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OGLETHORPE NIGHT CAP

An newsletter written and produced by Evening Degree Program students

MAKE A LIFE. MAKE A LIVING. MAKE A DIFFERENCE.



Welcome All New and Returning Evening Degree Program Students

Returning students may notice changes to the *Night Cap*, as well as to some brochures and banners around campus. Over the last year Oglethorpe underwent a rebranding process, updating university logos and colors, reflected in the new *Night Cap*. To learn more about the process and its outcome see our interview with Kelly Robinson, Oglethorpe's executive director of marketing and public relations, who tells us about the importance of branding, how Oglethorpe's new look conveys our distinct culture and how our identity defines us as "Atlanta's premier liberal arts institution."

Also new in this issue is a section entitled Alumni Corner: I Finally Did It. "I Finally Did It" was inspired by our first featured alumnus, David-Matthew Barnes, who included this proclamation in his Q&A after noting it took 18 years to complete his degree. If you know an inspiring evening degree alum we should feature in the *Night Cap*, please let us know.

I would like to take this opportunity to thank Nick Moreno, the 2006-07 David Wills Presidential Fellow and editor of the *Night Cap*, for his hard work and dedication to sustaining both the newsletter and the evening degree community. Nick's work on the *Night Cap* introduced us to

the evening degree staff who work so diligently to ensure our success; highlighted the creative arts on campus; underscored the value of our Career Services office—the director of which, Lisa Littlefield, teaches in the Evening Degree Program; and gave evening degree students the opportunity to participate in an age-old college tradition—the student newspaper—further fostering a more traditional experience for adult learners in the Evening Degree Program. Thanks, Nick!

If you are interested in contributing to the 2007-08 *Night Cap*, please join us. Student newspapers are important for establishing and maintaining community, which is a special necessity for Oglethorpe evening students who value quality education in a more traditional setting. As a contributor to the *Night Cap* you can build a portfolio for graduate school or increase your marketability in the workplace, add to the Evening Degree Program's sense of community or simply participate more fully in your Oglethorpe experience. We still have space available for writers and photographers.

Welcome back and have a great year.

Julie Benz Pottie
2007-08 *Night Cap* Editor

WHAT'S NEW AT OU

OU's Brand Gets a Contemporary New Look

Kelly Robinson, Oglethorpe's executive director of marketing and public relations, answered our questions about the university's new branding materials, characterizing how Oglethorpe's culture sets us apart from other Atlanta institutions. The new brand can be seen on university flags and banners, the new website, the Oglethorpe Night Cap and an upcoming Evening Degree Program brochure.



OGLETHORPE
UNIVERSITY

What is branding and why is it important for an institution like Oglethorpe to have a brand?

A great definition of branding is ad executive Robert Wilson's equation: Relevance + Distinctiveness + Credibility = Memorability. In today's competitive market, it is extremely important for institutions of higher education to clearly state their defining characteristics in order to inspire prospective students and the community to understand the university's relevance and become part of its story.

What was the goal of Oglethorpe's rebranding?

When President Schall took office in summer 2005, one goal was to gain visibility for Oglethorpe University and establish our position as Atlanta's premier liberal arts institution. To accomplish this goal we set out to clarify the value and relevance in today's higher education market of an Oglethorpe University education and communicate that value in a way that can be easily understood and communicated by all of the university's constituents. In clearly stating our key messages and presenting a united front, prospective students and the community have a better understanding of who we are as an institution. At Oglethorpe each student makes a difference – each new student becomes an active ingredient in the institutional makeup; therefore, at Oglethorpe personal is powerful.

In August 2006, Oglethorpe was due for a new suite of admission materials, and we sent a request for proposal to eight marketing firms in order to partner with a group that specializes in branding and collateral materials. We chose Pentagram out of New York who, with



Photo by Mark DeLong



Photo by Mark DeLong

Are You Using Your Oglethorpe Email?

In August 2007, Oglethorpe University adopted a new communications policy requiring all students to use Oglethorpe email accounts (name@oglethorpe.edu) for official electronic communication with the university. Official communication includes university news, essential information, classroom communications, class cancellations and official notices. In addition to using Oglethorpe email for electronic correspondence, students are required to maintain current telephone numbers and home addresses with the registrar's office for sending final grade reports, financial aid awards and student account statements.

If you haven't set up your Oglethorpe email, contact IT Services in Goodman Hall to activate your account today: 404.364.8518 or help@oglethorpe.edu.

Andrea Jarrell as communications strategist and writer, began the process of best telling our story. Pentagram has experience working with such major universities as New York University, Princeton, Yale, Harvard and first-rate liberal arts colleges such as Williams, Bowdoin and Swarthmore College.

