembowel them, disembowel them; splatter the field with intestinal gore" or "Hew them asunder, hew them asunder; tear off their arms and legs". What better than a Tyrannosaurus Rex by the name "T. Rash'em" that comes right out of the good 'ole name "Amherst" to be the College mascot that so easily will take on Williams or any other foe and "trash them" Create a good costume image to go with the name, an appropriate T. Rex with broad meaty long tail, elliptical head with wry mouth line, yellow-green leathery-warty skin with bright yellow highlights, wearing a T-shirt in rugby style with those broad horizontal purple and white stripes that show T. Rash'em's wee arms with its nasty little claw sticking out of the short sleeves. Give a toothy smile and T. Rash'em!

The Amhest Pledges	One for the alums. A charming anachronism that will likely be lost on the current studentry.
The Ammies	Alliteration and a cute animal.
The Apples	Amherst is a fertile place for the growing of apples, and apples evoke knowledge and the kindness of the earth, which Amherst College has, is and will long be famous for.
The Arc	<p>1. One meaning is a continuous progression or line of development....200 years into our path of (fill in the college mission(s)).</p> <p>2. A path above the visible horizon.....stretch our views and imagination for the college.</p> <p>3. Uplifting term....reach higher....no end point.....endless path of progress and enlightenment.</p> <p>3. Maybe a play with the college seal....while many see 'rays' from a 'sun', the embedded curvature might still embrace an arc form.....maybe a stretch?</p> <p>4. Amherst College (AC)...Amherst Arc (AC).</p> <p>5. Possible downside: Popular acronym in society....hundreds of uses and meanings...some probably not so tasteful. On the good side, associations for the word are often linked with the many wonderful ARC organizations in the world serving the developmentally disabled. Also, wouldn't think we'd be guilty of "co-opting" such a universally-used term but who knows in today's world?</p>
The Arc Light	<p>Light is in our motto. Light is in our seal. "The student lamp" is invoked in our songs. Light can be our mascot: The Arc Light.</p> <p>The Arc Light guides ships at sea; it illuminates rescues; exposes hidden threats; it aids exploration and discovery, dispels ignorance.</p> <p>It operates as connection, the transmission of a spark. It fires like a synapse, like realization. An "arc" is a story line, a bridge, a path of development.</p> <p>The logo: ArC. The small "r" is stylized as a bolt of electricity; light radiates from a shield. Or: An arc light sometimes looks like a capital A - The Amherst "A" can dissolve into a burst of light at its apex...</p> <p>A 21st century costume - a wearable, powered arc or bolt, sparks leaping from the gloves. (New contest!) Or: salve the traditionalists - the heartbroken Lord Jeffery lovers. The mascot can wear britches and a tricorn hat - and carry a burning lamp in her hand, raising our Arc Light at every game, lighting the way to Glory til the sun climb the heavens no more.</p>
The A's	<p>John Willis said it very well: "I suggest we follow Nathaniel Hawthorne's example and choose the letter "A"; as his book so profoundly points out, it can mean whatever the context demands it mean."</p> <p>Yes</p> <p>Like: The Abolitionists, The Abstainers, The Anti-Clerics, The Arguers, The Antimacassars, The Antimasquers, The Agonists . . . Well, you get the idea--</p>
The Astronauts (Astro's)	We've had an astronaut graduate from Amherst.
The A-Team	"A"s
The Aubergines	This delicious, purple-and-white fruit will perfectly compliment any dish, and even more so our deliciously purple-and-white school. At Amherst College we are creative and unique, we don't have to force our mascot to share our colors like the bloody Ephs do. Plus, we'll go one step further and include alliteration. Finally, as the Aubergines we would have built-in official dishes like baba ganoush or ratatouille, as well as a built-in official emoji. #GoGoAubergines
The Awesome Asparagus	Asparagus is inherently good. It has deep roots. If you cut it down and comes back stronger. And it permits a decent costume for humans, male and/or female. Asparagus only makes the world a better place to live.
The Banana Slug	<p>How about the Banana Slugs! It is only in use by one school, and it is on the west coast.</p> <p>"The Banana Slug, a bright yellow, slimy, shell-less mollusk commonly found on the redwood forest floor, was the unofficial mascot for UC Santa Cruz coed teams since the university's early years. The students' embrace of such a lowly creature was their response to the fierce athletic competition fostered at most American universities." https://www.ucsc.edu/about/mascot.html</p>
The Beechers	The Beechers, jest in case our delightful & esteemed leader waives her claim to immortality because of a desire to avoid becoming defamed as a Political Correctness history revisionist 200 or so years down the road. As you know HWB has looked down upon all of us Amherst guys' n gals for some time now from his perch just down from the Octagon House, an honorable graduate of almost 200 years ago. However the Reverend also has an issue with the matter of "groping" or a similar activity, which has become all too familiar these daze, which many of HWB's present day admirers dismiss as mere gossip, but others (e.g., in the Hiil'n Bill camp) may not.

The Beechers	<p>The name comes from the three Beecher siblings, who all were advocates for human rights:</p> <ul style="list-style-type: none"> • Henry Ward Beecher, alumnus and trustee of the College, a clergyman who was famous as an orator who attacked political corruption and slavery while preaching a gospel of love that largely supplanted the gospel of fire and brimstone that was commonplace in 19th century America; • Catherine Beecher, educator, who promoted educational rights for women and kindergarten for children, helped establish several women's schools, and led a wide protest of the Indian Removal Act of 1830 that resulted in the Native American Trail of Tears; • Harriet Beecher Stowe, author, abolitionist, and stationmaster on the Underground Railroad, whose most famous work, "Uncle Tom's Cabin", helped swing public support against slavery in the US North. <p>This name therefore:</p> <ul style="list-style-type: none"> • Represents academic skills such as writing and oration that come from an Amherst College education; • Projects an air of public spiritedness and high-mindedness that comes from an Amherst College education; • Associates directly with the history of Amherst College; • Works for both women's and men's teams. • The visual symbol could be some variation on a beech leaf: http://etc.usf.edu/clipart/45300/45315/45315_beech_leaf.htm • Will be a unique name amongst sports teams: https://en.wikipedia.org/wiki/List_of_college_sports_team_nicknames
The Belles	Not "The Amherst Belles", but rather, The Belles of Amherst.
The Biddies	It would honor the President under which the mascot name changed, as well as the college's first female President. In looking for possible definitions of the word, the most appropriate mascots would be a chicken or an elderly woman, both of which would be ironic in a sports team mascot. The name and mascot would maintain that sense of quirkiness, humor and 'need to be explained' ("No, it's after our first female President" "No, not trying to be ageist") that is befitting of the Amherst student personality. It is interesting enough to spur a legacy of it's own, as opposed to something bland, straight-forward, without mystery and lacking in a teeny bit of possible controversy, like "moose" or "ray," for example.
The Biddys	In such a divisive time over the last number of years at the College, the one unifying figure has been Bidy Martin. She has the respect of the students, faculty and alumni. Amherst should channel the Cleveland Browns (not their winning percentage though) and name their sports teams after a beloved figure.
The Big A	This would be a perfectly harmless mascot. Cornell is "Big Red", Dartmouth is the "Big Green", and let's be real we are just as good as them if not better. Take this into note (1) The fact that Amherst starts with an A is one of our joke rationales for why people should go to Amherst over Williams (A comes first in the alphabet). (2) Being "The Big A" is ironic because we are a small school but act larger than we are. We have great athletics, and great academics, yet all offered in a small, intimate school.
The Big 'A'	All encompassing
The Big Purple	It's completely neutral.
The Black Sheep	Because it's got something for everyone.
The Blakes	B/c it's after our student president
The Blankets	Merchandising opportunities galore. Plus: unifying (think Snuggie). Representative of Amherst history (ehem). Works well for men or women. Excellent transitional object.
The Bobolink	Amherst Bobolinks would constitute a 'Purple Chain' as in a chain of bobolinks. And the eggs are indeed stained with purple flecks winking at the brim. This migratory songbird tho in decline is considered indigenous to the Norwottuck territory. Emily's reference as the Chorister ties it nicely to our history as the Singing College, and not unlike the nightingale for Keats, the song is the transcendent muse, the American darkling, light winged dryad of the Berkshires, relative of the blackbird, repair your broken mascot and learn to sing.
The bones of the mammoth? or mastodon in benesky. Just the skeleton not an actual mastadon	<ul style="list-style-type: none"> -It looks cool -It relates back to Amherst's archeological past. We have a rich history in archeology that is forgotten by most students unless you take the tour in benesky -It's original -The bones of anything are unisex, so it can be used for men and
The Bouncing Bidy6	ALLITERATION.
The Buffalo	It honors the extinct species of buffalo that used to roam the midwest before the industrial revolution.

The Calvinists	<p>Since humor and irony have been banished, it seems fitting, and it certainly has historical significance.</p> <p>More seriously, about the only thing I would truly object to would be a purple dinosaur. Anyone who asks why obviously didn't have small children in the 90s and aughts.</p>
The Canes or The Purple Canes	<ol style="list-style-type: none"> 1. Builds off Commencement Day canes. 2. Long tradition. 3. Shouts out 'support'....for humanity, for one another, for Amherst to support us throughout our lives and for us to do the same for Amherst. 4. Maybe think of a logo with a splashy purple cane (or even begin to find purple canes for commencement). Play off one another. 5. Downside(s): piece of wood (but Standford uses a tree in its logo) and some may think it's short for "Hurricanes" as in the "U"). Both seem to be able to be managed. {Our campus was devastated by a hurricane in 1938, however!} "Wood" can be "strong" or a sign of strength as well.....and, hopefully, won't be viewed as an immutable object when the college continues to evolve/change.
the Capitals	<p>The meanings of capital are many, and nearly all work well for Amherst:</p> <ul style="list-style-type: none"> --a place associated more than any other with a specific activity or product --a valuable resource of any kind --an uppercase letter --the broad head of a pillar --wealth or assets for the purpose of investment <p>Every alumnus of Amherst has received a call to donate to the Capital Campaign. This is an idea around which we all have a shared experience and arguably a positive association. With our new mascot and team name of "The Capitals," alumni would now be asked to contribute to the Capitals' Campaign. It's self-referential, slightly tongue-in-cheek, aware of our reputation for our alumni giving and a large endowment, but also not ashamed thereof. It is a point of pride that we give back to our alma mater and invest our capital in programs, financial aid, and campus improvements that benefit many.</p> <p>The idea of capitalization can be visually represented in various ways with capital letter fonts. Surely something can be made of the fact that our initials are AC. (ALL CAPS.) In addition, there's always the capital of columns on some of our most distinctive and historic architecture.</p> <p>Capital has no gender. It has no race. Anything that any person loves about Amherst has probably been funded by capital investments.</p> <p>Cheer on your Amherst College Capitals! At the singing college you can be a member of an A CAPella group. Your four years at Amherst are fleeting, but you'll always be a Capital. A Cap. An ol' Cappy.</p> <p>The AC Capitals with a capital AC. Consider it -- it's a capital idea!</p>
The Catamount	<p>The catamount is the local name for the mountain lion that roamed the Pioneer Valley; it is still seen in the hill towns north of Amherst. The name contains some local color and suggests persistence and strength. As a mascot, it would remind people that Amherst was sited in what was then a wilderness in the wilds of western Massachusetts.</p>
The Charge	<p>energy, ambition, planning, on to a goal</p>
The Chimera	<p>From Greek mythology. A creature comprised of many different parts and known to be dazzling and spectacular.</p>
The Colonials	<p>It evokes the history of the Connecticut Valley and the Town of Amherst's role in that history. It also recognizes, at least obliquely, that Lord Jeffery Amherst actually existed and was considered a hero for his role in driving the French from New England.</p>
the contenders	<p>In freshman year humanities, we read a verse translation of the Aeneid translated by Rolfe Humphries (Amherst professor ret.) in which Aeneas was described as a "contender in all things". I take that sobriquet to be the mark of a true hero. What sort of costumed character or iconic figure one might use to portray a contender I can't imagine. But "contenders" is about as politically correct, elegant and fitting as anything I can think of in this highly sensitive age of trigger avoidance. At our best, we of the Amherst community are contenders in all things.</p>
The Cosmos	<p>The universe is all-knowing</p>

The Cupcakes	Either would be gender neutral. Either would be a simple costume to make. Either would be totally politically correct. Neither would seem excessively aggressive, which of course we wouldn't want.
The Dan Aykroyds	This is a random person. In all this controversy, I was reading pages of comments and suggestions to my husband and friend, both also alumni and at a certain point my friend suggested the Dan Aykroyds. I thought it was funny. As I reflect on it now though I think it is a good suggestion not just because it's funny but also because all my most important and lasting friendships are all my Amherst pals. So thank you Amherst for the gift of friendship which gives rise to silly things. Go The Dan Aykroyds! Go!
the Dickinsons	Her lifelong ties to the town, her contributions to poetry, and the fact that the school owns her home. We need a mascot that is unique to the school and overflowing with local flavor. An animal mascot may not be good enough for a school as intellectually rich as Amherst.
The Dinosaurs	<ol style="list-style-type: none"> 1. Fits into College's history, given it's incredible fossil/footprint collection. 2. Quirky. No other college has it. 3. Totally non-controversial. 4. Can eat purple cows. 5. Lots of potential cheers and images 6. "Frost" is awful--he already has the library; everyone hates the cold; not easy to cheer or turn into mascot; non-inclusive.
The DINOSAURS. DINOS for short	<p>It is time to return to first principles, preceding even the discredited Lord Jeff. The evidence shows that the earliest known Amherst residents are the Connecticut Valley dinosaurs. The Amherst dinosaurs undoubtedly included males and females, so they are free of sexist taint. They have conferred distinction upon the college since 1835, when Amherst College President Edward Hitchcock first collected their tracks (he presciently identified them as avian tracks).</p> <p>I propose that "Go Dinos!" has all the qualities desirable in a college cheer: dynamism, authenticity, and historical significance. What adversary would want to oppose a team of determined Jurassians?</p> <p>The term DINOSAURS also has a tongue-in-cheek quality that suggests that Amherst students have a sense of humor. Dinosaurs lend themselves to a variety of graphic representations, perhaps not least the tracks associated with Amherst.</p>
the dogs	sounds cool and easy
The Dogs, The Purple Dogs	<p>Dogs are sweet, we're purple</p> <p>Dogs are also ferocious.</p> <p>Who doesn't love dogs.</p>
the Emily Dickinsons	Her lifelong ties to the town, her contributions to poetry, and the fact that the school owns her home. We need a mascot that is unique to the school and overflowing with local flavor. An animal mascot may not be good enough for a school as intellectually rich as Amherst.
The Emilys	Named after the town's arguably most famous resident
the Emilys (or Emilies)	Her lifelong ties to the town, her contributions to poetry, and the fact that the school owns her home. We need a mascot that is unique to the school and overflowing with local flavor. An animal mascot may not be good enough for a school as intellectually rich as Amherst.
the endangered Pioneer Valley salamander that Prof. Jaganathan recommended in a letter to the Hampshire Gazette	<p>I think it is a great mascot for these reasons:</p> <ul style="list-style-type: none"> - it will have a strong graphic presence ("visually pleasing") - it represents something special to the Valley that is worth saving/fighting for; it is a true creature of the locale and representative of the Amherst geographic experience - it works well for both men's and women's sports - it is small, fiesty, and clever - just like Amherst College - as Jagu pointed out, as it is specifically a Jefferson salamander (I am doing this from memory, so I might be off on the exact name), it can still allow for chants of "Go, Jeffs!!!!!" thereby maintaining tradition, even as it breaks it.

