

A Proposal for a Cluster Hire in Heritage Studies

Submitted by Elizabeth Chilton (Anthropology),
Elizabeth Brabec (LARP), and David Glassberg (History)

Over the past two decades, dramatic changes have occurred throughout the world and within the United States in the management and development of historical resources. The concept of “heritage” has expanded dramatically to include not only historic buildings, archaeological sites, and monuments, but also the encouragement of activities connected with a rich range of traditions, recipes, folklore, craftsmanship, and longstanding community activities. This range of monuments, memories, and customs—and most importantly, the heritage landscape—is increasingly seen as a community resource on which a feeling of group identity and productive citizenship is based. If identified and managed effectively, heritage resources and landscapes can contribute in concrete, measurable ways to both social cohesion and economic development. Governments, NGOs, and communities are looking for new techniques and methods of dealing with this broader notion of cultural heritage, and UMass is poised to become a leader in this new, international and transdisciplinary field.

We propose a cluster hire of three faculty members in three departments over the next three years to build on the significant strength of faculty research and teaching in the area of international heritage, and to position the University for significant growth in sponsored research in this area.

Established Leadership and Interdisciplinarity

This past fall we received interim approval for the UMass Center for Heritage and Society, a new center in CSBS, directed by Elizabeth Chilton. Over the past academic year an interdisciplinary steering committee of 15 has worked on the full proposal for the Center for Faculty Senate approval, and the Steering Committee is unanimous in their support. This proposal was submitted on June 1, 2009. The proposed Center has support from faculty across campus and departments. Currently our fifteen-person Steering Committee has faculty representation from three colleges and 11 departments. Our larger affinity group of 26 includes faculty from four colleges and 14 departments (please see Appendix 1 for a full list).

The University of Massachusetts Amherst is an ideal home for serious, long-term multidisciplinary efforts to craft new approaches to heritage assessment, conservation, and communication, both within the United States and abroad. The goal of the center is to offer a platform for multidisciplinary research and to provide undergraduate and graduate students with training and experience in heritage assessment, preservation, planning, interpretation and management. This Center will build on the University’s unique and converging strengths in the fields of archaeology, classics, cultural anthropology, cultural resource management, history, environmental science, landscape architecture and regional planning, and memory studies, as well as programs such as European Studies, Film Studies, Native American Indian Studies, Afro-American Studies, Legal Studies, Peace Psychology, Public History, and the Center for Public Policy and Administration. There are many individuals and departments on campus that have long-standing involvement and demonstrated excellence in heritage-related research, teaching, and outreach. There are nearly 200 faculty and at least 39 departments with faculty who are either directly or indirectly involved with heritage activities. Our campus is particularly strong in

the historiographic disciplines, such as anthropology, archaeology, architecture, art history, classics, history, and numerous area studies programs and departments. However, other than on an ad hoc basis for particular projects, we have not worked together in programmatic ways to develop transdisciplinary approaches to research, teaching, and outreach. The objective is to create a platform for faculty from these areas to work together with regional planners, economists, sociologists, political scientists, public policy, hospitality and tourism, and legal studies to build transdisciplinary approaches to a number of growth areas in the field of international heritage. *There is no Center or Institute quite like this in the U.S. and it represents a serious niche in terms of intellectual content, grants and contracts, and in graduate education and professional training.*

UMass Amherst as an International Leader in Global Heritage

The proposed hires would be the first tenure track hires on this campus explicitly directed towards this burgeoning area of international heritage. While we already have faculty and programs that touch on various aspects of heritage, none of us were trained specifically in this new field, nor do we have at our disposal the full range of interdisciplinary techniques to undertake some of this work. Thus, the new hires would have a focusing role in this initiative and would strengthen the work of the faculty affiliated with the new Center while at the same time help us to innovate and re-envision the role of our faculty and students in the international arena of global heritage.

The full range of the contribution of these hires would be:

- (1) Research: Formulating and implementing innovative community-based heritage projects; engaging the public in heritage as a source of both identity and economic development; and seeking funding and opportunities for practical field work experience and academic research by faculty and students.
- (2) Teaching and Training: the development of new courses at the graduate and undergraduate level, including study abroad courses, summer abroad programs, and internships; building on and/or creating new certificates and degree programs in heritage
- (3) Outreach: new faculty in Heritage Studies would work with the faculty associated with the Center to serve local, national, and international communities and organizations that engage in heritage work.

The new field of international heritage is a growth area in both research and graduate training, especially in the United States. There are a few Centers in the U.S. focusing on research issues related to heritage (e.g., University of Florida, UPenn, Maryland), but none of these have the truly interdisciplinary team of faculty working together to bring both social science and historical techniques to bear on contemporary social and development issues related to heritage. Also, none of the existing centers in the U.S. are directly tied to graduate education. Thus, with these hires, UMass would be poised for international recognition as a world leader in Cultural Heritage Research and Education.

