

**Implementation Proposal:
Central Region Humanities Center @ Ohio University**

Ohio University (OHIO) requests \$5 million from the National Endowment for the Humanities in order to implement and permanently endow the Central Region Humanities Center. OHIO will match the NEH grant with \$15 million in new gifts.

A. RESULTS OF THE PLANNING PROCESS

“African-American Culture,” “Labor and Working Class Issues,” “History of Technology,” “Literary Culture,” “Music (Vernacular and Elite)”--sixteen roundtable discussions on major regional humanities themes constituted the heart of our planning project. Each led by a scholar, the roundtables identified key research and teaching topics during conversations held online via web-based conferencing (Web Crossing) and face-to-face at more than 30 academic conferences. Task forces covered topics such as “Collaborations,” “K-12 Educational Programming,” “Publishing,” “Programming in Park Systems,” and “Information Technology.” In a two-day meeting at OHIO in October of 2000, roundtable and task force leaders highlighted priorities--to respect community members as research partners, to support existing regional organizations, to exploit electronic technologies for outreach and economies of scale, to bring research to public audiences. They subsequently recruited 485 individuals to join in planning discussions, of whom 200 participated online (<http://www.ohiou.edu/chrc/crossing.html>; for a list of participants and sample reports, see Appendix I).

Roundtable explorations opened additional avenues: the role of communities in the experience of popular culture; foodways and their permutations; indigenous religious traditions; regional military history (18th and 19th Centuries); the history of sports and recreation as an index to regional values. Participants sought to understand the role of place in language, philosophy, the arts, social and political history. “We need to make the cultural impact of landscape use in urban areas a central part of our research,” advised William Nichols (Environmental Studies, Denison U) of the “Land and Landscape” group. While some would split the Central Region into Appalachia, Midwest, and Great Lakes, the “Riverine and Lakes Culture” roundtable found in our states “a water-based unity” with changing impact on settlement, economic development, and transportation from canoes to jet skis. Viewed from the Allegheny Mountains,

however, our region becomes the Transmontane, with new buildings and old smokestacks looming out of soybean fields. Whatever their orientation, our planners committed to a center devoted to understanding and serving all of the NEH Central Region.

Goals & Objectives: Three goals and concomitant objectives emerged from this planning process. The CRHC will be:

- * an agent of regional understanding, through its research, education, and public programs
- * a clearinghouse, through mechanisms for exchanging regional research & program ideas
- * a facilitator, through support services that enhance the work of other organizations and preserve their resources

Goal 1. An Agent of Regional Understanding

Our planners believe that our region's history is defined by a determination to cope locally with change. As natural events and European contact altered Native-American cultures, so the Industrial Age provoked migrations--for the extraction of fossil fuels in West Virginia, Kentucky, and Ohio; for manufacturing surges in Indiana and Michigan. The Information Society itself may actually have begun in the Central Region, when field-testing of the Universal Product Code in Cincinnati set social forms of digitization and resistance in motion. Never static to begin with, our communities are also corridors and conduits, importing and exporting people, ideas, and styles neighborhood by neighborhood. Although our citizens must recognize global forces, their response is often inspired by cultural kinship, so that a Louisville farmer preparing to grow bok choy for an Asian market listens to classic motown lyrics programmed by a Terre Haute disk jockey while he builds a barn shaped after one his grandfather erected before moving from Wheeling. Americans here, a category that increasingly includes recently assimilated Hispanics among older ethnic clusters, cleave to the hope that they populate the nation's heartland, and the image tugs hard. "A place that ever was lived in is like a fire that never goes out," insisted the late Eudora Welty, once dismissed as "regionalist." One of our planners, the Kentucky writer Gurney Norman, whose Kinfolks: The Wilgus Stories appear often on PBS, says that the stories we tell about our homes layer both our landscapes and our personalities. The CRHC acknowledges not simply the uniqueness of local experience but a salience not always apparent in the overused word *diversity*. As our economic base, our population, and our very landscape change around us, our culture adapts anew. But the connection between past and present means that distinctions remain in place--although they will differ from older ones. For our planners, fostering interpretation and understanding of those distinctions--through scholarly research and education at all levels-- is the primary task of the CRHC.

Goal 2. A Clearinghouse for Regional Research and Programming

We expected our inventory to uncover many humanities resources throughout Ohio, West Virginia, Kentucky, Indiana, and Michigan, but were stunned by the number of organizations (6000+) and collections (3500 in Kentucky alone), and surprised to locate just 50 regional academic programs (for a summary, see Appendix II; for results, visit <http://www.ohiou.edu/crhc/inventory/>). The region indulges storytelling, with oral history collections in every state, and takes pride in a musical heritage visible in WPA orchestral scores (OH) and the songs of the Vintage Fiddlers of Eastern Kentucky, not to mention a labor history that embraces Matewan, the automobile industry, and Eugene V. Debs. The inventory may prompt researchers to form new roundtables.

A Michigan history graduate student, an Ohio art gallery director, a West Virginia information technology administrator--all praise the CRHC on-line community for its information and warmth. (See Support Letters, Appendix III.) But exchange of information is a start, not an end. After matching scholars, public humanities professionals, audiences, organizations, and collections to one another, the CRHC will add value by helping to identify best practices, fresh opportunities, and new thinking.

Goal 3. A Facilitator of Regional Collaboration

Redundancy may pave alternative paths to understanding, but it devours scarce resources. A representative of Michigan's PBS system pointed out that his station had spent \$15,000 and six months researching a video documentary on "Affrilachian Poets" before learning that OHIO's Channel 20 was doing the same thing. Combining forces saved money and time, but both parties lamented not knowing earlier of each other's plans. To advance and accelerate research, the CRHC will routinely help groups find partners; it will also seek an active role in work that can benefit many audiences. Our planners expect the CRHC to spearhead major collaborations, to assist other organizations, and to marshal alliances behind distinguished projects already in progress.