The Ephs	Just to mess with 'em.
The Fever	Because everyone "gets" it.
The Fighting Congregationalists	it remembers our origin; it would be unique; it would be funny; it would be (I hope) reasonably noncontroversial
The Fighting Emilys	Emily Dickinson - isn't she everything we want a mascot to be?
THE FIGHTING MICROAGGRESSIONS	<p>WHEREAS The trustees of Amherst College, trifling with the trust reposed in them, have nonetheless deemed promoting intellect to be no more important for the College than protecting diversity and community [Statement of the Trustees (26 Jan 16)] and so have shown that they can't tell a college from a collage or a canaille;</p> <p>WHEREAS The method of protecting diversity and community now in use at the College and its core Curriculum is fighting microaggressions;</p> <p>WHEREAS The trustees, by unhorsing Lord Jeffery, have created new room for a mascot under whose ensign the teams of the College might wage the moral equivalent of "solidarity, harmony, civility, [and] mutual respect" [Report of the Committee on Freedom at Yale] when those desperados go othering around New England - whose very name proclaims the region an incursion of ableist, ageist, sexist, racist, unsafe-spaceist, intrabred-Brit, privilege-gotted Prots;</p> <p>WHEREFORE, certain members of the Class of '65, with coeval victims of the New Curriculum witnessing the slide of Amherst from a you know 'college' college into a pleasant assisted living place for crybullies;</p> <p>HEREBY RESOLVE That the College should adopt as its next mascot one that's pure of all of the above transgressions as well as any respect for the First, Second and Tenth Amendments of the Constitution, namely: THE FIGHTING MICROAGGRESSIONS</p>
The Fighting Moose	Ferocious Cold - where moose live
The Fighting Poets	Home to Emily Dickinson and Robert Frost, the hills that surround - and the community that comprises - Amherst College transforms students into poets, regardless of their area of study. "Fighting Poets" is gender neutral. Poets possess the characteristics of nobility, courageousness and strength. Unfortunately, Whittier College in California has "Poets" as their mascot, so I recommend a qualifier/differentiator, such as "Fighting."
The Fighting Ostrich (Volans ad strutiones)	I have prepared a nomination, which is 318 words. But it also has a picture of the mascot which is needed for the whole thing to be seen in context. How can I forward this to you? I hope that the nomination process is open and public and that all nominations will be put before the full committee and the Amherst public at large. Kind regards, Eric Britton, Amherst '60
The Fox	A fox is much like our college: small, but potent -- because of its brains. A fox makes up in wit and wiles what it lacks in power and size. Like the teams fielded by our small school, a fox is to be feared and never underestimated, especially by bigger opponents who lack its smarts (e.g., cows, purple or otherwise). The fox as a mascot lends itself to sports write-ups on our games because the fox is part of so many stories and expressions. (E.g., "The crafty Amherst Foxes defeated . . ."; "The wily Foxes of Amherst college . . ."; "In a cunning maneuver, the Amherst Foxes . . .") Other points: Foxes are indigenous to our environs. A fox can be depicted visually in many different and fun ways. And some women on our teams might enjoy being thought of as foxy (or even known, perhaps informally, as vixens). (It sure beats being called cows!)
The French and Indians	They crushed Lord Jeff

The Frost	Like the Miami Heat in the NBA, we could have a mascot/nickname that doesn't end in S: The Amherst Frost. There would be two key elements to this - 1) Robert Frost's link to Amherst College and 2) the blustery weather that is typical for about 6 months out of the school year. While I think it would be funny to have a giant spaceship as our mascot (would look like Frost Library), you could be more traditional with something icy as a mascot.
The Frost	Connects to our literary/intellectual tradition. Neutral/timeless subject. Can be depicted as ice, or even ice across the Amherst "A," and works with our current colors (purple/white).
The Frost	<ol style="list-style-type: none"> 1. Self-explanatory. 2. Reasons for are generally well understood. 3. Vetting should consider his whole life.....when writing, when teaching, and when at home (any proven unworthiness in or of his personal character?). Also, time spent at Amherst....while nearly 40 years, was intermittent in nature. We 'share' Frost with other institutions. 4. Plays to poetry and the liberal arts. 5. "Frost" already may be sufficiently represented on campus....library, statute and maybe other things. 6. Like the singular look/sound...not plural...no 's'.....different than the usual.
The Frost	It has multiple meanings: New England winters; formidable force; Robert Frost.
The Frost	<ol style="list-style-type: none"> 1. Historic resonance--i.e. Robert F 2. It's cold in central Mass. 3. Nobody else has such a nickname.
The Frost	I think it's obvious. There are no animals that work as a mascot, I remember a lot of cold nights on the quad, it's not controversial, and it is a reminder of Amherst's historical connection to Robert Frost.
The Frost	I'm sure people have expressed many reasons already. It's a wink at older alums and Amherst's history while moving beyond what became a divisive mascot...at least until someone suggests that Frost hated students, hated the College, was a misogynist, etc. But in any event, the only mascots that will unify current students and alums will be those that are connected to the College's history in some way. A Moose does no such thing as it means nothing to most alums, many of whom find its transient and random passing even more off-putting. Sabrinas would be a historical nod but it's pretty antiquated and has the added negative of confusing non-Amherst folks - not a great recruiting tool.

The Frost	<p>Criteria 1-4: The one constant that all members of the Amherst community have is a deep appreciation for education, and a deep appreciation of their own education. Robe Frost, one of the College's most revered professors and the namesake of the library, is a great example of this universal experience. The mascot should reflect our longstanding, collective love of education; that will both remind the entire alumni and student community of our common experience, and will also properly reflect the value that Amherst's student-athletes place on education.</p> <p>Moreover, the Frost is a mascot that our student-athletes will be proud and excited to rally under. As an Amherst athlete, I would have had a hard time telling people that I was a Moose or a Jest. These are not mascots that sound serious, intimidating, powerful, or like they're going to win many games. It's important that we recognize that this concern matters to student-athletes and to many alumni. The NESCAC is known for offbeat mascots, but each of those mascots has some place in the school's history (even the Bantams and the Cardinals - I checked!). Having a wacky mascot just for the sake of having a wacky mascot is not in keeping with the NESCAC's history or high athletic standards.</p> <p>Criteria 5: Moreover, the Frost works equally well for men's and women's sports teams. It is non-gendered and does not need to be made plural. As a former Sports Information Office employee and green dean in public affairs, I know from experience how awkward it can be to work mascot names into sports releases. The Frost applies equally to men's teams, women's teams, individual players ("Frost goalie Biddy Martin made a spectacular save...") and to teams ("The Frost put up an outstanding first half against Williams"). And, of some importance, the Frost is a mascot that can easily be used for outstanding headlines: "Frost Defense Cools Down Red-Hot Trinity." "Amherst Puts a Chill in the Air at Middlebury." "Amherst Gives Wesleyan a Frosty Reception in LeFrak." In the age of social media, it's important for headlines to grab readers and views. Being able to refer back to the Frost mascot in headlines will allow for eye-catching, exciting, descriptive headlines.</p> <p>Criteria 6: The Frost is a mascot that can be designed in a variety of ways. For the apparel logo, I picture a white snowflake, centered on the chest, against a purple background. The snowflake logo could also include elements of the circular "Terras Irradiant" shield. This is simple, striking, memorable and modern. We could also use an ice-blue color as a minor contrast/trim color, which would work well against the traditional purple, white and black.</p> <p>Of course, the lettering of "Frost" works well for design purposes, also - the F and the t create a platform with sides into which the word "Amherst" can be inserted. It also looks good that both Amherst and Frost have the same word shape (tall letters at the beginning and the end of the word). This creates an opportunity for symmetrical, balanced lettering that still gives designers a lot of options.</p> <p>Thank you for your time! I appreciate all the hard work you're doing for Amherst.</p>
The Frost	I hear students are talking about "The Frost," and I like that very much, too, for totally different reasons: unique and, while describing a natural phenomenon, can also suggest the uncanny.
The Frost	<p>The Frost because it sounds powerful (good for sports teams), reflects our long winter, and evokes Robert.</p> <p>No stupid animals, please.</p>
The Frost	"The Amherst College Frost". How the image is further developed, in logo/mascot form, I am working on a few ideas, but for now, the name itself is symbolic not only of an icon in the history of academics (which is at the center of who we are) at Amherst College, but in the reality of the physical environment of Western Massachusetts and its impact.
The Frost	It's reminiscent of Amherst winters and one of its greatest professors.
The Frost	If Miami can have The Heat, Amherst can have The Frost.... It's gender neutral, honors one of our most distinguished teachers and an American literary hero, and even carries a hint of menace so that the opponent on the field gets a chill before the game begins.
The Frost	Unique, reference to Robert Frost, descriptive of climate
the Frost	<p>Gender neutral</p> <p>Honors the literary giant</p> <p>Sounds imposing on the field, but references our great academics simultaneously</p>
The Frost	It is "cool" and intimidating in an inclusive and poetic way.

The Frost	Obvious allusion to literary tradition of the school and to poetry. Links athletics to the library, which links athletics to the curricular center of the campus. It is neither male nor female. It's cool. It emphasizes something collective, rather than the individual, and by extension emphasizes community and teamwork over individual achievement. accurately represents the temperatures students encounter when studying and playing here. It alludes ever so slightly to Professor David Hall's award-winning research in low-temperature Physics. It has a vaguely aggressive connotation, since the frost kills. But to poets, nevertheless, the frost is aesthetically pleasing as an image. It alludes ever so slightly to one of the few films in which there are female heros: Disney's "Frozen", a recent hit that is very popular with many of our young people. One could call the teams "The Amherst Frost", and not have to buy new uniforms, since the "A" would still remain the same. We could, perhaps, emphasize purple shirts with white numbers/letters on them to convey the "frost" theme.
The Frost	<ol style="list-style-type: none"> 1. It names the great American poet Robert Frost who taught at/was in residence at the college, and for whom the library is named. 2. It is a force of nature and is something experienced seasonally in Western MA 3. It could be depicted by a good graphic artist (using purple and white and black graphics perhaps) in creative ways that are non gender or racial/ethnically determinative -- and thereby not exclusive to different parts of the community 4. It's sort of funny and could build chants like "fear the frost" and Williams got Frost Bite this weekend. 5. Everyone who has been at Amherst or is there now can relate to the fact that it can be might chilly! <p>Love you all for being about this work! Thanks for letting me play! XO</p>
The Frost	Simultaneously a force of nature and a favorite poet beloved by men and women alike. Victory celebrations ending in Frost heaves (plus, a wink in the direction of alum Clarence Birdseye).
The Frost	<p>Reflective of college's history and geography</p> <p>Metaphor for strength and determination without evoking violent imagery</p> <p>Easily translated into appealing logos and would generate strong but dignified slogans and narratives that uphold dignified Amherst traditions</p>
The Frost	As a nod to Robert Frost, and our campus library, this is a shift from a connection with an unsavory historical figure, to a much better role model. Plus the costume could be snowflake!
The Frost	<ol style="list-style-type: none"> 1. It's mad cold at Amherst. 2. Robert Frost is a key part of the Amherst story and even though this isn't a direct homage, it kind of ties him into the school even more. 3. The logo and the actual manifestation of the mascot could be a cool snow monster or yeti. It's distinct, quirky and totally fictional. (Think Abominable Snowman from Rudolph or Jack Frost)
The Frost	It is gender neutral so good for both women's and men's teams. It ties to Robert Frost and the library so can cross generational gaps
The Frost	Non-plural mascots are the best! (e.g. the Magic, the Jazz, the Heat, the Crimson). We'd be the only NASCAC school to do it, and standing out is always a good thing. It's al a nice reference to Robert Frost and Frost library, and provides a wealth of material for clever literary cheers, shirts, etc. And of course, there's the fact that Western Mass i really, really cold - if we're the Amherst Frost, we get to be winter incarnate. ("Winter is coming," anyone?) I love the idea of making our mascot a poet and a non-corporee concept. It seems like a quintessentially Amherst nerdy/cool thing to do.
The Frost	<p>Robert Frost, for whom the library is named, was an admired professor at Amherst and remains an icon in American literature. His name speaks to the College's commitme to training in the liberal arts and the humanities in particular.</p> <p>Winters (and late fall, and early spring) are cold in Amherst. Students must develop tough skins to survive. The Frost refers to our resistance and resilience.</p> <p>After the Frost comes the thaw, a sign of rebirth. This mascot represents new beginnings for a college that has endured a lot over the last few years, but has emerged united and stronger than ever.</p>
The Frost	<p>-It is alarmingly cold there</p> <p>-That library could kill you</p> <p>-The poet</p>
The Frost	A nod to Amherst's weather and to poet Robert Frost!
The Frost	The Frost combines a historic figure connected with the college, Robert Frost, a statue of home sits on our campus with the frigid New England weather experienced every year. The addition of ice blue accents to our purple and white to fit the name would work well on most uniforms.
The Frost	<p>-Robert Frost taught at MHC and is a treasured poet</p> <p>-There is the opportunity for a large paper mache head, which is something we value at Amherst.</p> <p>-There are interesting cheer and costume opportunities with a Frost theme. For instance glitter could be</p>

The Frost	It references the cold weather of New England, pays tribute to Robert Frost, and is a natural phenomenon, and thus less controversial than choosing a human mascot (group or individual) and less generic than choosing an animal mascot. I think that 'The Frost', primarily as the natural phenomenon and secondarily in tribute to Robert Frost, is an inoffensive, yet unique mascot that represents more about Amherst than many others (especially the moose).
The Frost	This would be a two part mascot. 1) Amherst is cold. Winter is coming and it is one of the best parts about living on campus. The snowball fights, sledding, and hot apple cider. 2) Robert Frost. Not only does he have a statue on the quad but he has a whole library named after him, a library where most students spend most of their collegiate career. Having Frost as the mascot wouldn't be offensive and would symbolize two major parts of life at Amherst College. As a former collegiate athlete I never identified as the Lord Jeffs, but having a mascot such as The Frost would be something I would get behind.
The Frost	Inspired by Robert Frost, an idyllic poet and central tenant to Amherst's campus and history
The Frost	<p>As a college, we've come to realize our mascot no longer adequately performs its primary function: to represent its institution. It's time to move on to a mascot that stands for all that we cherish about Amherst.</p> <p>Unlike Lord Jeff, here's what the Amherst Frost embodies:</p> <ol style="list-style-type: none"> 1. Coolness - we're cold, we're chill, and we're definitely cool. 2. Diversity - no two snowflakes are alike. 3. Poetry - see war chant below. 4. History - see https://www.amherst.edu/news/campusbuzz/node/642211. 5. Locality - we're in New England. We should learn not to bemoan the snow but to celebrate it. 6. Inclusivity - snowflakes are nondenominational, non-gendered, and nonhuman. 7. Community - even the most radically opposed current Amherst students and long-graduated Amherst alumni should be able to bond over the shared heritage of the college's most famous poet and the New England landscapes his poetry evokes. A mascot should bring its community together, and Frost can do just that. <p>Above all, we've got a ready-made, beat-Williams anthem (modified from a famous Frost poem):</p> <p>Then Eph subsides to Eph, So Williams sank to grief, The cow goes down today, NOTHING GOLD CAN STAY!</p> <p>In conclusion: There's no mascot like snow mascot. GO FROST!</p>
The Frost	It celebrates the history of Amherst, sounds intimidating, and above all, is better than an Eph.
The Frost	The weather
The Frost	self-explanatory
The Frost	It's literary, pithy and conceptual. Perfect.
The Frost	
The Frost	Cool word play with the poet/weather. Unique design potential.
The Frost	Its connection to Robert Frost. It's versatile!
The Frost	it can get cold here, Robert Frost
The Frost	Because Frost is already basically our mascot and it's cool.
the frost	associated with Amherst, lots of options in terms of imagery, Anthropomorphic Poem telling, Snowmen
The Frost	ice
The Frost (or The Amherst Frost)	It works on a couple of levels - both as a reference to Robert Frost, but also reminder that Amherst can be a winter wonderland during the colder months of the year. Think all the "chilled beef" jokes that could be made against Williams, and what is fiercer than an icy blast of cold? Visually, white snowflakes against a purple background could be the perfect branding motif - it brings to mind the coziness and excitement of winter and could look great on clothing. (After all, whose favorite activity wasn't sledding down Memorial Hill on a Val tray?) It would be original to choose a more abstract concept - any institution can be represented by an animal or a type of person - so wouldn't it be much cooler (heh) to be a FORCE?