Potential for Outside Funding

Since the work of the Center will focus on the implementation of international and domestic heritage projects, the following sources of outside support, collaboration, and funding are envisioned:

- Traditional federal grant programs, such as NSF, NEH, and the National Park Service (including the National Center for Preservation Technology and Training, NCPTT).
- Ename Center for Public Archaeology, Belgium
- UNESCO World Heritage Center
- The World Bank
- The InterAmerican Development Bank
- The European Commission
- The World Monuments Fund
- Local Corporate sponsors (e.g., Mass Mutual, Baystate, etc.)
- National, State, and local governments
- Local heritage funds and organizations (e.g., the Archaeological Institute of America)

Departmental and College Support

We envision the three cluster hires in the Departments of Anthropology, History, and Landscape Architecture and Regional Planning; the order of the hires is to be determined. Fields of research and teaching expertise for these hires could include archaeology, cultural property law, heritage ethics, public history, museum and material culture studies, community development, memory studies, tourism, intangible culture heritage, the economics of heritage, living environments, technology and conflict resolution, etc.

There has already been significant investment on the part of the College of Social and Behavioral Sciences in this initiative thus far, and the Center will be able to provide intellectual and research support for the new hires. The first year of funding for the Center in FY 09 came from the following sources:

<u>FY09</u>		
Associate Director/Coordinator of Projects (full time lecturer)	\$55,000	SBS
RA (10 hours per week for AY09)	\$10,000	Grad School
RA (10 hours per week for AY 09)	\$10,000	E. Chilton RTF
Travel funds	\$5000	SBS
Website Development	\$5000	Grad School & SBS
Administrative Assistant	\$18,000	SBS
TOTAL	\$103,000	

Some funding for the Center will continue to come from resources committed by the University for FY10. Additional resources will be derived from fund-raising and grant overhead.

<u>FY10</u>		
Associate Director (full time lecturer)	\$55,000	SBS
Clerk/Bookkeeper (half-time), or 20 hour RA	\$20,000	SBS

Travel Expenses	\$5,000	SBS
CHS Speakers Series/Colloquium	\$6,500	SBS, HFA, & VCR
Website development	\$1,000	SBS
RA (10 hours per week)	\$10,000	Chilton RTF
TOTAL	\$97,500	

Concerning facilities, the Center currently has two offices, one each in Machmer and Thompson Halls, for the Director, Coordinator of Projects and Programs, and Clerk/Bookkeeper. Space for the faculty offices for future hires would be provided by the home department and college.

Assessing the Effectiveness of Investment

While faculty and graduate students working in various heritage-related departments on campus already bring in significant funding for their research, and while our programs already attract some of the top graduate students in their fields (e.g., PhD in anthropology, Public History Graduate Certificate, MRP and PhD in Regional Planning, etc.), no one on campus is undertaking large-scale, interdisciplinary, multi-year grants or contracts in international heritage. Thus the goals of these hires would be to:

- initiate large-scale, international heritage projects with funding partners such as the World Bank, the Inter-American Development Bank, the EU, etc.
- increase undergraduate enrollment for all of our various heritage programs, and create and develop study abroad programs for undergraduates
- increase the funding level for graduate students in related fields, as a means of competing for the top students in these fields. With new hires we would also be able to accept more graduate students in these field, and with increased outside funding for their research, we would hope to shorten the time to degree for these students. One major goal is to apply for and hopefully receive an NSF IGERT (graduate training grant) in the order of \$3 million over five years. These hires would be key to both demonstrating institutional commitment and also carrying out the academic and institutional development of these degree programs.
- Strengthen our ties to the communities in the Commonwealth and in the region. While there has already been significant engaged scholarship and outreach in heritage-related activities, with the help of these hires we would be better able to undertake long-term and truly interdisciplinary projects in Massachusetts communities that would tie our global work to the local (e.g., we've initiated a community heritage project in Springfield, MA, that, if funded would require greater faculty investment to insure its long-term effectiveness).

As for specific benchmarks, the following is based on an assumption of three faculty hires over the next three years, and is also based on the current funding proposals that we are pursuing:

- Our funding goal for large-scale heritage international projects initiated by these new hires in collaboration with current faculty would be \$5 million per year over the next five

years (e.g., one funding proposal that we are pursuing with the Inter-American Development Bank for a project in the Eastern Caribbean is for \$25 million over five years)

- For domestic heritage projects, we hope to undertake 1-2 community heritage assessments per year, under the initiative of the new faculty hires. These projects would be in the order of \$200,000 per year for each community if fully funded. Possible funding sources include foundation, small heritage organizations, towns, and state government.
- For graduate education, our goal would be to fund through research assistantships and travel costs, 15-20 graduate students per year to be involved in these projects. We would also be able to accept about another 10 graduate students per year as a result.
- For undergraduates, we would hope that these new faculty would strengthen existing undergraduate programs and opportunities, so that we would be able to accept perhaps 100 or more new majors into the various heritage-related departments.
- For study abroad programs, which are also revenue generating, we imagine the creation of several spring-break and summer program options, hopefully on the order of 30-50 students per year.

Summary

In sum, a cluster hire over the next three years in International Heritage help us to build on existing faculty strengths while also becoming a leader in the heritage field; it will provide us with new opportunities for interdisciplinary, sponsored research; it will make us competitive in the growing industry of Heritage Management and tourism; it will help us to better train our graduate students and prepare them for today's job market; it will help us attract new graduate students—many of whom are already practicing heritage professionals; it will help connect our undergraduate and graduate students to international, study-abroad, internships, and combined degree opportunities; and it will build our connections to the communities of the Commonwealth by integrating the value of the past with solutions to real-world problems in the present.