Board of Trustees
History Task Force
Implementation Plan
Implementation Philosophy

• Mirror the tone and philosophy established by the task force
  - Acknowledge all aspects of history
  - Engage constituents in meaningful ways
  - Create action plans grounded in academic rigor, research and professional expertise
  - Strive for an integrated, comprehensive approach
  - Have a lasting impact
  - Be thoughtful, be thorough and do it right, but work with a sense of urgency
  - Recognize that “telling the story” is an ongoing process

• Work toward clear goals
  - Improve campus climate: Help build a culture of inclusion
  - Teach, learn and celebrate the history of Clemson
  - Enhance academic reputation: Be a national model
Implementation Team

- Dr. James Burns, chair, History and Geography department
- Dr. Thompson Mefford, faculty liaison to Board of Trustees
- Dr. Rhondda Thomas, English department
- Helen Adams, director, visitors center
- Michele Cauley, presidential & constituent communications
- Gerald Vander Mey, campus planning
- Lee Gill, chief diversity officer
- Will Hiott, director of historic properties
- Susan Schiff, director of marketing services
- Sam Blackman, athletics
- Kesha Williams, social media manager
- Matt Bundrick, director of web services
- Kelly Durham, alumnus/volunteer
- Cathy Sams, project manager
Other key resources

• History Faculty
  - Dr. Vernon Burton
  - Dr. Abel Bartley
  - Dr. Rod Andrew Jr.
  - Dr. Megan Taylor-Shockley (public history)
  - Dr. Paul Anderson (Southern history/Civil War)
  - Professor Emeritus Jerry Reel

• Parks, Recreation and Tourism Management Faculty
  - Fran Mainella, 16th director, U.S. National Park Service
  - Dr. Gregory Ramshaw

• Creative Inquiry Teams

• Other key staff in Campus Planning, Archives & University Relations

• Nationally recognized external experts and consultants
  - Wendy Davis, Harper’s Ferry Interpretive Design Center, US NPS
  - John Veverka, interpretive master planning
  - National Council on Public History (Campus History as Public History Group)
  - Universities Studying Slavery Consortium (University of Virginia)

• Previous work (CU Preservation Master Plan, 2009, JMA Associates)
BOT task force recommendations

• Communication
  - Official and complete historical narrative (over-arching)
  - Updated bios of key figures
  - Social media accounts
  - History website

• Interpretive public history
  - Signage for historical buildings
  - Signage for Gantt Circle
  - Markers & plaques
  - Monuments and statues

• Educational and visitor engagement programming
  - Museum or center
  - Academic course on Clemson history
  - Clemson History Week
  - Historical tours
Communication

• Biographies (full and brief summary) of key figures have been updated, vetted by faculty and submitted for Board review.

• A social media strategy will be launched at the beginning of the semester using our most popular accounts.
  – A calendar of original content and brand standards are in development. We will engage our Social Media Users Group to encourage them to create their own content, which we can share through official channels.

• The history website can be enhanced by the beginning of the semester with new content, including updated bios, links to ClemsonTV videos and recommended reading.
Communication

• The team recommends that we build out an online, comprehensive **historical timeline** rather than craft an “official” written narrative.
  - A timeline is not subjective, easy to update and offers flexibility for writers, tour guides and teachers.
  - It will provide guidance about critical events in Clemson’s history, but not prescribe exact language.

• We will also develop a communications plan to keep constituents informed of progress – key points and boilerplate language will be part of that plan.

http://www.clemson.edu/about/history/
Interpretive public history

• Markers and plaques:
  - New markers – including slave quarters – were installed in May.
  - We have completed an inventory of current historical markers, which can provide resources for tours, apps, etc.
  - There are three markers at Fort Hill, primarily focused on John C. Calhoun. Templates have been developed for additional SC Heritage Corridor markers at Fort Hill.

• New markers, plaques, monuments will be reviewed by implementation team before submission to board. This will be coordinated with the Naming Committee.
THE T.L. SENN HORTICULTURAL GARDENS

Deeded in honor of its founder
June 8, 1991

The 44 acres of the Botanical Gardens, formerly the Horticultural Gardens of Clemson University, as an innovative concept by Dr. T.L. Senn, President and Head Botanist at Clemson, a December 2, 1854, birth, began in 1899 on land which had supported an abandoned dairy. Through the hard work of Dr. Senn’s family and friends, an educational process was developed to make a prosperous public garden. These hardworking gardeners, assisted by the grower and sale of the gardens, were instrumental in supporting the facilities of the Clemson University Board of Trustees in recognition of the value of a public garden. The Horticultural Gardens was associated with the Planting Arboretum and the University exotics in 1987 to establish the present 20 acres Botanical Garden. The original 44 acres of this garden is dedicated in honor of its founder, Dr. T.L. Senn.

CLASS OF 1943

This marker is dedicated to the men of the Class of 1943 with special remembrance of those who made this possible while serving in the armed forces.