The Frost/The Amherst College Frost	<p>It pays homage to one of America's greatest poets and our most famous professor, Robert Frost who across the years has acted as an attracting figure for students. The College already promotes Frost through the name of the library and he is not a controversial figure like Jeffrey Amherst. The Mascot would keep some semblance of a tradition alive by tapping our history and continue the theme of Mascots based off figures from Amherst's history.</p> <p>No matter your major at Amherst (geologist here), you knew about Robert Frost's connections to the College and could take pride in those connections. Furthermore, no matter where you lived on campus (even living in Valentine) you still got to experience the cold winters of Amherst dominated by Frost.</p> <p>A logo could be easy to visually portray like a burst of cold winter wind from blowing cloud. The mascot could be a costume of Robert Frost. The name and mascot would also give us the distinction of being the only non-pluralized mascot in the NESCAC. The color purple could still be featured prominently without making the mascot seem like a cartoon and copy of every other school (looking at you Moose).</p> <p>The Frost already has substantial cross promotion potential with the library and should the library be replaced and renamed, it will keep a significant part of our history intact by honoring Robert Frost for generations to come and reminding Alumni, Students, and future students of our commitment not only to our own history but to our reflective, intellectual values and the quiriness that makes Amherst a great place.</p>
The Frosties	In honor of the poet, Robert Frost.
The Frosts	<p>Pros:</p> <p>Named after Robert Frost</p> <p>Unique</p> <p>Less likely to offend</p> <p>Cons: named after a male</p>
The Frosts	Robert Frost's legacy.
The Frosts	Robert Frost is the other unofficial Amherst Mascot already.
The Frosts	Robert Frost has been an important figure in Amherst history. Also, it has a nice ring to it.
The Frosts	
The Goats	Smart, tough, sturdy. 'nuff said.
The Grab 'n Go guy	"Have a good day now!" How pumped would you be to hear that coming out of a loudspeaker at a football game?
The Hamster	<p>I have articulated my views in this essay (published in the _Amherst Student_, I think):</p> <p>https://www.dropbox.com/s/asxl2za4zwyn567/The%20Hamster.docx?dl=0</p> <p>Thanks,</p>
The Hamsters	Because: anagram. Plus: myopic, nocturnal, food-hoarding? Can you say college student?
The Hill	<ol style="list-style-type: none"> 1. Singular term....like Stanford's, the Cardinal or Harvard's, the Crimson. Different from the endless plural 's' offerings. Classy. 2. College on the hill. 3. Logo can incorporate images of 'the hill'. 4. Invokes visual memories of the Holyoke Range, the War Memorial, Johnson Chapel, etc. 5. Nature...sustainability. 6. "Hill"....rise above and help conquer the world's ills and maladies. 7. "Hill"...as alums, stand tall and proud of where and how we spent our four years. Amherst does stand on a 'hill' for many good reasons. Think of all of them! 8. Unsure if the recent election results helps or hurts :-). Some might view this as a subliminal shout-out to HRC. I say this is silly. 9. "Let's go Hill." Or, "Yesterday, the Amherst Hill defeated the Williams Ephs 28-0 on Pratt Field." Different and clean, simple. Will provoke dialogue and Amherst alums can proudly speak to why our college on the hill is the best in the land.
The Hilltoppers	A memorial to Memorial Hill
The Hilltoppers	Because Amherst College is located on top of a hill and is often times referred to as "The College on the Hill".
the Hs	My husband suggests this bc every consonant deserves to be heard.

The Infinite Jest	Egghead schools, like minor league baseball teams, are best served by mascots that have a humorous wink. At the same time, "The Amherst Infinite Jest" evokes perhaps the most punishing creations our school can boast. Mascots should be intimidating. Most (present company included) who try to master the magnum opus of the great late Dav Foster Wallace '85 are left defeated and humiliated. From what I can figure out, the book uses elite amateur sport as a platform for rarified reflections on meaning, reality, absurdity, mind-altering substances, and consumer capitalism. In this way it is like many of our fine student-athletes, if my memories of the Amherst Track & Field team serve me.
The Irradiants	Derived from the motto on the college seal, Terras Irradiant, or "Let them enlighten the lands." I think it would be one way to allow the mascot to be representative of the positive motto of the College and would therefore be relevant to the entire student body.
The Irradiants	Everybody knows Terras Irradiant No sexual content Above the usual, like in our fight song, "We'll make them look like 30 pfennigs, what pfennigs." A huge lightning bolt We'll need a new song.
The Jefferson Salamander	<p>Please consider the Jefferson Salamander. Overlooked and underappreciated, this sweet, modest, peaceful creature is indigenous to Amherst. It inspires fun mascot costume ideas, offends no one, and if desired, we could still be the Jeffs but in honor of a native species. Loyal to its home, this Salamander will never move more than a mile from its birthplace.</p> <p>"There are 45 native species of amphibians and reptiles that occur in Massachusetts. Included are ten frogs, eleven salamanders, ten turtles and fourteen snakes. The salamanders include a confusing mix of species and hybrids collectively known as the Jefferson complex. Although some researchers and field guide authors have recognized four species in this complex we recognized only two: the Jefferson salamander and blue-spotted salamander. Jefferson salamanders occur in western Massachusetts and blue spotted salamanders are found in eastern and central parts of the state. Their ranges come into close proximity (and may overlap to some degree) in the Connecticut River Valley. Because even experts are unable to distinguish between these two species in the field we have treated them as a single taxonomic entity: the Jefferson/blue-spotted salamander." Source: Massachusetts Herpetological Atlas Project, http://massherpatlas.org/amphibians_reptiles/index.html</p> <p>A Jefferson Salamander migration path crosses Station Road; the Connecticut River Valley is home to Jefferson Salamanders in southern New Hampshire and Massachusetts.</p> <p>The Jefferson Salamander is designated as threatened, in Canada, and "vulnerable to extinction" in New Hampshire.</p> <p>Additional Info sources: http://www.earthrangers.com/wildwire/bbtw_updates/jefferson-salamander/; http://www.wildlife.state.nh.us/wildlife/profiles/jefferson-salamander.html; http://www.amphibians.org/wp-content/uploads/2013/07/RS_Jefferson_salamander.pdf</p>
The Jeffs	Tradition tradition tradition.
The Jeffs	I think the community should have the opportunity to choose to not have an official "mascot" if they desire. I don't agree that the Jeffs should have been eliminated, though have listened to arguments from the student body and others and understand objections. The Jeffs was never officially a mascot, was not embroidered on all sportswear - I was a several-sport athlete at Amherst - and was a more subtle moniker for our college. So - how about The Amherst's, with a simple "A" to represent...
The Jeffs	History, tradition, etc
The Jeffs	Blends tradition with a different name (In my opinion mascot should not change, but instead part of orientation should have a workshop on Native American history and discussions on Lord Jeff)
The Jeffs (a TBD animal named Jeff as mascot)	
The Justice Warriors	Im just here to call it how it is
The Knights	It's a good symbol to demonstrate our bravery and strength as a community willing to put up a fight for what we believe in.
The Lady Amherst Pheasant	The Lady Amherst Pheasant (only a cock bird in full plumage) This is the most strikingly beautiful of all Asiatic pheasants, as you will see if you look online, and the species was named by another Lord Amherst when he was stationed in southeast Asia as the representative of the British royal government in the 18th century. (A mascot could be outfitted with the elaborate cape and cowl and wings and tail feathers, and as a symbol of the fairest college it combines the male with the female in its very name, in the interest of and for political correctness in this age of co-educational and multi-ethnic transformation)
The Lady Dicks	Given Emily Dickenson's association with Amherst, we could recognize her contribution while also appreciating the struggles of all of Amherst's trans athletes.

The Lanterns	<p>*has connection to the college motto</p> <p>*the image appears in old college songs</p> <p>*appropriately historical</p> <p>*references Emily Dickenson and Robert Frost poems ("I am out with lanterns looking for myself..." E.D. and illuminates the darkness in "The Fear" R.F.)</p> <p>*many excellent possibilities for positive metaphor</p>
the letter "A"	Feeling that mascots are a poor substitute for rational thought, but recognizing that they seem (perhaps for that same reason) to be useful for fundraising purposes, I suggest we follow Nathaniel Hawthorne's example and choose the letter "A"; as his book so profoundly points out, it can mean whatever the context demands it mean
The letters "P" and "C"	<p>It is appropriate and relevant to the current controversy.</p> <p>And I'm writing this as a political liberal. Anyone who has actually studied the history of the smallpox blankets knows that Amherst was the overall commander and was not involved in the decision. Besides, this was war. How about us condemning the U.S. for bombing Germany and Japan because civilians were killed? After all, saving our own soldiers' lives was not a sufficient excuse.</p>
The Lightning	https://pbs.twimg.com/profile_images/1721960062/Lightning_Mascot.jpg
The Lilacs	Beautiful
The Lodestars	Our motto is terras irradiant, let them enlighten the lands. A lodestar is a star, like Polaris, the leads the way. It is a guide to travelers, leading them on their course. It would be an attractive logo, too, since it could be the Northstar.
The Lord Jeff	Lord Jeffrey Amherst is the namesake of the town and the College. It is logically inconsistent to demand the mascot be changed without also renaming the town and the College. In addition, attempting to sanitize history is inane.
The Lord Jeff #2	Sidesteps the debate. No one is perfect. History is history.
The Lord Jeffs	Restores the school from it's current laughingstock status. Potential teaching opportunity for both students and faculty. Possible endowment boost, as exasperated alumni reconsider giving to what appears(ed?) to have become a deeply unserious institution.
the Lord's	I think the Lord's would be a great mascot name
The Mauve	<ol style="list-style-type: none"> 1. Rooted in our historical and continuing colors.....mauve preceded purple. 2. Calls for alums to wear such colors proudly and more often. 3. Few, if any, 'sensitivities'.....should 'wear' well over time. 4. Several other colleges use colors: (Harvard, Crimson), (Cornell, Big Red), (Dartmouth, Big Green), (Syracuse, Orange). 5. May be a bridge/olive branch to some older alums who 'lost' their prior mascot. Don't replace it with another 'figure' or 'object'. 6. Amherst doesn't need an animal or inanimate "mascot"...our name (Go Amherst!) and colors should suffice. Why be like everybody else?
The Mauve	It's appropriately abstract.
The Mending Walls (the Walls for short)	Frost reference, walls are a powerful theme in our current national conversation. You could hold up D-[stone wall] at football games, and stone walls are a good image for defense in almost any sport. Maybe "the Walls" could be sort of a DFW reference, too.
the microbes	Historically apt. Wonderful opportunities for costumes. And an irresistible force.
The Mighty Oaks	Strong name, catchy, very PC. "Mighty oaks from little acorns grow" Already with a freshman quad full of mascots!
the Moose	I like the Moose to be honest. I like that it was something that brought the school together.
The Moose	I feel like it has given the community good (recent) memories. It has gotten a statue in Frost and time in almost every first year orientation story so why not go a step further
The Newfs	<p>Short for the Newfoundland dog breed. Emily Dickinson's pet dog, Carlo was a Newfoundland. Seaman accompanied Lewis and Clark. And Nana from Peter Pan.</p> <p>Per Wikipedia, Seaman's dog tag read: "The greatest traveller of my species."</p> <p>Think of the paraphernalia!</p>
The Nobodies	A nod to the Belle. (Plus, adds an interesting element of confusion to game commentary: "Nobodies got the ball...".)

The Nobodies	<p>I'm Nobody! Who are you? Are you "Nobody" too? Then there's a pair of us! Don't tell! they'd advertise "you know! How dreary "to be " Somebody! How public "like a Frog " To tell one's name "the livelong June " To an admiring Bog!</p>
The Non-Functioning Fireplace	<p>Pros: - Safely not racist - Visually pleasing rustic charm - Historical but not responsible for genocide - Gender inclusive Cons: - Not actual fireplace - No heat</p>
The Now	<p>One criterion was to be positive and forward thinking. Personally, I think this may be asking too much for a mascot to deliver.</p> <p>"The Now" comes from the Neil Diamond song, "The Future is Now"</p> <p>A similar option would be "The Next," as in the Next Generation.</p>
The Opossum	<p>Like Amherst and its students, the opossum is a special case: it's the N. American continent's only marsupial and our oldest living mammal. Opossums are humble, resilient survivors, clever and flexible, and they've learned to adapt and thrive in diverse locations and conditions. And very importantly, they are CUTE without being completely lame - they'd translate well to various graphical representations and their coloring wouldn't be an issue since their fur is white and black (no clashing w the purple). Plus, when threatened, they don't actually play dead - they start by fighting back, baring some scary teeth. Good to know for someone wearing the costume!</p>
The Oracles	<ul style="list-style-type: none"> • Projects an air of authority and leadership that comes from an Amherst College education. • Reflects the classical education associated with a liberal arts college. • It is semi-alliterative. • Works for both women's and men's teams. • The visual appearance could be some variation on this classic Greek image: http://www.mayacalendar.com/mayadivination/delphi.gif • Will be a unique name amongst sports teams: https://en.wikipedia.org/wiki/List_of_college_sports_team_nicknames
The owl-of course!	<p>His, or her, always dignified stature;the ability to discern, in the dark, the value of both the small and the large.</p>
The Owls	<p>Owls are beautiful, wise, and local. The first people to inhabit the Pioneer Valley would've seen them and revered them. Likewise the founders of the College all the way up through to today's students, who likely suck in a short gasp of breath if they are lucky enough to see one.</p>
The Owls	<p>Owls have keen vision. They are stealthy hunters who fly silently - apex predators. They are not typically associated with one gender or another.</p>
The Owl	<p>Amherst students are pretty wise</p>
The Patriot	<p>No other college has his mascot. We are all patriotic about Amherst College....or we ought to be. Patriots are loyal and will fight for their beliefs.</p>
The Pheasant	<p>Good historical context, thanks to Lady Sarah Amherst and William Pitt Amherst in 1828, is visually pleasing, unique among colleges, represents a more desirable life style of than the raptors often chosen as</p>
The Pioneers	<p>The "Pioneers" can be taken in a couple ways: first of all is the clear implication that Pioneers inhabit the Pioneer Valley, which includes the town of Amherst and pays homage to those who founded the town, settled the surrounding areas, and established the college. But of course the term "pioneer" can be taken more broadly to include those who go in new places, try new routines, explore, push boundaries, etc. These are qualities which Amherst students embody.</p> <p>Thanks for reading!</p>

The Pioneers	The College is in the Pioneer Valley. More to the point, the school has been and is a pioneer in many ways, first of all by striking out from Williamstown, but more importantly by teaching its students to be leaders and beginners of new ideas, not constrained by conventionalist thought, to venture beyond what is and to reach for what can be. It is consistent with, and support the ideals of, our motto to light up the world.
The Pioneers	It represents the geographic area of the College as well as the spirit of exploration, discovery, leadership and uniqueness of thinking/perspective - all hallmarks of an Amherst liberal arts education.
The Pioneers	The nickname is still a nod to colonial heritage but it also captures the best of what Amherst students, faculty, and alums do -- envision, lead, and serve, often in pioneering ways. Plus, it's tied to the region/valley in which the college sits.
The Pioneers	Well, the obvious is hailing from the Pioneer Valley. Only six higher institutions use it as mascot according to Ranker. Perhaps its my failing but I only recognize one, Cal Sta @ East Bay, thus, I don't think the competition or redundancy significant, especially with the Valley association. Pioneers captures historical aspects of the College without being racist, sexist, etc. Its greatest meaning is being on the forefront of progress -- which seems the mission of the College.
The Pioneers	<p>Amherst College is a pioneer in education, equality, financial aid... so many things.</p> <p>We are also located in the Pioneer Valley, which is a nice connection with the local community.</p> <p>It is a non-offensive, forward-looking term that also has traditional roots.</p> <p>Thanks for your consideration.. and for changing the mascot.</p>
The Pioneers	As the new mascot, "The Pioneers" represents both Amherst's home in the Pioneer Valley and the drive to explore new intellectual horizons which every graduate should carry into his or her post-college life. Since every demographic has had pioneers who have fought for equal rights, "The Pioneers" is both a salute to those who advocate for social justice and to those who are at the forefront of academic scholarship. Finally, "The Pioneers" brings a light touch to the mascot, marrying the concept of tenacious fighters on the field with the understanding that for Amherst, athletics is one among many priorities.

