



National Humanities Alliance

2017 YEAR IN REVIEW

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Individually and collectively, our board members have been indispensable in providing strategic vision and support as we met the challenges of the past year.

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DEAR NHA MEMBERS AND SUPPORTERS,

I am pleased to introduce this National Humanities Alliance year-end report. This is the first such review sent to the NHA general membership, and it comes at an important time. The National Endowment for the Humanities has faced budget cuts and political controversies since it was created in 1965, but this is the first time, after more than fifty years of bipartisan support, that the NEH has faced such a serious existential threat.

The NHA spent 2017 working to protect the NEH and related federal funding programs by mobilizing a growing advocacy coalition dedicated to humanities education, research, preservation, public programs, and policy. The success of these efforts reflects both old-fashioned advocacy efforts (visits to Capitol Hill and messages to congressional representatives) and new electronic and social media outreach initiatives. It also builds upon an ongoing, integrated, and multi-tiered strategy to demonstrate the value of the humanities in our communities, cultural institutions, colleges, and universities—especially but not exclusively projects funded by the NEH. The NHA's special initiatives (*Study the Humanities*, *Humanities for All*, and *NEH for All*) are designed to support our advocacy efforts in the political arena by highlighting the work that all of our member organizations and allies are doing to make the case that the humanities are more important and relevant than ever.

Our strengthened partnership with the Federation of State Humanities Councils reflects both our common cause in supporting the NEH and the growing importance of the public humanities. To advocate for federal programs and policies that advance humanities research, education, programming, and preservation, we need to demonstrate the vitality, strength, and significance of the humanities in civil society and public life as well as in educational and cultural institutions. As the National Foundation on the Arts and the Humanities Act declared: "An advanced civilization must not limit its efforts to science and technology alone, but must give full value and support to the other great branches of scholarly and cultural activity in order to achieve a better understanding of the past, a better analysis of the present, and a better view of the future. Democracy demands wisdom and vision in its citizens."

I am grateful to NHA Executive Director Stephen Kidd and our superb NHA staff, our distinguished Board of Directors, and all of our members for their many efforts over the last year.

Sincerely,

DAVID MARSHALL

President

Advocating for Federal Funding for the Humanities

DEAR NHA MEMBERS AND SUPPORTERS,

2017 was quite a year. Starting in January with the news that the new administration was planning to eliminate the National Endowment for the Humanities, we were off and running. More than 250,000 messages to Congress and the administration, hundreds of in-person meetings with representatives and senators, and scores of op-eds later, the NEH has not only survived but ended the year with the strong prospect of level funding. The news for our other federal priorities is similarly positive.

The year has illustrated what is possible when we work together to make the case for the value of humanities funding. Due to the collective efforts of NHA members and supporters, Members of Congress are gaining a better understanding of the projects that the NEH has supported in their communities. We are now looking forward to the possibility of increased funding for the NEH and other federal funding streams in 2018.

Support from the Andrew W. Mellon Foundation has greatly aided our efforts to educate policymakers and other community stakeholders about the value of NEH programs in their communities. Through our Mellon Foundation-supported *NEH for All* initiative, we have created rich profiles of compelling NEH-funded projects and shared them on NEHforAll.org. With an additional Mellon grant that we received in December, this work will continue and expand.

In 2017, we also took significant steps in our work to make the case for the public value of the humanities more broadly. In April we began work on our Mellon Foundation-supported *Humanities for All*, an initiative aimed at cataloging the full range of publicly engaged humanities work based at institutions of higher education. *Humanities for All* seeks to broaden narratives about what the humanities are and do in a higher education context. With a set of profiles of particular projects and a database of approximately 1500 brief project descriptions, *Humanities for All* will serve as a resource for those wishing to deepen their own practice in publicly engaged work. It will also help us to go beyond narratives about the humanities that focus narrowly on the financial return on investment of individual majors.

We are also nearing a 2018 launch of *Study the Humanities*, a new online toolkit that will help demonstrate the value of studying the humanities as an undergraduate. Once the toolkit is launched, we will begin creating a clearinghouse of best practices for marketing the humanities to a range of audiences including students, parents, donors, and higher education administrators.

