

Board of Trustees History Task Force Implementation Plan



Clemson History in Plain Sight Day – Nov. 14, 2016

Included in this report

- For consideration/action
 - Official historical timeline
 - Monuments and statues study committee report
- Progress since October - updates
 - Comprehensive interpretive plan - major themes and big ideas
 - New website to enhance internal communication on implementation
 - History in Plain Site Day
 - Media coverage
 - Academic conference
 - Universities Studying Slavery consortium
- Priorities for the next 90 days
 - Comprehensive interpretive plan timeline
 - Museum/Interpretive Center feasibility study
 - Design project for interpretive media at historic buildings

For review and approval

“OVERARCHING RECOMMENDATION: UPDATE CLEMSON'S HISTORICAL NARRATIVE”

- The Implementation Team recommended developing an updated, online historical *timeline* since it would not prescribe specific language and can be updated as needed, since Clemson history continues to be made and discovered every day.
- The current timeline starts with Thomas Clemson’s birth. The updated will start with the “pre-Clemson” era.
- The revised timeline has been approved by the history faculty work group.
- Request that the board endorse the new timeline for posting on the history website.



For consideration

- “Erecting statues of important historical figures is another way to honor and preserve Clemson’s history and commemorate important milestones in Clemson’s history that should be considered. The President will create a committee led by members of the history department as well as the university archivist to study the feasibility of such new historical monuments. Final approval of any such monument or statue is required by the Board of Trustees.”
- The committee’s recommendations are submitted for Board consideration.
- The report has been reviewed by the full implementation team and Executive Leadership Team.

Summary of recommendations

1. Before creating additional monuments, review and assess existing policies and procedures for commemorations.
2. Establish guiding principles for commemorations such as monuments, statues, markers and namings, such as:
 - Driven by institutional goals
 - Modern, forward-looking, reflecting best practices
 - Enhance usage and access; invite reflection, engagement and learning
 - Provide appropriate balance
 - Enhance Clemson's reputation
3. Engage the campus in a structured conversation on who and/or what should be commemorated with a permanent physical structure.

Progress since October – Interpretive Plan

A comprehensive interpretive plan is in development and will be ready for review by mid- to late-March.

Preview of key elements taking shape:

- An overarching theme
- Sub-themes – four key historical eras and the dominant characteristic of each
- Storylines – people, places and events that define each era
- Goals and guiding principles
- Major recommendations

WHAT IS AN INTERPRETIVE PLAN

The National Park Service defines interpretation as communication that conveys the significance and underlying meaning of a place.

AN INTERPRETIVE PLAN

- Is a management tool that identifies stories, sites where stories can be told, events when they can be told, and media for delivering them
- Connects audiences with a place to understand why it is important, relevant and meaningful

Interpretation is about understanding, not just knowing: It connects the tangible (a building, an event, a landscape) and the intangible (an idea, a core value, a goal).

Goals

- First and foremost, support the University's strategic priorities
- Identify the stories we want to tell and how to effectively tell them
- Identify desired learning, behavioral and emotional outcomes – what we want people to know, do and feel, whether coming for a short-term visit, a degree program or a career
- Identify and prioritize sites, media and resources
- Support University marketing, campus development and fundraising goals
- Recommend administrative, processes and responsibility for implementing the plan

Key elements of Interpretive Plan

Draft Over-arching Theme

The story of Clemson University reflects hundreds of years of dramatic history ~ of people and place, of transformation and triumphs, of adversity and advancement ~ and the visionary will and legacy of Thomas Green Clemson.

PRE-CLEMSON HISTORY ERA

*Cherokee
settlements at
Esseneca to
Civil War*

DOMINATING CHARACTERISTICS

The land, sense of place, the Fort Hill Plantation, and the people who developed the land where Clemson University now sits

STORYLINES

- Pre-contact/Native American history
- Cherokee cultivation of the land
- Colonial Era
- 18th century travelers as documented by the Naturalists
- American Civil War
- Clergy Hall, the 4-room manse becoming Fort Hill
- Purchase by the Colhoun/Calhoun Plantation Era
- Archaeological research/discoveries

FOUNDING AND FOUNDATIONS ERA

*Mid-1850's to
World War II*

DOMINATING CHARACTERISTICS

The Will, serving the state's economy and civil service through the military and extension, overcoming obstacles, and still – importance of the land and sense of place

