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Dear NHA Members and Supporters,

This overview of the work of the National Humanities Alliance depicts a landscape notable for its breadth and its depth. We work the hallways on Capitol Hill, but also have extended our focus to communities and campuses across the nation.

It is particularly noteworthy that the Alliance has recently moved beyond description of activity to documentation of influence. The distinction is important: one precedes the other, but it’s much easier to be active than it is to be influential. The latter requires patience, research, practicality without sacrificing principle, and relentless diplomacy. The NHA staff, collectively, offers all of these and more. Hence their ability to accomplish the work summarized here.

This is the second year NHA has produced this review. It is now a commonplace, indeed almost a cliché, to refer to the threats to public support for the humanities and at the federal level the National Endowment for the Humanities in particular. Last year we spoke of an “existential threat” and could point to our activism in defense of the NEH in Congressional offices on both sides of the aisle. That threat persisted throughout the continued wrangling over the federal budget, although for much of the past year it ceded visibility to the question of whether Congress could pass any budget at all. Amidst it all, the NHA continued its patient cultivation of friends in the Capitol, and careful monitoring of legislative activity relating not only to the NEH but other humanities work in the federal government as well. The monitoring aspect should not be underestimated; advocacy is as much about keeping members informed as it is actual “advocating.”

Advocacy in Washington also requires building support for our work among the constituents of decision makers on Capitol Hill. Soon after his arrival at the NHA in 2012 executive director Steve Kidd embarked on a series of interwoven initiatives, building collaborations with state humanities councils, NEH grantees in carefully selected congressional districts, and higher education institutions to broaden the work and influence of the Alliance. Much of this work has been funded by generous grants from the Andrew W. Mellon Foundation, to whom we remain grateful not only for its support for of the NHA but, more important, the humanities in countless places across the United States and beyond. Indeed, one of the major challenges facing organizations like ours as we move forward is identifying and cultivating new supporters for the work that energizes our advocacy.

As you read about the Alliance’s impressive accomplishments over the past year, please consider how you might support this work. Participate in Advocacy Day. Find NEH funded activities taking place near your home and participate if possible; and then write to the NEH and your representatives. Write short pieces for local media about the value of the humanities, drawing on the resources at our website: www.nhalliance.org. Or perhaps even make a donation.

You can also send flowers to the staff. Without them, none of this happens. On behalf of the NHA’s board of directors, I am grateful for what they do on a daily basis for the Alliance, the community of humanists, and the humanities disciplines themselves.

Sincerely,

Jim Grossman
President
Dear NHA Members and Supporters,

Over the past year, there have been many reasons for optimism about the future of the humanities.

Humanities scholars and practitioners working in a variety of contexts are engaged in creative and innovative work, and many are motivated to advocate on their campuses, in their communities, and on Capitol Hill. Thanks to the work of the growing number of advocates who join us for Humanities Advocacy Day and those who contact their elected officials from afar, Members of Congress increasingly understand the value of the work that the National Endowment for the Humanities supports. As a result, Congress has provided increases to the NEH in the face of the Trump administration’s efforts to eliminate its funding over the past two years.

As we continue to build on these successes, we are also ramping up our efforts to combat an on-going and pressing problem: declining enrollments in undergraduate humanities courses.

In 2018, we launched phase one of our Study the Humanities initiative to advocate for the value of studying the humanities as an undergraduate. In its first phase, Study the Humanities aggregates resources for making the case for the value of the humanities on campus. We also took the first steps towards phase two, a survey of strategies for recruiting students to the humanities that have been successful on particular campuses.

Study the Humanities joined our other two initiatives—Humanities for All and NEH for All—which are collectively designed to support advocacy on campuses, in communities, and on Capitol Hill. These initiatives bring us into closer contact with a wider range of humanities organizations, allowing us to learn more about the challenges that humanities scholars and organizations face, and the innovative approaches they have developed to overcome these challenges. We have collected compelling NEH grants, publicly engaged humanities projects, and strategies for recruiting students to the humanities. We have also launched a new effort to document the impact of the humanities on individuals and communities using social science methodologies.

This year in review tells the story of what we have been able to accomplish with your help. We are grateful for the support of all of our member organizations and donors, and we invite you to help us continue building a national coalition devoted to advocating for the humanities by inviting organizations that are not yet members to join.

