

SPECIAL REPORT

of the

PROGRAM AND BUDGET AND RESEARCH COUNCILS

concerning

**THE ESTABLISHMENT OF
THE CENTER FOR HERITAGE AND SOCIETY (CHS)**

Presented at the
690th Regular Meeting of the Faculty Senate
December 15, 2009

COUNCIL MEMBERSHIP

PROGRAM AND BUDGET COUNCIL

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RESEARCH COUNCIL

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PROGRAM AND BUDGET COUNCIL

Following review by the Program Subcommittee and based on its recommendation, the Program and Budget Council unanimously approved the Establishment of the Center for Heritage and Society at its meeting on November 18, 2009.

RESEARCH COUNCIL

At its November 13th meeting, the Research Council unanimously voted to approve the establishment of the Center for Heritage and Society (CHS), a Center that has had interim approval since December 2008. Among the research benefits of such a Center are:

1. Expanding knowledge and awareness of “heritage” – the full range of inherited traditions, monuments, living environments, and the range of contemporary activities, meanings, and behaviors that are drawn from them;
2. Creating interdisciplinary teams to expand scholarly and applied research around the theme of Heritage and its role in Society;
3. The creation of an annual colloquium series that will provide a vehicle to increase the visibility of the University of Massachusetts and the Center as well as create a forum for connecting scholars in this field.
4. CHS has a detailed plan to become financially self-sufficient in the next three years.

The Center is an interdisciplinary effort currently including faculty from three colleges within UMass Amherst. In addition, there are approximately 200 faculty members on campus whose research interests could be related to the goals of the CHS.

The Council was impressed with the level of activities of the CHS during its first year under interim approval. CHS has enjoyed strong support from the Dean of SBS and has benefited from the effective leadership of Dr. Elizabeth Chilton who has been both enthusiastic and realistic about what CHS can do while moving toward self-support.

CHS has the potential to develop into a nationally- and internationally-recognized Center for Heritage and Society. There are very few such Centers at U.S. Universities and this could develop into a highly visible center of excellence for UMass. Dr. Chilton is uniquely qualified to lead this effort, and CHS has developed a sound business plan. CHS has the potential to become a leader in the study and preservation of American culture.

MOVED: That the Faculty Senate approve the Establishment of the Center for Heritage and
18-10 Society, as presented in Sen. Doc. No. 10-017.

UNIVERSITY OF MASSACHUSETTS AMHERST
OFFICE OF THE SECRETARY
THE FACULTY SENATE

NEW DEPARTMENTS, INSTITUTES AND CENTERS APPROVAL FORM
(50 copies required)

Proposed Title of Center: Center for Heritage and Society
Organizational Location: College of Social and Behavioral Sciences
Name of Director or responsible persons: Elizabeth S. Chilton, Associate Professor of Anthropology
Mailing address: Department of Anthropology, Machmer Hall
Phone: 5-5939
Proposed starting date: December 1, 2009 (we have interim approval through Dec. 31, 2009)

I. Description

- A. Brief Description (60 words or less) of the proposed enterprise: (name, basic mission, activity scope, clientele)**

The purpose of the Center is to facilitate scholarly and applied research, education, and outreach in the burgeoning field of international cultural heritage. Center staff will work with affiliated faculty to bring funding and research opportunities to the campus community, to strengthen and build new academic opportunities, and to build on the already strong, engaged scholarship related to heritage and society.

B. Rationale and Justification

For the purpose of this proposal, “heritage” is the full range of inherited traditions, monuments, objects, and living environments, and, most importantly, it is the range of contemporary activities, meanings, and behaviors that are drawn from them. It includes both tangible and intangible remains of the past, and the full range of contemporary behaviors surrounding these “artifacts,” including preservation, purposeful destruction, commoditization, commemoration, interpretation, social reparation, and tourism.

The proposed Center for Heritage and Society 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.

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 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.*

The main functions of the Center will 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 providing funding and opportunities for practical field work experience and academic research by faculty and students.
- (2) **Teaching and Training:** The Steering Committee will work with the larger affinity group on campus to explore the development of study abroad courses, summer abroad programs, and internships for undergraduates. We will also explore opportunities to develop new courses, create opportunities for co-teaching across departments, and explore opportunities for graduate training and practical experience in real-world heritage projects. There is already impressive strength on this campus in heritage-related fields in terms of teaching and training. In particular, the Public History program recently received

approval for their graduate certificate program. Likewise, UMass Archaeological Services provides both formal and informal training and experience for both undergraduate and graduate students. The goal would be to review our current strengths on campus in the historiographic disciplines, and to examine how we can work with both communities and other social scientists and planners (e.g., economics, sociology, legal studies, etc.) to strengthen heritage education and training.

- (3) **Outreach:** The Center will play a major role in the University's outreach efforts in terms of both local communities of the Commonwealth (e.g., Springfield, the subject of a recent public service grant proposal by Center faculty), and in terms of international cooperations (e.g., a range of domestic and foreign universities and organizations; see examples below). One of the major goals of the Center is to serve local, national, and international communities and organizations that engage in heritage work.