STORYLINES

- The life of Thomas Green Clemson
- The story of Thomas and Anna Clemson
- The Will and the contentious acceptance process
- First campus construction using convict labor
- Building the land-grant system
- Overcoming obstacles (fire, flu, world wars and depression)
- Clemson Forest
- Early historical events/figures
- Military College
- Early wage workers' contributions

**EXPANSION AND
DIVERSIFICATION
ERA**

*Post-WWII to
end of 20th
century*

**DOMINATING
CHARACTERISTICS**

Growth, adaptation to change, becoming a University, increased research mission, nationally competitive athletics, international students, and still – importance of the land, the Will and sense of place

STORYLINES

- Boom period, physical/enrollment growth
- Post-WWII – transition from military to civilian
- Student population diversification
- Academic/cultural expansion
- Student-centric growth
- Athletic history and program evolution
- Expansion of the University’s vision and mission
- The unsung heroes, support and service of the local community
- Continuing influence of the land

MODERN ERA

*Turn of 21st
century
forward*

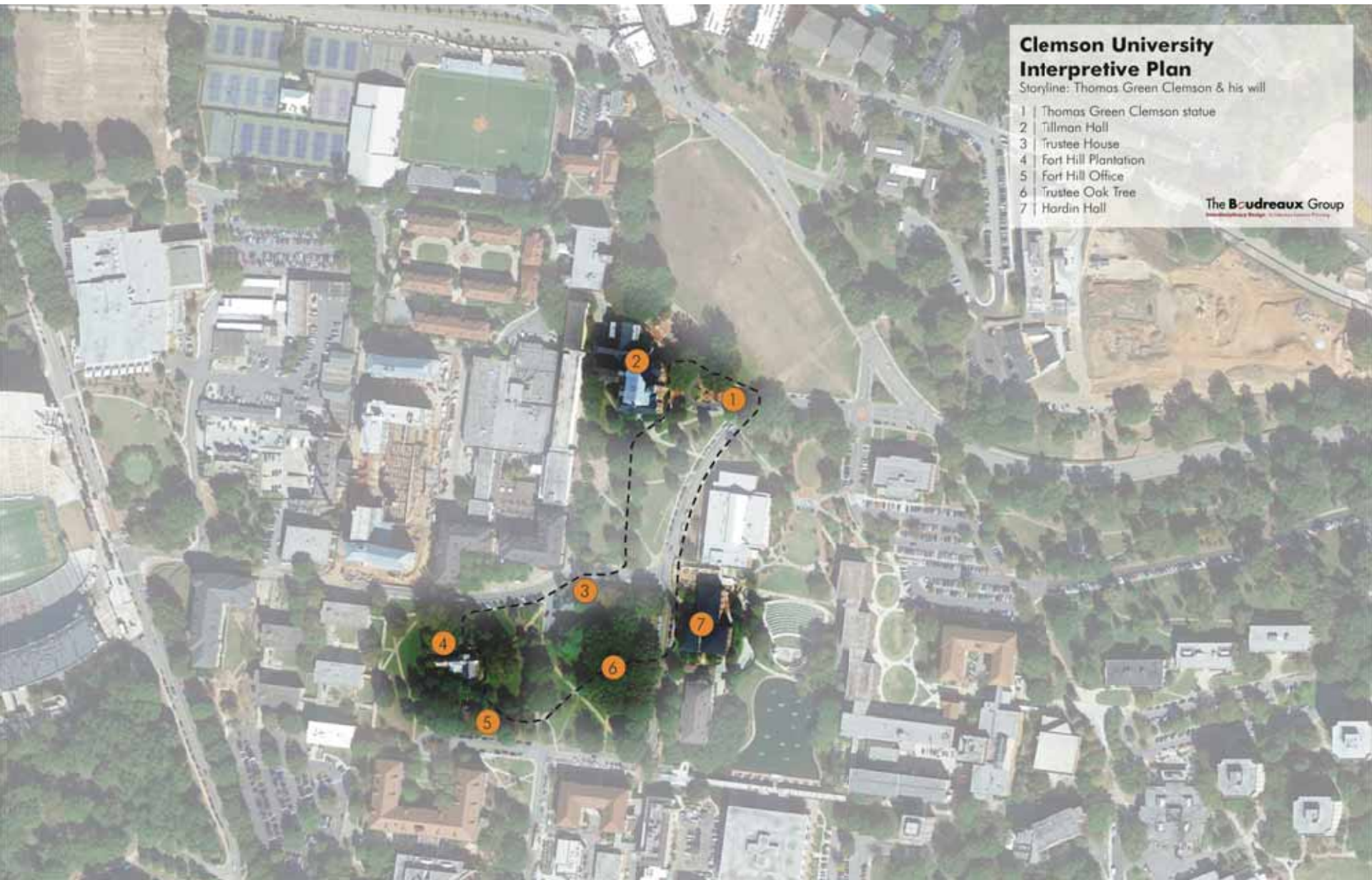
DOMINATING CHARACTERISTICS

2020 Road Map, national stature, ClemsonForward strategic plan, major capital development plan, \$1 billion capital campaign – all looking toward the future while building on historic strengths

STORYLINES

- Today's University into the future
- Perpetual agricultural heritage
- Addressing history, setting national model
- Research and technology advances & contributions
- Nationally ranked
- Tier 1
- Innovative campuses/facilities
- International reputation
- Increased diversity challenges/triumphs
- Nationally-ranked athletic programs
- National football championship
- ClemsonForward
- Alumni support and giving back

