

Board of Trustees  
History Task Force  
Implementation Team  
Quarterly Report

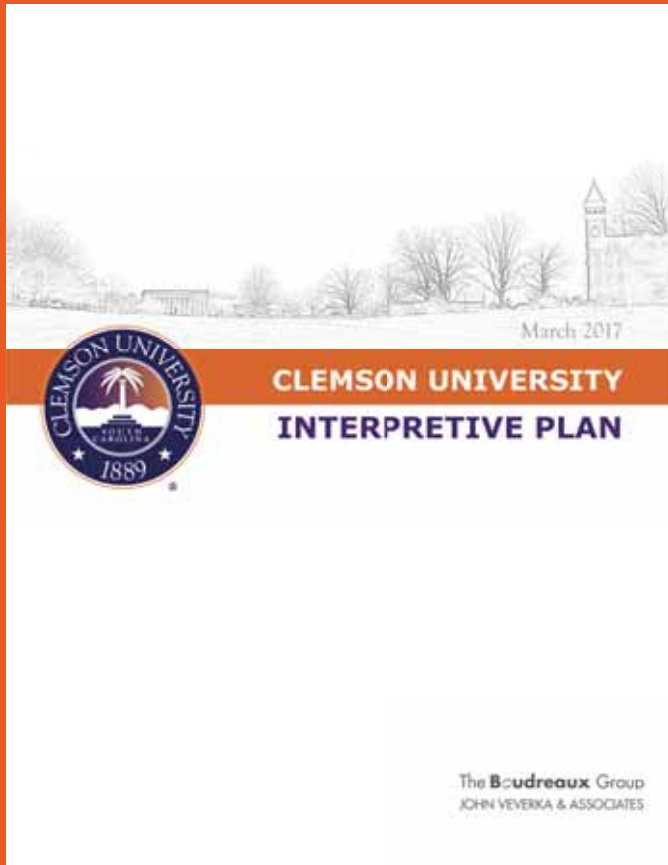


April 21, 2017

# April BOT meeting

- Clemson University Interpretive Plan ~ approval
  - The complete, accurate, authentic history of Clemson
  - Clemson Museum/Discovery Center
  - Historical Tours
- Design concept for historical building signs ~ approval
- Clemson Museum feasibility study update ~ information
- Monuments and statues report ~ follow-up