"Pioneer" elegantly connotes what Amherst is, has been, and aspires to be. The word links much of what we loved about the image of our prior mascot to a related icon, but one with a much more robust image of "bravery" and frontier spirit, while extending the college icon directly into the current Amherst mission to be at the cutting edge of thinking, pioneering cultural and intellectual frontiers.

Definition:

noun: 1. a person who is among those who first enter or settle a region. 2. one who is first or among the earliest in any field of inquiry, enterprise, or progress:

verb: to lead the way for (a group); to guide.

adjective: being the earliest, original, first of a particular kind, etc.

Location: Pioneer uniquely captures our home. Amherst sits squarely in the Pioneer Valley. According to King's Handbook of Springfield, by Moses King, the Pioneer Valley "is not an ordinary river channel; it is, in fact, a trough between two systems of mountains. To the west lie the worn-down remnants of the once lofty Berkshire Mountains; on the east, the yet more degraded ridges which constitute what we may call the Eastern Massachusetts set of mountain ridges... These rocks now form many sharp hills and mountains in the Valley, lending it much of its picturesque beauty... During the Triassic time, Massachusetts's portion of the Connecticut River Valley formed a shallow arm of the sea," leaving deposits that enriched the Pioneer Valley's inordinately fertile soil.

The Pioneers

Legacy: Lord Jeff originally brought positive images of the brave soldier of the revolutionary period, but has become tainted with negative history. The "Pioneer" image maintains the image of a brave spirit from that pre-independence period, but epitomizes the spirit of exploration and pushing new boundaries, as Amherst is doing so effectively on intellectual and cultural fronts alike.

Diversity: The Pioneer Valley itself is renowned for its diversity of population: culturally, ethnically, racially, LGBTQ, socioeconomically. Amherst is a beacon within this already diverse population leading from the front not only to "have diversity" but to truly "embrace and learn from diversity". The word pioneer is not distinct to either gender and is regularly attached to both female and male innovators.

Brand: The Amherst "Pioneers" would offer a wide range of "imagery and meaning" that all communities within Amherst College could work with for all the iconography that we may seek from a mascot, brand or other roles, both visually and literally.

We are a school of learning and leading, history and geology, science and inquiry, of brave exploration and pushing new boundaries. What better iconic word and image to represent us going boldly forward into the future, with an equally proud connection to our storied past?

The Pioneers

I saw someone suggested this online and I loved this idea! It identifies Amherst with the Valley, it is not gender specific (which was an issue with the previous mascot), and evokes images of someone intrepidly out for adventure, seeking their fortune in the wilderness (bringing their light to the land -- Terras Irradiant!)

The Pioneers

It reflects both the Pioneer Valley, and that we were pioneers when we set off to establish independence from Williams!

The Pioneers

It evokes the history of the Connecticut Valley and the Town of Amherst's role in that history. It also recognizes, at least obliquely, that Lord Jeffery Amherst actually existed and was considered a hero for his role in driving the French from New England.

The Pioneers

1. Name signifies Pioneer Valley - Historical name of Amherst's location.
2. Historical context for our early settlers in America
3. Name is not common as far as I know
4. Name connotes a long history of inventiveness, new ideas and discovery

The Pioneers

1. It is not used by any major school
2. It reflects Amherst's tradition of being pioneers in learning, engaging, discovering and developing a good world, in mind, body and spirit.
3. It is geographically relevant.
4. It meets all the criteria listed. I just visited the college and took 5 juniors out for dinner and reconnected with what I found to be just as vibrant and pioneering a place as I encountered 40 years ago.

The Pioneers

We are located in Pioneer Valley and the spirit of Amherst has always been and continues to be pioneering.

P.S. Please do NOT make it the Moose - no historical relevance or meaning to 99% of alumni.

The pioneers

- 1) located in the Pioneer Valley
- 2) Found by a brave "pioneer" who left Williams College
- 3) Amherst students are trained to be pioneers of thought, knowledge, and action, by bringing light to the world.

The Poet

Emily Dickinson. Robert Frost.

The Poet

Emily Dickinson!

The Poets	Emily Dickinson! Richard Wilbur! Robert Frost! Tradition of great writing! If it's not aggressive enough, the nickname for the aggressive sports (e.g., football) could be the Slammers (for "Poetry Slam", rhymes with "Am(herst)". I'm serious about this. (If Penn can be The Quakers, surely Amherst could be The Poets.)
The Poets	Frost Library, Emily Dickinson House, many other distinguished poets with Amherst connections.
The Poets	This recognizes Emily Dickinson, and lends to the the inclusiveness the College strives for. It also addresses all the other elements mentioned in the criteria. Note that there is one small, liberal arts college using Johnny Poet, namely Whittier College in California, and they are referred to as "The Poets." Visual translation is subject to interpretation and could be the human character herself; or could just as well be the ever-mighty pen, which sadly is giving way to tablets, keyboards, and smartphones.
The Poets	Emily Dickinson, Robert Frost, James Merrill, and other poets are part of Amherst's history, reflect our academic and artistic values, and adds a bit of playfulness.
The Poets	Emily Dickinson, the famous poet; liberal arts education (reading and writing); nifty options for mascot wear (e.g., dress as Dickinson, Frost, Shakespeare, etc.) Emily Dickinson is probably the famous individual associated with the College, so let's be the Poets.
The Poets	Amherst (college and town) has had a long association with major American poets. especially, of course, Dickinson and Frost. Adopting this mascot would solidify and enhance Amherst's reputation as a premier liberal arts college. Think of the media reaction to this unique choice: no other college or university. to my knowledge, has Poets as a mascot. It would also help unify town and gown, now that Lord Jeffrey has been discarded. Is it appropriate for sports teams? Not, perhaps, as first glance; but think of the Greek ideal of sound mind and sound body, and then consider gifted, graceful, powerful athletes as "poetry in motion." It is gender-neutral; men's teams could nickname themselves The Roberts (or Robbys); women's teams could be The Emilys (just for example Think of the FUN the college community would have developing the theme of The Poets in words, song and visual media. Another possible. but much less satisfactory, mascot would be The Stars, alluding to Amherst's motto, Ad Astra Per Aspira (did I get that right?)
the poets	First, let's expand the criteria. The should be: spirit, pride, and wit. Not necessarily in that order. Second, it's distinctive. Third, it reaches back into the College's history (and as far as I'm concerned, that includes Emily Dickerson.) Fourth, it will present an interesting challenge for your graphic artists. If people from other places have to scratch their heads and ask, "What's that?", all the better.
The Poets	Pro: Sets the bar low. Underpromise, overperform. Con: Puts pressure on fans to come up with cheers that scan.
The Poets	Robert Frost, Robert Lowell, Emily Dickinson - there have been generations of male and female poets representing Amherst (though some didn't even go to Amherst, but wI pays attention to that?). It's curricular, gender-neutral, and pays respect to the fact that academics are still central to a D3 institution's athletic identity. Also, "We could say "The Fightin' Poets" at games!"
The Poets	Few colleges in the country can boast such a foundational place in American letters, and in poetry specifically. Amherst's legacy is resolutely bound up with that of literary giants Emily Dickinson, Robert Frost, Robert Francis, James Merrill, Richard Wilbur, and more. To adopt this mascot is not only to take pride in the College, but to gain a better understanding of the character of this Valley, a true sense of place, as illustrated by the humanist endeavors of remarkable women and men. Thanks for your consideration!
The Poets	Amherst has a rich history of poetry - Dickinson, Frost, Plath, Wilbur, Merrill - and continues to place great emphasis on literary scholarship. I imagine a great number of students have either encountered these poets at some point in their reading at Amherst or elsewhere; the poetry of these individuals has a remarkable ability to speak to a wide range of people in different ways. The poet would stand out in a mascot field chock-full of animals, historic figures, odd amorphous things (Lightning, for example). A purple-clad poet wielding a giant pen would speak to Amherst's focus on academic excellence while maintaining a figure at least as 'sports-focused' as 'Jeffery Amherst'. All, the pen is mightier than the sword.
The Poets	It is a classic NESCAC mascot and Amherst has both Emily Dickinson and Robert Frost, and it is not offensive.
The Poets	Takes into account both Robert Frost and Emily Dickinson, i.e. gender parity, as well as the long history of Amherst writers. Amherst is a very literary college, so it's a good fit and helps retain the proud tradition of being scholar-athletes. A perfect fit.

The Poets	Reflects both the College's home (Emily Dickinson) and academic history (Robert Frost, Richard Wilbur); embodies the ideas of critical thinking, expression, and perspective; and for the athletes, touches upon excellence of mind, body, and heart. Is also inclusive of the entire student body. The quill as a logo. Purple Poets as another idea.
The Pure Haze	A unique mascot that is gender neutral and has an air of nostalgia and brings pleasant thoughts of Jimmy Hendrix and the 1960s The mascot retains the purple color of Amherst and allows for imagination to produce countless wardrobes for the official mascot as well as students and alumni!
The Purple	Dartmouth has long been known as "The Big Green" since the 1970s, when the "Indian" mascot was retired. One could argue that the mascot should properly be "The Purple and White," but for whatever reason, white is not as whimsical. Let's face it, most Amherst swag is dominated by purple. Variations include, "Big Purple" or, perhaps, "Little Purple" (after the "Little Three.")
The Purple	<ol style="list-style-type: none"> 1. Rooted in our historical and continuing colors.....mauve preceded purple. 2. Calls for alums to wear such colors proudly and more often. 3. Few, if any, 'sensitivities'.....should 'wear' well over time. 4. Several other colleges use colors: (Harvard, Crimson), (Cornell, Big Red), (Dartmouth, Big Green), (Syracuse, Orange). 5. May be a bridge/olive branch to some older alums who 'lost' their prior mascot. Don't replace it with another 'figure' or 'object'. 6. Amherst doesn't need an animal or inanimate "mascot"...our name (Go Amherst!) and colors should suffice. Why be like everybody else?
The Purple	This suggestion is in keeping with a number of other elite schools whose mascot is its color. Purple has always been considered emblematic of royalty and leadership.
The Purple	Ok, it is hilarious that there is a ONE THOUSAND character limit. . . and that people will probably hit it.
The Purple	i remember cheering "go purple" or "go purp" when i was at amherst from 2003-2007. using our school color as our mascot keeps some connects our future mascot to a consistent symbol of our school.
The Purple	Probably the one thing everyone can agree on-- omnipresent across entire athletic department.
The Purple & White	<ol style="list-style-type: none"> 1. Rooted in our historical and continuing colors.....mauve preceded purple. 2. Calls for alums to wear such colors proudly and more often. 3. Few, if any, 'sensitivities'.....should 'wear' well over time. 4. Several other colleges use colors: (Harvard, Crimson), (Cornell, Big Red), (Dartmouth, Big Green), (Syracuse, Orange). 5. May be a bridge/olive branch to some older alums who 'lost' their prior mascot. Don't replace it with another 'figure' or 'object'. 6. Amherst doesn't need an animal or inanimate "mascot"...our name (Go Amherst!) and colors should suffice. Why be like everybody else?
The Purple Aces	war time training of fighter pilots in WW2 ...see Ted Williams (of red sox fame) trained at Chilly Amherst Naval aviation cadet T. S. Williams was sent to Amherst College in chilly Massachusetts for preflight training, a 90-day ordeal described as a combination of Officer Candidates School and a crash course in advanced science. Prospective pilots got into shape and learned how to be military officers as they studied basic theories of how airplanes operated. The surviving cadets then moved to Chapel Hill, N.C., for three months of preflight training. There the academic load became more rigorous, but they actually got to fly. The ground-school curriculum included subjects such as engines, ordnance, aircraft characteristics, aerodynamics and navigation.
The Purple and White	Would be happy with The Purple, or even with some adjective like "the Big Purple" Think it would be a terrible idea to take up some mascot with no Amherst history/tradition. That includes a Moose - ugh!!!
The Purple and White	Not a mascot, I know, but a neutral way to describe Amherst's athletic teams. The Purple and White beat Williams, etc.....
The Purple Dragons	Whimsical, imaginative, and a symbol of possibility Can be playful as well as fierce Representative of Amherst's rich literary heritage Easily engages the mind in fantasy Symbol would easily translate to merchandise
The Purple Frost	Robert Frost And keep it purple! (Frost seems light blue)
The Purple Frost	Combines the iconic school color with one of the most famous literary figures associated with the college. The term "frost" becomes a pun: for the purposes of the mascot, refers to "the act or process of freezing" (dictionary.com), not to Robert, the poet. As a concept, it brings to mind the actions of our sports teams on their opponents: we give them a "frosty" reception on the field. As a visual, I envision a character similar to "Jack Frost", with purple snow/icicles throughout its purple hair!

The Purple Frost	<p>Frost is a nod to Robert Frost combined with our school color. Imagine cows encased in frozen ice cubes ... cows trying to play basketball on courts covered with slippery purple frost ... cows trembling frozen on the field as airborne, purple frost flakes fly by. Cardinals flying south, fast, to avoid the chilly purple frost.</p> <p>I'm not sure what the success rate is for abstract/conceptual mascots is with regard to being a 'unifying force' or 'representing positive qualities', but that may be a tall order in any case: our rivals are a cow and a red bird. Freeze them in their tracks.</p>
The Purple Frost	Fits with an incredible poet/teacher at the college, the weather, the school colors, and it is unique among institutions of higher learning.
The Purple Frost	This simple idea combines our school color and one of our most famous community members. Due to its abstract nature, it avoids potentially divisive issues of gender, race class, and ethnicity. Metaphorically, it represents the chill that our opponents will feel as they struggle against us. I'm certain that our community can design visual representations that will excite and entertain.
The Purple Frost	Ties to Robert Frost. Amherst should have an academic mascot, fits with the school
The Purple Frost	It has our school colors and represents our climate (cold) as well as a former professor. Plus it is an intimidating weather aspect lol
The Purple Haze	Few phenomena in American cultural history unite our diverse backgrounds as joyfully as rock and roll, and few figures in rock are as universally admired as Jimi Hendrix. Hendrix embodies the free exploration and revolutionary creativity that characterize Amherst. His song "Purple Haze" not only presents our signature color in a new light as an emblem of surprise, strangeness, and power; it commands attention across the basic musical elements of rhythm, harmony, melody, and timbre, arising from the foundations of soul, rock, and jazz to synthesize Western harmony, African-American rhythm, and otherworldly spiritual ambition. It is both humanistic and technological, expressing the exuberance and anguish of a strong mind confronting change, cutting through confusion with the razorlike timbre of the electric guitar. What better emblem of Amherst's commitment to inclusivity and progress than the all-enveloping, overwhelming, invigorating Haze?
The Purple Haze	Comes with its own convenient theme song (by an artist of color of an earlier generation). Incorporates school colors. Gender-neutral.
The Purple Light	<p>It is on our seal and represents Terras Irradiant. It is unique, aspirational, optimistic, non-sexist, avoids the banality of animal mascots, readily could lead to new songs, and something of which we could be proud.</p> <p>There are other singular and notional mascots in use, such as Alabama's Crimson Tide, Harvard's Crimson, Stanford's Cardinal, Dakota's Fighting Sioux, to cite just a few. The Purple Light can be visually presented along with such other elements as an artist might imagine, such as shining behind an image of the War Memorial or any other campus element.</p>
The Purple Martin	<p>The Purple Martin is known for their song, their aerial acrobatics, and their tolerance of and closeness to people. The Purple Martin first became comfortable living in man made homes with the Native Americans, who hosted the beautiful song bird with gentleness and kindness in return for their beauty and song. These themes, the song, the soaring bird, and the interwoven nature of bird and man would all serve well as a symbol of Amherst--part of the community, interdependent between nature and man, and playing to two of our core identifiers--The Singing College and Purple. Add to this a place of "soaring learning and bringing radiance to the earth" and you have a wonderful match. The symbol would be a fun mascot at sporting events, as well as a magical royal emblem for the college in the 21st century and beyond.</p> <p>Pictures and concept outfit available upon request.</p>
The Purple Martin	Purple martins are truly purple, are very sociable, living together in harmony. They are extremely athletic, able to do amazing aerodynamic acrobatics to catch insects mid-air, and they travel with incredible speed back to their group home. They love to sing. They mate, often for life, and are loyal to each other and to their offspring, both male and females tending to the young. THE AMHERST PURPLE MARTINS!