Members of the Native American Cultures and Popular Culture roundtables advocated enlisting community groups as partners in discovery--and partners in community improvement--not just as audiences for research. Julio Cesar Guerrero (Labor Studies Institute, U of Michigan) contrasted the cultural capital

created when citizens and scholars collaborate with the loss of trust caused by researchers' "strip mining" communities of their information. In this spirit, CRHC roundtable leaders invited ordinary citizens--members of genealogy groups, attendees at a Latino/a labor conference in Michigan--to join in planning the Center, and key pages on our web site have been translated into Spanish. Small and community-based humanities organizations will have representatives on the Advisory Board, but it is also important that the CRHC help preserve the collections on which their unique identities often rest, and from which their activities spring.

Thus we will build the CRHC together to endure. We want others to join us even if they were not present at the start. As one colleague put it: "this train is leaving the station, but you can get on at any time."

Meeting Regional Needs

Objective 1. The CRHC will develop research, education, and public programs to enhance regional understanding.

a. Research Programs

Conferences: CRHC roundtables recommended a variety of conferences:

- * an annual research theme endorsed by multiple universities (History of Technology)
- * regional literature for high school curricula (Midwestern Literature)
- * regional landscape and environmental culture (Riverine and Lake Cultures).

For the most part, however, participants noted that conferences are expensive and calendars crowded. For those reasons, they believe, the CRHC's resources should be devoted to promoting promising research agendas at existing conferences. In a first trial of this recommendation, the Great Lakes American Studies Association has allowed the CRHC to add sessions requested by our Native American Cultures roundtable on regional First Nations' history and identity to its 2002 GLASA conference. The Appalachian Studies Association has also invited the CRHC to plan a series of sessions at its next annual meeting.

Travel to Collections: Because neither the NEH nor state councils fund travel to collections, our panels unanimously endorsed this category. Stephen L. Cox, Education Division Director of the Indiana Historical Society, worried that the demise of the Society's own travel program would leave its publications

short of content. A committee of scholars, public humanities professionals, and librarians will develop procedures for awarding a series of \$2000 grants, with an eye to stimulating junior scholars to specialize in regional work.

Regional Fellowships: Because study of the region is central to the CRHC's mission, planners recommended Regional Humanities Fellowships of \$10,000 to advance significant research on a regional theme. Fellows will share their results by joining a Humanities Ambassadors Team for K-12 workshops (see below), in keeping with the policy of leveraging funds and expertise whenever possible.

Regional Research Communities: Recognizing that scholars in the same department may not share specialized intellectual interests, planners suggested that the CRHC help organize regional research communities through either face-to-face meetings or "TeleSeminars." These will replicate the highly successful Ohio Seminar on Early American History and Culture, which for ten years has brought interdisciplinary Americanists to the capital three times a year, each time to discuss one work in progress circulated in advance.

Collaborative Research Projects: During the planning year, the CRHC took the lead on two large-scale collaborations: *Pathseeker: The Hypertextual Humanities Atlas of the Central Region* and *The Dunbar Project*. Like most CRHC initiatives, both have multiple purposes, and both target diverse audiences. *Pathseeker*, the more research-driven of the two, is outlined here; *The Dunbar Project* appears under **Public Programs**, below.

Pathseeker is an online, hypermedia research tool for use by scholars, students, and the general public to search, discover, and secure primary source materials and humanities research on the Central Region. In developing *Pathseeker: The Hypertextual Humanities Atlas of the Central Region*, the CRHC assembled a team of information technologists, multimedia producers, historians, literary critics, curriculum specialists, state tourism agencies, historic preservation offices, GIS specialists, the National Park Service, and highway organizations to display graphically the place-based cultural relationships that have shaped our region. *Pathseeker* will leverage digital technologies, especially a Geographic Information System (GIS) and the World Wide Web, for development and delivery of three interrelated references: dynamic hypertextual maps, community profiles, and virtual tours. *Pathseeker* will serve as a

demonstration project for other regions in conjunction with the international Electronic Cultural Atlas Initiative (ECAI). Although *Pathseeker* may well introduce a new generation of humanities research tools, it exemplifies the CRHC commitment to regional collaboration among scholars, academic institutions, federal and state agencies, and individuals and groups in our region's communities. (Appendix IV contains project summary, partners, and samples.)

b. Education Programs

Recommendations for enhancing education came from Web Crossing dialogues and from an email survey of English, History, Geography, and American Studies departments at 345 colleges and universities in our five states. The Midwestern Literature Roundtable moved quickly to actual syllabi exchanges, while other groups posted new materials to enrich existing curricula. Survey responses from nearly 200 institutions spoke eloquently, however, about differences between the Central Region's Appalachian area and its Midwestern/Great Lakes sectors. A powerful regional identity fuels Appalachian Studies programs at all levels in Southeastern Ohio, Kentucky, and West Virginia-- from associates' degrees in heritage tourism at community colleges to an interdisciplinary Ph.D. (at West Virginia U). Midwesterners apparently hold a more localized sense of identity; regional studies in Northern Ohio, Indiana, and Michigan tend to focus on single cities and on state history (the latter for teacher licensure); Northern Michigan U's program in Upper Peninsula Studies alone undertakes formal regional study. Not so oddly, in the Central Region cultural cohesiveness seems more a property of margins rather than mainstreams., a reminder that class and income often reinforce geographical boundaries. (For the survey see Appendix V; degree programs are in the online inventory, <http://www.ohiou.edu/crhc/inventory/>).