Sincerely,

Stephen Kidd
Executive Director
Advocating for Federal Funding for the Humanities

The year started off with another attempt by the Trump administration to eliminate funding for the National Endowment for the Humanities (NEH), along with the National Endowment for the Arts (NEA), the Department of Education’s international education programs, the National Historical Publications and Records Commission, the Institute for Museums and Library Services, and the Woodrow Wilson Center for International Scholars.

Bolstered by the success of the 2017 fight against the administration, we were optimistic that with effective advocacy we could defeat the administration’s proposals and push for increased funding for the NEH and other humanities programs. Yet again, the humanities community rallied to fight the proposed cuts: sending more than 15,000 messages to Congress and taking more than 250 meetings with congressional offices. Advocates helped to significantly boost the number of representatives and senators signing letters to the House and Senate appropriations committees in support of increased funding for the NEH.

On Humanities Advocacy Day, our advocates were particularly effective. In each House office, they asked the Member of Congress to sign onto the Dear Colleague Letter that Rep. David Price (D-NC) and former Rep. Leonard Lance (R-NJ) were circulating asking for $155 million for the NEH. The letter garnered 166 signers, including 19 Republicans. This was an increase over the 144 signers, including 12 Republicans, in 2017. The Senate letter asking for $155 million for the NEH and the NEA was circulated by Sen. Tom Udall. It received 41 signatures, all from Democrats. After receiving these letters and hearing directly from advocates, both appropriations committees recommended an increase of $2 million for both the NEH and the NEA, which would bring the funding for the agencies to $155 million each.
Defeating the Grothman Amendment

A major challenge came in July when the full House considered funding for the NEH and NEA. Rep. Glenn Grothman (R-WI) proposed an amendment that would cut 15 percent ($23 million) from the budgets of both agencies. In offering the amendment, Grothman described it as his effort to support President Trump’s agenda to decrease the federal budget.

In the 24 hours between when Grothman offered his amendment and the full House voted on July 18, we rallied a large number of advocates who generated 5,000 messages to Members of Congress. When the co-chairs of the Congressional Humanities Caucus and Congressional Arts Caucus made an urgent request for associations to endorse a letter opposing the Grothman amendment, 25 of our member organizations signed on within two hours. We also worked in close collaboration with the Association of American Universities and the Association of Public and Land-Grant Universities to ensure that the leadership of the House Appropriations Committee heard from universities in their districts and remained committed to an increase for the NEH.

On the evening of July 18, the Grothman amendment was defeated 297 to 112. Of the 297 representatives who voted against the amendment, 185 were Democrats and 112 were Republicans, reflecting truly bipartisan support.

Thanks to our member organizations who signed onto the letter opposing the Grothman amendment.

Goal Achieved

Thanks to our advocacy, Congress approved a $2 million increase for the NEH, bringing the agency’s funding to $155 million.

That number is significant because the arts and humanities communities—including the National Humanities Alliance, the Federation of State Humanities Councils, and Americans for the Arts—have been pushing for at least $155 million in funding since the agencies’ budgets were cut in 2010.

Our other priorities have fared similarly well, with an increase for the Institute of Museum and Library Services and level funding for the Department of Education’s international education programs and the National Historic Publications and Records Commission.

Throughout the year, NHA’s ability to mobilize the humanities community rested on the advocacy efforts of our members: circulating our action alerts, sending faculty and staff to Humanities Advocacy Day, and signing onto the letter opposing the Grothman amendment.

Thank you, once again, to all who visited, wrote, or called your Members of Congress!
Annual Events

NHA Annual Meeting

Attendance at the 2018 NHA Annual Meeting matched the record from 2017 as advocates rallied to confront the Trump administration’s continued quest to eliminate funding for the NEH and develop strategies to overcome broader challenges to the health of the humanities on campuses and in communities.

A plenary panel of NHA board members considered how the humanities may be implicated in the growing public distrust of higher education, revealed by a 2017 Pew poll, and how the humanities can help rebuild public trust.

Breakout sessions covered a range of topics from training for new advocates, to increasing the local visibility of humanities grants and projects. Three of the breakout sessions showcased some of our current initiatives: Study the Humanities, NEH for All, and Humanities for All.