First Woman Graduate

Margaret Marie Snider came to the College in January, 1955. She transferred to Clemson from Anderson College and finished her degree in 1957. Snider was the first woman to complete degree requirements at Clemson. She studied chemistry, then housed in Brackett Hall. This marker was placed on the fiftieth anniversary of her matriculation.

Then in 1958, Virginia Cole Skelton became the first female graduate to have completed all her undergraduate work at Clemson. Skelton earned a degree in Secondary Education with emphasis in mathematics and chemistry.

Clemson University

Clemson University was founded in 1889 as the Clemson Agricultural College of S.C., with its origins in the Morrill Land Grant Act of 1862 creating public land-grant colleges. It was established by a bequest from Thomas Green Clemson (1807-1886), noted scientist, agriculturist, and son-in-law of John C. Calhoun, whose plantation at Fort Hill formed the core of the new college campus.

INTEGRATION WITH DIGNITY, 1963

Clemson University became the first white college or university in the state to integrate on January 26, 1863. Harvey S. Gantt, a Charleston native wanting to study architecture, had applied for admission in 1952. When Clemson delayed admitting him, he sued in federal court in the summer of 1962. President Robert C. Edwards, meanwhile, visited behind the scenes to make plans for Gantt’s eventual enrollment.
Public History Interpretive Plan

• The team recommends that Clemson develop a long-range interpretive master plan. The process will begin with a multi-day, facilitated workshop that engages a broad group of stakeholders to identify:
  • The stories we want to tell – physical and intangible
  • Audiences
  • Outcomes (what we want audiences to learn, do, experience)
  • Media (how to best tell the story)

• Workshop would be held in September, with phase 1 completed by December – with markers, signage and monuments as priorities.

• We can implement interim solutions while this work is under way.
Interim options

• Tillman Hall
  – A display to tell the story of Tillman Hall inside the building can be in place by the beginning of the fall semester.
  – Temporary signage can be in place by the start of the fall semester.

• The opening of the Gantt Multicultural Center creates an opportunity to tell the story of Harvey and Lucinda Gantt through displays and events.
The Story of Tillman Hall – and its role in the History of Clemson University

**The early years**
Text including original name

**Main building renamed**
Text including Tillman controversial legacy

**Clemson desegregates**
Text including Harvey Gantt

**The modern era**
Text including naming issue
reflecting on the past... preparing for the future.

Main Administration Building

The campus in 1896

First Graduating Class 1896:
27 in agriculture
22 in engineering

First cadet class 1893 (44)

Building Index
1-Main Administration Building (Tillman Hall)
2-Chemistry Building (Hardin Hall)
3-Mechanics Hall
4-Fort Hill
5-Trustee House

Part of the original Clemson College Campus
Built by convict laborers using local materials
Completed 1893, burned and rebuilt a year later
Named Tillman Hall in 1946 by the Board of Trustees
Listed on National Register of Historic Places 1990
Educational and Visitor Programs

• Museum or center – The Trustee House continues to emerge as a logical home for an interpretive center. Recent renovations have created significant documentation about the historic property.
• Academic course on Clemson history – This course currently exists (HIST 1000: Higher Education and Clemson)
• Clemson History Week – We will seek recommendations from constituent groups at their regular fall meetings (need to get on their agendas now)
• Historical tours – The team is exploring technology-based, self-guided tours (adding to our current visitor app). Personal guided tours may be offered during special events.
• The history department recommends that Clemson host an academic conference on how universities are addressing similar issues nationwide, with a book of essays as one possible outcome.
Educational and Visitor Programs

• Clemson’s efforts in these areas are beginning to receive positive national recognition.
• The team endorses the history department’s recommendation to seek a leadership role in the national conversation to build academic reputation.
Crystal S. Rosson had spent years tracing her family roots — poring over courthouse documents, asking relatives to show her the unmarked graves of their ancestors, even quitting her job at a state historical society to pursue the research.

‘Reworking Its History’

When Rhondda R. Thomas arrived at Clemson University, she heard rumors that convict laborers had built the institution on top of the plantation of John C. Calhoun, the 19th-century U.S. senator and vice president who was one of slavery’s most zealous advocates. But no one seemed to know who the laborers were or how many of them lived on the South Carolina campus.
Funding

• Immediate:
  – Consultant(s)
  – Tillman Hall display
  – Interpretive planning workshop – Campus Planning budget

• FY16-17:
  – Consultant(s)
  – Faculty release time
  – Creative Inquiry teams
  – Interpretive master plan development
  – Travel/site visits
  – Media (brochures, videos, apps, exhibits, etc.)
  – Events
  – Cost of markers, signs, statues, etc.
Clemson’s history is filled with stories of vision, determination and tremendous spirit. It also includes stories that are difficult to tell and hear. The charge of the board is to tell them all.

Our goal is to be responsive to this charge. Rather than seek low-hanging fruit, let’s take a more challenging and rewarding path. This work can have a lasting – and transformative – impact on Clemson’s future.