Support for K-12 Regional Education:

Identification of Resources: Our region has rich but unevenly distributed humanities resources for K-12 teachers' professional development. The National Council for History Education (NCHE), located in Westlake, OH, has statewide affiliates in Michigan, Indiana, and Ohio and state liaisons in West Virginia and Kentucky. In addition, our states' humanities councils, historical societies, urban art museums, rural

art centers, and university outreach organizations all mount K-12 professional development programs. Folklife programs such as those of the Augusta Heritage Center (WV), the Hindman Settlement School (KY), and the Lyceum developed by Traditional Arts Indiana and the Indiana Historical Society enrich these offerings. A mail survey of regional curriculum coordinators developed by Edwina Campbell of the Ohio Education Department was piloted in 16 counties; results indicated that teachers want more content-rich workshops and more choices of them. To assist teachers in selecting programs and regional organizations in developing them, the CRHC will compile an annual calendar of professional development opportunities in regional humanities; the online list will give teachers and districts maximum choices while exposing lacunae in offerings.

Teachers' Professional Development: On the recommendation of the K-12 Education Task Force, led by Elaine Wrisley Reed of the NCHE, the CRHC will recruit K-12 teachers as audiences for academic conferences and symposia on regional topics. The CRHC will also experiment with the Task Force's idea that regional research be delivered to teachers at two- to three-day institutes in their home districts by teams of Humanities Ambassadors consisting of a regional scholar, a master classroom teacher, and a learning specialist or public history educator. The NCHE will also collaborate on two-to-four-week Summer Institutes for K-12 teachers at local colleges and universities on topics such as migration, family life, and rural culture. The CRHC will work with OHIO's Dean of Lifelong Learning and other regional institutions to create distance learning modules (credit- and non credit).

Curricular Initiatives: In general, K-12 materials developed through collaboration will supplement existing curricula rather than require adoption of new regional studies standards. For example, the Center can identify modules and strategies that can be used to teach specific episodes or themes within the local, state, and U.S. history curricula of most schools. CRHC workshops can then introduce teachers to research, case studies, and teaching units relevant to state requirements.

At present, two K-12 initiatives are underway with various partners:

* a teachers' workshop on regional Native American identity, history, and activism in conjunction with the 2002 GLASA meeting, hosted by a partnership of the CRHC Native American Studies Roundtable, Ohio State U's Committee for Native American Studies, the NCHE, and OHIO's Ping Center for the Teaching of the Humanities;

*(2) standards-based curricular modules for *Pathseeker*, in conjunction with the *Pathseeker* K-12 curriculum consultant and educational media specialists

The Language and Dialect Roundtable has also proposed creating an Online Language Academy: oral archives of language variation, video archives of signed languages, and corresponding lesson materials to which teachers and students can add their own spoken samples. For all these endeavors, the CRHC will help identify faculty and participants, and link program developers to mentors and models around the region--such as Richard A. Sax, director of Madonna University's NEH summer institute on "Teaching Detroit," one of several to pledge institutional support.

Support for Post-Secondary Regional Education:

Regional Studies M.A at OHIO: The CRHC will promote excellence in regional studies through OHIO's own M.A. program, Communication and American Culture, which will prepare graduate students for careers in public humanities, with emphasis on developing regional American cultural content for mass media (including the Internet). In development since 1997 by faculty from Arts and Sciences, Communication, and Fine Arts, the interdisciplinary professional program will target students with liberal arts backgrounds. Four curricular components--regional culture, communication expertise, research tool, internship-- culminate in a thesis or professional project, such as an exhibit. Our needs analysis shows that many students with humanities B.A. degrees desire careers such as writing for magazines and other quality media, visually documenting American themes and subjects, and working with cultural organizations, but are uncertain of professional paths. The program may also attract teachers of grades 4-12. The American Studies Steering Committee will file proposals in Fall 2001, enroll its first class in Fall 2004, and begin planning an undergraduate counterpart in 2005. (See Appendix VI .)

Regional Visiting Scholar: To promote excellence in regional scholarship and teaching, our planners propose a visiting scholar at the Center or (in alternating years) another college or university in the region. While in residence, scholars will teach one regional humanities course, lead a faculty colloquium on regional research or teaching, and devote the rest of the year to their own projects. Their expertise can be tapped by CRHC's information networks.

Undergraduate internships: Through a series of \$2000 internships with regional humanities organizations in all states, the CRHC will deepen students' experience of regional humanities by supporting their work with a public cultural agency or organization.

Bibliographer for American Regional Studies: This CRHC-based librarian will develop bibliographic guides and educational services for the CRHC web site and be available for telephone and internet consultation on reference questions.

Collaborative courses: As recommended by U of Kentucky's Dean for Extension Services, CRHC will respond to requests from regional faculty and institutions to help offer joint courses on specialized regional topics which local enrollment might not support.

c. Public Programs: The CRHC will help distribute regional knowledge to the public.

Media Programs : Funding and grant-writing will support radio, television, and multimedia programming (Internet and CD) on topics of regional culture following the model of the Southern Media Fund, which our participating independent producers note has no counterpart in our northern states.

Book Fairs: Regional book publishers in our Publishing Task Force have asked the CRHC to help develop a regional book fair, rotating among the states, to showcase Central Region authors, stimulate the local economy, enhance the cultural climate, and promote a culture of literacy. Fairs can be linked to local and state heritage tourism efforts.