# Clemson University Interpretive Plan



Reviewed in January

Executive summary

Alignment with ClemsonForward

Purpose and goals

Overarching theme

Four historical eras and key sub-themes and storylines

Objectives and outcomes

Sample tours

## 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*

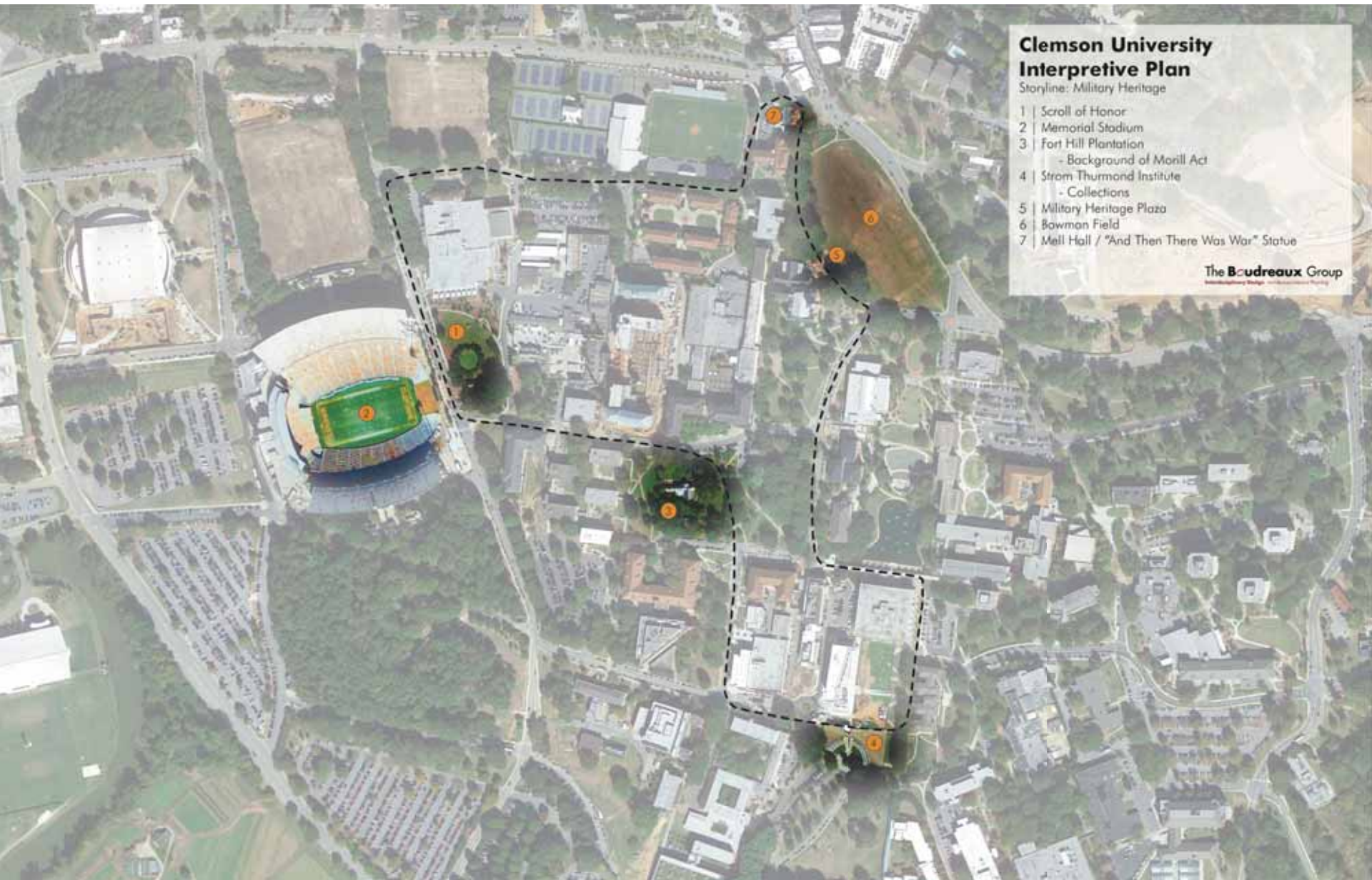
**DOMINATING  
CHARACTERISTICS**

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 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 Services



# Clemson University Interpretive Plan



## INTERPRETIVE SITE INVENTORY & DEVELOPMENT

Site Index Number: **HH1**

Site Name: **Fort Hill**

Keywords: **Experience Center - early history - historic properties.**

Site Location: **Refer to the site location index map.**

### Main Interpretive Objective:

Besides its historic significance (below) the Fort Hill building is the location of the current main historic exhibitions on the early history of the campus.

### Interpretive Significance:

Fort Hill was the home of John C. Calhoun, South Carolina's pre-eminent 19th century statesman, from 1825 until his death in 1850. The antebellum plantation home, office and kitchen are furnished mostly with family artifacts.

It was through a succession of Calhoun-Clemson women that Fort Hill came into Thomas Green Clemson's possession. In 1888, Clemson bequeathed the Fort Hill plantation and cash to the state of South Carolina for the establishment of a scientific and agricultural college. He willed that Fort Hill "shall always be open for the inspection of visitors."

The land that would become home to Clemson University started with John C. Calhoun and his wife, Floride, who owned the land. Floride's family had come into much Upcountry land in 1802. Fort Hill, then known as Clergy Hall, was built in 1803 as the manse for Old Stone Church just a few miles away. When Fort Hill came up for sale, Floride's mother purchased the property.

### Interpretive Objectives for this Site:

During or upon the completion of their visit the majority of visitors will:

- Understand the importance of the Thomas Green Clemson family in the formation of the university.
- Learn about the early educational and experience background of Thomas Green and Anna Maria Calhoun Clemson.
- Will gain an insight of the timeline of the early plantation history of the area, including the lives and labors of enslaved African Americans.
- Will understand the significance of Clemson's will in forming the legacy of the university today.

## Appendices

Focus Workshop summary

Site development forms

Implementation and priorities  
matrix

# Three major recommendations

## 1. Designate an administrative home

- Designate an appropriate administrative unit charged with shepherding and championing the plan and sustaining these Trustee-led initiatives.
- Allocate resources for staffing, programming and facilities
- Integrate across all areas (recommend maintaining a multi-departmental implementation advisory group)

# Three major recommendations

2. Develop distinctive places where core elements of the Clemson story will be discovered and shared (names are suggestions based on functions of each facility)
  - *Discover Clemson* - Home base, where the experience begins
  - *Fort Hill Heritage Center* - Where the founding of Clemson University unfolds, located in the Trustee House
  - *Tiger Central* - An engaging prospective student/visitors center
- A vision for each is detailed in the interpretive plan. These may or may not be co-located, depending on target constituents - which drives mission, programming and location.