Founding and Foundations Era



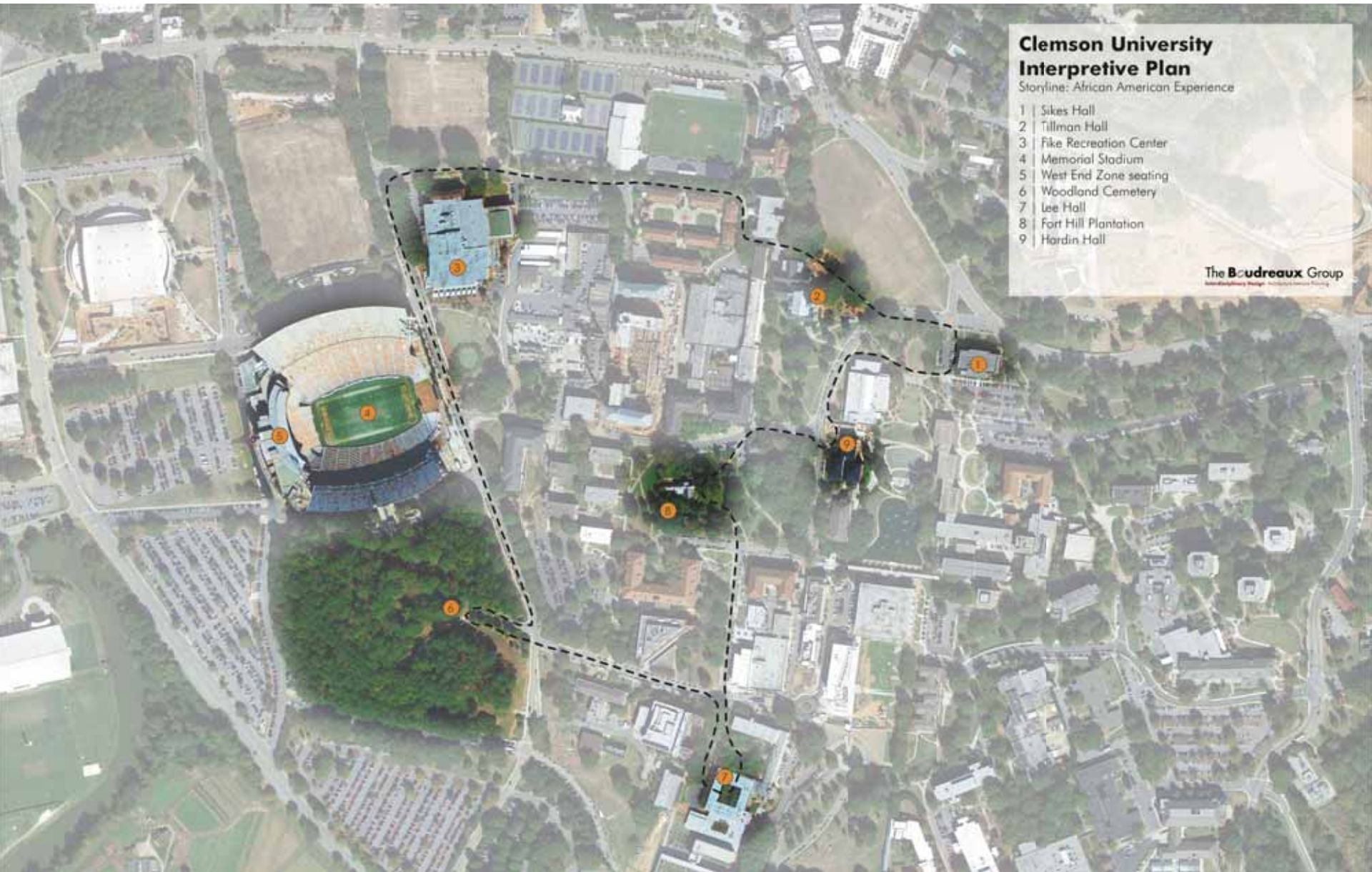
Clemson University Interpretive Plan

Storyline: Thomas Green Clemson & his will

- 1 | Thomas Green Clemson statue
- 2 | Tillman Hall
- 3 | Trustee House
- 4 | Fort Hill Plantation
- 5 | Fort Hill Office
- 6 | Trustee Oak Tree
- 7 | Hardin Hall