Publication: Outlets for CRHC-sponsored research include the Ohio University Press, which publishes scholarly and trade books on regional topics under its own and the Swallow imprint. The Press has series in Appalachian studies and Ohio culture, to which it dedicates a separate catalog, and will expand its regional publishing program in support of scholarship fostered by the CRHC. As a first step, the Press has joined with the Great Lakes American Studies Association to establish an annual prize for the best manuscript on regional American culture.

Multi-state Projects: *The Dunbar Project*, suggested by Shelley Fisher Fishkin, exemplifies research-grounded public programming that the CRHC will lead. *The Dunbar Project* reexamines the legacy of Paul Laurence Dunbar, a writer whose career makes clear that if African-American writing had

its renaissance in Harlem, then its nascence was here, where Charles Chesnutt and W.E.B. Dubois also wrote. Dunbar's history draws on regional themes in all five states. Born of Kentucky slaves (his father escaped to Michigan), Dunbar joined black and white masters of vernacular verse: James D. Corrothers (Michigan), James Edwin Campbell (founding president of West Virginia State College), James Whitcomb Riley (Indiana). Dunbar's recitations in dialect begat rap and poetry slams. His friendship with the Wright brothers, his Dayton classmates, contrasted with persistent humiliations of Jim Crow racism. His work on the Indianapolis *World* encapsulates the fortunes of African-American journalism in the region. Musical adaptations of his verses illustrate parlor traditions of the period, while his plays fill out the history of American regional theater. *The Dunbar Project* will orchestrate a series of "Dunbar Detonations" across the region starting in 2003 and culminating in 2006. (For time line and partners, see Appendix VI.)

Objective 2. The CRHC will develop mechanisms for exchanging regional research and program ideas, to serve as a clearinghouse. The CRHC will enable individuals and organizations to find each other and share information through:

Online CRHC: Online CRHC, based on Web Crossing conferencing software, has provided each roundtable and task force a separate space for asynchronous discussion and set aside other spaces for common use in posting reports and calls for papers, announcing projects in search of partners, and so on. Live chat and instant messaging are also possible. Online CRHC improves on benefits available through H-Net by bringing people together online rather than simply circulating e-mail messages. It also bridges institutional divides, enabling professionals from national, state, county, and municipal parks--all of whom have discrete humanities programs --to collaborate. Members of small groups, such as Rachel Barber of the Wallpaper Project, have found the service "invaluable," while Raymond Betts, director of the Gaines Center for the Humanities (U of Kentucky), declared, "This is the first time in a very long academic career that I have been part of an active community of like-minded people who have never met face to face." (See Appendix II for sample discussion.)

Databases: Using feedback from partners, CRHC staff will convert the planning inventory into a relational database combining a calendar of regional events (festivals, speakers, workshops, parks programs, conferences) and an experts directory with details on organizations and research collections (and

finding aids). Data will be available online and incorporated into *Pathseeker*, but will also be accessible in tab-delimited (Excel-type) format, for coordinated planning efforts of all kinds, from heritage tourism and exhibit exchange to speakers' circuits. We hope to follow the lead of the Indiana Humanities Council, which is documenting the state's libraries, museums, and other humanities organizations as community assets to be counted, like more tangible resources, in economic and policy decisions.

Other Distribution Systems: The CRHC's newsletter, *Keeping Current*, available in print or electronically, is another vehicle for informing, say, a Green Bay museum of an upcoming exhibit in a Paducah counterpart. Our Information Technology and Multicasting Task Forces recommend that the CRHC experiment with public programming via video, radio, and CD-ROM formats. One online message suggested delivering regional studies courses by "horizontally polarized low-power radio signals transmitted by long wire embedded in roadways."

Objective 3. The CRHC will serve regional humanities organizations. The CRHC will provide a suite of services to regional humanities organizations--especially small, local groups.

Regional Electronic Assistance Center for the Humanities (REACH): Small organizations lack access to scholarly consultants, technical computer support, or peer networks, and their representatives asked CRHC to help. REACH staff will help clients (by telephone or internet) develop or update web pages, locate web hosting facilities, navigate the Online CRHC, identify potential funding sources, and find mentors and partners for digital or conventional projects.

Travelling Exhibits: Our planners suggested that the CRHC help fund costs to circulate regional exhibits. Gordon McKinney of Berea College observed that a small gallery might spend its entire budget mounting one fine show--and have little to replace it afterwards. Exchanging shows with another museum would benefit both. Moving artifacts from state to state requires case by case study of insurance and other costs, but the CRHC's cultural calendar will facilitate scheduling.

Regional inter library Loan: Regional materials acquired by the CRHC, and those acquired by other institutions with CRHC funds, will be digitized where possible for electronic exchange. Materials unsuitable for digitizing may also be loaned within the Central Region for specific periods, on the model of

the preferential inter library loan network for Atlanta or OhioLINK systems.. The CRHC will confer with libraries in other states on loaning policies.

Preservation: While members of the History of Technology Roundtable asked the CRHC to help salvage corporate records when companies close or merge, the Preservation Task Force decried the fragility of many existing collections, especially small archives with limited resources. A 1982 NEH report recommended a regional conservation program to serve our five states and Pennsylvania, but none emerged. The Ohio Preservation Council provides coordination not available to other states, which rely on patchwork services. The Preservation Task Force asked for a Field Services Coordinator to raise awareness, conduct use and condition surveys, assess needs, suggest solutions, and train staff in preservation techniques. The Coordinator can also help local groups plan public programs on “Preserving Family Photos, Documents, and Other Treasures.”