These initiatives come within the context of our two major yearly gatherings: the NHA Annual Meeting and Humanities Advocacy Day and the National Humanities Conference, which we co-host with the Federation of State Humanities Councils. Both events saw record attendance. In March, participants joined together in Washington, D.C. to meet with our growing national network of humanities advocates and make the case for humanities funding on Capitol Hill. In November, attendees traveled to Boston to engage in conversations about the humanities and public engagement.

The following report details this year's activities and points to our future work.

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 encouraging organizations that are not yet members to join.

Sincerely,

STEPHEN KIDD
Executive Director

Over the course of 2017, we ramped up our advocate recruitment and developed new advocacy tools to meet the challenges posed by the new administration.

On January 19, the day before the inauguration, news broke that the incoming Trump administration had developed a budget blueprint that proposed the elimination of the NEH and the National Endowment for the Arts (NEA), along with other cultural agencies, and a major downsizing of others. In May, the Trump administration released its formal budget request for FY 2018, which called for the elimination of the NEH, NEA, the Institute of Museum and Library Services (IMLS), National Historical Publications and Research Commission (NHPRC), and Title VI and Fulbright-Hays. While a small amount of funds were requested for the NEH, NEA, and IMLS, these were designated for orderly shut down of the agencies.

Over the course of the year, we pursued a multi-pronged approach to opposing these proposals. We mobilized grassroots support through campaigns to generate constituent mail and phone calls to Members of Congress and the administration; we assembled a network of presidents, provosts, and deans from higher education institutions in key states and districts; and we recruited advocates to meet with Members of Congress and their staff in person.

NHA'S ABILITY TO MOBILIZE THIS ACTIVITY rested on the efforts of our member organizations that circulated our action alerts, encouraged their members in key districts to contact Members of Congress, and made visits to Capitol Hill.

While the appropriations process for FY 2018 has yet to be completed, we've been heartened to see Congress reject the administration's proposals to eliminate humanities, arts, and cultural programs. We expect to see level funding or relatively small decreases proportional to other domestic spending cuts for nearly all of our priorities when the appropriations process is finally completed.

WE THANK OUR MEMBERS AND ADVOCATES, who worked to ensure that Members of Congress received a forceful message that humanities funding serves communities around the country.

Growth in Number of Advocates Over 2017			
	JANUARY 1, 2017	DECEMBER 31, 2017	INCREASE
EMAIL LIST	23,921	43,912	83.57%
FACEBOOK FOLLOWERS	3,869	6,159	59.19%
TWITTER FOLLOWERS	1,990	3,622	82.01%

Top Grassroots Campaigns in 2017	
	MESSAGES SENT TO CONGRESS
FUNDING FOR THE NEH	161,412
OPPOSITION TO GRADUATE STUDENT TAX	49,285
FUNDING FOR TITLE VI/FULBRIGHT-HAYS	26,156

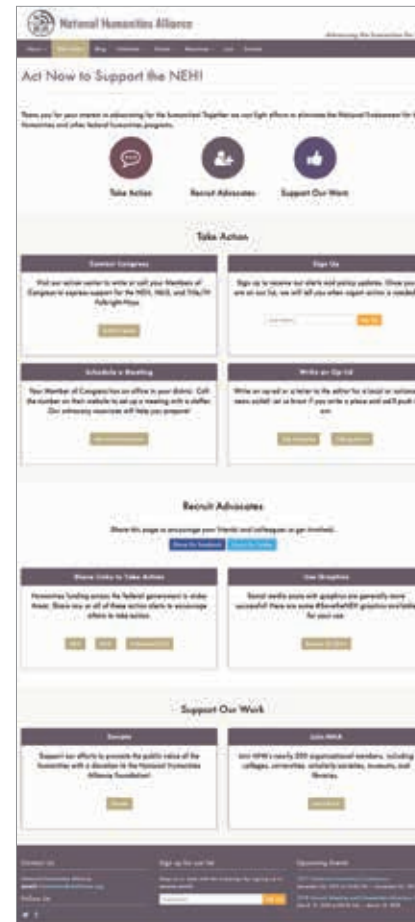
NEW ADVOCACY TOOLS

Between the January news report and the official budget proposal in May, we revamped the advocacy section of our website. Our new *Take Action* page offers a variety of ways to:

- Take Action on behalf of humanities funding;
- Recruit new advocates;
- Support our work.