C. Specific activities planned as an ongoing part of the enterprise.

The Center will facilitate research, teaching, and outreach related to heritage in a number of ways:

- The Center will develop and promote new research on cultural heritage by identifying inter-disciplinary teams of faculty to conduct scholarly and applied research. Center staff will identify existing grant opportunities and locate new sources of funding for policy research. The Coordinator of Projects and Policy Initiatives will work with faculty on campus and assist faculty and students in connecting to real world heritage projects, whether through connections in ICOMOS (International Council on Monuments and Sites), UNESCO, the European Union, or other governmental organizations or NGOs.
- The Center will fund an annual colloquium series, with talks by both outside distinguished speakers and colleagues on campus, as a way to both increase the visibility of the University in this field and to facilitate communication and collaboration among faculty on campus.
- The Center's Steering Committee, described below, will guide the general direction of the Center and will have responsibility for the oversight of academic programs, administrative and financial functioning, and will help to facilitate interdisciplinary/transdisciplinary synergies and collaborations.
- The Center Steering Committee will work with the larger affinity group on campus and in the Five Colleges to explore opportunities for communication about existing heritage courses and research, as well as to provide opportunities for the development of new courses, training programs, and other collaborations. For example, the newly established graduate certificate in Public History will be promoted by the Center, and over time the steering committee and affinity group will work with the faculty in Public History to determine whether an expansion of that certificate or the creation of other, related graduate certificates should be explored. The idea would be to insure that we create synergies and opportunities among currently existing programs and certificates, and not create duplication or competition among possibilities for graduate students.
- The Center will offer to faculty – as incentive to run their research projects through the Center – an intellectual home for their research, staff support for securing and administering grants, and the backing of a prestigious and interdisciplinary steering committee for grant applications.
- The Center will encourage the formation of working groups of faculty and graduate students across various disciplines. The Steering Committee and staff would coordinate between the working groups so that there is as much synergy across disciplines as possible, and so that there is no unnecessary competition for resources, within the university and beyond.

D. How does this enterprise differ from other offices or activities on campus with similar names, missions, interests?

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. The goal 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, for example, to build transdisciplinary approaches to a number of growth areas in the field of international heritage, including:

- community heritage assessment and planning
- heritage education (integrating interdisciplinary approaches to heritage into the K-12 curriculum)
- interdisciplinary and international heritage training workshops for heritage professionals
- heritage ethics in international perspective
- social justice and human rights in international heritage (e.g., repatriation and human remains)
- measuring the social and economic impacts of heritage tourism

II. Institutional Relationships and Governance:

- A. List all University units involved and describe administrative arrangements with them, if any.

The Center for Heritage and Society will be located in the College of Social and Behavioral Sciences and will report directly to the Dean of the College. As with other academic interdisciplinary activities, Deans from other relevant colleges will be consulted regarding Center activities. Faculty from numerous departments and colleges are expected to participate in the affairs of the Center, including faculty from the departments of Afro-American Studies, Anthropology, Art, Architecture, and Art History, Communication, Economics, Landscape Architecture and Regional Planning, History and the Public History Program, Judaic and Near Eastern Studies, Legal Studies, Native American Indian Studies, Political Science, Public Health, and Sociology; other faculty on campus are welcomed to participate. Faculty will not hold permanent appointments with the Center, however; their appointment will remain with the respective academic department. In addition, the Center will seek to establish relationships with other faculty and organizations in the UMass system and the Five Colleges, Inc., such as possible joint-sponsorship of speaker's series, developing educational programs, etc.

- B. Describe any organizational relationships (as distinct from funding sources) with other agencies, public or private, outside the University.

We are currently working on establishing MOUs with the following organizations as a means to develop partnerships and collaborative programs, and others will be established as the Center progresses:

- Ename Center for Public Archaeology and Heritage Presentation (Belgium)—approved by director Jean-Luc Putman and Board chairman Jean-Pierre Van Der Meiren
- Bezalel Academy of Art and Design (Israel)—negotiated by UNESCO Chair Professor Michael Turner and approved by President Amnon Zuckerman
- Al-Quds University (Palestine)—negotiated with Dr. Yusuf Natshe and forwarded to President Sari Nusseibeh
- University of Pretoria (South Africa)—in negotiation with Professor Karel Bakker, chair of Architecture
- Heritage Institute, Université Laval (Canada)—negotiated with Canada Research Chair Professor Laurier Turgeon, director of the Institute
- Ministry of Culture (France)—in negotiation with Dr. Max Polonovski, conservateur en chef du Patrimoine Juif and Dr. Christian Hottin, director of the Mission d'Ethnologie
- Heritage Management Program, University of Barcelona (Spain)—negotiated with director Professor Jordi Juan Teressero
- World Heritage Program, University of California-Merced—negotiated with professor Maurizio Forte and approved by Dean Hans Björnsson
- United States National Committee for the International Council on Monuments and Sites—in negotiation with chairman John Fowler and executive director Gustavo Araoz

C. Describe the organization's advisory board or other governance group.

The Steering Committee for the Center is an interdisciplinary committee of faculty, providing guidance to the Center's development and direction, and dedicated to boosting the impact and visibility of the work of the Center. The Steering Committee will guide the general direction of the Center and will have responsibility for the oversight of academic programs, all major grants and initiatives of the Center, administrative and financial functioning, and will help to facilitate interdisciplinary/transdisciplinary synergies and collaborations. For more info, please go to: www.umass.edu/chs.