Multi-media Programming: With high expenses and low revenues, regional public broadcasters and independent producers endorsed regional cooperation. (They also asked to continue using CRHC’s on-line facilities to supplement PBS’s own circuits.) The Task Force on Multicasting asked CRHC staff to help them assemble a handbook on humanities media projects that small groups could mount, compile a list of individuals and organizations in the region with a production track record, and identify regional media funding for production development

Publishing: To strengthen regional humanities publishing and audiences, our Publishing Task Force proposed two web-based services:

- * a collaborative catalog of regional work, broadly defined, to be circulated to readers, libraries, and potential authors (with information on submission guidelines and editorial contacts)
- * an online authors’ site for submission of proposals for review by all publishers in the region

The CRHC’s programs, calendar, and newsletters will alert presses to publishing opportunities and marketing efforts linked to heritage tourism, vacation travel, and lifelong learning.

Parks and Tourist Organizations: The CRHC will publicize humanities programs in national and state parks, invite officers to join major projects, and assist them in finding scholars and pertinent research. The CRHC will also promote appropriate heritage tourism through its networks and seek out organizations, especially state agencies and scenic byways commissions, for advice, collaboration, and funding for projects of mutual benefit.

Regranting: Our planners expect the CRHC to share its resources by awarding grants for regional projects such as reference works, exhibit exchange, and public programs. Drawing on the experience of the state councils, from whom we can learn a good deal, the Advisory Board will identify policies and procedures for making grants with the greatest leverage.

Grant-Writing Assistance: Filmmaker Jack Wright (OHIO) asked that the CRHC use its facilities and influence to locate resources when its own funds were unavailable. Drawing on the expertise of OHIO's Research Office and University Advancement Division, CRHC staff will work with small humanities organizations to develop project narratives, identify funders, and write proposals.

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B. PROPOSED STRUCTURE FOR THE CENTER

Administrative Organization

Joseph W. Slade and Judith Yaross Lee will share leadership of the Center. When not administering the CRHC, the co-directors will each devote half of their time to teaching regional studies and to maintaining their own research. The co-directors will report to the Vice-President for Research, John A. Bantle, who oversees OHIO's compliance with institutional, state, and federal requirements. They will serve a five-year term; subsequent directors of the CRHC will be appointed by the Vice-President for Research with the advice of the Advisory Board.

The CRHC Advisory Board will approve the budget, changes in program policies, major new regional initiatives, operational protocols, collaboration and mentoring policies, electronic distribution systems, intellectual property, and regranting. Its 25 members will represent constituencies balanced among states. Each humanities council will have a seat. Regional scholarly associations, research and teaching centers, museums, OHIO's American Studies Steering Committee, community-based organizations, cultural tourism offices, and scholarly specialties will also be represented. Subcommittees will divide labor. Task Forces (Parks, K-12 Education, etc.) from the planning year will continue to develop recommendations from CRHC constituencies and advise the Board accordingly. Roundtables will

continue as scholars see fit, and new groups be added on request, to generate research and program ideas. OHIO's Vice-President for Research will be an ex-officio Board member. (See Appendix VII.)

Personnel

Co-Director Joseph W. Slade, a former professor of American literature at Long Island University and New York University, held an NEH fellowship at the National Humanities Institute in Humanities and Technology at the University of Chicago (1976-77) and the distinguished Fulbright Bicentennial Chair of American Studies at the University of Helsinki (1986-87). He established and for twenty years edited *The Markham Review*, a quarterly journal of American culture noted for essays on regional literature and history, and has written four books and 50 articles on American literature, film, and communication. Founder of the Department of Media Arts and the Communications Center at Long Island University, and former Director of the School of Telecommunications at OHIO, Slade now specializes in technology and culture.

Co-Director Judith Yaross Lee, a specialist in popular culture (especially regional literary humor and electronic rhetoric), has broad interdisciplinary research and teaching experience in American studies. She is the author of Garrison Keillor: A Voice of America and Defining New Yorker Humor, and numerous articles and essays on American cultural history. A founder and former executive director of the Society for Literature and Science, whose membership reached 800 during her tenure, Lee is Professor in the rhetoric program of the School of Interpersonal Communication. She is at work on a book on Ohio political humor from the 1850s to 1930.

The Regional Humanities Bibliographer will be a professional reference librarian having a second master's degree in a humanities discipline and substantial experience with regional resources. The Bibliographer is a half-time appointment.

The Preservation Field Services Coordinator will be a full-time professional preservation specialist with experience in needs assessment, training, and conservation methods.

REACH Officers will staff the CRHC's Regional Electronic Assistance Center for the Humanities to provide technical support for small humanities organizations. Doctoral students with interests in regional humanities will receive fellowships for service in REACH.

An Online Services Team of a webmaster, database developer, and instructional designer will design, implement, and support the broad range of interactive electronic tools and services delivered through the CRHC website. The CRHC will contract for part-time services of these professionals from OHIO's Center for Innovations in Technology for Learning.

Physical Location and Facilities: The Center at first will occupy 1350 square feet of the Technology and Enterprise Building in The Ridges, home to the George Voinovich Center for Public Policy as well as the Rotunda Theater and the Kennedy Museum of Art. Expansion space is adjacent. (See Appendix VIII for floor plan and details.)

From the outset, the OU team envisioned a Center designed to serve constituents in five states rather than add bricks and mortar at home. Thus, although visitors will find its appointments pleasant, in keeping with one of America's most beautiful campuses, the Center will be a working environment of distributed resources. Its public areas will display regional publications, artifacts, graphics, and information about partners, collaborators, events, and projects. The Regional Bibliographer will have an office in Alden Library, close to collections and tools. The Preservation Field Services Coordinator will work in the Center, but draw on resources of OHIO's Hwa-Wei Lee Library Annex, a facility already serving sixteen counties. Computing resources will be maintained by OHIO's Communication Network Services.

