



FROM GATEKEEPER TO GATEWAY

The Campaign for Classics in the 21st Century

Classics starts the conversation of the Western world. . . .

It is the basis of law, literature, language, engineering, and much more.

-- Michael Putnam, Campaign Co-Chair, Professor of Classics, Brown University

The Case In Brief

The American Philological Association (APA) seeks \$4 million in support to continue and expand our ongoing transformation of the field of Classics to serve students, teachers, and scholars in the 21st century, and to be a model for change and renewal within other fields of study. The National Endowment for the Humanities (NEH) has endorsed this campaign with an extraordinary Challenge Grant of \$650,000, which requires a four-to-one match to secure the entire amount. This grant represents a particularly strong endorsement because challenge grants are rarely so large and because the Endowment has clearly stretched its own resources to make this investment.

The ability of Classicists to respond and adapt to changing circumstances has kept the discipline alive and relevant for more than two millennia. The Age of Technology now brings its own opportunities and challenges. This campaign will enable APA to take full advantage of the newest technology to ensure the continued advancement of sophisticated and accessi-

ble research tools for Classics teachers and scholars; develop the next generation of inspired, diverse teachers of Classics and classical languages; and spread knowledge and excitement about classical civilization beyond the academy.

The campaign will develop an *Endowment for Classics Research and Teaching* to support a new **AMERICAN CENTER FOR CLASSICS RESEARCH AND TEACHING**. The Center will carry the Internet's technological revolution to the entire field and open doors to make the study and enjoyment of the Classics available to the widest possible audience. The time is now for Classics to engage its power to develop young minds, enhance learning and language skills, and bring the wisdom and insights of the ancients to the public at large.

The APA invites everyone to join our campaign who has ever studied ancient languages, texts, and civilizations; who has felt drawn to the stories of those civilizations; who may be struggling with the challenges of inspiring students; or who is concerned that the next generation have the intellectual and analytical skills to serve American society well in this complex century.





Classics for the Modern Age

For centuries, classical study was the gatekeeper not only of academic but of professional and social advancement in Europe and North America. Education was defined by the knowledge of Greek and Latin and was, for the most part, made available only to a male elite. With Classics firmly at the core of secondary and collegiate curricula, the audience was large and captive. The intellectual and moral benefits of reading classical texts were taken for granted but often limited to a few.

At the dawn of the 21st century, however, proponents of classical studies must demonstrate the utility and relevance of their subject to modern times. They must explain the benefits of learning difficult languages when most of the literature is available in translation, and make clear the contributions of high-quality scholarship and of the study of Classics to the betterment of a world increasingly focused on science, technology, and the practical.

The Greeks and Romans themselves were relentless self-questioners, and so must we be. The enduring value of Classics, indeed the element that makes anything a "classic" is its continued meaning for the whole spectrum of human life and circumstance, despite distance in time and difference of language. What Thucydides told his own time about imperialism, and Tacitus about tyranny, could not be more relevant today. The terrible beauty and sadness of Homer invite us to think about individual responsibilities to communities and their costs, then and now. To read Aristotle is to learn how to organize effective government, to read Xenophon is to learn how a soldier conducts himself, to read Virgil is to understand how religion shapes society, and to read Seneca is to understand the positive and negative emotions of human life. Classical antiquity is so entwined in our own culture that its texts and artifacts seem to speak directly to us, but remote enough that they do not say what we already hear.

The verbal and visual heritage of the classical world is indeed a daily presence, from movies to television, theater, novels, poetry, art, and architecture. We are hungry in this light-speed digital age to discover the reflections on human values and the beauty of language and art that the ancients offer. We also need the very practical and proven benefits of classical study.

These times call for a new and vigorous collaboration among teachers, students, and devotees of Classics. The introductory study of classical languages accelerates any student's reading and thinking skills; reading Classics at more advanced levels exposes students not only to sublime literature but to the works of the founders of virtually every humanistic and scientific discipline. Classics is the original multidisciplinary study, integrating all sources and forms of knowledge about antiquity—literature, history, philosophy, material culture, and more.

Business leaders, concerned about whether our education system is preparing students for the sophisticated modern workplace, are taking note of the mental discipline and breadth of analytical skills required of classical study, and the potential for such rigor to improve student performance. Rising enthusiasm at the secondary level for the extraordinary educational value of ancient language study is shown by a 20 per cent increase in the number of students taking Latin in high school





FROM GATEKEEPER TO GATEWAY

The Campaign for Classics in the 21st Century

in this country since 1998. Schools are also using Latin in ways that defy the old elitist philosophy: Typical is Nativity Prep, in Wilmington, Delaware (as reported by Claudio Sanchez on National Public Radio), which takes only low-income students who have failed in other educational settings, and also requires Latin. As Sanchez reported, Latin is “the big reason their reading skills improve so dramatically.”