The Purple Martin	<p>A striking and distinctive bird, which happens to bear the college colors. It is the largest of the North American swallows, a species associated in particular with the North Eastern United States. It is also known for its athletic, even acrobatic qualities, speed, agility and power. Also stamina, as they migrate some 5,000 miles in just 6 weeks to the Amazon basin in the winter. In this last respect, also a symbol of hemispheric unity and internationalism.</p> <p>With respect to gender its semiotics are neutral/positive. By way of its genus, <i>Progne subis</i>, it refers back to the mythological Procne, wife of King Tereus, who takes revenge on her husband in defense of her sister Philomela's rape. This makes for a strong symbol of solidarity among women and for intolerance for sexual assault, a message, given Amherst's history, that would mark a welcome corrective.</p> <p>The Purple Martin also represents a respectful and reciprocal ecological cohabitation of man and animal in the Americas. Native Americans hung up gourds for martins to nest in, and according to the Cornell Ornithological Lab, John James Audubon used them to choose his lodgings for the night, remarking in 1831 that, "almost every country tavern has a martin box on the upper part of its sign-board; and I have observed that the handsomer the box, the better does the inn generally prove to be.æ</p> <p>In fact there are so many obvious qualities to choose from it is hard to understand how the College could hold on to a mascot as amoral, uninspiring and unsavory as 'the Lord Jeff' for so long. I never thought I would live to see his sorry caricature removed from the football field. I am happy to assist in any process that will finally Extirpate his Execrable Face from my campus.</p>
The Purple Martins	Purple for the Amherst colors (purple and white) and Martins for the acrobatic swallow (and a nod to our favorite Bidy).
The Purple Moose	
The Purple Nurples	It is equally applicable to women and men, it has universal recognition, and it would trigger traumatic flashbacks that would strike fear into the heart of our opponents. Additionally, to my knowledge, a Purp Nurp has never been accused of biological warfare against Native Americans. So it's got that going for it. Which is nice.
The Purple Phoenix	You can even call it Jeff the Purple Phoenix if you want to tie to the past. A phoenix always has new life by arising from the ashes, a nice sports metaphor if you are down in any game, also an apt metaphor for the continuing rebirth of Amherst as an institution, of students as they go through their different stages and awakenings through the pursuit of knowledge, and the rebirth of the mascot itself. The phoenix is also associated with the color purple -- in politics that symbolizes unity of Republican and Democrat, and it is of course Amherst's color. It is also often considered a royal bird. It has cache from Harry Potter as well. It has a regal, brave, noble yet humble image. One can imagine a nice outfit to boot. It works equally well for women and men. I could go on but you get the point.
The Purple Rain	First, this carries on the positive tradition of Amherst purple. Second, everyone loves Prince. Third, it's a metaphor - so perfect for Amherst. Finally, it will take imagination and creativity (Amherst strengths) to find the best way to represent the Purple Rain in mascot form.
The Purple Rays	Full confession, I heard "rays" from another alum and like the way it relates to the motto. "Purple" keeps the colors, which I like, and adds nice Jimi Hendrix double entendre possibilities, as well as interesting costumes. I imagine a large floppy purple manta ray on various sidelines, or maybe a purple sun (or both).
The Purple Reign	Purple Reign because Purple is our color, of course, and Reign suggest that we rule over our rivals. It works for Harvard, Stanford, Alabama, Tulane, etc. The Prince reference is just langiappe.
The Purple Squirrel / The Big Purple Squirrel	check out: https://youtube.be/e8G0TE0le2A
the purple tide	neutral. isn't that what you want?!?!? what a colossal waste of time. so glad none of my kids went to Amherst.
The Purple Wave	Honors Amherst as force for change. Modern, unbiased but still fun and powerful for both Men's and Women's Athletics.
the purple wave	

The Purple Wave	<p>One thing that identifies our teams is the colors. So Williams and some of the other NESCAC teams also use purple in some way. The same thing is true in the SEC, on a much larger scale where half of the teams use some form of red. But there is only one Crimson Tide.</p> <p>Thus the Purple Wave.</p> <p>Other purple options could be:</p> <ul style="list-style-type: none"> Purple Haze Purple Rain Purple Tide (probably too obvious a rip-off of Alabama) Purple Sox Deep Purple <p>And this list could go on and on.</p>
The Purple Wave	It's non-confrontational, not gender-specific, represents forward momentum, strength, power, and ideally, unity.
The Queen of Sheba	Probably isn't. Temporarily out of ideas.
The Rams	Lot of people saying that "Hampsters" is the only anagram of Amherst. That, frankly, is wrong. Just want to raise awareness that "The Rams" is another valid option.
The Rams	"The Rams" is an anagram of Amherst
The Rams	Anagram for Amherst. Not a shitty animal.
The Raptors	We have dinos. Edward Hitchcock
The Rays	Meets the criteria; is derived from Terras Irradiant, our school motto, and is short for Rays of Sun or Sun Rays (already graphically part of the school seal).
The Robert Frosts	Whimsical but reminds all of our priceless heritage of liberal arts education. That's where we are true champions.
The Robert Frosts	He was a great influence on campus.
The royals	Because purple is the color of royalty
The Royals	
The Royals	not problematic
The Royals	"We already have purple colors general neutral"
The Sabers	with echoes of Sabrina
the Sabrinas	Personally, I think it's a no-brainer: The legendary Sabrina (location currently unknown, of course) has been a long-time tradition at Amherst, and the nickname "Sabrinas", an alternate to "Lord Jeffs", has been in common, popular usage forever, e.g., Amherst Student sports headline, reprinted in either the 1968 or 1970 Olio (sorry I can't recall which, my old yearbooks are at home and I'm in the office): "Steamrolling Jeffs Level Ephmen; Belligerent Sabrinas Shatter Moratorium Spirit". Perhaps some may feel it inappropriate, as a female figure at what was then an all-male college, and I understand that; but I personally feel that having a legendary female figure as symbolic of both men's and women's teams actually makes it more inclusive (which I support).
The Sabrinas	Ancient tradition of a statue which appeared and disappeared over the years.
The Sabrinas	I am not sure if I even need to introduce the Sabrina as a mascot. The Greek goddess of knowledge, and perhaps the most famous college tradition centers around her statue. Clear and obvious choice.
The Sabrinas	Obviously.
The Sabrinas	Time for the men's teams to man up and show Eff-in Williams that Amherst men can kick their sorry butts with a girl's name mascot just as well as the lady Lord Jeffs could. My grandfather ('38) would be proud for my sons to play as Sabrinas.
The Sabrinas!	Tradition.
The Salamanders	Alumni band can write a bluegrass fight song. Eco.
The Sam	If we no longer want to ironically pretend to honor the genocidal Lord Jeffrey Amherst, then perhaps we can at least genuinely honor the one who probably deserves it most co-founder Samuel Fowler Dickinson, who devoted his life to advancing the cause of higher education in this country. Yes, I know his full name suggests some tasteless and/or silly variations on the theme. But I say, teach history relentlessly, a bit of it may sink in.

The Scarab	It has a long history at Amherst. "Scarab" was a senior honorary society at Amherst, founded in 1902. It was dedicated to preserving Amherst's customs and improving college life. The scarab in Egyptian cosmology was associated with the sun and with the soul. And it would make a really cool looking mascot-there are many artistic representations of the scarab-in art, in jewelry design, etc., which could serve as a model.
The Semicolons	I propose that the College adopt the Semicolons as the official school mascot. It would be unifying. Every person who has attended or who is otherwise connected with the College has used a semicolon. It would be positive. Semicolons are used to connect complex ideas; complex ideas make our lives rich; and a rich life is a good life. Semicolons are gender neutral. The Semicolons would be visually pleasing. They could be bold, italicized, or dot matrix printing. They could battle other punctuation mascots. Beyond the official criteria, the Semicolons would create buzz. "Why?" "What does that mean?" "Who thought that was a good idea?" "Why do they have to be so weird?" These questions would have no answers. The Semicolons would raise awareness about punctuation. Finally, the semicolons' humility should be rewarded. It would stick it to the arrogant full colons with their time notation and analogies.
The Silent H or The Silent H's	A mascot is supposed to be loud, part of the cheering squad, but it will be viewed as highly ironic that our mascot is silent. Also it speaks to the Am-erst pronunciation and the folks that mispronounce our name. Finally because of the controversy around giving voice to objectionable viewpoints that make others feel discomfited, it'll provide a shout out to the advocates for keeping in place the historical mascot (Lord Jeff) (get it, "silent h" as in history?) If all this is too symbolic, or just plain weird, the "Amherst Ham[p]sters" would also be cute, due to Hampshire County location.
The Silent H's	The proper way to pronounce "Amherst College" is with the "h" being silent, as in "Am-erst" - the "h" is silent. Very unique to the school and sort of a pretentious "inside-joke" that fits nicely into the existing realm of NESCAC mascots. This idea was originated by Alex Bernstein '97.
The Singers	1. We're the "singing college." 2. Nod to older alums who remember this era and a plea to younger alums/current students to re-vitalize and continue to preserve this important piece of the college's soul. 3. Can lead to a new (fight) song....new lyrics/composition (further drawing out the college's history/values) can be another college-wide/unifying undertaking. 4. Similar in vein to the "Poets"....which I guess will have already been submitted as a suggestion by others. "Singers" may be a bit more "fearsome" on the playing fields, however :-).
The Song	1. In a separate submission earlier today, suggested The Singers (see that entry for rationale....essentially, to revitalize and preserve 'singing' at Amherst....."the singing college". 2. This entry is a derivation of the earlier suggestion....."the Amherst Song" or "The Song". 3. Another singular term...no 's'.
The Soul	Reflects the spirit, thoughtfulness of all Amherst Students.
The Spark	The spark of creation - I see a mountain and I want to climb it I see a river and I want to leave shore There's things waiting for me to invent them There's worlds waiting for me to explore The spark of creation, may it burn forever The spark of creation, I am a keeper of the flame The spark of creation - when you're born with an imagination Sooner or later you're feeling the fire get higher and higher. --excerpts from Children of Eden
The spectacles	Because we wear glasses and are smart, but also because it is amazing to watch all the things we do in our future lives
The Squantos	Squanto was the Wampanoag (Patuxet) native who assisted the Pilgrims through their first Thanksgiving. His life story, which is really interesting, can be found here: https://en.wikipedia.org/wiki/Squanto

The Star.	<p>The Amherst Stars. The Stars. Go Stars, Go.</p> <p>This warm, bright, positive mascot, shines on our past, present, and future. The Star, like the sun in the center of our college emblem, represents our yearning for brilliance and desire to light up the world with knowledge.</p> <p>The Amherst Stars inspire us with infinite possibilities.</p>
The STARS	<p>This takes a suggestion from Robert Frost: Choose something like a STAR. It also extends the celestial reference of the Amherst motto, Terras Irradiant. It's a natural sports image and can apply equally well to men's and women's teams. It could apply as well to other activities such as singing, chess, or debating. Terras Irradiant: stars do illuminate the earth (however faintly) and from a philosophical point of view, wondering about stars has illuminated knowledge of the universe. Stars lend themselves to many graphic representations and have been one of the most enduring graphic symbols since ancient times.</p>
The Student	<p>The paper is already called The Student! Let's go Students!</p>
The Sugar-Free Lollipops	<p>Sugar-free lollipops are sweet, yet inoffensive and non-detrimental to your teeth. Students and alumni with or without braces can enjoy them. They are easy to draw and the mascot costume would be very simple to make, not to mention adorable. Lollipops are prolific around the world so even international members of our community could appreciate them. I have never once witnessed a lollipop offend anybody. And best of all, our new fight song (peace song?) could be "The Lollipop Guild" from the Wizard of Oz.</p>
The Sun	<p>Comes from the sun in the College logo....and slogan.</p>
The Sun	<p>Terras Irradiant = "Let them give light to the world"</p> <p>Stanford and their "cardinal" have established the viability of something other than animals as a representative of the college at sporting events. When they needed an unofficial mascot to go along with the color, they chose a fir tree.</p> <p>We have a different opportunity. Although Amherst was sometimes called "the purple" by writers and even referees, "The Purple" may not have the same impact as Stanford's color. We do, however, have a motto and image that has impact and represents the Amherst students and alumni as we are viewed by the academic community and the world in general "THE SUN, and "Terras Irradiant."</p> <p>Although it doesn't resonate immediately, "The Amherst Sun" captures energy as well as bringing light to the world.</p> <p>Because Williams uses gold along with purple as their school colors, the radiant look of the sun on our college seal should retain the white or purple color of the symbol.</p> <p style="text-align: center;">The Amherst Sun</p>
The Sun	<p>As in the Terras Irradiant sun on the college seal. The Sun works for women's and men's teams and I like that it links to our motto. The sun is the life giver on our plane and we hope for our students and alumni to shine a light on the world.</p>
The Sun	<p>This idea comes from the Amherst College seal (where it figures prominently) and the motto Terras Irradiant. The sun is a symbol of knowledge (illumination) and power (solar energy!). And it shines over the whole earth, on all countries, where our diverse student body comes from. It is fast (for sports) - its rays traveling at the speed of light (duh).</p>
The Sun or a Purple Sun	<p>Tradition: it comes right off of the school seal. The sun embraces everyone Have you ever heard anything negative about the sun -- outside of getting a sunburn? The sun is gender neutral Esp if purple, google "purple sun" and click on images: lots of interesting ways to depict a purple sun.</p>
The Swifts	<p>"Swifts" would be a good mascot for three main reasons. First, it nods to Amherst founder Zephaniah Swift Moore, and the Williams rivalry he set in motion. Second, it alludes to the swift, a bird common to Massachusetts. Third, it evokes speed, agility, and teamwork--all important elements of athletic contests.</p>

the T Rex	<p>I strongly urge adoption of the T Rex as the Amherst mascot. First, it is totally in keeping with Amherst's traditions and history, going back to the 1800's and President/Professor Hitchcock, who put Amherst in the forefront of the study of geology and paleontology. This history and continuing expertise is evidenced by the College spectacular Beneski Museum of Natural History. (A google search turns up many references to Amherst and the T Rex.) Second, the T Rex clearly conveys strength. Third, it is gender-neutral, and would work well for both men's and women's teams. Fourth, as exemplified by the Beneski museum, Amherst's renown with respect to dinosaurs and paleontology is one that is broadly relevant to the entire Amherst community, including students, faculty, and alumni.</p> <p>Fifth, the T Rex would facilitate wonderful graphical and other representations of the mascot for T-shirts, mugs, etc. that would be unique to Amherst (contrast a tiger, bear or moose, as examples of a common mascot that would not be unique to Amherst). By the way, I see no problem with the use of the singular T Rex. (Think of the Stanford Cardinal, for example, which is another mascot expressed in the singular.)</p>
The Team Formerly Known as the Lord Jeffs	Prince lives.
The Thing with Feathers	<p>This is not my idea originally, but when I heard someone mention it I thought it was the best one yet. Hope is maybe the defining emotion of Amherst sports fans, and I would argue that it also binds Amherst together as a school. So our mascot should be "the thing with feathers." This mascot would be gender neutral, historically and geographically significant, and leave some room for creative genius in the design of the costume(s). I also think it would tap into a nice mix of goofy but earnest local pride and ironic commentary on sports mascots, similar to the better aspects of the Lord Jeff mascot. Finally, there are some potential new traditions that could be inspired by other parts of the poem: the Thing "sings the song without words," keeps one warm, doesn't ask for crumbs...</p>
The Thing with Feathers	<p>It's a reference to Emily Dickinson, a beloved local poet ("Hope is the thing with feathers - (314)), someone generations of Amherst students have taken pleasure in reading and pride in identifying with.</p> <p>The visual representation would be an abstract, beautiful, purple creature with feathers. It would be gender neutral, unique, and capable of simultaneously representing Amherst's scholarly prowess and the joy and purpose in life which Amherst instills in its community.</p>
The thing with feathers	<ol style="list-style-type: none"> 1) This mascot is a direct reference to an important part of Amherst's (the institution and the town) history, and pride, in a POSITIVE way. 2) The mascot, by being a reference to an important literary icon, is representative of our pride in Amherst's intellectual rigor. 3) The thing with feathers is gender- and race-neutral. 4) Some people feel that Robert Frost is a controversial or divisive figure. More to the point, he is already copiously honored by the college by both the library AND a statue, among other things--to speak nothing of his national awards. Emily Dickinson does not enjoy the problem of being over-praised. We have enough room in Amherst for praise of more than one figure at a time. 5) The thing with feathers can be as dignified or as silly as is deemed appropriate by the college body.
The Thunder	obvious reasons
The Trays	
The Tree of Life	<p>It is green It grows it is great For a place of learning and harmony.</p>
The Trumps	
The Twinkies	Either would be gender neutral. Either would be a simple costume to make. Either would be totally politically correct. Neither would seem excessively aggressive, which of course we wouldn't want.