Institutional Resources: Two Centuries of Regional History & Service

Founded in 1804 as the first institution of higher learning in the Northwest Territory, Ohio University grew with the Central Region. The Campus Green and Cutler Hall are national historic landmarks. From its inception, OHIO linked itself to midwestern movements in elementary and higher education, not least because of William McGuffey, OHIO's fourth president, whose famous *Readers* sold

122 million copies and brought literacy to America. In addition to the main campus in Athens, OHIO operates branches in Chillicothe (Ohio's first capital), Ironton (on the Kentucky border), Zanesville (on Zane's Trace), St. Clairsville (near Wheeling, WV), and Lancaster (near Columbus). All told, in Fall of 2000 OHIO enrolled 28,115 students in 270 baccalaureate, 156 master's, 45 doctoral programs, and a medical school. OHIO is a Research II institution; fiscal year 2000 expenditures totalled \$395.7 million; revenues included \$66.9 million in grants, contracts, and gifts.

OHIO's Libraries were founders of the Ohio College Library Consortium (forerunner of OCLC) and of OhioLINK, which provides on-line access, sharing, and retrieval of materials among forty institutions. OHIO's was the first library in the world to enter a bibliographic record online into the international database. Via OhioLINK's Digital Media Center, our libraries access the Ohio Supercomputer Center to draw on vast electronic archives.

Technological Resources: The CRHC enjoys resources of a major research university, including an Advanced Web Cluster (supercomputer equivalent), an Oracle environment, and connection to Internet II. OHIO's Information Technology Division (staff=150, with 100 more in departments), has committed over \$200,000 to *Pathseeker's* development and testing. CRHC's partnerships with OhioLINK and the Ohio Supercomputer Center ensure storage and distribution.

The Telecommunications Center's PBS/NPR broadcasts (5 stations, AM, FM, and TV) reach West Virginia and Kentucky. As the state's distance learning provider, the Telecommunications Center operates both the Ohio Learning Network (OLN, 100 sites in Ohio and thousands beyond), with interactive instructional and collaborative video, and the Distance Education Training Institute, as a service to K-12 and post-secondary institutions. Among the first digital PBS facilities, the Telecommunications Center delivers educational programming for adults and children at modest cost via video and data streaming. Its online multi-media *Wired for Books*, ranked first at the 1999 RealNetworks Conference for "the best educational use of streaming media," began as television but is now an electronic magazine of interviews, readings, transcripts, and images. A Harvard survey this year put *Wired for Books* among the top ten educational sites in America.

[2]C. REGIONAL RESOURCES & COLLABORATION

Lynda Ann Ewen, president of the Appalachian Studies Association, insisted that the CRHC must build and maintain “knowledge bridges” for two-way transfer of knowledge and experience--between the Center and its constituencies and among those constituencies themselves. Those bridges will be built of ongoing collaborations, mainly project-based.

Collaborations with State Councils: In-person and telephone meetings (Appendix I) with representatives of the Ohio, Kentucky, West Virginia, Indiana, and Michigan Humanities Councils taught us to appreciate the distinct styles, priorities, and accomplishments of each. (We especially admire the Michigan council’s parks program.) We have established common ground, confidence, and in some cases, friendship. The regional center’s mission differs from the councils’ in three ways: it focuses solely on regional culture (council portfolios extend to British literature, literacy, leadership); it supports scholarly research; and its public programs grow from research activities. The CRHC will support the work of state councils, will not compete with their programs, and will avoid competing with them in fund-raising. The CRHC in fact will urge donors to continue underwriting council programs, and alert councils to new opportunities for humanities funding.

As we have told their staffs often, we have much to learn from the councils, and hope to magnify and extend their initiatives beyond state borders. Though they are receptive to reciprocal collaborations, the CRHC can routinely support their activities with publicity and research. This year CRHC PIs beta tested Kentucky’s online encyclopedia and helped identify contributors for Ohio’s. Four councils enthusiastically supported *Pathseeker*; we wrote a letter supporting the Ohio Encyclopedia. At implementation, the CRHC will host a bimonthly conference call so that the councils can share ideas and tell us what they need. The CRHC calendar, posted online, integrated into *Pathseeker*, and included in our newsletter, will publicize councils’ programs to neighboring audiences. Councils may also select consultants and program participants from our networks.

Collaborations with Scholars and Professionals: During the planning year, nearly 500 individuals offered suggestions. The 200 scholars and professionals who actively collaborated in online

discussions are listed by name in the reports of the relevant roundtables and task forces, and constitute the core group of collaborators. (Appendix I; discussions remain visible at

<http://www.ohiou.edu/crhc/crossing.html>) Among them are distinguished scholars such as historian Ronald Lewis (West Virginia U), public intellectuals such as Vernon Courtney (National Afro-American Museum, OH), state officials such as David Fuerst (National Park Service, WV) and Carole Summers (Kentucky Travel), education outreach specialists such as Nancy Jones (Detroit Institute of Art), younger scholars such as Native American historian Susan Sleeper-Smith (Michigan State U), and representatives of small organizations, such as African-American genealogist Mary Scott (Fort Wayne, IN).

Collaboration on CRHC planning has already led to collaboration on articles, books, conferences, and grant proposals, as well as to participation in *Pathseeker* and *The Dunbar Project*.

