

Communications and Education Subcommittee Reports and Notes

Communications and Education Subcommittee

Presidential Commission on University History

August 19, 2020

- Commission email is: uofschistorycom@mailbox.sc.edu
- Email account is accessed by Kareemah Hosendove and co-chairs Littlefield, Pastides, and West, and will be used for all official electronic correspondence to and from the commission
- The initial website for the commission is www.sc.edu/historycommission ; website will go live after commission approval
- Website will include a mechanism for the submission of comments and suggestions
- The university web team has also proposed a design for an expanded site that would provide expanded, diverse, and inclusive content on university history; creation of the content to be discussed later; see attached screen shot of proposed design
- Members also discussed developing strategic communication pieces, potential educational components of its mission, possible public forums to provide additional avenues for participation by university constituents, need for the development of a timeline of work, and clarification of its function and tasks

Communications and Education Subcommittee

Presidential Commission on University History

September 9, 2020

- Commission website will add a statement encouraging individuals and groups to communicate with the commission; none have been received so far
- Web story on the commission soon will be issued by USC Communications
- Public forums will be scheduled in early October and early November
- Educational ideas – don't be limited in thinking about ways to disseminate university history; encourage creativity; don't worry if an idea would require funding, that is for future consideration

- Pastides – consider ways in which USC can recognize its history, but also its future and commitment to diversity and inclusion; reaching out to the arts community and students to participate; perhaps a Discovery Day type of event re: history, diversity and inclusion and what they mean to students; potentially similar projects with broader community, K-12
- White – tours could be created for and led by the Visitors Center’s subgroups, like the multicultural student tours; University 101 adjustments; amplify work of the Center for Civil Rights; update the African American presence wall in the Russell House
- Dozier – Alumni Center may be able to host exhibits or other projects; that would draw the attention of persons attending meetings or special events in the building and make it a destination place in drawing in other visitors who specifically want to see the history related projects
- Bradley – U101 is working with Julian Williams to boost diversity and inclusion and training of instructors; recommendations from the commission could reinforce that work
- Pfeiffer – think about the interface with the broader community, with Historic Columbia’s City of Women project as an example; apps provide more reach than physical spaces, but need more technical planning

Action items

- Develop list of potential projects in Teams; may include consideration of what campus groups or units could develop them/provide content; for example, to update the African American presence wall, who might do the work, what kind of help would they need to get the project done. Recommendations made from this list would be presented to President Caslen
- Organize the public forums; contact Office of Special Events for expertise; noon would be convenient for many employees, but late afternoon would be a better fit for students’ class schedules
- Create statement on public input for website

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October 14, 2020

Planning of public forums

- Format
- Future forums – one in November
- Website updates
 - categories and topics to expand History section
 - Expanded framework on History
- Future History of the University
- Making statement of the commission “today and tomorrow”

Presidential Commission on University History

Tuesday, March 9, 2021

- I. Call to order
- II. Website update
- III. Compilation of public input
- IV. Next steps – open discussion
- V. Adjournment

Notes from March 9, 2021 meeting

Communication and Education Subcommittee

- Commission website:
- Horseshoe section:
 - Include links to full biographies of people buildings named for
 - Include links to other sections/pages produced by the other subcommittees, i.e. desegregation
 - Add map
- Add subsection on the process of renaming buildings
- Create sections on different parts of campus (i.e., south campus buildings, names, what was there before)
- Addition/creation of virtual tours – should have consistency with the University’s branding so that they are clearly official University pages

- Compilation of public input
 - Jessica Allison will assist in compiling the public input submitted to the commission into a document for the full commission’s review re: renaming of buildings

- Next steps:
- Recommendations for short- and long-term communication & education activities/programs
 - Reach out to colleagues in creative arts for thoughts on types of events – Harris
 - Could funding be acquired via Arts & Science’s climate theme semester?
 - Advocate for funding resources
 - Solicit community groups to allow them to tell story of their interactions with USC
 - Year-long social media campaign – monthly facts/highlights?