The Tyrannosaurs	<ul style="list-style-type: none"> • One of the more popular dinosaurs, well-known to almost everyone. • Suggests a fierceness and power that is a popular quality for sports teams. • Reflects Amherst's history as an institution that helped establish the existence of dinosaurs through the work of Edward Hitchcock. • Works for both women's and men's teams. • Can be represented by a killer graphic! (figuratively, of course :-). Might even have purple tinges: http://images.techtimes.com/data/images/full/162421/tyrannosaurus-rex.jpg • Will be a unique name amongst sports teams (also true of my previous suggestion, The Amethyst). <p>I made this suggestion back on October 24, but I just remembered one more bit of Amherst College history that directly connects this dinosaur to the College. Professor Frederick Loom collected a number of dinosaur bones in 1924 that were recently associated with a new species of Tyrannosaurs:</p> <p>https://springfieldmuseums.org/press-release/possible-new-tyrannosaur-species-uncovered/</p>
The Usual Suspects	Two t-shirt designs submitted with this entry
The Variola Virus	That for which Lord Jeff was most famous and from which the social impact was enormous, to say nothing of its broad-ranging historical and future world-wide implications for both medical science and its ethical applications.
The Warriors	Because that's all everyone wants to be
The Watchtowers	Alternatively, we might consider The Watchtowers. Like a lighthouse, a watchtower is a source of light to a community, a guidepost. It is also a source of defense, which lends itself well to being a sports mascot. Also, thank to Game of Thrones, we'd have lots of options for fun slogans referencing The Night's Watch.
The Webster	<p>Noah Webster, the lexicographer and creator of the first American Dictionary, helped to found Amherst College.</p> <p>Additionally, from what I read on Wikipedia and other online sources, the dictionary he wrote was prized by Emily Dickinson, another notable Amherst figure.</p> <p>In fact I would have proposed the Dickinsons or the Nobodies (from her poem, I'm Nobody!) as mascots, but the first doesn't have much of a ring to it, and the second--while appealing to absurdist anti-sporters like myself--is probably not great for rallying cheers at sporting events.)</p>
The Websters	Noah Webster was a respected academic in his time and fundamental to the founding of Amherst College. The college should be proud of our association with this historic figure. This non-traditional mascot would be as unique as Amherst's prior mascot without the negative connotations. Not super-great as a visual but neither was LJA and he worked for a long time. Different but fun as mascots should be (IMO).
The Whales	Whales are majestic magnificent sea creatures that are truly awe-inspiring
The Wordsmiths	A wordsmith is someone who is "an expert with words" according to the American Heritage Dictionary. I believe this to be true of all students at Amherst, past and present, so this mascot would apply to all. Amherst, both the college and the town, is known for its love of language, writers, books and of course, its connection to poets (Emily and Robert). It is also a non-gender-specific name. The mascot itself could be a quill pen with a tag line of (wait for it) "the pen is mightier than the sword." Again, a mascot that reflects the college's prestigious reputation while emphasizing its academic rigor and paying homage to its connection to both Frost, Dickinson and all wordsmiths who are/were connected to Amherst. I also think the Wordsmiths is cooler and a bit tougher than the Poets (with no disrespect for the Poets of Whittier College, a mascot name I did consider pretty thoroughly).
The Zebra!	<p>The zebra would illustrate the uniqueness of our student body, as no two zebras have the same stripes. Amidst a rainbow sea of other college colors, Amherst's stripes would stand out. Members of the Amherst community around the world could show their solidarity with the college by showing their stripes on college clothing and accessories.</p> <p>There are no black zebras or white zebras; the zebra would be the embodiment of black and white--and people of all colors, faiths, and minorities--working side by side. Amherst teaches its students to question conventional wisdom, and to go out into the world and be zebras amidst a huge herd of horses.</p> <p>"Think outside the herd" might be a new school motto, but the zebra even works with Terras irradiant, since the collective noun for a group of zebras is a dazzle. Let Amherst students strive to dazzle their professors and vice versa, and the Amherst community dazzle the world.</p>

The Zephs	<p>1. Suspect (many) others will have submitted this one.</p> <p>2. Pays due to Zephaniah Swift Moore.</p> <p>3. Amherst and Williams ("Ephs") , thus, end up in same place.....nicknames/mascots (leaving aside the Purple Cow) derived from first presidents. Has a nice 'rivalry' ring to it.</p> <p>4. Downside is if Zephaniah had any skeletons/demons in his closet (e.g., did he steal the library books or break his contract with Williams when he bolted to the Pioneer Valley? Do we know enough about him?) and/or some may well view Zephs as too Amherst-Williams centric. I'm certain that we have at least one alum, among our 23,000, who will point out that Amherst believes it's so much more than Williams' rival and has a higher calling on the world's stage than identifying with a mascot name that merely dials up a rivalry and might be considered a "copy-cat.". That conveyed, approach offers some fun/humor and tied histories.....a worthy candidate.</p>
The Zephs	<p>Well, we have the rival Ephs (eeephs?), so why not the Zephs. Named, of course for the wise man who bailed out of Williams College to found Amherst in 1821. he got smarter than Zephaniah Swift Moore did</p> <p>Yin and Yang, Fric and Frac, Abbott and Costello, Ephs and Zephs.</p> <p>What creature would be a Zeph? Pretty much up to your imagination. I could see a zephyr relation: A storm, gale, breeze. But better perhaps a wise colonial figure with a musket to fire at games, or better yet, brandishing a heavy philosophy tome or lantern. Get serious? I am serious. Ok, needs to be in a purple lector's cape (not smallpox infected, by the way.)</p>
The Zephs	<p>Named after the founder of the college: Zephaniah Swift Moore</p> <p>Our rivals can be the Ephs</p> <p>We can be the Zephs</p> <p>They can be purple cows</p> <p>We can be purple soldiers</p>
the Zephs	<p>Since my old college friend (of almost 65 years now) George Heller implicates my proposal of 2012 that we consider H.W Beecher as a College Icon for his humanizing impact on America's founding religion, Puritan Congregationalism, let me say that I abandoned that proposal although we had composed truly uplifting lyrics to the LJA Tune. It was the "groping issue" that sunk Beecher and left egg in his hat. BUT we subsequently proposed that Amherst get in step with the Ephs by using the founding President of Amherst, Zephaniah Moore as our icon, and that we call ourselves the Zephs. and our teams the Zephyrs. Much more historically accurate and concordant with the athletic grace of our teams!! . May I ask you kindly, Carly, tell me whether you are considering Zephs and Zephyrs in this challenging search to replace General Amherst, a true cultural hero of the English speaking peoples but very much a colonial one. Cordially to both.</p> <p>Since the proposal that we take the truly Promethean founding President of Amherst, Zephaniah Swift Moore, as our icon and mascot (calling ourselves the Zephs and our teams the Zephyrs) was made in a Amherst college lecture given in Fayerweather Hall in April of 2013 (by myself) I would be surprised if you did not already have it as a submission. But if not please consider it as a submission. I think you will have received others similar to it recently. If further justification for this submission is required by the Mascot Committee I would be happy to return to that lecture or to my argument submitted to the voting process on Lord Jeffrey of last year</p>
The Zephyr	<p>We recommend THE ZEPHYR as our new mascot, both for its symbolism and for its historical significance to Amherst. The word traces back to Zephyros, the Greek god of the West wind, bringer of light and early spring breezes. This ties nicely into our school motto, Terras Irradiant. It also invokes the Western wind that hastened our founders to Amherst and heralds spring, conjuring up ideas of rebirth, rejuvenation, renewal, resurrection and regrowth after a bleak start in Williamstown.</p> <p>THE ZEPHS also commemorates our enigmatic founder Zephaniah Swift Moore, who served as the school's first President. Depending on its pronunciation, THE ZEPHS could either bear an interesting phonetic resemblance to our Western rivals, THE EPHS, or to THE JEFFS, creating a new yet familiar icon.</p> <p>Visually, Zephyrus was often portrayed as a swift (pun intended) winged horse, which is both gender neutral and a gentle departure from the image of LORD JEFF on horseback.</p>

THE ZEPHYR	<p>We recommend THE ZEPHYR as the new mascot, both for its symbolism and for its historical significance to Amherst. The word traces back to Zephyros, the Greek god of the West wind, bringer of light and early spring breezes. This ties nicely into our school motto, Terras Irradiant. It also invokes the Western wind that hastened our founders to Amherst and heralds spring, conjuring up ideas of rebirth, rejuvenation, renewal, resurrection and regrowth after a bleak start in Williamstown.</p> <p>THE ZEPHS also commemorates our enigmatic founder Zephaniah Swift Moore, who served as the school's first President. Depending on its pronunciation, THE ZEPHS could either bear an interesting phonetic resemblance to our Western rivals, THE EPHS, or to THE JEFFS, creating a new yet familiar icon.</p> <p>Visually, Zephyrus was often portrayed as a swift (pun intended) winged horse, which is both gender neutral and a gentle departure from the image of LORD JEFF on horseback.</p>
The Zephyr (Zeph)	<ol style="list-style-type: none"> 1. Zephaniah Swift Moore 2. Greek God was bringer of Spring and Light 3. Sounds enough like "Jeffs" that it will appeal to alumni 4. Could be a winged horse, a sailboat, or a Greek god
The Zephyrs	<ol style="list-style-type: none"> 1. The Zephyrs (Zephs?) may refer to Zephaniah Swift Moore, the founder and first president of Amherst College. 2. It means a soft, gentle breeze. It also refers to the west wind, which is the mildest and most favorable of the directional winds. Amherst has been at the forefront of innovation and has been a "wind of change" in the world, leading the way by positive example and influence: promoting excellence and intellectual rigor in education, producing students and alumni who lead the way in various fields, embracing diversity, and fostering a spirit of cooperation and collaboration.
Theropod	<p>What could be more representative of Amherst, college perched atop a drumlin, on a former island in glacial Lake Hitchcock than the dinosaur (type; a more specific name would be Gallator or Eubrontes) discovered in this very valley and identified by its tracks pressed into our substrate by none other than former college president and geologist Edward Hitchcock? What's more, his legacy includes a tome dedicated to inquiry of science and religion - an early renaissance man (or one with a profound love of the liberal arts!). Generations of alumni have seen Hitchcock's tracks in the closet in the basement of Pratt, now so beautifully showcased in Beneski, this legacy could really leave an "imprint"!</p>
Theropods	<p>Yes, "something with dinosaurs". The Theropods were subjects of President Hitchcock's study, as major players in the Connecticut Valley's dinosaur trackways, establishing Amherst as a center of excellence in geology and the natural sciences.</p> <p>I expect that Theropods would devour cows with great gusto...</p>
Thunder	<p>One of the dinosaur fossils discovered by Dr. Edward Hitchcock in the Connecticut River Valley were from Eubrontes, a name which I'm told translates to "true thunder." (Please check that. I didn't take Latin.) Eubrontes giganteus was a large and fierce meat-eating dinosaur that once roamed the Amherst area. Certainly, both men's and women's teams wouldn't mind thinking of themselves as fearsome in the vein of the Eubrontes. Furthermore, the Beneski Museum and the Geology Department hold ample inspiration for a dinosaur-based mascot--think about a giant Velociraptor in the tradition of Jurassic Park.</p> <p>Certainly fossils and, by extension, dinosaurs are calling cards of the college. President Hitchcock's discoveries draw individuals to the campus to this day and are relevant to multiple generations. Interestingly, I couldn't find any colleges or universities with dinosaur-based mascots. This is an opportunity to have a unique mascot in the NCAA.</p> <p>A logo would have to be handled deftly and the color purple used extremely sparingly. After all, there is a purple dinosaur out there named Barney. That said, the Toronto Raptors NBA had purple in their logo for years. In Japan, there is a NC Dinos baseball team.</p>
Thunderers	<p>Red tail hawks can be found in the bird sanctuary, so they're native to this area. In Native American folklore, the hawk is believed to be in a continuous fight, protecting people from the evil spirits of the air and is closely associated with forces such as rain, wind, thunder, and lightning and sometimes referred to as 'thunderers'. According to Iroquois legends and myths, the 'Thunderer' was armed with a mighty bow and flaming arrows.</p>

Thundering Herd	<p>One of the dinosaur fossils discovered by Dr. Edward Hitchcock in the Connecticut River Valley were from Eubrontes, a name which I'm told translates to "true thunder." (Please check that. I didn't take Latin.) Eubrontes giganteus was a large and fierce meat-eating dinosaur that once roamed the Amherst area. Certainly, both men's and women's teams wouldn't mind thinking of themselves as fearsome in the vein of the Eubrontes. Furthermore, the Beneski Museum and the Geology Department hold ample inspiration for a dinosaur-based mascot--think about a giant Velociraptor in the tradition of Jurassic Park.</p> <p>Certainly fossils and, by extension, dinosaurs are calling cards of the college. President Hitchcock's discoveries draw individuals to the campus to this day and are relevant to multiple generations. Interestingly, I couldn't find any colleges or universities with dinosaur-based mascots. This is an opportunity to have a unique mascot in the NCAA.</p> <p>A logo would have to be handled deftly and the color purple used extremely sparingly. After all, there is a purple dinosaur out there named Barney. That said, the Toronto Raptors NBA had purple in their logo for years. In Japan, there is a NC Dinos baseball team.</p>
Tiger Beetles	<p>The Purple Tiger Beetle is one of the few purple creatures in nature. The color makes it an obvious choice. The Purple Tiger Beetle is native to western Massachusetts but is categorized as "Special Concern" by the state's Natural Heritage & Endangered Species Program. By choosing the beetle, Amherst could call attention to the importance of protecting the environment and endangered species. Tiger beetles are so named for their speed and ability to capture prey, making them a good representative of successful sports teams. The name is unique and does not appear to be used by anyone else. One caveat is that an alternative name is the Cow Path Tiger Beetle, which could be used against Amherst by creative Williams fans.</p>
Tiresias	<p>He was a blind seer, reflecting academic groping for truth. He was androgynous, reflecting the coed nature of the college.</p>
Torch	<p>"Terras Irradiant"; something that gives light or illuminates. A torch may have too many negative connotations, so a lantern or lamp might be a more neutral choice.</p>
Torchbearers	<p>Thanks for setting this up. I'm glad you're involving all Amherst stakeholders in this endeavor. I've outlined a few thoughts below, but would be happy to help with the selection / refinement process down the road.</p> <p>With a mascot, we get two opportunities to represent the ideals of the college- the symbol and the name. Separating the two (as opposed to "Amherst Direwolves") makes easier to cover the broad mandate we've set. Also, it gives us an opportunity to create a (perhaps currently non-existent) hybrid as the symbol itself.</p> <p>I think we should stay away from humanoid symbols, as any such mascot would lead to identity issues in the student body. Also, animate symbols trump inanimate objects as far as sports rallying symbols go. That leaves animals and mythological creatures.</p> <p>I see Amherst as a place where global leaders of the future can grow together as they figure out their roles in the world. The student body is united in academic excellence, rational outlook, and a pioneering spirit; but we are diverse in terms of socio-economic backgrounds and political perspectives. The ideal Amherst student has the ability to take charge when asked, but works well in teams. From a historical perspective, it would be nice to have a mascot that reflects on our "Terras Irradiant" motto.</p> <p>Based on these thoughts, here are a few suggestions:</p> <p>Name: Irradiants / Pioneers (nod to Pioneer Valley and the founders' path to Amherst) / Lightbringers (yes, despite the connotation) / Vanguard (pioneers) / Quarks (never alone) / Torchbearers</p> <p>Symbol: Dragon (global myth related to light and land); Wolf (strong leader with teambuilding skills); Firefly (on the theme of illumination); Phoenix (light, reinvention); Owl (Western connotations of wisdom); Chimera (combination of any of the above; or any non-moose combination that makes sense); Ravens (travel in packs; Poe/wisdom).</p>
Torches	<p>As in Terras Irradiant: things that light the world. Also do a few other things that apply clearly to competition. Multifunctional image, definition, uses. Visual potential high</p> <p>Torches light the way. Olympic torch carries tradition, keeps flame alive. Torch the competition. Torch the imagination. Etc.</p>
Trackers	<p>In honor of Edward Hitchcock and our collection of dinosaur "tracks." The more casual term "trackers" can be represented by a bloodhound or some other kind of "visually pleasing" animal mascot.</p>