The **Boudreaux** Group
Historical & Cultural Services

Pre-Clemson Era to Modern Times



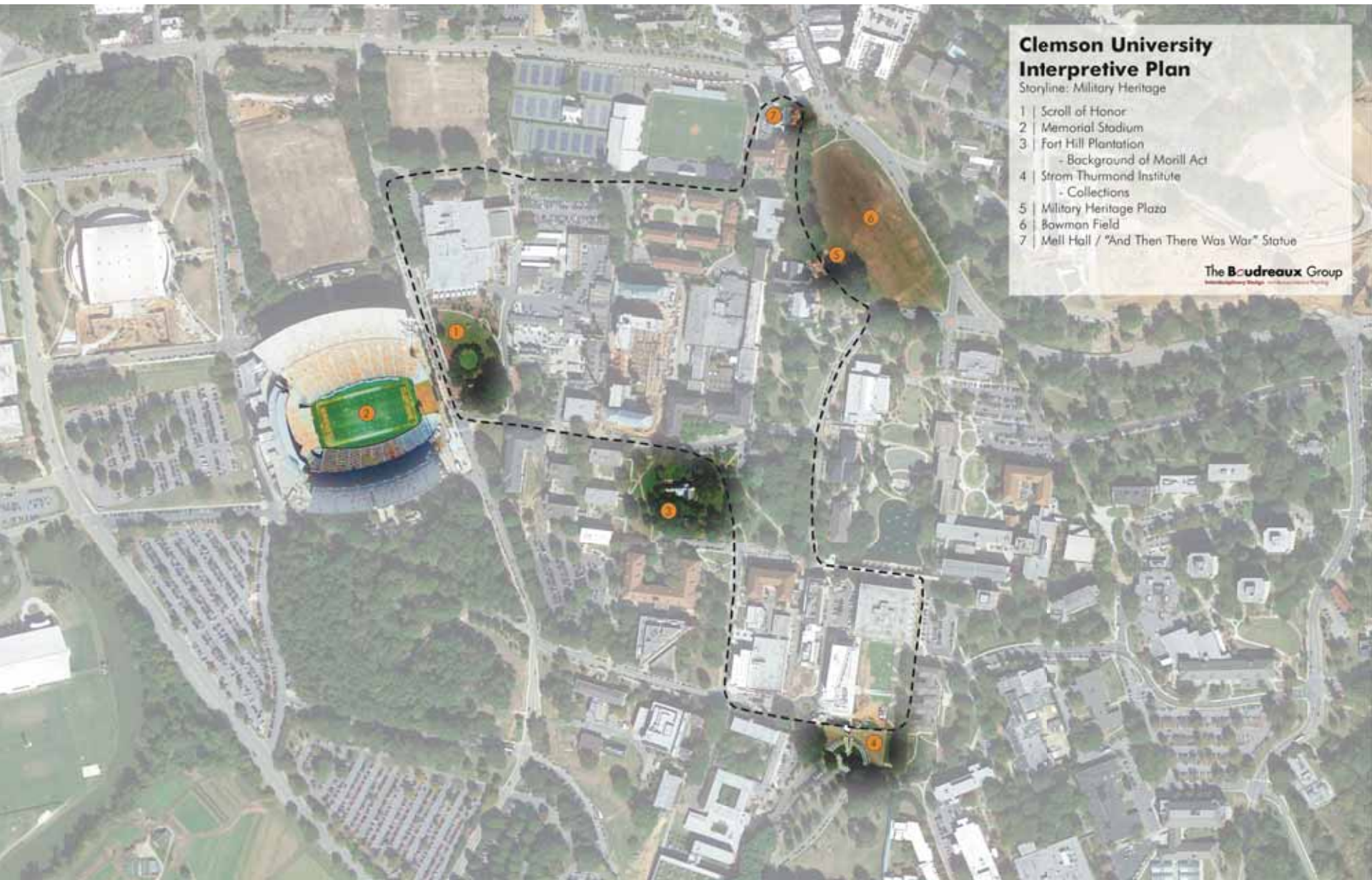
Clemson University Interpretive Plan

Storyline: African American Experience

- 1 Sikes Hall
- 2 Tillman Hall
- 3 Fike Recreation Center
- 4 Memorial Stadium
- 5 West End Zone seating
- 6 Woodland Cemetery
- 7 Lee Hall
- 8 Fort Hill Plantation
- 9 Hordin Hall

The **Boudreaux Group**
Architectural Design | Architecture | Planning

Founding and Foundations to Modern Era



Clemson University Interpretive Plan

Storyline: Military Heritage

- 1 | Scroll of Honor
- 2 | Memorial Stadium
- 3 | Fort Hill Plantation
- Background of Morrill Act
- 4 | Stram Thurmond Institute
- Collections
- 5 | Military Heritage Plaza
- 6 | Bowman Field
- 7 | Mell Hall / "And Then There Was War" Statue

The Boudreaux Group