- Conferences
- Annual day devoted to history of University with different types of educational events
- Need some campaigning about what we're trying to do with the commission
- How can we embed what we, Civil Right Center, etc. are doing into main USC social media, to increase reach and audiences
- How do we pull in students and alumni? Posts re: "I'm proud to be a Gamecock and this is what I know..." this is what we did while we were here; full spread of what USC encompasses
- 50th anniversary of African American Studies program
- Freedom Papers course next fall
- Another way to reach students could be "trailer" clips for African American classes; make it a campaign
- Work with USC Communications to form stack data aggregators to know where to target info
- Don't lose importance of procuring money and resources for Diversity and Inclusion groups
- Perhaps suggest small grants programs
- Recommend annual budget for activities like this; regular recurring funds
- Consider – what we can do now – immediate, intermediate, and long-term recommendations

Communications and Education Subcommittee Agenda and Notes

Presidential Commission on University History

Thursday, March 25, 2021

- VI. Call to order
- VII. Joint meeting with University History subcommittee
- VIII. Review of list of recommendations & further discussion
- IX. Adjournment

- Notes from March 25, 2021 meeting
- Communication and Education Subcommittee

- Next steps:
- Consider – what we can do now – immediate, intermediate, and long-term recommendations

- Immediate:
 - Commission website: Horseshoe section:
 - Include links to full biographies of people buildings named for
 - Include links to other sections/pages produced by the other subcommittees, i.e. desegregation
 - Add map
 - Add subsection on the process of renaming buildings
 - Create sections on different parts of campus (i.e., south campus buildings, names, what was there before) mapping project? Jerry Mitchell class
 - Addition/creation of virtual tours – should have consistency with the University’s branding so that they are clearly official University pages

 - What do we do in the meantime with the Heritage Act in place? Ex. Sims-display panel with history, Sims bio, commission recommendation for name change, why it hasn’t been changed due to the Act; QR code w/audio explanation?
 - Calendar on the commission website for upcoming events re: history of the university? Decided against.
 - Year-long social media campaign of monthly facts/highlights?

 - Need some campaigning about what we’re trying to do with the commission
 - How can we embed what we, Civil Right Center, etc. are doing into main USC social media, to increase reach and audiences

- Intermediate:
- Restore D&I requirement to Carolina Core; you are not able to graduate from the university without taking a class related to race and diversity
 - How do we incorporate this into U101? Students want this; course on university history that’s available every semester; diversity requirement? Incorporating work to see yourself in others’ shoes;
 - Strategic goal 4; some of what we are doing here should be tied into it; putting it into training or educational component
 - Annual day/week/month devoted to history of University with different types of educational events
 - Reach out to colleagues in creative arts for thoughts on types of events – Harris
 - Could funding be acquired via Arts & Science’s climate theme semester?
 - Make funding for events available to staff since not all who are teaching are faculty

- Advocate for funding resources – long term, sustainable
 - How do we pull in students and alumni? Posts re: “I’m proud to be a Gamecock and this is what I know...” this is what we did while we were here; full spread of what USC encompasses
 - Conferences – to contextualize the work of the commission – virtual
 - Roundtables – Heritage Act; understanding Strom Thurmond or other historical figures; speaker Todd Rutherford re: Heritage Act
- Long-term:
 - Building long-lasting communications conduit between the university and communities
 - Solicit community groups to allow them to tell story of their interactions with USC
 - Annual day/week/month devoted to history of the university with different types of educational events
 - Perhaps suggest small grants programs
 - Recommend annual budget for activities like this; regular recurring funds
 - Other thoughts:
 - 50th anniversary of African American Studies program
 - Freedom Papers course next fall
 - Another way to reach students could be “trailer” clips for African American classes; make it a campaign
 - Work with USC Communications to form stack data aggregators to know where to target info
 - Don’t lose importance of procuring money and resources for Diversity and Inclusion groups

Campus used to have a Native American film series

Events outside the black/white binary

Diversify our diversity focus

That's not my name social media campaign – short videos re: importance of correctly pronouncing the names of people from different races, ethnicities, nationalities.

Featuring underrepresented groups – especially alumni who went on to do great things

Funding to continue the research of our history

Core group of classes that would deal with the history of university taught on regular basis

Core group of classes that would continue research project of underrepresented groups

Course release for faculty 2-3 years – devote entire job to this for consistent quality of research

Work with Oral Historian; dedicated postdoctoral position 3-5 years; need job description

Place on website area for crowdsourcing history of the university? – submit information/recollections
I.e. pandemic & BLM projects

Joint Meeting

Communications and Education Subcommittee

University History Subcommittee

Presidential Commission on University History

April 7, 2021

Member of both subcommittees reviewed areas of overlapping work, including proposals for actions to take while the Heritage Act is still in place. A joint set of recommendations will be produced for the final report that will cover these areas, such as expansion of the website, education activities on campus to promote understanding of university history, exhibits and displays in campus buildings, social media activities, QR codes on displays for additional information, and academic requirements.