

# Extraordinary TIMES



## New direction for a new century

Perhaps the first thing you noticed when you opened this bulletin was this: Brenau University has a new logo. Why? It's a symbol of renewed educational direction, truly a Renaissance in the Liberal Arts upon which the University was founded, and an extraordinary new vision.

❖ We call this renewed commitment **Brenau's Portals of Learning** and we believe it can help our graduates go on to lead extraordinary lives. Developed by Brenau's faculty in response to an exciting new institutional mission, the Portals of Learning approach reorganizes core Liberal Arts subjects into four areas of learning: *world understanding* • *scientific and analytic curiosity* • *artistic and creative imagination* • *communication and language fluency*. ❖ As an educational philosophy, this approach revolutionizes teaching and learning at Brenau. It represents a vision of broader, more integrated knowledge and responsible global citizenship for a new century. It taps the extraordinary in each of us. ❖ These are indeed extraordinary times at Brenau. We hope you will be excited and inspired by what you read in these pages.

## Question & Answer

*Dr. Ed Schrader, President, Brenau University*

### The Journey to Extraordinary

Recently, Brenau President Dr. Ed Schrader shared his thoughts about Brenau's new direction and how this new approach will prepare graduates to find the extraordinary within themselves.

#### Q. Why is Brenau building a more flexible, interconnected approach to learning?

**Dr. Schrader:** We are beginning a new journey. We have successfully traversed 130 years, and now we are preparing to reach new heights traversing the next 130 years. The world needs global citizens—people capable of fully putting their minds in another's very different experience and perspective, of thinking creatively, of bringing many disparate aspects together. To achieve that, you need a broad foundation of understanding. That's what the Portals of Learning will open for our students.

*Robert Rytter, President, Rytter Design*

### Translating new direction into a powerful new symbol

The Rytter Design team designed Brenau's new logo. Here's how they transformed an idea into a symbol.

#### Q. How does the new logo respect Brenau's past?

**Rytter:** Respecting the past was really important to us in developing this logo. It acknowledges the university's long history in many ways. First, it includes the founding date. The fire is also a reference to history because "Brenau" means "gold refined by fire" and that name, a combination of Latin and German, was coined at the university's beginning. The logo also uses the traditional school colors of gold and black, another tie to the school's great history.

## Birth of the Renaissance Student

**President Schrader describes Brenau's Portals of Learning as education for a modern Renaissance. But, just who is such a Renaissance person?**

**Well-rounded**, with knowledge extending across disciplines, helping develop creative ideas informed by a deep understanding of science, math, technology, art, language and world cultures.

**Empowered**, with confidence in personal abilities and able and willing to express opinions articulately in any situation.

**Empathetic**, not only aware of how people in other cultures think and live, but able to put oneself in their place to truly understand their needs, point of view and what drives them.

**Extraordinary**, the Brenau Renaissance student is insightful and reflective. She is able to discover the extraordinary within and tap that internal power to build a life that makes a difference in large and small ways.



Emmie Henderson Howard, Class of 2001, is cofounder, along with fellow Brenau alumna Reagan Elizabeth Hardy, of *Southern Proper*, a southern-inspired line of clothing, neckties, bow ties and accessories for men.



## Extraordinary Opportunities:

**Brenau's multidisciplinary culture creates unique opportunities.**

**A sampling:**

Students In Free Enterprise (SIFE) teams led by faculty advisors develop community outreach projects that promote business skills. Brenau teams have gone on to success in regional and national competitions.

In 2007, the Brenau Chamber Choir performed at Biltmore House in Asheville, NC.

In 2007, the Gainesville Theatre Alliance Repertory Company (including Brenau theatre students) capped an eight-month schedule with a performance of *Oedipus Rex* at the ancient theatre in Epidaurus, Greece.

Brenau students do field work and research (while they practice their Spanish) on insect, reptile, and avian populations at *Kiuic*, a bio-reserve deep in the Yucatan rain forest, then travel to the coast to study sea turtles and fish, sea grass communities and marine invertebrate populations.

Study abroad students travel to China, Europe, Central and South America expanding their world view while they gain confidence and experience.