# Museum/Discovery Center feasibility study

- Process kicked off Feb. 8 with workshop led by Guy Hermann of Museum Insights. He returned last week to tour various campus locations, meet with ELT, the Implementation Team and other select faculty and staff.
- Aligning with Lord Aeck Sargent, architectural/design firm, on Trustee House feasibility study.
- Initial discovery/benchmarking work to develop concepts and possible locations should be completed in two months.
- Will focus on Clemson history but may have a broader mission.

# museumINSIGHTS

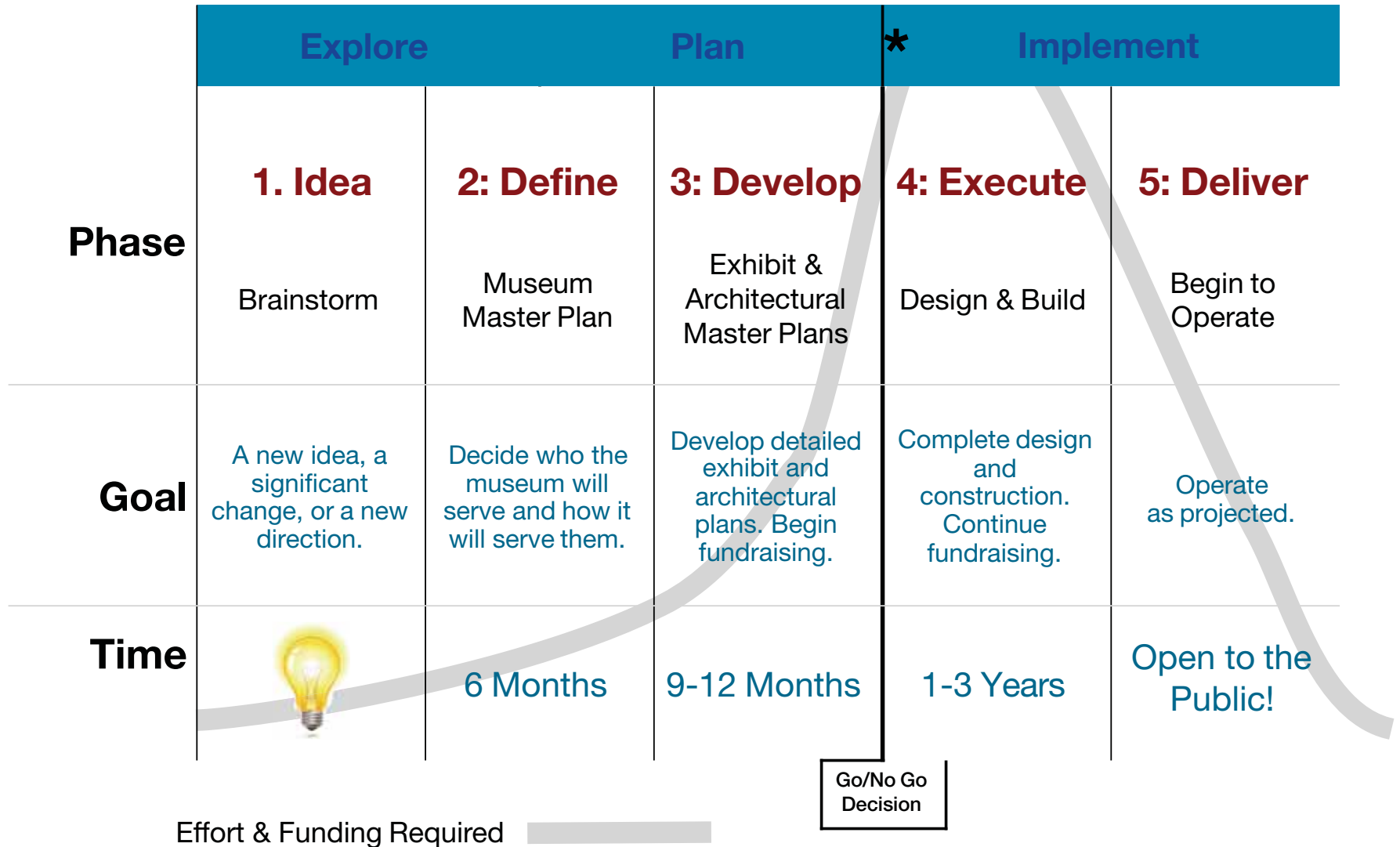
- Academy Museum of Motion Pictures
- Smithsonian National Museum of African American History and Culture
- NASCAR Hall of Fame and Museum
- Apollo Theater
- MIT Museum
- UNC Morehead Science Museum & University Welcome Center
- Auburn University Art Museum
- Flint Hills Discovery Center
- Old Lighthouse Museum