To facilitate the recruitment of new advocates, we developed social media graphics that highlighted the value of the NEH as well as Title VI and Fulbright-Hays.

When the President’s Budget Request was released on May 23, advocates drew heavily on these resources by encouraging their networks to visit our Take Action page and sharing our graphics on social media.



TARGETED OUTREACH FOR THE NEH

As we have sought to reach every Member of Congress through grassroots messages and in-person meetings, our strategy for defeating the Trump administration’s proposed elimination of the NEH has prioritized 55 target Members of Congress. These included members of the appropriations committees in the House and Senate and also key Republicans we would need to swing a floor vote on funding for one of our priorities.

In order to foster contacts with these key Members of Congress, we worked to recruit grassroots and grassroots advocates in these Members’ districts and states:

PRESIDENTS, PROVOSTS, AND DEANS: In collaboration with NHA members, we encouraged nearly 600 presidents, provosts, and deans in key districts and states to meet with their Member of Congress on behalf of the NEH and to write op-eds in local newspapers. **Special thanks to the Association of American Universities, American Association of Colleges and Universities, American Historical Association, Council of Independent Colleges, Council of Colleges of Arts and Sciences, the Modern Language Association, and the Phi Beta Kappa Society for playing lead roles in this effort.**

GRANTEES: We identified all the NEH grants that have been awarded to these districts and states since 2010 and contacted approximately 550 grantees to encourage them to schedule a meeting with a district staffer to discuss the importance of the grant, write an op-ed in a local news outlet, and recruit additional advocates in the district using our online resources.

MUSEUMS: We worked in collaboration with the American Alliance of Museums to send messages to museums in our target districts asking them to schedule meetings at district offices.

GRASSROOTS ADVOCATES: We also worked to increase the number of grassroots advocates in each of the key districts. To this end, we identified which of the advocates in our 43,912-person database live in key districts and states and asked them to reach out to their networks on social media, using the tools provided on our website, to recruit more advocates.

CONGRESSIONAL TESTIMONY FOR THE NEH

In May 2017, the Interior, Environment, and Related Agencies Subcommittee on Appropriations in the House hosted an American Indian and Alaska Native Public Witness Hearing. Members of tribal nations were invited to speak about the programs funded under the Interior, Environment, and Related Agencies appropriations bill.

We were pleased to identify and work with two public witnesses to speak about the benefit they and their communities had derived from NEH- and NSF-funded *Documenting Endangered Languages* grants. Jennifer Johnson, a citizen of the Seminole Nation of Oklahoma and a PhD student in the College of Education at the University of Oklahoma, discussed the impact of the Spoken Creek Documentation Project. Jamie Valadez, who teaches Klallam language and Native American Studies at Port Angeles High School, discussed the teaching resources made possible with NEH support.

GRADUATE STUDENT TAX CAMPAIGN

As Congress worked to pass its tax bill in late 2017, graduate education was unexpectedly put in jeopardy. The bill passed by the House in November would have made tuition waivers for graduate students subject to income tax, increasing the tax liability of hundreds of thousands of graduate students. This additional tax burden would have cut into the modest stipends with which many graduates students already struggle to make ends meet, creating an issue that could have cost universities and researchers millions of dollars to address.

When the Senate bill was released, and ultimately passed, it did not include that provision. As the House and Senate deliberated, we targeted members of the conference committee and encouraged our advocates who live in the conferees’ districts and states to voice their concern. Ultimately, a number of Republican representatives came out against the proposal and the provision was not included in the final version of the bill.