Question and Answer continued

**Q. How do the portals work?**

**Dr. Schrader:** The goal is to create combined experiences that bring together many different elements. In math, you go beyond computation and theory and delve into the mathematics of art or music. It's not simply numbers without application to the broader sphere of life. The portals are four areas of learning experiences through which we want to propel all our students regardless of when or where they take their classes.

**Q. Does this approach include a hands-on component?**

**Dr. Schrader:** The approach is absolutely hands-on and experiential. In and out of the classroom, we want students to really experience the portals, not just learn theoretically from a book, but being engaged in doing. You are not a passive sponge, but committed to active engagement. As teachers, we are not simply teaching the content of a book, but how it applies to your life and offers insights you might not have had otherwise. Science majors take part in classes that allow them to do something artistic. English majors take courses that encourage them to experience quantitative thinking and learn the benefits of scientific experimentation and how you can apply that logical thinking to many things in life.

**Q: How will the Portals of Learning benefit students?**

**Dr. Schrader:** Each Portal will develop components of students' thinking that they weren't necessarily comfortable with before. It allows them to discover that they can use those components well and benefit from them. It goes back to the Renaissance. There were four classical areas of knowledge and learning an educated person needed. What the Portals of Learning do is help our students unlock the extraordinary within themselves. At Brenau we are producing Renaissance students in the most modern sense—individuals with open, creative minds, self-confident and possessing the knowledge that they can go on to lead their own extraordinary lives.

**Q. What elements of the new logo evoke the future?**

**Rytter:** The idea of looking forward and moving toward the future is communicated by the perspective of the portals. Your eye is drawn to look through the portals toward the future. The fire lights your path forward. In addition, the portals are all contained within each other, a visual reference to the interconnection of many disciplines and ways of thinking in the new approach to learning.

**Q. How does the lettering or typeface convey Brenau's personality?**

**Rytter:** Interesting question. Typography can communicate many attributes when carefully selected. Serif type is viewed as classical and academic, while upper case letters are more formal. For Brenau, we chose a serif typeface to communicate the academic emphasis of the liberal arts education, but used capital and lower-case letters to reflect the personal and friendly nature of the school.

**Q. Why is a new logo valuable and why is it important that it be used consistently in all of the university materials?**

**Rytter:** In the words of Will Rogers, "You never get a second chance to make a first impression." Institutions have only so many dollars to spend on promotion and marketing, and there is no benefit to sending mixed signals to target audiences about who you are and what you have to offer. That is why we also redesigned the logos for all Brenau's divisions, tying them together visually. The marketplace is much too competitive for scattered, inconsistent marketing.



ASHLEY LAMPHIER '11

"The curriculum at Brenau provides more opportunities to explore new areas and try things you might never have considered before.

It's really helped **expand my world view.**"

# Anatomy of a logo

Brenau's new logo celebrates the university's long history of educating equitably all members of society, especially women, and embodies the university's exciting new journey.

The idea of looking forward and moving toward the future is communicated by the perspective of the four portals. Your eye is drawn to look through the portals toward the future.

To visually convey Brenau's personal, friendly culture, the university's name is printed using less formal combined upper and lower case letters. The serif typeface is classical and represents the academic emphasis of the liberal arts foundation Brenau provides.



These interconnected arches represent the portals of learning each student will experience with the new direction and curriculum Brenau has developed. The goal is to provide each student with a broad education that allows her to develop the understanding and knowledge needed to be a truly well-rounded and extraordinary person.

Another tie to the past, the fire refers to the name Brenau, a combination of German and Latin that means "gold refined by fire."

The new logo respects Brenau's history with the inclusion of such elements as the university's founding date and our traditional colors, black and gold.



For Evening & Weekend campuses—



All of Brenau's divisions now have clearly visually related logos, which helps convey the breadth of opportunities the university offers. It also increases and strengthens recognition of Brenau's identity in the higher education marketplace.



Evening and Weekend College campuses across the state of Georgia extend Brenau's educational vision to both men and women. Online College programs offer the epitome of convenience and flexibility.