What qualities of the Oglethorpe culture and tradition—past, present and future—were considered during the process?

The communication plan reflects Oglethorpe's rich history on a beautiful, classic campus in the heart of one of the world's most vibrant cities, with a reputation for scholarship, an unparalleled faculty, a strong student experience and a dedication to community involvement that brings all of this to life.

How were the new shapes and colors chosen to represent and communicate Oglethorpe's identity?

The logo design was inspired by the emblem on the gates of Hermance Stadium, which is a quatrefoil, or an architectural feature of a flower with four petals. This image, when simplified, has a series of

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YOUR EVENING DEGREE PROGRAM

Notes from Nancy: Decatur Book Festival Features EDP Professors, Students, Alumni

The second annual Atlanta Journal-Constitution Decatur Book Festival held Labor Day weekend in downtown Decatur featured more than 100 authors giving readings, talks and panel discussions. Included in the menagerie of prized authors and poets were Oglethorpe Professor Karen Head, Evening Degree Program student Damon Waring and program alumnus David-Matthew Barnes, who read from their works of poetry at Java Monkey's local authors stage. Program Director Nancy Keita was in attendance with Assistant Director for Advising and Curriculum Development Angie Dewberry and had this to say about the event:

So, there we were: Angie and I lounging in a sunny coffeehouse courtyard, jam-packed with quiet listeners as poets read their words. Professor Karen Head was the emcee of and participant in this particular poetry reading set, part of the Decatur Book Festival. Turned out, we were attending an ad-hoc Oglethorpe get-together. Reading from their works were Damon Waring, a current Evening Degree Program student, and David-Matthew Barnes, a recent graduate from the program. As expected, there was alum Nick Moreno, snapping photographs. We also saw alum Annie Casey, current student Maryam Jeddi and OU professors Caroline Noyes, Deborah Merola and Linda Taylor. We also said hello to Eli Arnold, an OU alum who recently worked in the admission office. It was like old-home week but in Decatur!

ALUMNI CORNER: I Finally Did It

The Oglethorpe Evening Degree Program has produced some pretty inspiring and interesting figures over the years—from Kate Fitzpatrick, an evening degree graduate who returned to work at Oglethorpe and serves as the “voice” of OU on the campus’s main phone line, to 2007 graduate Annie Casey, whose original intention in going back to school was just to complete her bachelor’s degree, but whose plans now include earning a Ph.D.

In our interview with current student Augusta Vargas-Prada for this issue’s Get To Know YOUr Evening Degree Community, Augusta says she stays positive and overcomes the difficulties of being an evening student—juggling school, work, home and a personal life—by envisioning the light at the end of the tunnel. At the *Night Cap*, we’re recognizing the inspiring alumni of the evening program to prove the tunnel’s end isn’t so far; others who have confronted the same challenges of being an evening student made it to the end and you will too, and when you do, you will have received the best liberal arts education this city has to offer. This issue’s featured alumnus, David-Matthew Barnes, says it best: “I FINALLY did it.”



Photo by Nick Moreno

David-Matthew Barnes

Night Cap: What was your major and minor?

David-Matthew Barnes: My major was communications and my minor was English. I also took every class that Karen Head taught because she's brilliant.

NC: What was your best memory at Oglethorpe?

DMB: Definitely the people that I met. I studied with such amazing professors—Dr. Anne Rosenthal, Karen Head, Killian Edwards, Dr. R. Barton Palmer, Dr. J.C. Reilly—all of whom have had a tremendous impact on my life and career. I also made wonderful friends while I was at OU. The Evening Degree Program is like a big extended family. Everyone really looks out for each other.

NC: Why did you choose to attend Oglethorpe's Evening Degree Program?

DMB: The schedule and location could not have been better. I was working full time and could not find a strong program with evening classes. I considered other schools, but I was really impressed by the individualized attention I received at OU from the moment I visited the beautiful campus, not just from professors but from the staff, too. It took me 18 years to finish my undergraduate degree. I can't begin to tell you how much my life has changed for the better since I FINALLY did it. I had incredible, wonderful support from many, many people at OU while I was there, who were just as committed to seeing me graduate as I was.

NC: What elements of the Evening Degree Program did you like the most?

DMB: I made lifelong friendships while I was a student in the Evening Degree Program with some of my professors and fellow students. The staff was amazing. They really, really care about each and every student.

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GET TO KNOW

YOUr Evening Degree Program Community

GET TO KNOW: Augusta Vargas-Prada

Night Cap: What is your major ?

Augusta Vargas-Prada: My major is accounting.

NC: When do you expect to graduate?

AVP: I will graduate by May 2008.

NC: Why did you choose to attend Oglethorpe?