NEH Chairman Jon Parrish Peede delivered the luncheon address on the formative role the humanities played in his own life and his vision for the NEH.

“The Monday was an extremely useful precursor to Tuesday. I enjoyed the experience. I felt overwhelmed on Monday, but came to see on Tuesday that I was sufficiently prepared to make the visits as a member of a team. My delegation worked well together, and I especially appreciated the chance to have a planning session with them on Monday afternoon.”

The Yates Award

At the Humanities Advocacy Day Capitol Hill Reception, we honored Sen. Tom Udall (D-NM) and former Rep. Leonard Lance (R-NJ) with the Sidney R. Yates Award for Distinguished Public Service to the Humanities. The award, which recognizes national leaders who have made significant contributions to furthering work in the humanities, was given in recognition of their advocacy for federal support for the NEH and other humanities programs.
Humanities Advocacy Day

Delegations from 42 states took 257 meetings on Humanities Advocacy Day. Thanks to support from scholarly societies and university administrators—who sponsored travel for advocates from key states—we were able to meet with crucial Members of Congress we have missed in the past.

To ensure that advocates were well prepared for their visits, we distributed two training videos, an advocacy guide, issue briefs for our five funding priorities, and individualized Member Profiles that highlighted their record of support for humanities funding and targeted requests. For the first time, we also offered a special training session for new advocates at the Annual Meeting. The combination of these resources left advocates feeling well prepared to visit their Members of Congress and encourage them to sign the Dear Colleague Letters.

“As a novice at this I appreciated the info about what to expect at the offices we visited. Also it was great having a group. As the day progressed we learned to play off each other’s knowledge and areas of expertise. So we took turns talking and bringing our own perspective to the discussions.”

“I loved participating in this and look forward to future opportunities to get involved. I’m telling my colleagues about it and hope to get some of them on board for next year as well.”

National Humanities Conference in New Orleans

For the third year, NHA co-hosted the National Humanities Conference with the Federation of State Humanities Councils. The 2018 conference was held in New Orleans November 8-11.

We saw a marked increase in proposals and attendance. This increase reflected growing participation from a wide range of higher education institutions as well as increases in participants from state councils, museums, historical societies, and libraries.

<table>
<thead>
<tr>
<th>NHC SESSION PROPOSALS</th>
<th>NHC ATTENDANCE</th>
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<tr>
<td>2016: 53 proposals</td>
<td>2016: 458 participants</td>
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<tr>
<td>2017: 103 proposals</td>
<td>2017: 595 participants</td>
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<tr>
<td>2018: 120 proposals</td>
<td>2018: 628 participants</td>
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37% increase in attendance over 2016
Meeting Highlights

Richard Campanella, geographer and professor at the Tulane School of Architecture, kicked off the conference with an engaging lecture on the geographic and cultural history of New Orleans.

Jesmyn Ward, two-time National Book Award winner, was selected as the Capps Lecturer. She chose an informal conversation interview format with fellow-writer Kiese Laymon. Ward and Laymon reflected on growing up black in Mississippi and their decisions to resettle there as adults.

NEH Chairman Jon Parrish Peede addressed the conference, recalling his own first experience with the NEH—waiting to see the Treasures of Tutankhamun traveling exhibition at the New Orleans Museum of Art in 1977—before extolling the humanities’ continued contributions to American cultural life, his appreciation for the partnership of the state humanities councils, and the agency’s renewed emphasis on projects dedicated to civic education and civil discourse.

Saturday evening we were treated to a performance by Michael White, professor of Spanish and African American music at Xavier University of Louisiana, who interspersed a performance with his jazz ensemble with a discussion of New Orleans jazz history.

National Arts and Humanities Month

In October, we ran two social media campaigns to celebrate National Arts and Humanities Month. Our #StudytheHumanities contest on Twitter and Instagram asked advocates to share what they love about the humanities using our hashtag for a chance to win a Study the Humanities sticker. Advocates from Tennessee, California, New Hampshire, Indiana, and Georgia were among the winners.