APA’s goal for transforming the field of classical study in America is simple: We will build a future field of Classics that is ever more open, accessible, and valuable to students from kindergarten through graduate school, as well as to the multi-disciplinary scholar, interested enthusiast, amateur, and lay person across the broad horizon of intellectual endeavor. In short, we will transform our field from gatekeeper to gateway, offering all the rich and rewarding world of Classics.

The APA—A National Leader Since 1869

The American Philological Association is the principal learned society in North America for the study of ancient Greek and Roman languages, literatures, and civilizations. When the APA was founded in 1869, classical scholarship meant philology, the scientific study of texts. The young association took as its chief mission the promulgation of American philology via its annual meetings and published transactions. Since those early years, the APA has evolved into an active supporter of scholars, teachers, and students of the ancient world at all levels through its annual meetings, publications, scholarships, awards, and services. In recent years, the Association has committed itself not only to providing the essential tools of Classics scholarship and teaching to its members but also to supplying vital information about antiquity to researchers and teachers in other fields, the media, and an increasingly interested public.

We have heeded the call to become a more inclusive organization that welcomes all teachers and students of Classics and reflects cultural and social diversity in its membership. We have established a division devoted to working with secondary teachers; created many new awards, stipends, and fellowships for students and teachers; and established programs to support minority students, teachers, and scholars. We welcome into our membership and onto our Board, teachers from all levels of the profession, and young people who represent the next generation of the field’s leadership.

The *Campaign for Classics* will reinforce and develop both the “vertical” axis of collaboration up and down the various stages of education, ensuring the exciting and rich exposure of students at all levels to Classics; as well as our “horizontal” reach to sectors of society that so far have not been effectively touched by the classical world.

The APA has the capacity and credibility to take on this ambitious vision. The Association has a well-earned reputation not only for anticipating needs and setting appropriate goals, but also for its ability to secure contributed support, develop new income streams, maintain an efficient staff, balance its budget, and manage its endowment. No other comparably sized field maintains the level of activity, staffing, and professionalism that the field of Classics enjoys through the APA.





FROM GATEKEEPER TO GATEWAY

The Campaign for Classics in the 21st Century

The APA's leadership has resulted in notable and successful large-scale projects employing cutting-edge technology. By the time of its completion in 2008, the *Database of Classical Bibliography*, initiated and led by the APA, will make available in digital form more than seventy years of *l'Année philologique*, the essential international bibliography of classical studies. The APA also manages and supports the American Office (AO) of *l'Année*, which is responsible for compiling annually most of the Classics field's English-language bibliography. The APA also developed and supported the creation of *The Barrington Atlas of the Ancient World*, which has employed the latest map-making technology to create complete maps of the ancient world, a valuable asset for teachers and scholars in many different disciplines. Each of these projects has enjoyed substantial funding from the National Endowment for the Humanities. The APA's history of accomplishments was an important reason for the NEH's generous Challenge Grant and strong endorsement of this endowment campaign. The Association is energized and eager to develop the relationships and resources to make the campaign a success.

The American Center—Building the Future of Classics

Michael Putnam's message is universal: We should *all* treasure the wealth of insight and skills development that Classics offer...and to make certain that this treasure is carried on, we must value and support those who study and teach this vital subject. We must open the gateway wide for all to learn, study, and benefit.

At the core of our campaign, therefore, is a project whose ambitions are unique in the history of American education. The aim of the **AMERICAN CENTER FOR CLASSICS RESEARCH AND TEACHING** is to make the largest amount of highest quality information about the classical world available to the largest possible audience in the format appropriate to each segment of that audience.

Central to our strategy and to the Challenge Grant from the National Endowment for the Humanities is the use of technology in new and exciting ways. Technology and the Internet are essential to the work of scholars and the central avenues of inquiry for the public. Through technology, we can open the gates and achieve our goals for both vertical and horizontal expansion of access to riches of Classics.

The American Center will realize essential goals of the APA:

- To create sophisticated and accessible research tools for Classics teachers and scholars
- To develop the next generation of inspired, diverse teachers of Classics and classical languages
- To support wider public dissemination of knowledge about classical civilization

The Center, coordinated by the APA, and working through the existing American Office of *l'Année philologique* at the University of Cincinnati and the APA office at the University of Pennsylvania, will exist as a virtual "place" accessible through the Internet, employing initiatives and projects at collaborating academic institutions.