Collaborations With Regional Organizations: More perhaps than any phase of our planning process, conducting the inventory underscored the necessity for collaboration. Although none of our states can track all their 501(c)(3) organizations, various lists exist, but the lists differ in format, in coverage, and in classification schema. The 3500 collections in the Kentuckiana Digital Library use a Dublin Core format different from the MARC records of OCLC--and different still from the basic information needed for an inventory. Librarians bemoaned the lack of standardized protocols, but--aware of the value of a regional inventory--volunteered to help construct it anyway. Online CRHC lists 702 thematically classified collections and 6061 humanities organizations (exclusive of public libraries and universities, on separate offline lists). The thousands of mailing and electronic addresses enable CRHC's newsletters and other services to permeate the region. That said, our region's cultural organizations and collections dazzle: the Blue Licks Battlefield Museum (Mount Olivet, KY), the West Virginia Baptist Historical Society (Ripley, WV), La Casa (Latin American Community Alliance for Support and Assistance) of Northwest Indiana (Gary, IN) and Zibiwing Cultural Society/Saginaw Chippewa Indian Tribe (Mount Pleasant, MI) attest to vibrant cultures. Asking for information has primed them for relationships; we can learn from them too.

Local and state humanities organizations can seldom mount regional programs. (The exception is *Always a River*, a collaboration by state councils on the Ohio River's cultural import.) The CRHC will therefore lead programs on regional themes in collaboration with parks, museums, cultural tourism

organizations, libraries, and researchers. Roundtables suggested topics such as migration within the region (rural to urban, Appalachia to industrial North, the Underground Railroad), mining and quarrying experience, the history of the automotive and aeronautics industries, sports history, and popular music genres (parlor works, rock 'n roll, country, and bluegrass). All draw on archival treasures. The CRHC will jump-start such programs with seed money, help secure project funding, and coordinate activities as plans take shape. Overtures are welcome too: the State Linguistic Profiles Conference, which discusses native languages, immigrant languages, and American English dialects of Michigan and Ohio, has asked us for help in branching out to other states. The American Association for State and Local History has asked us to join its Census Task Force.

Collaborations Based on Collections: Ohio University's own Libraries hold 5.5 million books, periodicals, microforms, and other items; they began collecting documents on the history and literature of the region in 1814. OHIO's numerous regional collections range from local government records and economic histories for counties in West Virginia and Ohio to the papers of E. W. Scripps, founder of the Scripps-Howard newspaper chain.

A major new acquisition--the original field records of the Linguistic Atlas of the North Central States (LANCS), an incomparable store of notebooks, interviews, and tape recordings, 1930s - 1970s from six states, including our five--illustrates how the CRHC can serve the region. The collection was secured by Beverly Olson Flanigan, sociolinguist, dialectologist, and CRHC Advisory Board member, who will digitize the files for preservation and access for those who study regional language and dialect variation, then share with local communities and schools this information about their heritage. Equally important, the gift is attracting donations of other dialect archives, and Olson's efforts dovetail with those of Kirk Hazen, leader of our Language and Dialects Roundtable, to recover neglected dialect recordings in West Virginia and Kentucky. Together these resources can become a highly-accessible online repository, which the Center's regional bibliographer can enhance with related materials.

Collaborations Based on Technology: Impressed with the communication technology CRHC can command, Christopher Peebles (Indiana University), co-chair of our Information Technology Task Force, suggested that the CRHC establish a "virtual private network" (via microwave, internet, and broadcast) for

program exchange and distance learning at all levels. As a result, the Multicasting Task Force is exploring the feasibility.

Project-Based Collaborations: Although cooperation at many levels is the mission of the CRHC, its resources can be leveraged to greatest effect in project-based collaborations in which it can take the lead. *Pathseeker* grew as roundtables proposed new topics and themes to be mapped, and as agencies offered to furnish information in the public domain; *The Dunbar Project* grew as organizations sought to jump aboard. (Appendix IV lists *Pathseeker* partners; Appendix VI, *Dunbar* partners.) CRHC PIs will secure government and corporate sponsorship for both. For the next phase of *Pathseeker*, for example, they will approach the American Automobile Association and MapQuest and the National Trust as well.

Collaborations Across the Nation: We have sought advice from the National Gallery of Art, the Smithsonian Institute, the National Park Service, the Appalachian Regional Commission, the American Studies Association, the Society for the History of Technology, and many other national organizations. Conversations with planners for other regional centers such as Jay Mechling (Pacific Region), Anita Puckett (South Atlantic), and Drew VandeCreek (Upper Mississippi Valley) led to pledges to work together on projects such as *Pathseeker*. We will collaborate with the Center for Great Lakes Studies regardless of implementation funding in the Central Region.

International Collaborations: European and Canadian scholars taking an interest in the planning project pointed to the importance of electronic services. Annette Hoffman (Westfälische Wilhelms-Universität) joined discussions of regional sports. Jean-Paul Gabillet (U de BordeauxIII) urged support for international conference attendance and cooperation among professional organizations, beginning with American Studies Associations in Canada and European and Asian countries. OHIO's exchange program with Leipzig University, whose dean heads the American Studies Association of Germany, creates additional opportunities for international exchange and partnership.

D. STEPS IN IMPLEMENTATION

(see separate document)

E. Fund-raising plan

Ohio University is well positioned to raise the \$15 million required for the National Endowment for Humanities matching grant for the establishment of the Central Regional Humanities Center (CRHC). The University Advancement Division, and specifically, the Office of Development, has the necessary personnel, partnerships, resources, expertise, tools, and technology to raise the required funds.

If Ohio University is awarded the NEH Implementation Grant for the Central Regional Humanities Center, matching the grant will become a priority of the Bicentennial Campaign. Because the campaign is already in progress, the leadership of the University is confident that the \$15 million in private matching gifts can be secured by 2004. The CRHC has already received the original field records of the Linguistic Atlas of the North Central States (LANCS), a gift valued at \$750,000, from Virginia McDavid, widow of Raven McDavid, principal director of the dialect survey (1930-1970). President Robert Glidden will permit us to say that he has scheduled a fall, 2001 meeting with a long-time university friend and contributor to ask for a \$5 million dollar initial gift for the CRHC.