We also partnered with Americans for the Arts on their #ShowYourArt2018 campaign by introducing #ShowYourHumanities. Each Friday during October, we focused on one of four themes—education, community, veterans, and advocacy—with blog posts and featured projects on Instagram and Twitter. Many advocates joined in, increasing the reach of the #ShowYourHumanities campaign.
Promoting the Public Value of the Humanities

**Humanities for All:**
Showcasing the publicly engaged humanities in higher education

In 2018, NHA launched the *Humanities for All* website (humanitiesforall.org) which features over 1,500 searchable and sortable examples of publicly engaged humanities work in U.S. higher education. These examples, along with in-depth case studies, showcase the range of work in the field over the last 10 years. A series of synthetic essays draw connections between these case studies by outlining the types and objectives of publicly engaged humanities work.

We are grateful to our members, who have played a key role in ensuring widespread engagement with *Humanities for All* and in promoting the value of publicly engaged scholarship more generally. Through social media, blog posts, magazine articles, webinars, and press releases, our members have brought a higher profile to the resources on the website.

Through this outreach, *Humanities for All* has come to play an important role in the humanities ecosystem. Faculty members at a number of institutions, including the University of Delaware, the University of Florida, and the University of Pittsburgh, have integrated *Humanities for All* into their courses to show the breadth of publicly engaged work in U.S. higher education and to inform the practice of the next generation of publicly engaged scholars. Funders like the American Council of Learned Societies, the Whiting Foundation, and the Council of Independent Colleges, meanwhile, have used the *Humanities for All* website as a resource for applicants and fellows. Publicly engaged scholars, use *Humanities for All* as a resource for connecting with colleagues.

Finally, as a result of the expertise gained through the research and outreach phases of the project, our members began calling on NHA staff to advise on the development of publicly engaged humanities infrastructure on campuses and within scholarly societies.

An American Literary Landscape: Life, History, and Memory in Putnam County, Georgia
NEH for All: Advocating for the public value of the NEH

In March 2018, we launched several new features on the NEH for All website (nehforall.org) to offer advocates and the media in-depth information about the impact of NEH grants. From Alaska to Florida, the site showcases excellent work being accomplished with federal humanities funding and documents its long-term effects on communities, organizations, and individuals. The website is underpinned by a robust research initiative that is developing new methods for assessing the impact of humanities work. New additions to the website, to be launched in 2019, will highlight the geographic reach of the NEH’s re-granting programs, including professional development programs for teachers, public programs, and heritage preservation programs. The website will also document the broad impact of humanities research, looking at contributions to public health and immigration policy as well as to documentaries and museum exhibitions.

With the addition of a social science postdoctoral fellow, NEH for All is developing survey-based methods for assessing the impact of humanities programs while building the capacity of organizations to assess and publicize their work. In partnership with NEH grantees, we are surveying participants in Dialogues on the Experience of War programs, using social science methodologies to understand the impact of these programs on veterans and their communities. In partnership with Arkansas State University’s A-State Heritage Sites, we surveyed visitors to the Johnny Cash Heritage Festival, gauging their appreciation of the Historic Dyess Colony, the state of Arkansas, and the festival’s humanities programming. Working with Delta State University, we are undertaking a broad-scale survey of participants in The Most Southern Place on Earth, an NEH-funded professional development program for teachers that is going into its 10th year. In 2019, we will survey more of these programs, assessing their impact on teachers’ professional growth and ability to offer their students rich educational experiences.

In response to a survey assessing the value of the Johnny Cash Heritage Festival:

- 100% of respondents considered it important to support festivals that combine music and humanities (historical, literary, cultural) programming.
- 100% indicated that the program motivated them to learn more about Johnny Cash, country music, the region, the Great Depression, and/or the New Deal.

“Arkansas is rich in culture and history. It is important to me that it not be minimized.”
– survey respondent

“I want to preserve history and ensure new generations can experience it”
– survey respondent
Raising the Visibility of the Humanities in Communities

We have leveraged the launch of new initiatives to cultivate understanding of the role of the humanities in communities around the country. With the launch of Humanities for All, for example, we worked with project directors to engage local press and highlight the national recognition that local humanities work received. This outreach resulted in press coverage in local outlets in Kentucky, Maryland, Mississippi, Tennessee, Texas, and West Virginia that raised the visibility of the ways that higher education faculty and students serve their communities through the humanities. We have also leveraged announcements of new NEH grants to place op-eds in local markets. In April, The Morning Call, an Allentown, Pennsylvania-based newspaper, published an op-ed celebrating a grant to the Moravian Archives. In August, The Journal, located in Cortez, Colorado, published a op-ed lauding more than a decades worth of funding to Crow Canyon Archaeological Center.