FROM GATEKEEPER TO GATEWAY

The Campaign for Classics in the 21st Century

The Digital Portal (initial goal: \$2 million)

If Classics is truly to become a gateway, not a gatekeeper, we need a state-of-the-art *electronic gateway* that will connect teachers and students, professors and other scholars, and the larger lay public with integrated, accessible 21st-century research tools. This portal, created and supported by the American Center, will provide access to the comprehensive bibliographic resources available through *l'Année philologique*; full texts of articles, dissertations, and books; images of original source materials and interpretive guides to their use; interactive maps of the ancient world; photographic images relevant to classical studies; audio recordings that attempt to reconstruct ancient languages; video productions of ancient plays, documentaries; model curricula and syllabi; other Classics information projects and sources, opportunities for interaction; and tools for effective research and teaching in an electronic age.

Our starting point for this work is *l'Année philologique* because it is the comprehensive and indispensable annual bibliography of all work in Classics. Founded in Paris in the late 1920s, *l'Année* combines the work of five international offices. The APA oversees the collection of most of the world's English-language classical bibliography at the office located at the University of Cincinnati—about 20 percent of world scholarship in Classics. Starting with *l'Année*'s comprehensive listings, we will link scholars, teachers, students, aficionados, and lay people directly to articles, images, text, maps, other databases, and more. Already today, the Internet version of *l'Année* makes it possible for major research libraries to connect citations in the *l'Année* database to their own electronic holdings.

The Association will develop digital tools for research in Classics in innovative and diverse ways:

l'Année philologique—The APA will use a portion of the endowment to sustain the American Office of *l'Année*. At the same time, we will continue to develop and support a new technological and financial model for the bibliography in collaboration with our international partners. Our goal is to ensure the continued presence of comprehensive international scholarship in *l'Année*, and to make *l'Année* a sustainable, and accessible digital gateway for Classics research and teaching.

Collaboration with Other Digital Projects—For decades Classicists have been leaders in developing digital tools for communication among scholars and between scholars and the wider public. The various groups responsible for both existing and forthcoming tools are paying increasing attention to the possibility of making these tools “interoperable”, *i.e.*, building seamless connections among, for example, bibliographies, texts, and images. The APA will increase the effectiveness and reach of our digital portal dollars by participating in exploratory projects such as those now being supported by the NEH and the Andrew W. Mellon Foundation and by cooperating with other Classicists to make *l'Année* a gateway to as many digital materials as possible.

Research and Teaching Support—We will develop the American Center's capacity to make the field of Classics a vital area for intellectual inquiry and a resource for educational practice. The Digital Portal will be a varied and useful source for many different audiences, featuring such elements as:





FROM GATEKEEPER TO GATEWAY

The Campaign for Classics in the 21st Century

- Searchable bibliographies of subjects that are not covered in *l'Année philologique*, such as pedagogy, text books, and the modern classical tradition
- Materials, such as selected bibliographies and study guides, to support general curricula in Classics, as well as specific APA initiatives to provide enrichment and professional development to secondary school and college teachers, and to classics students
- Interactive elements that draw the public and the media into expert discussions of topics in Classics, and the relationship between Classics and questions that fire debate in modern society
- Links to other reliable and vetted sites that can enhance and facilitate an individual's research
- Direct access to online publications, promotional activities, shareware, information about the state of classics study, state certification rules, uncopyrighted images that can be used in class, and reviews of textbooks and teaching materials.
- Digital alternatives for publication, enabling more scholars to find publication outlets and share their research.

The Next Generation (initial goal: \$1.5 million)

The resources envisioned for the Digital Portal will have no value without a new generation of classics teachers to take advantage of them and encourage their use. To build the next generation of teachers, we must engage students early in classical study whether we find them in public schools, private schools, or home schools. We must keep students who have been introduced to Classics interested in continuing their studies in college and beyond, and support a diverse pool of promising students to pursue Classics as a career. We must create opportunities for the professional development of teachers, encourage innovation in teaching, and strengthen the current partnership between pre-collegiate teachers and classics professors at institutions of higher education. We must ensure that promising secondary school Classics programs no longer close, as they now sometimes do, for lack of a teacher rather than for lack of students.