Lin-Manuel Miranda: An Ally in the Fight to #SaveTheNEH

WE WERE THRILLED TO ADD SOME STAR POWER TO NEH ADVOCACY THIS YEAR. When the budget cuts were first proposed, Lin-Manuel Miranda and his father, Luis Miranda, approached us to offer their help to ensure that the NEH and the NEA were not eliminated.

U.S. CAPITOL HISTORICAL SOCIETY FREEDOM AWARD

MIRANDA WAS SCHEDULED TO RECEIVE THE FREEDOM AWARD from the U.S. Capitol Historical Society in September in recognition of his work creating *Hamilton: An American Musical* and the Hamilton Education Program.

He and his team wanted to take that opportunity to bring higher visibility to the humanities and arts work happening around the country every day. Accepting the Freedom Award in the Capitol's Statuary Hall, Miranda noted that "without humanities and arts programs, I wouldn't be standing here today." He also underscored the importance of ensuring that all youth, rural and urban, have similar access. "The fact is," he said, "that in places like Appalachia and California's Central Valley and Native American reservations and the Mississippi Delta and vast swaths of the Great Plains, the private resources simply do not exist to provide kids with the kinds of programs that I was just lucky enough to grow up with. This is why the [NEH] and the [NEA] are so vital to our democracy. Without these resources, we are essentially telling these kids without access to the arts, 'Your world is small. Don't dream too big.'"

CONGRESS AND THE HUMANITIES SHOWCASE

The award ceremony was followed by the "Congress and the Humanities Showcase," a special event that NHA produced in collaboration with the U.S. Capitol Historical Society to recognize Congress for its ongoing support of the NEH. The showcase honored the creative and innovative work supported by the NEH that serves K-12 students, veterans, tribal nations, and rural communities. A bipartisan group of Members of Congress introduced NEH grantees, who then presented their work. The showcase underscored the importance of the NEH to their communities. Acting Chairman of the NEH, Jon Parrish Peede, introduced Miranda, who offered closing remarks.

CONGRESSIONAL PARTICIPANTS

Senator Kirsten Gillibrand (D-NY)
Representative Barbara Comstock (R-VA-10)
Representative Jeff Fortenberry (R-NE-1)
Representative Chellie Pingree (D-ME-1)



Representative Jeff Fortenberry introduces Kay Walter of the University of Nebraska. Photo by Jesse Moss

PRESS HITS

The Freedom Award, Humanities Showcase, and Hill visits allowed us to garner significant press for humanities advocacy. Articles from a wide range of publications, including *The Washington Post*, the *New York Post*, and *People*, covered Miranda's advocacy for the NEH and noted that NHA partnered on the visits.



Showcase presenters from *PRIME TIME Reading* and the University of Oklahoma. Photos by Jesse Moss



SHOWCASE PRESENTERS

Peter Meineck, Neath Williams, and Desiree Sanchez, *Aquila Theater*
Kay Walter, *Center for Digital Research in the Humanities, University of Nebraska-Lincoln*
Bill Sellers and Zachary Gargan, *The Journey Through Hallowed Ground*
Bill Goodman and Natalie Williams, *PRIME TIME Reading*
Warren Queton and Joshua Nelson, *Sam Noble Museum, University of Oklahoma*

HILL VISITS

The following day, Miranda travelled around the Capitol with NHA making the case for the importance of broad access to the humanities and arts. He met with a bipartisan group from the New York delegation and the House Appropriations Subcommittee, which funds the NEH and the NEA. He also thanked the chairs of the Senate Cultural Caucus, Congressional Humanities Caucus, and Congressional Arts Caucus. Over the course of the day, we met with:

Senator Michael Bennet (D-CO)
Senator Richard Blumenthal (D-CT)
Senator Thad Cochran (R-MS)
Senator Susan Collins (R-ME)
Senator Chris Coons (D-DE)
Senator Kirsten Gillibrand (D-NY)
Senator Maggie Hassan (D-NH)
Senator Amy Klobuchar (D-MN)
Senator Patrick Leahy (D-VT)
Senator Lisa Murkowski (R-AK)
Senator Chuck Schumer (D-NY)
Senator Debbie Stabenow (D-MI)
Senator Tom Udall (D-NM)
Senator Elizabeth Warren (D-MA)