AVP: I wanted a program that dealt with professional people trying to complete their education as well as have a career.

NC: What elements of the Evening Degree Program do you like the most?

AVP: The professors are really top notch. It is nice to have small enough classrooms where there is that special one-to-one between professors and students.

NC: What is the most difficult aspect of going to school?

AVP: Trying to do it all—work, home and a personal life—sometimes there are those sacrifices that have to be made, but always I keep positive by thinking there is a light at the end of the tunnel.

NC: Did anyone inspire you to finish school?

AVP: No, I wanted to finish my accounting degree so that I can sit for the CPA exam.

NC: What do you plan to do when you graduate from Oglethorpe?

AVP: I want to continue working at Outback Steakhouse International and apply for my MBA.

NC: What type of job do you have now?

AVP: I work for Outback Steakhouse International as a purveyor communications manager; this means that I deal with all food products for restaurants outside of the U.S.

NC: You recently visited Iraq; why did you go and what was your experience there?



Vargas-Prada in Iraq last May

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GET TO KNOW: Mike Horan

Night Cap: What classes do you usually teach?

Mike Horan: I teach accounting and business classes. The accounting classes I teach are Accounting 1 and 2, auditing and a new class I am teaching next session: forensic accounting. In business, I teach managerial finance, business policy and personal finance.

NC: What do you consider to be the strengths of the Evening Degree Program?



Horan speaking to prospective students at an EDP open house

MH: Two strengths come to mind: the small class size and the dedication of the professors that teach here. For the most part, the professors who teach in the evening program are not teaching here because of the salary; they teach here because they love teaching and the students they teach!!

NC: If you could teach a course on any subject, which course would you choose?

MH: I am really excited about teaching forensic accounting next session. Forensic accounting is one of the most desired skills in the accounting industry right now. In this class we will look at the different ways that people/employees can steal from you and what motivated them to do so. If you understand a person's psychology, what motivates them and the different ways that a business can be vulnerable, you can close most of the doors to keep it from happening to you. At the end of the day, I love all of the courses that I teach.

"At the end of the day, I would rather take a group of my students out for dinner—THEIR LIVES ARE A LOT MORE INTERESTING TO ME."

NC: What advice would you give evening degree students?

MH: They usually give me advice! The only advice I would give them is that if they take the enthusiasm and dedication that I see every night in the classrooms and apply that to their lives, they will be very successful in whatever they choose to do!

NC: What is the greatest benefit of working at Oglethorpe?

MH: For me, it is the flexibility that Oglethorpe gives to its teachers in teaching their classes. At a lot of universities the curriculum is canned and everyone teaches the same thing in the same way, which would put mediocrity in the classroom,

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YOUR EVENING DEGREE PROGRAM

Get to Know: Augusta Vargas Prada

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AVP: Outback Steakhouse selects 20-25 individuals from all of the company to go to Iraq, Afghanistan and Kuwait to feed the troops. We feed 22,000 people in all three countries, all sponsored by Outback and their purveyors. Outback is an organization that believes in giving back to the community, and this trip was one of the many things that they do to help others all over the U.S.

NC: *In 12 years, where do you see yourself?*

AVP: Working for a nonprofit organization like C.A.R.E and going to places where the less fortunate can use help—here in the U.S. or abroad.

Get to Know: Mike Horan

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which would not work for me!

NC: *If you could have dinner with anyone in the world, living or not, who would it be and why?*

MH: That's a tough one! I might choose J.K. Rowling to find out how she came up with *Harry Potter* and all of the things associated with the series of books that she wrote. Maybe Johnny Carson, who was the greatest late-night host in my time. Maybe Michael Vick, just to make sure he understands what an idiot he is and what a lousy role model he was for our kids. But at the end of the day, I would much rather take a group of my students out for dinner—their lives are a lot more interesting to me!

Alumni Corner: David-Matthew Barnes

(Continued from page 3)

NC: *What advice can you share with current Oglethorpe evening degree students?*

DMB: Remember that anything is possible. Once you cross that finish line, you will be amazed by the many positive ways in which your life will change.

NC: *Do you have the same expectations for your future now as when you entered Oglethorpe? When you graduated? Where do you see yourself five years from now?*

I really didn't know what to expect out of life when I started classes at OU. I certainly had professional and personal goals that I wanted to achieve. I have been amazed by how much opportunity has come my way since finishing my undergraduate degree. It really gives you a sense of credibility in the job market, a definite competitive edge. Besides, Oglethorpe is a highly respected school, not only in the Atlanta area.

In five years—and I'm quoting one of my favorite films here titled *Smithereens*—"I just want to be sitting by a swimming pool, eating tacos and signing autographs." In truth, I have already been blessed in more ways than I can count with wonderful friends, a loving family and a career doing something that I love to do. Who could ask for more?