This endowment will permit the Association to make sure that an inspiring, well trained teacher is available for every school and college that needs one through the following initiatives:

- Significantly increase scholarships for students from underrepresented minority groups who are committed to studying and teaching Classics
- Sponsor classics graduate students intending to teach in secondary or middle schools
- Create Summer Institutes in collaboration with the American Classical League and other entities representing pre-collegiate teachers, to encourage communication and professional collaboration among classics teachers at all levels, and to assist teachers to fulfill curriculum development needs and professional development requirements
- Develop expanded undergraduate and pre-collegiate student travel/study opportunities that encourage students to pursue advanced classics study or that solidify students' decisions to make a career in Classics; as well as opportunities that reinvigorate the intellectual excitement of current teachers to keep them active in the field





FROM GATEKEEPER TO GATEWAY

The Campaign for Classics in the 21st Century

- Work with the American Classical League to address needs for national standards and certification requirements for pre-collegiate teachers of Latin and Greek
- Provide seed funding and research support for innovative Classics teaching projects that draw on the resources of the American Center
- Better recognize superior classics teachers through more generous award programs

Public Programs (initial goal: \$500,000)

We will take full advantage of the re-emerging general interest in classical civilization and broaden the reach of our research, teaching, scholarship, and digital resources to make knowledge, study, and discussion of Classics an active tool for those who want to consider the lessons of the ancients in light of contemporary challenges. Many resources exist already in communities—through schools, libraries, museums, community colleges, universities, book groups, and more. We will promote classical study, underline the relevance and importance of Classics to 21st century Americans, and create a modern appreciation of Classics as a “core” subject for everyone.

In addition to providing a wide range of classics material of interest to the lay public through the digital portal, we will initiate other public outreach projects:

- Develop a roster of APA member scholars who can present stimulating and relevant programming in local community and educational settings; provide grants to support such presentations in communities; and entertain innovative ideas from communities for developing educational projects that incorporate classics research and study
- Build on the bibliographic development capacities of the Center to create and update online guides to Classics materials and learning opportunities that are appropriate to a general audience
- Encourage collaborative projects that involve schools, libraries, colleges, community centers, and other local groups in developing "classics residencies" that offer a variety of learning opportunities for different audiences, and that draw on the American Center bibliographic materials and study guides

Conclusion

The campaign goal of \$4 million will not fully fund all of the projects described here, but fulfilling our initial goals is an essential first step toward building a new gateway to Classics research and teaching. Through this campaign, you can participate with the APA in reshaping how we identify and access information about antiquity, making that information available to more people, increasing the value and applicability of the information to many disciplines and pursuits, providing new tools for scholars everywhere to access primary source materials, helping teachers bring the classical world alive for students, and sharing the knowledge and insights of ancient civilization with a broad and interested public.





FROM GATEKEEPER TO GATEWAY
The Campaign for Classics in the 21st Century

Donor Investment Opportunities

The campaign offers many opportunities for donors to support not only the campaign’s overall goals, but specific aspects of Classics that coincide with their interests—for example, summer institutes, development of the digital portal, a fund for innovative educational strategies, or community programs. APA will work with donors to match their giving interests with the critical needs of Classics that are the focus of this campaign.

APA also will work with donors to identify naming opportunities, so that the ongoing work of the American Center can be associated with the name of the donor or with another individual whom the donor wishes to honor or memorialize. Examples of major naming opportunities include:

The [NAME] American Center for Classics Research and Teaching – \$2 million

The [NAME] Director of the American Office of l'Année philologique – \$1.5 million

The [NAME] Fund for Scholarships for Minority Classics Students – \$500,000

The [NAME] Fund for Digital Publications in Classics – \$500,000

The [NAME] Summer Institute for Classicists – \$500,000

The [NAME] Fund for Undergraduate Travel to Ancient Lands – \$500,000

The [NAME] Scholarships for Future Secondary School Latin Teachers – \$500,000

The [NAME] Community Classics Program Fund – \$500,000

Named Bibliographic Research Fellowship at the American Office – \$200,000

The [NAME] Fund for Innovative Teaching Tools in Classics – \$100,000

The [NAME] Awards for Excellence in Classics Teaching – \$50,000

We will identify with donors additional naming opportunities appropriate to their interests and capacities. In addition, we encourage donors to name gifts of all sizes in honor or memory of a loved one. We also encourage classics faculty and scholars to join together to make group contributions to the Endowment, in recognition of departments, individuals, and/or institutions.

The APA will accept gifts in a variety of forms, including pledges that can be fulfilled in installments through December 2010, immediate cash gifts, and gifts of securities. This campaign also presents a superb opportunity for APA members and friends to provide a permanent legacy to the field of Classics through planned giving. We will also work with donors who wish to make irrevocable bequests, donate life insurance policies, or establish charitable gift trusts that name the APA and the endowment as beneficiary.