Lin-Manuel Miranda meets with Senator Elizabeth Warren to discuss humanities funding. Photo by Alex Nowicki

Representative Ken Calvert (R-CA-42)
Representative Barbara Comstock (R-VA-10)
Representative Joseph Crowley (D-NY-14)
Representative Adriano Espaillat (D-NY-13)
Representative Derek Kilmer (D-WA-6)
Representative John Lewis (D-GA-5)
Representative Nita Lowey (D-NY-17)
Representative Betty McCollum (D-MN-4)
Representative Grace Meng (D-NY-6)

Representative Nancy Pelosi (D-CA-12)
Representative Chellie Pingree (D-ME-1)
Representative David E. Price (D-NC-4)
Representative Kathleen Rice (D-NY-4)
Representative Jose Serrano (D-NY-15)
Representative Louise Slaughter (D-NY-25)
Representative Elise Stefanik (R-NY-21)
Representative Chris Stewart (R-UT-2)
Representative Nydia Velazquez (D-NY-7)

Annual Events

NHA ANNUAL MEETING AND HUMANITIES ADVOCACY DAY

NHA ANNUAL MEETING

The annual meeting drew approximately 245 participants, a record number that forced us to cut off registration and turn away a number of potential attendees as we reached the maximum capacity of the George Washington University Marvin Center. The heightened participation was the result of the Trump administration's threats to humanities funding, NHA's growing membership, and targeted outreach to recruit advocates in key states and districts.

The meeting featured a luncheon address from Rush Holt, former congressman and current CEO of the American Academy for the Advancement of Science, and three plenary panels: 1) Advocating for the NEH on Capitol Hill and in Your Communities, which offered an overview of the funding landscape and outlined NHA's strategy to mobilize grassroots and grassroots advocates; 2) The Humanities, Citizenship, and Civic Engagement, which highlighted a variety of initiatives that foster an informed citizenry; and 3) Cultivating the Humanities Majors Pipeline, which explored efforts to cultivate an interest in the humanities at the K-12 level, among community college students, and among incoming four-year students with the aim of increasing the number of humanities majors.

HUMANITIES ADVOCACY DAY

For the second year in a row, we worked to recruit advocates from districts and states that are particularly important to cultivating support for humanities funding. These efforts were extremely successful. We thank our scholarly society members who helped in this recruitment by offering support for travel to advocates from our target states.

Washington, D.C.'s only snowstorm of the winter hit on Humanities Advocacy Day, March 14. Delegations from 45 states were scheduled to take more than 300 meetings. While some meetings were cancelled due to the inclement weather, the vast majority were either rescheduled for later in the day or went forward as scheduled.

HUMANITIES ADVOCACY DAY MEETINGS SCHEDULED

2016: 202 meetings, 51% Increase over 2015

2017: 300 meetings, 49% Increase over 2016



National Humanities Conference participants at a regional networking breakfast and a hands-on session. Photos by Alyssa Berg

ADVOCACY TRAINING RESOURCES

ADVOCATES WERE WELL PREPARED FOR THEIR MEETINGS. In addition to the briefing materials that NHA has produced in years past—policy issue briefs and Member profiles with personalized talking points—NHA also produced two training videos and shared them with advocates before they arrived in Washington, D.C. One featured actors performing a number of common Capitol Hill meeting scenarios to offer first time advocates examples of advocacy pitches and how to respond to challenging questions. The second offered an overview of the appropriations process and how to structure a Hill meeting.

NATIONAL HUMANITIES CONFERENCE

For the second year, NHA co-hosted the National Humanities Conference with the Federation of State Humanities Councils. This year's conference was held in Boston on November 2-5, 2017.

WE SAW A MARKED INCREASE IN PROPOSALS AND ATTENDANCE THIS YEAR. This increase reflected an increase in participants from a wide range of higher education institutions as well as increases in participants from state councils, museums, historical societies, and libraries.