The Steering Committee thus far includes:

- Doug Anderton, Professor, Sociology, Director of SADRI, and Acting Chair of the Department of Communication
- Michael Ash, Associate Professor, Economics, Center for Public Policy Administration
- Elizabeth Brabec, Professor and Department Head, Landscape Architecture and Regional Planning
- Kathleen Brown-Perez, Lecturer, Commonwealth College, Chair of the Five College Native American Indian Studies Committee
- Elizabeth Chilton, Associate Professor and Chair, Anthropology, Director, Center for Heritage and Society
- David Glassberg, Professor, History, Public History Program
- Krista Harper, Assistant Professor, Anthropology, Director of European Field Studies Program, Center for Public Policy Administration
- Brian Jones, Lecturer, Anthropology, Associate Director, UMass Archaeological Services
- Max Page, Associate Professor, Art, Architecture, and Art History
- Bob Paynter, Professor, Anthropology, and Director of UMass Archaeological Field School
- Cathy Portuges, Professor, Comparative Literature, Director of the Interdepartmental Program in Film Studies, Curator of the Massachusetts Multicultural Film Festival at UMASS
- Amilcar Shabazz, Professor and Chair, W.E.B. Du Bois Department of Afro-American Studies
- Neil Silberman, Lecturer, Anthropology, Director of Programs, Center for Heritage and Society
- Linda Tropp, Associate Professor, Psychology, Director of the Psychology of Peace and Violence Concentration
- James Young, Professor and Chair, Judaic and Near Eastern Studies

To this list, and in consultation with the on-campus steering committee, we will seek to add 5-6 external members, who will be drawn from leaders of business, government, community, and other academic organizations.

C. Will this be an institute?

No

D. If a center, describe the relationship within the department to which this organization is subordinate.

The Director of the Center will report directly to the Dean of the College of Social and Behavioral Sciences.

E. Describe arrangements for any patent rights, copyrights, or other ownership components of activities and any restrictions on access to research information.

The Center will abide by the rules and regulations of the University. Data used in research studies will be available to any faculty involved in the Center, with permission of the principal investigator(s). The Dean's share of grant overhead for funds solicited through the Center will be split evenly between the CSBS Dean and the Dean representing the principal investigator(s); the Department's share of overhead will be split evenly between the host department and the Center.

III. Resources

A. Describe the space available for use by the organization.

The Center will occupy three offices in Machmer and Thompson Halls, one each for the Director, Coordinator of Projects and Programs, and Clerk/Bookkeeper. No funds are needed and the space has already been allocated by the College.

B. Describe any requests for space that have been made.

See III A. above.

C. Describe any repairs, renovations, major equipment needed to make the space you have useful to the organization.

See III A. above.

D. If any non-university employees or students are or will be using the space, describe the arrangement.
None

E. Staffing (when operation is fully developed)

1. Non-faculty (provide rank or grade, student status, working title, FTE, source of funding.)

Full time “Associate Director/Coordinator of Projects” (funded as a lecturer); and a half-time bookkeeper/clerk, both funded by CSBS.

2. Faculty involved (provide name, department, extent involved, release time arrangement, if any.)

Director, Elizabeth Chilton, Associate Professor, Anthropology, no extra compensation or release time.

F. Attach a detailed budget showing sources of funding, full-year basic operating costs and anticipated expenditures. (This should show programmatic expenditure descriptions, kinds of funding accounts and amounts by subsidiary accounts as well as alternative funding arrangements or programmatic adjustments to be made if funding sources fail.)

The first year of funding for the Center in FY 09 while we’ve had interim approval from the VCR, Provost, and Chancellor, came from the following sources:

FY09		
Associate Director/Coordinator of Projects (full time lecturer)	\$55,000	SBS
RA (10 hours per week for AY09)	\$10,000	Graduate School
RA (10 hours per week for AY 09)	\$10,000	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. The Center will have separate budget accounts, and the Director will have budget authority for all non-staff related expenses.

FY10		
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	

In future years on campus monies will continue to decrease for the Center as outside funding and overhead increases over time (see below).

External Funding Opportunities

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)

In addition, the objective of the Center is to promote and support the ongoing heritage activities on campus. Thus, the goal is to provide staff support and increased opportunities for both grants and contracts undertaken by PIs on campus. As stated above, the Dean’s share of grant and contract overhead for funds solicited through the Center will be split evenly between the CSBS Dean and the Dean representing the principal investigator(s); the Department’s share of overhead will be split evenly between the host department and the Center.