Editor's Note: David-Matthew Barnes is an award-winning author and playwright whose work has been featured in more than 100 literary journals and anthologies. His stage plays have been performed in three languages, seven countries and 28 states, including performances at Oglethorpe University of Better Places to Go, Pensacola, and Arrivals and Departures, a series of one-act plays. He is currently pursuing a Master of Fine Arts in creative writing at Queens University in Charlotte, North Carolina, and working on his first novel, The Common Bond. David-Matthew's contributions to the Oglethorpe Evening Degree Program—including serving as an editor for the evening degree newsletter—helped create a community where nontraditional students can participate in a more traditional experience while receiving a quality education.

"Once you cross that finish line, you will be amazed by the many positive ways in which your life will change."

OU's Brand Gets a Contemporary New Look

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combined Os enclosed in a larger O, subtly reinforcing the brand from a classic perspective designed in a contemporary way. The brighter yellow is also fresh and new, playing on Oglethorpe's traditional gold but with an updated feel. The quatrefoil is combined with two new typefaces, one that is classic in nature and one that is more contemporary. New photography was taken to highlight the beauty of the campus and give a personal, up-close view of our students and their experience.

What products and procedures will be affected by the change?

The admission collateral, sent to all prospective students has been completed and the Evening Degree Program will have a new brochure, which will print in a few months. The website was redesigned based on the new look and went live in August.

There are university flags and banners around campus that reflect the new look as well as stationery and business cards. All university publications, including the *Night Cap*, will be refreshed under the new guidelines as we continue rolling out the new look across campus.



OGLETHORPE UNIVERSITY

WWW.OGLETHORPE.EDU
(Keyword: evening)

4484 Peachtree Road
Atlanta, GA 30319

MAKE A LIFE. MAKE A LIVING. MAKE A DIFFERENCE.

Evening Degree Program Information

OFFICE HOURS

Monday to Thursday: 8:30 a.m. to 6:30 p.m.
Friday: 8:30 a.m. to 4:00 p.m.

CONTACTS

Front Office: 404.364.8383
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404.364.8370
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Assistant Director of Advising and
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If you have any story suggestions or if you would like to join the Oglethorpe

Night Cap, please contact Julie Benz Pottie at jpottie@oglethorpe.edu.

We still have space available for writers and photographers.

NEWSLETTER STAFF

Editor:
Julie Benz Pottie

Faculty Advisor:
Dr. Anne Rosenthal

Staff Advisor:
Nancy Keita

Must-Have Campus Information

Campus Safety: Gatehouse 404.504.1998
Campus Safety is available at on-campus extension 1998.

Business Office: Lupton Hall 404.364.8302
Monday, Tuesday and Friday from 8:30 a.m. to 5:00 p.m.;
Wednesday and Thursday from 8:30 a.m. to 6:00 p.m.

Career Services: Emerson Student Center 404.364.8533
Monday, Tuesday, Thursday and Friday from 9:00 a.m. to 5:00 p.m. and Wednesday from 9:00 a.m. to 8:00 p.m.
Other times are available by appointment.

Counseling Services: Emerson Student Center 404.364.8456
The Center for Counseling Services offers individual, group and couples therapy as well as outreach and consultation. Please call to make an appointment.

Financial Aid : Lupton Hall 404.364.8354
Monday, Tuesday and Friday from 8:30 a.m. to 5:00 p.m.;
Wednesday and Thursday from 8:30 a.m. to 6:00 p.m.

Office of the Registrar: Lupton Hall 404.364.8315
Monday, Tuesday and Friday from 8:30 a.m. to 5:00 p.m.;
Wednesday and Thursday from 8:30 a.m. to 6:00 p.m.

IT Services: Goodman Hall 404.364.8518
help@oglethorpe.edu

The campus computer lab in Goodman Hall is available to students 24/7. The IT Help Desk is open Monday through Friday from 8:30 a.m. to 5:00 p.m.

Oglethorpe Bookstore: Hearst Hall 404.364.8361
Monday through Thursday from 9:30 a.m. to 6:00 p.m. and Friday 9:30 a.m. to 5:00 p.m.

The Philip Weltner Library 404.364.8511
Monday through Thursday from 8:30 a.m. to 10:00 p.m.,
Friday from 8:30 a.m. to 5:00 p.m., Saturday from noon to 5:00 p.m. and Sundays from 2:00 to 10:00 p.m.

Weather Advisory Line 404.504.1800
In case of severe weather or other emergencies, Oglethorpe University will use the Weather Advisory Line to communicate appropriate information to our students, including school closings.

Education is the best
provision for old age.

Aristotle