Architectural, Planning, and Landscape Architecture



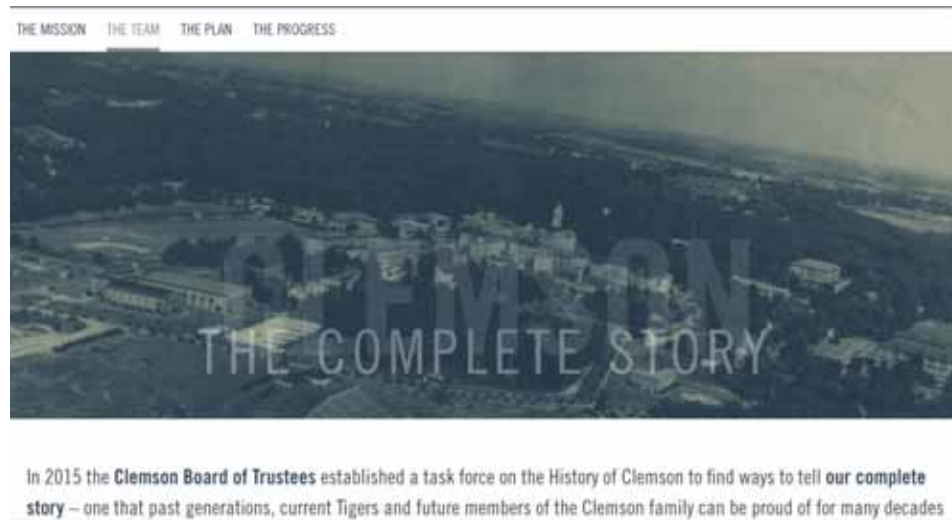
"[This plan will provide]...a strong sense of the complications of race, class, gender, and place that have occurred and continue to occur in this space of transformation, both forced and voluntary, that eventually became Clemson University, beginning with the Cherokee era and stretching into the University's future conception of itself."

"This is not just a visitor's tour thing. It's a self-awareness about the institution. Not just a marketing strategy but the big picture of the University and understanding the parts regardless of where you are in the University. It's about each member of the Clemson Family knowing what they are a part of (something special, authentic, impactful) and their moment in this place."