Trailblazer	The trailblazer: It is what Amherst has done since its founding.
Trailblazers	Synonym of pioneer for Pioneer Valley except nickname is easier "Blazers". Also, emphasizes the frontier aspect of AC educationally and socially.
Trailblazers	Embodies the spirit of the college and how we hope our alumni will shape society
Trailblazers	.
Trailblazers	great name
Trailblazers	<p>Massachusetts was among the first settlements in New England, making it one of the oldest and most historic locations in the country. This state set precedents for the remainder of the country- this is a large part of what Amherst represents. Trailblazers encompass this idea of being the leaders, setting new standards, and forging new paths exactly what we hope to do upon graduating from this institution.</p> <p>It also represents finding one's way, which is part of the Amherst experience.</p> <p>Additionally, in a less figurative sense, we are surrounded by physical trails in the Pioneer Valley, giving us the opportunity to follow in the footsteps of the past, but also forge our own ways.</p> <p>Possible Symbols: Amherst "A" with a trail going through it to the top of the "mountain". Purple Amherst "A" with a flag on the top/ peak (colour TBD, but could be a particular colour that marks something else important to the college's mission). Some kind of cool compass involved with the "A"</p>
Trailblazers	Amherst is known for creating its own path. Robert Frost was a trailblazer. Also a fun sounding, unique name that could be fun and inspire creativity on the sports fields. There is nothing controversial about being a trail blazer.
Train Tracks	<p>(1) My favorite Amherst memories are of wandering around the bird sanctuary -- including, sometimes, on defunct train tracks where the bike path now runs, and sometimes on the current tracks where the train still passes a few times daily. Whether or not you share my penchant for walking in the woods, the train's plaintive whistle is part of everybody's campus soundtrack.</p> <p>(2) "Train tracks" may evoke the expression "the other side of the tracks" -- but Amherst has cultivated a diverse community in which every side of the tracks is acknowledged and appreciated. We come from different places, but the tracks don't divide us; they allow us to move forward together.</p> <p>(3) Trains, like our red brick campus itself, may seem on the surface to evoke nostalgia for the past, but are ever-evolving, and will be key players in an accessible and sustainable future.</p> <p>(4) Gender-neutral mascot with an easy visual; short, alliterative, and easily rhymed in cheers (the Trains reign, the Tracks stack up); suitably powerful image for a sports team, yet with a dignified, non-bullying power.</p>
Trap Lords	It sounds catchy and ASAP mob could come to spring concert. #PrettyLordFlacko
Tray Sled	Using a cafeteria tray as a sled is a universal past-time that spans generations of Amherst students. It is something that both male and female students have done. It represents ingenuity, creativity and fun.
Tree	We have so many
T-REX	Dinosaurs are fun, and local. And would make a neat logo. But they're also extinct.
T-Rex	<p>The College has deep connections to the study of dinosaurs dating back to Edward Hitchcock. Our scholarly history is memorialized in the Beneski Museum and the John Middleton added to its collection not too long ago.</p> <p>Whether the T-Rex is the right one, or the Brontosaurus or some other, is not in my area of expertise. But, the idea of meaningfully tying the mascot to Amherst College's scholarly history and the history of our region has significant appeal, as opposed to an animal like the moose that has little apparent connection to the College or the region.</p>
T-Rex	We have a history of dinosaurs and paleontology and it is cool!
Trigger Warnings	well suited to the place Amherst has recently allowed itself to become: a bastion of hard left intolerance.
Trojan	
Troubadour	Everyone likes a good troubadour.
TrumPets	It's a cheerful pun that highlights a spirited, "fired-up," victory-targeted musical instrument, while subtly reaching out to a community that's had to endure the vicious scorn of the condescending elites and "diversity drones" who have mocked the very concept of true academic freedom at the "Formerly Fairest" for "lo, these many years."

Turkeys	It is a great bird, independent, elusive and ferocious, a national as well as a Massachusetts symbol, consistent with Thanksgiving and the holiday spirit which promotes family and has a self-deprecating tone. (It is also my favorite meal.) Our fraternity Psi Upsilon was known as the turkeys, we were proud of the name and wore our t-shirts with honor. I guarantee that it will always bring a smile to every face that utters our mascot's name, will always be noticed, and will lend itself to much illustration. All that is priceless. Go Amherst Turkeys.
Turkeys	for wild turkeys
UltraViolet / UltraViolets	Like Amherst's motto, Terras Irradiant (Let them give light to the world), the UltraViolet is a mascot relevant for all associated with the college. Whereas the UltraViolet shares a modicum of contextual precedence with such classics as "the Crimson" it remains entirely unique. Its position within the electromagnetic spectrum is not only pertinent for today's Wi-Fi world, but also deftly conveys the superiority of Amherst's academic and athletic reputation. UltraViolet is gender non-specific, yet rolls nicely off the tongue. UltraViolet carries no aspersive connotations, inferences or derogatory associations. Meanwhile, because ultraviolet light has the ability to sterilize germs, it can be employed as a symbol to galvanize our community toward "irradiating" the germs, sadness, and chagrin we feel by being associated with Lord Jeff's blankets. Visually, the UltraViolet remains a highly adaptive mascot image. The power of purple could take the form of a sun, a simple wave shape, or any number of other light-associated images. For superior enlightenment! or if you just wanna burn those Ephs! Go UltraViolet!
unicorn	What's not to love? Rare mythic creature with only positive attributes.
unicorn	positive happy
Unicorns	Ancient mythology. Not widely used by other colleges.
Unjeff	The "Unjeff" recognizes the past, with respect, while demonstrating an understanding of the gravity of the issues surrounding Jeffery Amherst's legacy. Thanks
Valley Cats	We live in a valley...and it has bobcats
Valley Hawks	There are hawks that fly around in the pioneer valley that are indigenous to this area, and would make a great mascot. For one, a bird is an animal that flies and with this mascot change Amherst is "flying" to new heights and trying to set an example for others. A hawk is also a predator animal that is at the top of the food chain; it is the hunter, not the hunted. On a sports team it is important to maintain this type of attitude, and I think it resonates well with the community regardless if you are an athlete or not. Hawks can also be both male and female. I think that there are more reasons as to why a Hawk would be a good mascot, and would love to add more to this later if needed. Thanks!
Valley Hawks	Hawks are all over the pioneer valley and are very majestic creatures. Would definitely be a great mascot to cheer for and they are protectors and strong.
Valleys	

Vanguards	<p>Thanks for setting this up. I'm glad you're involving all Amherst stakeholders in this endeavor. I've outlined a few thoughts below, but would be happy to help with the selection / refinement process down the road.</p> <p>With a mascot, we get two opportunities to represent the ideals of the college- the symbol and the name. Separating the two (as opposed to "Amherst Direwolves") makes easier to cover the broad mandate we've set. Also, it gives us an opportunity to create a (perhaps currently non-existent) hybrid as the symbol itself.</p> <p>I think we should stay away from humanoid symbols, as any such mascot would lead to identity issues in the student body. Also, animate symbols trump inanimate objects : far as sports rallying symbols go. That leaves animals and mythological creatures.</p> <p>I see Amherst as a place where global leaders of the future can grow together as they figure out their roles in the world. The student body is united in academic excellence, rational outlook, and a pioneering spirit; but we are diverse in terms of socio-economic backgrounds and political perspectives. The ideal Amherst student has the ability to take charge when asked, but works well in teams. From a historical perspective, it would be nice to have a mascot that reflects on our "Terras Irradiant" motto.</p> <p>Based on these thoughts, here are a few suggestions:</p> <p>Name: Irradiants / Pioneers (nod to Pioneer Valley and the founders' path to Amherst) / Lightbringers (yes, despite the connotation) / Vanguards (pioneers) / Quarks (never alone) / Torchbearers</p> <p>Symbol: Dragon (global myth related to light and land); Wolf (strong leader with teambuilding skills); Firefly (on the theme of illumination); Phoenix (light, reinvention); Owl: (Western connotations of wisdom); Chimera (combination of any of the above; or any non-moose combination that makes sense); Ravens (travel in packs; Poe/wisdom).</p>
Vanguards	Amherst is an institution that has always been at the forefront of innovation. The mascot should represent this quality.
Velociraptor	It embodies what we should stand for: speed, intelligence and strength
Velvet Heads	"Velvet head" comes from Emily Dickinson's poem, "A Bird, came down the Walk." This mascot fulfills all the criteria listed by the committee and I particularly like this mascot for the following reasons. First, it connects to our Amherst history through the observant, sensitive, and creative work of Dickinson. Second, the poem describes the bird, the velvet head, as fierce as it bites the angle worm in half and eats it raw, deft as it drinks from the grass, attentive as it hops sideways to let a beetle pass, perceptive and vigilant as it darts its eyes back and forth, and elegant and graceful in its plashless flight. Third, the image of the Velvet Head can be non-gender specific or altered for various contexts. Regardless of the design approach, it would certainly work for both women's and men's sports. The velvet head also lends itself to a bold visual graphic evoking movement and physical mascot with texture and fullness in that tufted head -- I'm imagining a PURPLE velvet head of course! Thank you for your consideration.
veronica rocco	she the best :) #track #happy
violet frost	Violet because of purple - and it's a play on words from violent (which I don't condone but when you have other mascots being "the fighting" so and so, I think it would be okay. Frost because it's cold and gets very snowy and, of course, Robert Frost
Volcanoes	Emily Dickinson, Amherst's poet laureate, wrote several poems regarding volcanoes making this an appropriate mascot
Volunteers	To all the men and women who have made volunteered for the military.
Voyagers	Amherst is an institution that has always been at the forefront of innovation. The mascot should represent this quality.
War Pigs	
Warrior Poets	Emily Dickinson, Robert Frost, Richard Wilbur, James Merrill...
Warriors	Warriors: Since Lord Jeff is no longer politically correct, this is at least a recognition of the Native American warriors who he allegedly used chemical warfare against.
Warriors	I like it
Water Bears	they are resilient, unique, and badass
Water Iguana	They're badass af and so are Amherst students (look up the BBC video)

We could be the Amherst A's	It is the letter our school starts with
Webster the Dictionary	<p>My idea is "Webster the Dictionary" (probably a dancing dictionary wearing purple tights). Noah Webster was, of course, one of the founders of our college. I think most people would agree that his dictionary, which was originally published in the city of Amherst, is the finest lexicon of American English. To me, the dictionary, which contains every word in the English language, is deeply connected to the ethos of our college. I can't speak for others, but what stands out for me about my time at Amherst was not merely what I learned but the challenge to express what I learned in words.</p> <p>Other people have talked about mascot proposals such as Emily Dickinson, Robert Frost, or maybe even Noah Webster. But I found a study, printed in the Wall Street Journal (http://www.wsj.com/articles/SB10001424052748704107204574471553582978022) that convinced me that Webster the Dictionary is a better choice. That study looked at correlations between types of mascots and win records of the corresponding athletic teams (college and professional). They found that teams with inanimate objects as a mascots have superior winning records. Although the study probably has limited power, I believe it addresses the essence of what we want in a mascot.</p> <p>I'm fairly certain there's no copyright restrictions on the name. The original Webster's Dictionary was bought out by a company in Springfield Massachusetts, which changed the name to Merriam-Webster Dictionary and moved the printing press to Springfield. Therefore, the name Webster's Dictionary is not copyrighted.</p>
Werewolf	It's Savanna's suggestion!
werewolf	we can start a tradition of howling at the moon
WEREWOLVES	Because they are really fucking cool and aren't offensive to anyone. Also, I would be okay with wolves bc they are real and scary and can also be adorable (i.e baby wolf). Also, Lone Wolf is great and Amherst is lonely sometimes but wolves can also travel in packs so community!
werewolves	Werewolves are awesome! Werewolves > Wolves > Dogs. Also, this would create a new tradition where everyone howls at the moon when it is a full moon. Bonding! This would efface the athlete non-athlete divide since we could all howl together. Also werewolves represent diversity as they literally transform from one species to another.
Werewolves	Werewolves are awesome! Werewolves > Wolves > Dogs. Also, this would create a new tradition where everyone howls at the moon when it is a full moon. Bonding! This would efface the athlete non-athlete divide since we could all howl together. Also werewolves represent diversity as they literally transform from one species to another.
What's the matter with the one you have had for a LONG time??? I vote for Lord Jeff	
White sun	"The Sun" an important symbol of nature, global climate change and metaphor for knowledge, enlightenment. Perhaps white sun as not to confuse the williams purple/yellow with purple/white of Amherst
White-Tailed Buck/Deer	They're all somewhat badass/cool animals that are native to Massachusetts that I think athletes, non-athletes, and alumni could potentially gather around. You could potentially put "purple" in front of some of these animals and create some fun fictional purple animal (Ex: the Purple Fox). Please, no humans for mascots.
Why do we need one?	What do media outlets call the Amherst team now? Didn't they used to call them the Lord Jeffs? Is that why we need a mascot, so the team can have a nickname?
Wild Nights	This is the first line of a famous poem by Emily Dickinson. Even though Dickinson herself didn't have anything to do with AC, I think it would be splendid and fitting for the new mascot to pay homage to the town's most famous resident. With that in mind, I also like "Beams" ("Of glory not a beam is left") or "Cunning Moss" ("All overgrown by cunning moss"). I recognize that my suggestions are a little outlandish, but I think the community (students, alum) would embrace the idea of a highly unconventional, abstract mascot with historical ties to the College, and one that doesn't reference animals, war, or broad groups of historical figures (Patriots, 49ers, blah).
Wildcat	They are around. Conveys derring do.
Wildcats	One goes with the colors and they're all awesome.
Wildcats	Purple
Williston	Williston is also a person, so it would match Amherst's history. He also helped save Amherst College when they ran out of money. He donated approximately \$200,000 and the president of the college at the time wanted to rename the college as Williston College.