	Destination	Community	Curatorial
<b>Target constituent group</b>	Visitors and tourists	Local community, fans, alumni	Scholars and researchers
<b>Purpose</b>	Attract	Connect	Preserve
<b>Activities</b>	“Wow” exhibits	Changing exhibits and programs	Collections and artifacts
<b>Location</b>	Highly visible	Accessible	Secure
<b>Desired outcomes</b>	Memories	Involvement	Knowledge

**Who are the Clemson Museum’s constituents?**

# Museum Building Project Phases



# Three major recommendations

3. Begin developing media options, brand standards, stories and delivery systems.
  - Utilize expertise of Creative Services, Campus Planning and the National Parks Service to develop general and site-specific media, both personal services (live tours, special events, outreach to area schools,) and self-discovery (signage, exhibits, brochures, smart phone apps, videos and web).
  - As part of this process, we have a recommendation to address the the Board's goal of **improving signage at historical buildings.**

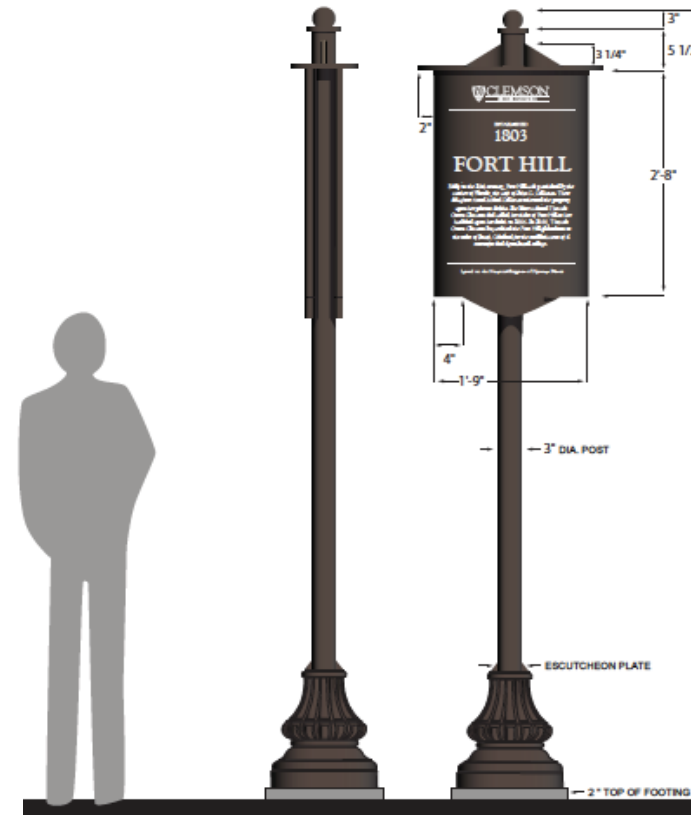


## Signage for Historic Buildings

High-quality, consistent, durable shingle-style signs that communicate value and importance for buildings in the national registry (one unique for Fort Hill - a national landmark).

Cost - \$7,500-\$10,000 per sign (10 - 15 year lifespan).

11 buildings ~ Fort Hill, Trustee House, Tillman, Hardin, Godfrey, Holtzendorff, Mell, Long, Sikes, Riggs, Serrine



## Signage for Important Buildings

Similar design “family” -- scaled for buildings that are important but not historic.

## Interior signage to add more layers to the story

Electronic interpretive panels for display on video monitor or website, easy to update and can be static or revolving.



With BOT approval, we will draft copy for signs and interpretive panels for consideration at a future meeting.

# Monuments and statues - follow-up

- A “monuments and statues” sub-committee of the implementation team submitted a report to the Board in February, recommending a review of existing naming/commemoration policies and procedures before any new statues or monuments are developed.
- We recommend that such a review be conducted by the University Advisory Committee on Naming Land and Facilities, in consultation with the History Task Force Implementation Team.

# Action Items Requested

- Approval of comprehensive interpretive plan
- Approval of design recommendation for historic building signage.