Progress since October: Improved Communication

- Increase awareness of progress in implementing recommendations and ensure continued engagement of the campus community:
 - Develop a [website](#) providing news updates, information about the implementation team, updates after Board meetings, opportunities for gathering comments as needed
 - Provide regular updates through Clemson media
 - Link to History TF report and other sites



Progress since October – History Day

- Inaugural “History Day” event – Clemson History in Plain Sight held Nov. 14, 2016, in conjunction with Month of Milestones
 - Special tours of historic buildings and Bowman Field
 - Exhibits on Bowman Field
 - Talk by Class of ‘95 alumnus Eric Young – descendants of Fort Hill enslaved people Thomas Fruster and Frances Benson-Fruster
 - Letters Clemson alumni sent home from WWII battle fields
 - Presentations about Floride Calhoun
 - Hot chocolate with Thomas and Anna Clemson re-enactors



Progress since October - updates

- Although not well-attended, because of the quality of the programming, positive media coverage and the board's interest in a Clemson History Week, the Legacy Day planning team - which spearheaded the event - recommends that it be continued.
- Administrative responsibility and resources will need to be determined, as the Legacy Day event group will not be able to provide the same level of support in future years.
- Based on this year's experience and input from the Board of Visitors, it may be advisable to focus on April (Founder's Day) and avoid competing with the November events.

Project seeks to reclaim Clemson history

Mike Eads , michael.eads@independentmail.com Published 12:17 p.m. ET Dec. 28, 2016 | Updated 7:40 p.m. ET Jan. 2, 2017



(Photo: Clemson University)

An English professor is leading a new look at Clemson University's history

Call My Name: African Americans in Early Clemson University History is a project led Thomas to reclaim the stories of the Native Americans, slaves and prison laborers who after Fort Hill Plantation became Clemson College — on the land that is now home to

Thomas and her student assistants burrow through reams of university and state record peoples' stories, with the ultimate goal of creating biographies for as many of them as

"For us, it's working through these files and using resources like Ancestry.com and the resource has been the online records for cemeteries," Thomas said. "I've just been an resources and people interested in ancestry and things like DNA opening up. ... Som like a private detective because I have all of these clues to piece together."



Clemson recalls forgotten history

Mike Eads , michael.eads@independentmail.com 7:49 p.m. ET Nov. 14, 2016



(Photo: Ken Runard/Independent Mail)

CLEMSON UNIVERSITY — A first-ever gathering Monday on Bowman Field celebrated some of the University history that extends beyond Frank Howard, Thomas Green Clemson and Danny Ford.

Clemson History in Plain Sight offered presentations about forgotten slave laborers who worked the became Clemson University, as well as a celebration of the university's military heritage.

Eric Young, a 1995 graduate of Clemson, brought his extended family along to tell the crowd about their ancestors Thomas Fruster and Ed Benson-Fruster, who worked on Fort Hill plantation as slaves until the end of the Civil War. Thomas went on to be a farm laborer for Thomas Clemson and worked on the land after it became part of Clemson College, as did dozens of other for History in Plain Sight at Clemson University build the campus.

Clemson History in Plain Sight



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Clemson World Video

About Clemson

Looking to strengthen even as an alumni? This displays videos to enter World magazine and greater level of involvement everywhere.

The history behind Clemson's oldest buildings



Progress since October – other updates

- Clemson has officially joined a national academic consortium of Universities Studying Slavery, housed at the University of Virginia, bringing membership to 22 institutions.
- A proposal for Clemson to host a national academic conference about how universities are dealing with controversial historical issues has been approved by the administration, and planning is under way for spring of 2018.

Priorities for the next 90 days

- Complete draft of the comprehensive interpretive plan for campus and Trustee review and input by mid-March.
- Launch a feasibility study for a museum/interpretive center:
 - Kicking off Feb. 8th with consultants from Museum Insights strategic/master planning firm
 - Initial discovery/benchmarking work to develop concepts and possibly locations should be completed within 2 months.
 - Align with Lord Aeck Sargent, architectural/design firm, on Trustee House feasibility study
- Develop design options for signage or other interpretive media for historic buildings for Trustee review in April.