Educating Members of Congress

Over the past year, we have convened local NEH grantees from universities, museums, historic sites, and archives for conversations with their Members of Congress in their districts. These events provided an opportunity to raise awareness about how these local humanities scholars and institutions serve their communities—whether through reading programs for veterans, innovative curricula for first-generation students, or vibrant historical sites that drive the tourism economy.

In May, we launched a humanities newsletter which is received by more than 150 congressional staffers each month. The newsletter draws on content we have generated for NEH for All and content from the Federation of State Humanities Councils to highlight the impact of humanities funding across the country.

At a time when our country seems deeply divided, we need more programs like “Continuity and Change in the Pueblo World” – programs that offer people the chance to experience new regions and cultures throughout our diverse nation, opportunities to meet and learn from people they might never have come in contact with.

– Stephen Kidd, NEH Grant to Crow Canyon Pays Dividends, The Journal, 27 August 2018

Rep. Mike Simpson with representatives of Idaho museums, libraries, and universities at a convening in Boise, Idaho planned in collaboration with the Idaho Humanities Council.

A convening in Pocantico Hills, New York, planned in collaboration with New York Humanities and the NEH, that brought together Rep. Nita Lowey and Chairman Jon Parrish Peedy with representatives from libraries, historic sites, colleges and universities, and a documentary film center.
Capacity Building for Humanities Scholars and Institutions

Over the past year, we have developed resources to support humanities scholars and institutions in garnering local media attention and engaging Members of Congress.

In January, we convened public affairs and media relations officers from universities and colleges in Maryland and Washington, D.C. for a discussion of ways in which humanities faculty and programs can boost their visibility on and off campus. The convening led to the creation of a new webpage entitled “Pitching the Humanities,” which we launched in September. The webpage offers tip sheets on working with on-campus communications offices, developing a media kit, and pitching the media. It also offers examples of successfully placed op-eds and earned media as well as a case study on how Earlham College leveraged a small grant to get national press coverage.

These resources have proven particularly useful to small organizations that may not have a dedicated publicity staff and faculty members who are winning major grants for the first time. Following outreach to Elizabeth City State University, which won an NEH challenge grant, Professor Melissa Stuckey worked with the university’s media relations staff to craft a press release and garner local media coverage.

We have also worked with NEH project directors and program participants over the course of the year, encouraging outreach to the press and Members of Congress.

Our work with NEH summer institutes and seminars for school teachers and university educators resulted in multiple programs being highlighted in university press releases and local media. Teachers from Taunton, New Jersey; Pleasanton, California; and Roxana, Illinois received press coverage in their local media outlets upon returning home. Both project directors and participants reached out to their Members of Congress to tell them about the experience once the programs were completed.

To support engagement with Members of Congress in their districts, we also launched a District Advocacy Guide this year. The guide provides strategies for building relationships with Members of Congress while at home in their districts, including tips for setting up meetings with a Member or their staff and strategies for inviting Members to events.

"I read the media and public relations outreach materials closely. As a new NEH awardee, I found them to be extremely helpful in planning outreach strategies for my project."
– Melissa Stuckey, Assistant Professor at Elizabeth City State University and NEH Challenge Grant Recipient

"[The trip] was like going to the Super Bowl, for a history teacher. It was a priceless experience to be on-site and experience history with fellow colleagues and scholars."
– Peter Gillen, Taunton High School Teacher, quoted in the Taunton Daily Gazette
Promoting the Value of Studying the Humanities

Study the Humanities Toolkit

In June, we launched the Study the Humanities toolkit (studythehumanities.org), a collection of resources for higher education faculty and administrators to use in making the case for the value of studying the humanities as an undergraduate. The first five sections of the online toolkit are organized around overarching arguments for studying the humanities, and they provide data—packaged into charts, data points, profiles, and articles—that can be used to bolster those arguments.

We have been pleased to see departments on campuses around the country use these resources in their own social media and print promotional materials.