Witch	Witches are powerful, creative, and draw attention to the phenomenon of individuals across history perceived as threatening the status quo established by traditionally mandated authority.
Wolf	WOLVES R SO COOL
Wolf	Wolves have historically represented intelligence and power, and they rely on teamwork (being part of a pack) but can also be independent: all things that Amherst represents.
Wolf	Plus, they are the primary predator in the USA of cows. Beating Williams is always a priority, is it not?
Wolf	It's fierce!
Wolf	The wolf is the main predator of the cow in the United States.
wolf	natural predator of cows/ephs
Wolf cubs	
Wolves	It is another animal keeping in theme with other Nescac mascots. Also, wolves hunt and survive in packs, and I think they represent unity and resiliency.
Wolves	It eats cows.
Wolves	they're fast!
Wolves	They're fierce, like dogs, everyone loves dogs and they're pretty.
Wolves	The spirit of the wolf symbolizes deep intelligence in regard to important matters, expression of strong instincts, deep passion, and an appetite for freedom. They are looked at as creatures that are not easily domesticated or draw into the standards of society. The wolf encourages authentic and true expression of self. I believe all of these are qualities that Amherst hopes to hold true to their students and educational mindset. Amherst is a community that fosters a space for a thirst of knowledge, the acceptance oneself and ones beliefs, as well as a place that encourages the forging of new paths and progressing forward rather than simply falling to the standards society has set for us. Another aspect of the Wolf that makes it the perfect animal for Amherst's new mascot is the fact that according to Native Americas, the wolf not only represents a great teacher and strong spirit, it represents loyalty to one's community when help is needed. In many Native American traditions the wolf was called on for honor and emulation as they can stand alone with strength but demonstrate their true power in packs. Amherst's student body and alumni represent this same theory as we each are capable of excellence on our own, however it is the bond we share with Amherst as our link that allows us to be truly unstoppable. Wolves are not animals afraid to be heard, and the voices of Amherst are not ones to be whispered, but rather howled when necessary. It is time Amherst has a mascot that represents strength, intelligence, and the ability to not only stand strong alone but together as well-- Amherst deserves the Wolf. "The strength of the pack is in the wolf, and the strength of the wolf is the pack." - Rudyard Kipling
wolves	
wolves	I like wolves
Wolves	Wolves are beautiful, majestic creatures with grey-purple fur (sometimes) and would work well as sports mascots. Also, there is a popular restaurant in our town called Lone Wolf. The Amherst College Wolves would also fit in well with the other mascots in the NESCAC conference.
Wolves	They are social and intelligent.
Wooly Mammoth	Most NESCAC schools have four legged animals as mascots. The Collage has a skeleton of a mammoth in the geology building. Amherst has a long history in paleontology and archeology dating back to President Hitchcock. The visual of a mammoth mascot running around Pratt field and the Memorial Hill fields could be a lot of fun.
Wooly Mammoth	The giant Wooly Mammoth skeleton in the Beneski Museum is one of the most striking and beautiful parts of Amherst. It was found and collected in the Pioneer Valley, connecting Amherst to our historic and scientific roots. A wooly mammoth is powerful, unique, and prepared for the cold winters, just like the Amherst student body.
wooly mammoth	chant :go wooleys"
Writers	Many of the nation's top writers are Amherst grads. But this may offend science students.
Wyverns	Dragons kick ass
Yaks	One of them is purple. The other two live in the snow.
Yankee	Never before used.
Yankees	history of Amherst that is not as racist
Yeti	It's strong and cold.
Yeti	one of them is purple. The other two live in the snow.
Yeti	
Yoho penguins	The water polo team already uses it! It's already established on campus.

YoHo the Penguin	<p>- YoHo has proudly served as the mascot of the coed water polo team for decades</p> <p>- YoHo has become unifying symbol for the Amherst water polo team: the team brings a plastic YoHo to every match, and other teams have made it a point to attempt to steal YoH</p>
Yo-Ho the Penguin	Not only are penguins incredibly noble and fun-loving creatures, but they also have an Amherst connection to Burgess Meredith who played the Penguin in the classic Batman series (known for calling for his henchmen with the tagline "yo-ho!").
Zach Cherry	Zach Cherry is well-known as one of Amherst's favorite alumni. In addition to his budding career as a comedic megastar, he is also an accomplished member of an educational non-profit. Randomly selected passersby have described his laugh as "the distilled quintessence of happiness" and "really more of a giggle." His work includes appearances in High Maintenance, The Unbreakable Kimmy Schmidt, Broad City, and my dreams. With every year that has passed since his graduation, he has come to embody Amherst's ideals of friendship and charity more and more. Zach perfectly fits the requirements for Amherst's mascots. People have already rallied around him, and not only because he enjoys rallies and attends as many as he can. He was an especially notable presence at the Maple Acorn Rally in Northampton last month. He is able to translate several languages in a visually pleasing manner, including Spanish and Tagalog. Most importantly, he will absolutely work equally for men's and women's sports teams, as he is an Equal Opportunity Employee. A vote for Zach Cherry is a vote for Amherst's future as well as its past and any alternate time-space dimensions, such as the Other Side from Stranger Things, for example.
zebra	why not
Zebras	Zebras are social and we can have A to Z on our shirts.
zebras	they're fun
Zeph the purple Zebra, after Zephaniah Swift Moore, Amherst's 1st President. GO ZEPHS !	<p>Zeph sports our colors, purple and white, in a single striking image of an extraordinary and instantly recognizable animal, powerful, peaceful and playful, individually unique and free-spirited, yet finding strength in community.</p> <p>Zeph is gender neutral with many variations for team names.</p> <p>ZIG-ZAG ZIG-ZAG ZIG-ZAG ZIG-ZAG GO ZEPHS! ZZZZZZZZ ZZZZZZZZ WE CAN BEAT YOU IN OUR SLEEP! A to Z, A to Z, AMHERST ZEPHS GO CRAAAY-Z!</p> <p>Zephaniah Swift Moore established our lifelong rivalry with Williams, making him the perfect mascot for athletic teams, when after resigning as president of Williams he audaciously took some students, faculty and (since-debunked) library books to Amherst to found our College.</p> <p>GO ZEPHYRS! http://www.whats-your-sign.com/zebra-facts-and-symbolic-meaning.html</p> <p>Please add this to my previous suggestion. This site has some nice images and text about zebras. Don't forget to imagine purple and white. And if you missed it, which I doubt you did, this suggestion gives a big nod (with a wink) to our former mascot and the alumni who mourn his departure.</p>
Zephabees	The word combines the first names of Amherst's first president, Zephaniah Swift Moore, with that of his spouse, Phebe (don't know her maiden name). It refers back to the origin of the college when Dr. Moore wisely abandoned Williams to found the Fairest College. The name of the mascot of our elemental rivals, the Ephs, commemorates Ephraim Williams whose funds endowed that college. The Zephabee mascot could dress as a purple bee, underscoring the Amherst's colors (also known as "the real purple, in reference to the hue still used at Williams), the busy-as-a qualities of Amherst students, and the sting-like-a strength of its athletic teams.

<p>Zephaniah Swift Moore and diminutives "Zephs" & "Swifts", with "Purple" precedents or not.</p>	<p>As should be widely known, Zephaniah Swift Moore, the first President of Amherst College, was a leading force in the 1821 exodus of several professors and fifteen students from Williamstown, Massachusetts to establish a new college in the thriving and accessible Connecticut River valley at Amherst. Reverend Moore, who had been the President of Williams College from 1815 to 1821, and his companions were largely successful in short order, with enrollment at Amherst having increased to nearly one hundred by the summer of 1823. However, in the process, the intense efforts, responsibilities and anxieties encountered by the fifty-three year old Moore led to his death in Amherst on June 29, 1823.</p> <p>He was eulogized by a colleague, Dr. Thomas Snell, as " By nature a great man, by grace a good man, and in the providence of God a useful man, a correct thinker and a lucid writer, a sound theologian, instructive preacher and greatly beloved pastor, a wise counselor and sympathizing friend, a friend and father especially to all the young men of the infant College in which he was at the same time a winning teacher and a firm presiding officer."</p> <p>"Zeph." Moore, as he signed his name, left no children. He bequeathed his property, valued at some six thousand dollars, to his wife for her use while she lived, and after her death three-fifths of it to the College for the foundation of scholarships. "You can talk about your "Johnnies and your Ellies [and your Ephraims] and the rest," but Zephaniah's overall contribution to Amherst College far exceeded theirs' to their institutions.</p> <p>Strongly supportive of this suggestion, is the playfully provocative nickname "Zephs" or "Purple Zephs" to contrast with our "Eph" neighbor to the Northeast, putting in prospective the competitive yet whimsical nature of the whole mascot controversy. Then, throw in the "Swifts" or "Purple Swifts" and the gentle warm breezes provided by "Zephyr", the Greek God of the west wind, which are so characteristic (not) of the Amherst climate, and we have a real winner Mascot, clearly satisfying virtually all mascot criteria!</p> <p>* No known relation to Amherst's 1970s Miami Dolphins star linebacker, Doug Swift?</p>
<p>Zephaniah Zebras</p>	<p>Zephaniah was the original founder of Amherst</p>
<p>Zepheniah Swift Moore</p>	<p>Ephs v. Zephs. Still an old white dude, though.</p>
<p>Zeph-Men</p>	<p>An homage to Zephaniah Swift Moore</p>
<p>Zephs</p>	<p>Shortened first name of first president</p>
<p>Zephs</p>	<p>"Zephs" is a replacement that would aptly serve both students and alumni, and provide an historical link to the birth of the college.</p> <p>As many know, Colonel Ephraim Williams was instrumental in establishing Williams College in 1793. But soon thereafter, the Williams Board of Trustees found itself in financial trouble, and eyed relocating the campus east to the Northampton area. Williams President-Elect Zephaniah Swift Moore, with 15 students in his charge, marched eastward in 1821 and reestablished the institution as Amherst College. A few Williams students and teachers stayed behind and were allowed to keep their remote educational outpost on land considered nearly worthless at the time.</p> <p>So Amherst, founded by Zeph, is the progeny of feral Williams, founded by Eph.</p> <p>Zephs would recognize Amherst's legitimate link to Williams and President Zeph Moore's triumphant founding expedition east to civilization.</p> <p>It would provide an appropriate and collegial nod to Amherst's progenitor in Berkshire County. Two exceptional schools "more alike than some know, or may care to admit. Go Zephs!</p>
<p>Zephs</p>	<p>This suggestion imitates the practice of Harvard (Johnnies), Yale (Elis), and not to mention Williams (Ephs) in its adoption of the institution's founder/first president as its mascot. Born in nearby Palmer, MA, Zephaniah Swift Moore would be posthumously in good company, one might argue. Amherst's adopting those colleges' practice may help to install our College among them in the public mind. Of course, "The Zephs" will need explaining to those not familiar with College history, but so do the mascot names of Harvard, Yale, and Williams. The similarity of "Zephs" to "Ephs" may be seen to be a problem, but the opportunities that similarity opens up for the verbal imagination are a corrective to that concern. A simple instance is that the "z" sound adds zip and zest to the sobriquet that Williams' dull "Ephs" clearly lacks. The "Zephs" also provides interesting opportunities for a logo and a mascot costume. The close association of "zeph" with "zephyr" allows visual representations of speed and wind to be considered. Another possibility, in a visual echo of the College seal, would be using its starburst in allusion to the College motto "Terras Irradiant." That there is no obvious connection between Moore and a starburst would be cause for interesting discussion that would bring the College's founding principles into sharper focus for students, alumni, and the public. The sight of a person dressed as an early 19th-century Congregational divine exhorting Amherst teams and fans would be comically earnest. Such a collocation of opposite emotions would be invigorating to many, I believe, as well as a visually concrete gesture toward the College's founding and founding principles. Finally, having "Zeph" as the College mascot would perform many of the same functions as "Lord Jeff": it would direct people's attention to the history of the College, hopefully in ways that would not cause the kinds of concerns that led to the separation of the College from the controversial career of Lord Jeffrey Amherst. (A brief Google search brings up nothing that, to my mind, prevents Amherst from adopting Moore as its mascot.)</p>

	It honors Amherst's founder. It's unique. It's short. "Amherst Zephs" is easy to say, as are "Let's go, Zephs," "Come on, Zephs," and the like. It rhymes with Jeffs while being unrelated to it.
Zephs	The nickname could be embodied by an animal figure, named Zephaniah, that could change over time with student tastes. My own choice would be a mammoth or mastodon, as displayed at the Beneski Museum. Either would be Amherst-related and distinctive (the Indiana-Purdue at Fort Wayne Mastodons notwithstanding). I like the irony of a large beast representing a small school.
Zephs	The benefits of becoming the Zephs are layered. It honors our founder, Zephaniah Swift Moore. It (most importantly?) jabs Williams with a similar-looking name. It rhymes with our old mascot. And it allows us to embrace our heritage even while making light of it. Imagine a dapper yet cartoony, 1820s-era squirrel (Zephaniah Squirrel Moore) rubbing our superiority in the face of that purple cow!
Zephs	Zephaniah Swift Moore founded Amherst and it takes a direct swipe at our rival, Williams.
Zephs (or Zephyrs)	The "Zephs," from Zephaniah Swift Moore, is a mascot choice parallel to that of Williams College, emphasizing our origin from and intensifying our rivalry with the "Ephs." Also, "Zephs" rhymes with "Jeffs," which offers a nearly seamless auditory transition for older alumni. The choice also maintains a strong sense of tradition for our college. This choice will make sense to all who hear it. Caveat: I have not done a background check on Zephaniah!
Zephyr	Western, gentle wind - location of AC in western Mass. AC is inclusive, from A to Z; pleasing first and last letter balance Amherst Zephyrs
Zephyr	Similarly to the Williams' Ephs, named after Ephraim Williams, the mascot could maintain historical ties by being named after Zephaniah Swift Moore, our first president and savior from the terribly boring and isolated mountains of Williamstown!
Zephyrs	Zephyrs would be an excellent mascot for Amherst College for several reasons. First, Zephyrs is both unifying and historical since it is a take-off on the name of the College's first president, Zephaniah Swift Moore, who had the courage to leave Williams College and found Amherst College. Second, the dictionary definition of a zephyr is a west wind, which certainly evokes positive, non-controversial associations. Third, the name can bring together those alumni and students who want a name with historical significance and those who want something new. Fourth, it is gender-neutral so it can apply equally for teams of both genders. Fifth, it has the potential to translate into a visually pleasing mascot figure. Sixth, the name is original and it would make Amherst College the first college to use the nickname Zephyrs. Finally, the zephyr train is generally regarded as the first successful streamliner on American railroads and set a speed record for travel in 1934 - it was "swift" just like the middle name of the College founder and just like the speed at which the College's athletic teams will play.
Zephyrs	"A to Z" and "blow 'em away on the field" and the old "Lincoln Zephyr" passenger train, I believe, on the New York central line.
Zephyrs	There are a number of reasons why I think Zephyrs is a great name for Amherst. 1) Tribute to the founder of Amherst College Zephaniah Swift Moore 2) Significance of Amherst, starting with A, and Zephyrs starting with Z, as a symbol that Amherst provides an all encompassing education from A ----> Z 3) Contrast with Williams Ephs - strengthens the rivalry of Zephs vs. Ephs 4) Allows for a broad choice of mascots - can remain a colonial, or any animal that can be named "Zephyr" 5) Opportunity to have a unique uniform pattern as Zephyr is a gingham print - which could be a unique look for Amherst uniforms 6) Keeps up tradition of having unique names in the NESAC
Zephyrs	"Zephyr" has a long history of being a sports name (Chicago Zephyrs were a basketball team in the '60s, New Orleans Zephyrs were a minor league baseball team until this year--freeing it up for us!). It is a nice sounding name with a lot of potential associations (trains, planes, sports, music--"The Zephyr Song" by the Red Hot Chili Peppers come immediately to mind, but Wikipedia shows others), and the literal definition of a favorable wind seems mild and nice enough to not offend anybody. There could be good imagery for our logo--a fearsome train or plane with a favorable wind? A SPECIAL AMHERST CONNECTION: Our founder is Zephaniah Swift Moore; we can retroactively call him the Zephyr for short. "Zeph" also rhymes with "Jeff," so it might be a good way to connect the two eras--I could see our team being affectionately called the Zephs, or even the Lord Zephs, keeping a subtle nod to the first 195 years of our school.

Zombie Cow	<p>Everyone can rally around the Amherst/Williams rivalry, and what better way to perpetuate that rivalry than with making our mascot a dead version of their mascot? Rejoicing in the death of the Williams cow will allow the Amherst community to unite and represent the Amherst experience of trash-talking Williams. This translates equally well for women's and men's sports teams: cows can be any gender, and the gender isn't that important for cows anyway. Also, they could translate into the "intimidation" factor that is important for mascots (zombies!) and would be so fun around Halloween! People dressing up as the Amherst Zombie Cows would be so much fun! Why don't we all rally around the idea that a dead cow is smarter, better at sports, and represents a better school than an alive cow? Go Amherst Zombie Cows!</p>
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