The Bicentennial Campaign

The Bicentennial Campaign is a university-wide comprehensive campaign with a goal of \$200 million in new endowment. It began in July of 1997 and will conclude in the year 2004 with the celebration of the University's bicentennial. The campaign has already generated \$126 million in gifts and pledges towards its \$200 million goal.

Strategy: The scope and timing of the CRHC project suggest that the strategy needed is similar to that of a major capital campaign: securing several large leadership gifts (\$1M-\$5M) to obtain between \$6 million and \$8 million (about 40 to 50 percent of the goal), and securing major gifts at various levels for the remaining funds needed. The three units responsible include:

1. University Advancement Division: President Robert Glidden has an outstanding record of fund raising. In 1999, he combined development, alumni relations, and marketing and communications into the

University Advancement Division, led by Vice President Leonard Raley, who reports directly to the President. The Division supports 20 major gift officers with numerous specialized staff. Deborah Eschenbacher, Director of Corporate and Foundation Relations, will coordinate all fund raising activities for the CRHC.

2. Volunteer Committee: Volunteer involvement is key to successful fund raising. President Glidden will appoint two distinguished alumni to co-chair a CRHC Volunteer Committee. Each has a record of support for the humanities at Ohio University. The CRHC Volunteer Committee, consisting of 8-10 individuals with an interest in the humanities, will identify potential donors and develop strategies for the project. Committee members will meet with a set number of prospects annually and report their progress at regular intervals..

3. Ohio University Foundation Board of Trustees: The Ohio University Foundation Board of Trustees actively seeks philanthropic support for Ohio University. The Board is a diverse group of 46 highly successful alumni and friends; members of the board include chief executive officers, business executives, entrepreneurs, scientists, doctors, accountants, educators, lawyers, journalists, and a variety of other professions. (Appendix ??)

Prospect Identification

Because the momentum of the Bicentennial Campaign made a feasibility study unnecessary, the University Advancement Division instead created a table indicating the number of gifts needed for particular levels of CRHC funding, as well as the number of prospects in its 150,000 alumni database needed to secure them.

Gift Range	Pros. Needed	Pros. Identified	Gifts Needed	Range Total	Cum. Amount	% of Goal
\$3M	5	4	1	\$3,000,000	\$3,000,000	20.00%
\$2M	10	9	2	\$4,000,000	\$7,000,000	46.67%
\$1M	15	20	3	\$3,000,000	\$10,000,000	66.67%
\$500K	15	51	5	\$2,500,000	\$12,500,000	83.33%
\$100K	30	85	10	\$1,000,000	\$13,500,000	90.00%
\$50K	36	39	12	\$600,000	\$14,100,000	94.00%
\$25K	72	64	24	\$600,000	\$14,700,000	98.00%
\$10K	90	many	30	\$300,000	\$15,000,000	100.00%

Individual Prospects : University Advancement next identified more than 272 individual prospects who may have an inclination to give to the CRHC. Initial search results suggest that 33 are rated at a potential gift level of \$1M or more and 136 have the ability to make gifts in the range of \$100,000-\$1 million. The remainder fall into the \$10,000-\$100,000 category. As new prospects are identified, they are assigned to a development officer for personal visits.

Regional Donors : Given the regional nature of this project and the strong partnerships formed with various humanities organizations, Ohio University will also target corporate and foundation donors in the Central Region (OH, IN, MI, KY, WV). Staff in the Office of Development Research are identifying local and regional donors who have given significantly to historical societies, architectural conservation groups, museums, libraries, arts organizations, and other humanities-related organizations. The University will enlist the help of CRHC partners to identify donors who may have an interest in giving to the CRHC. The Central Region is home to many families whose success is rooted in the region: Rockefeller, Ford, Gund, Blossom, Wexner, Kellogg, and Lilly are a few.

Corporate / Foundation Prospects: Ohio University enjoys excellent relationships with numerous corporations and foundations throughout the state, region, and nation. Among potential corporate prospects are American Electric Power, Bank One, Hocking Valley Bank, Oak Hill Bank, People's Bank, Kerr Distributing, and the Taylor Team of Dealerships (regional car dealers). Potential foundation prospects include the George Gund Foundation and the Appalachian Foundation, among others.

Naming Opportunities: The CRHC provides many natural naming opportunities for donors. Presently, plans call for endowments to be named at the following levels:

Named Center:	\$3M
Named Directorship:	\$1M
Named Visiting Scholars:	\$1M
Named Faculty Fellowships:	\$150K-\$250K
Named Funds for Library positions:	\$750K-\$2.5M

Efforts will be directed to raising funds in order of priority to have the Center operational in year one, and then phasing in additional elements as funds are raised each year thereafter. The CRHC directors will guide the Development staff in this endeavor. For a specific listing of budget priorities and other naming opportunities available for the Center, please see the budget section of this proposal.

Communication and Promotion

If awarded the NEH Implementation Grant, Ohio University will use a portion of the fund raising allowance to promote awareness of the Center and its value to the region. By targeting communication and marketing efforts to regional and national audiences, both individual and corporate, Ohio University will lay the ground work for fund raising efforts. A complete communication plan, currently under development, will include brochures, press releases, video productions, features in *OHIO Extra*--a half-time production highlighting the University's accomplishments which is aired during the broadcast of various athletic events by the Ohio Sports Network--and other appropriate efforts.

Conclusion: The history of fund raising at Ohio University demonstrates its ability to attract new levels of philanthropic support. The Bicentennial Campaign has created the momentum to fund the CRHC in four years.