### The Brenau education at work:

- 100% of Brenau teacher education graduates who choose to seek a teaching position find teaching positions.
- In 2008, 19 of the 40 Gainesville City and Hall County School District teachers named "Teacher of the Year" were Brenau School of Education graduates.
- Recent Brenau graduates are attending law schools throughout the South and in New York City.
- 85% of theatre graduates are currently working as actors, directors, designers, technicians, dramaturges and educators.
- Dance graduates go on to perform in professional dance companies, launch their own successful studios, manage performances for major entertainment companies and even attend law and business schools.
- In 2008, Brenau University graduated 79 BSN students, comprising 9 graduate nursing students and 70 undergraduate students.
- The Women's College occupational therapy program is one of just two such programs in the state, and the only one in a single-gender school.
- Brenau's clinical counseling psychology masters degree program was recently fully accredited by the Masters in Psychology Accreditation Council.



"There is no better place to learn and to express yourself freely than a campus where you are surrounded by other goal-driven women like yourself."

Mercy Changweshu '11  
 Hometown: Bulawayo, Zimbabwe  
 Major: Legal Studies/ Conflict Resolution

### Portals of Learning at work

#### *Creating new, dynamic learning models*

Using the Portals of Learning approach, Dr. Ray describes a course that would combine her expertise in French language and culture with President Schrader's knowledge of geology. Students could "study the Perigord region of France, home of the Lascaux Caves," she explains. Examining the effect of geology and terrain on the history and culture of the area, reading the history and literature of the area in the original French and performing hands-on geological field work, students would draw upon and strengthen the connections between many disciplines.

## New doorways to experience. New possibilities for learning.

A key element of Brenau's renewed commitment to liberal arts education is a complete redesign of the curriculum. The result of an intensive two-year process, the new curriculum is more flexible and offers students more choices in how they choose to define their educational experience at Brenau.

"We are opening the door to the new way we are thinking about liberal education," explains Dr. Helen Ray, Provost. "The Portals of Learning transcend general education requirements and the traditional organization of courses. We are striving to create a universe of thinking and experience that allows students to synthesize different disciplines and experiences as they pass through the portals. This integrated thinking applies to faculty as well. We will teach and collaborate across disciplines to ignite a dynamic exchange." The new curriculum is now defined by four learning portals—

World Understanding; Scientific and Analytic Curiosity; Artistic and Creative Imagination; and Communications and Language Fluency. Each one includes classes from a range of disciplines. Communication and Language Fluency, for example, offers many classes you would expect to find (writing and foreign language) plus others that might surprise you (interpersonal dynamics and information and technology literacy). Artistic and Creative Imagination includes classes in fine arts, literature, spirituality, self-awareness and lifetime fitness. Scientific and Analytic Curiosity features aesthetics and philosophy of art as well as math and science. In the World Understanding portal, you will find many different disciplines—ethics, gender studies, world civilizations, leadership and cultural diversity classes.

"When you experience all the portals offered, you take your life to another level," Dr. Ray adds.



"At Brenau, we have a remarkable opportunity to teach because we can work one-on-one with students, which you don't find at most institutions."

WILLIAM FRED SCOTT, ARTIST IN RESIDENCE/  
 DIRECTOR OF INTERNATIONAL OPERA CENTER



“At Brenau and afterward, you will lead an extraordinary life. A graduate of Brenau's Women's College is not just another person with a diploma, she's someone who can and will make a difference.”

Kristen Spence '11  
Hometown: LaGrange, Georgia  
Major: Mass Communication



Extraordinary lives get a head start at Brenau Academy, one of only two all-girl college preparatory boarding schools in the country associated with a college.

## Stay connected, get involved

What makes Brenau extraordinary? It's the students, the faculty and staff. But it can not be sustained without ongoing involvement and commitment from the entire Brenau community. We invite alumni and friends to stay in touch with the life of the university-by attending performances on campus, visiting us and attending athletic events, helping students find internships, hosting recruiting events and countless other activities.

To find out how you can get involved and stay connected in the extraordinary life of Brenau University, contact Alumni Relations at 770-534-6164.



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