# FOR IMMEDIATE RELEASE

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## WCSD Shares Key Updates on Waterloo United High School Project

*Principal search, branding guidelines and construction progress highlighted*

**WATERLOO, Iowa** — The Waterloo Community School District is pleased to share an update on three major areas of progress for the Waterloo United High School project: the search for the school's founding principal, branding guidelines for the new Titans identity, and an overview of construction planning for the future campus, set to open for the 2028–29 school year.

### Principal Search Underway

The Waterloo Community School District officially launched the search for the inaugural principal of Waterloo United High School in late December. The district is seeking a visionary leader to guide the development and launch of its new comprehensive secondary campus, scheduled to open for the 2028–29 school year. The application window for the position closes Jan. 16, 2026.

This role represents a multiyear leadership commitment, with the selected candidate serving in a full-release capacity during the 2026–27 and 2027–28 school years to lead strategic planning, staffing and operational development ahead of the school's opening. The principal will oversee academic planning for grades 8–12, guide staffing for academic and athletic programs, and supervise the Waterloo Career Center and career and technical education programming.

Working under the direction of the Director of Secondary Education, the principal will play a central role in ensuring Waterloo United High School is built on a foundation of equity, excellence and alignment across existing high school programs. Qualified candidates are encouraged to apply through the district's website at WaterlooSchools.org. Additional information about the search process and transition planning will be shared with the community as the project continues to move forward.

## Branding Guidelines for Waterloo United Titans

The future school's identity was unveiled during a communitywide celebration Oct. 8, 2025, at the Waterloo Convention Center. The event drew hundreds of students, families, staff and community members eager to witness a milestone moment as the new name, colors and mascot were revealed for the first time.

The selection followed a months-long process led by the Mascot and Colors Campaign Committee, a diverse group of students, educators, alumni and community members who worked through the winter and spring of 2025 to ensure the new identity reflects the voices and spirit of the entire Waterloo Schools community.

The name Waterloo United High School symbolizes unity and shared purpose, reflecting the coming together of schools and communities across the district. The Titans mascot represents strength, leadership and perseverance, honoring Waterloo's legacy of industry and resilience. The visual identity features a bold trident symbol incorporating the initials WU, along with a distinctive gold Titan mask.

As interest in the new branding grows, WCSD is sharing the following guidelines regarding its use:

- All Waterloo United Titans branding (primary mark, mascot, and logos) are the intellectual property of the Waterloo Community School District.
- Waterloo Schools will officially begin using the Titans branding during the 2026–27 school year. The branding will be adopted by combined activities and athletic programs, such as tennis, swimming, and girls wrestling.
- Youth sports organizations may request permission to use Titans branding beginning with the 2026–27 school year. An application must be submitted and approved by WCSD prior to use.
- Vendors, commercial or noncommercial, must secure a licensing agreement with WCSD before producing merchandise using the new branding.
- Applications for youth sports, commercial and noncommercial use will become available April 1, 2026, with approved usage beginning during the 2026–27 school year.

Questions regarding branding or licensing may be directed to Emily Frederick, Director of School and Community Relations, at FrederickE@WaterlooSchools.org.

## Construction Overview

Planning and construction for Waterloo United High School will unfold in several phases between 2025 and 2028, with key milestones including leadership appointments, programming and staffing development, road reconstruction and major building completion. Early work began in spring 2025 with initial infrastructure improvements and

will continue with steady progress on the new performing arts wing, academic spaces and athletic amenities through summer 2028. The project will culminate with staff and student access, community tours and the official opening of Waterloo United High School in fall 2028.

The district extends its sincere appreciation to INVISION Architecture and Larson Construction for their expertise, collaboration and commitment to keeping this complex project on schedule as the vision for Waterloo United High School becomes a reality.

The public is encouraged to follow the progress at www.facebook.com/WaterlooHighSchool.

**Waterloo United High School Project Timeline**

**Winter 2026**
- Waterloo United High School Principal announced

**Spring 2026**
- Stage 1 road reconstruction begins

**Summer 2026**
- Waterloo United High School Principal assumes new position
- Stage 1 road reconstruction continues
- Waterloo United Titans is adopted by combined activities and athletic programs
- Waterloo United Titans available for use by Waterloo Youth Sports

**Fall 2026**
- Secondary programming and staffing discussions begin
- Stage 1 road reconstruction completed

**Winter 2027**
- High school programming discussions completed

**Spring 2027**
- Waterloo United High School administrative team selected
- Stage 2A road reconstruction begins
- Tennis courts and soccer field completed

**Summer 2027**
- Selection of Waterloo United High School staff begins
- New commons, performing arts wing, kitchen, and athletic complex completed
- West side parking lot closes for construction

**Fall 2027**
- Stage 2A road reconstruction completed
- Stage 2B road reconstruction

- Portions of the south parking lot open

**Winter 2028**
- Secondary staffing and programming discussions finalized

**Spring 2028**
- Final selection of Waterloo United High School employees
- Stage 3 road reconstruction begins

**Summer 2028**
- Academic wing completed
- Building construction completed
- Furniture and equipment installation
- Employee access to classrooms begins
- Student and community tours of the new building

**Fall 2028**
- Waterloo United High School officially opens
- Stage 3 road reconstruction completed

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## Attachments:

WU Brand View (jpg)
WU One-page timeline (PDF)
WU Project Site Map (PNG, PDF)