We are now collecting strategies that faculty and administrators have used to recruit undergraduates to the humanities. Through a pilot survey, we have identified strategies that fit roughly into the following categories:

- Showcasing employment pathways
- Curricular innovations that showcase real-life applications of humanities degrees
- Curricular innovations that integrate the humanities into pre-professional majors
- Cohort programs that cultivate community surrounding the humanities
- On-campus humanities programming (humanities days, weeks, and other events)

After a more comprehensive survey, we will create and distribute a series of briefs that highlight strategies that are finding success on campuses.
Building a Network of Members Committed to Humanities Advocacy

Over the past year, we have worked closely with our members—colleges, universities, scholarly societies, higher educations associations, state humanities councils, and cultural organizations—to identify how to best support them in their advocacy efforts.

Supporting Advocacy with Scholarly Societies

In 2018, we worked in a range of ways with our member organizations to promote humanities advocacy at their annual conferences. We developed a poster highlighting ways to take action on behalf of the humanities for the American Historical Association’s annual conference, crafted an action alert tailored for the Modern Language Association at its convention, and worked a booth at the joint meeting of the American Academy of Religion and the Society for Biblical Literature that offered attendees the opportunity to learn more about all of our initiatives.

We also continued to produce quarterly columns for our scholarly society members to publish in their magazines, blogs, or newsletters. These columns, which allow scholarly societies to showcase the benefits of NHA membership to their own members and highlight opportunities for advocacy, were published by:

- American Anthropological Association
- American Folklore Society
- American Historical Association
- American Philosophical Association
- American Political Science Association
- Modern Language Association
- Middle East Studies Association
- Midwest Political Science Association
- National Communication Association
- National Council on Public History
- Organization of American Historians
- Society of Architectural Historians
- Society for Classical Studies
- Society for Ethnomusicology

Welcome to our 32 new members who joined the National Humanities Alliance in 2018.

Our membership currently stands at 219 members. New members are starred on page 18.
Supporting Advocacy Through Campus Visits

Campus visits are an opportunity for our staff to support faculty and administrators in making the case for the humanities and to learn about the humanities landscape on particular campuses. We had productive visits to campuses across the country on a range of topics this year, including methods for documenting the impact of the humanities; strategies for building relationships with civic leaders and Members of Congress; and the state of the field of publicly engaged humanities work.

Working with Members to Raise the Visibility of NEH Funding

To ensure that NEH funding garners attention on campuses and in local media markets, we notify our college and university members when individuals on their campuses have received grants. We inform scholarly associations about all grants that fall within their discipline. We also offer tips for publicizing the grants. These tips include letting campus government relations and communications offices know about these NEH grants, posting about the achievement in newsletters and on departmental or organizational websites, and congratulating grantees on social media.

Bringing Members into Conversation

In addition to our annual events, we invite members to join us for our Between Two Bookshelves conference calls, which offer a brief dive into a range of humanities advocacy topics and bring members into conversation with each other. Topics from 2018 included qualitative and quantitative data on the value of studying the humanities as an undergraduate, publicly engaged humanities work at higher education institutions, and introducing the humanities to your new Members of Congress.
We are grateful to the Andrew W. Mellon Foundation for its generous support to the National Humanities Alliance Foundation for *NEH for All* and *Humanities for All*.

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| — American Anthropological Association | American Sociological Association |
| — American Council of Learned Societies | Association of American Colleges & Universities |
| — American Historical Association | Association of Research Libraries |
| — Kaplan Humanities Institute at Northwestern University |
| — Case Western Reserve University |
| — CAA:Advancing Art and Design |
| — Community Colleges Humanities Association |
| — Cornell University Council of Colleges of Arts & Sciences |
| — Council on Undergraduate Research |
| — Dartmouth College German Studies Association |

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- **Jessa Wilkenfed**
- **Michael Witmore**
- **Pauline Yu**
- **Lawrence Zbikowski**
- **Froma Zeitlin**
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We are especially grateful to our members for promoting humanities advocacy throughout the year.

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Society for Music Theory
Society of Architectural Historians
Society of Christian Ethics
Wake Forest University Humanities Institute

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THE NATIONAL HUMANITIES ALLIANCE (NHA) is a nationwide coalition of organizations advocating for the humanities on campuses, in communities, and on Capitol Hill. Founded in 1981, NHA is supported by over 200 member organizations, including: colleges, universities, libraries, museums, cultural organizations, state humanities councils, and scholarly, professional, and higher education associations. It is the only organization that brings together the U.S. humanities community as a whole.