NHC PROPOSALS

2016: 53 proposals

2017: 103 proposals

NHC ATTENDANCE

2016: 458 participants

2017: 595 participants

THE PROGRAM INCLUDED A MIX OF PLENARY AND CONCURRENT SESSIONS, all designed with the goal of deepening public engagement with the humanities and promoting the humanities. On Saturday, November 4, we hosted a regional networking breakfast to facilitate connections between academics, state councils, and other public humanities organizations. Conference attendees sat with colleagues from their region and had ample opportunity for informal conversation.

JON PARRISH PEEDE, Acting Chairman of the National Endowment for the Humanities, addressed attendees at the conference breakfast on Saturday, November 4. We were also pleased to welcome other representatives from the NEH, including members of the Chairman's Office staff, division directors, and program officers.

THANKS TO ROBUST SUPPORT FROM SPONSORS, we were able to defray travel costs and registration for graduate students, scholars without institutional support, and community partners who have collaborated on humanities programming.



Participants at the NHA Annual Meeting and Humanities Advocacy Day. Photos by Kwana Strong

Promoting the Public Value of the Humanities

New National Humanities Alliance Foundation initiatives are designed to make the case for the value of studying the humanities and highlight the crucial role the humanities play in public life.

HUMANITIES FOR ALL

In April, we launched our *Humanities for All* initiative with generous support from the Andrew W. Mellon Foundation. This initiative documents the full range of publicly engaged humanities work undertaken by faculty and students at American colleges and universities over the past decade.

Since its launch, we have created a database of nearly 1500 examples of publicly engaged projects from diverse institutions across all 50 states—including public and private research universities, comprehensive universities, baccalaureate colleges, community colleges, HBCUs, Hispanic Serving Institutions, and Tribal Colleges and Universities. In 2018, we will launch a visually-rich website that offers in-depth case studies of 75 projects and makes the larger database accessible to the field.

As we built this database, the collaboration of our members was invaluable. They shared our call for project examples widely: ultimately, the call was downloaded over 1000 times and tweeted to an audience of nearly 200,000.

Humanities for All serves three key goals:

- to support the efforts of humanists who are interested in embarking on or deepening their own publicly engaged work;
- to serve as a resource for advocating for the relevance of the humanities in addressing society's pressing concerns;
- to shift narratives about the value of the humanities in higher education away from a narrowly-defined focus on return on investment.



NEH FOR ALL

With generous support from the Andrew W. Mellon Foundation, *NEH for All* (nehforall.org) highlights the impact of the NEH across the United States through a searchable clearinghouse of grant profiles. The recently-completed Phase One of the website showcases 82 grantees representing hundreds of NEH grants. Profiles include a grant summary, funding information, links to media coverage, and, in many cases, an image.

With at least one grantee from each state, the website showcases a diverse range of impact areas and humanities activities. At the same time, it reflects the range of funding—large and small—provided by the NEH. This includes support for research, preservation and access, public programs, and education programs. Our initial outreach to grantees has been met with enthusiasm: they are excited to be featured, and they are glad to speak about the impact the NEH has made on their organizations and communities.

Phase Two of the website—to be launched in January—will build on this excitement, as it provides space for more substantive profiles and multimedia representations of the grant programs. It will also feature more grantees, for a total of 3–4 per state.

In December, the NHA Foundation received a new grant from the Mellon Foundation to expand our work on *NEH for All*. With this funding, we will increase awareness of compelling NEH grants and the role that they play in communities by 1) deepening research into NEH grants that align with the most compelling themes we have outlined under our current work, 2) identifying the most compelling new NEH grants as they are announced and working with the project directors of these grants to evaluate and communicate the impact of these projects, 3) producing an ongoing series of humanities engagements with elected officials, their staff members, and relevant community members, and 4) building the capacity of humanities organizations to communicate effectively with the media and elected officials. Under the grant, a new Social Science Postdoctoral Fellow will work with select NEH grantees to compile existing data on the impact of their NEH-funded programs and to develop project-specific survey tools to capture new data on participant demographics and the benefits of participating in the grantee's program. We are enthused to begin applying social science methodologies to document the impact of the NEH in communities around the country.



“Federal dollars are essential to the work that we do and to leveraging additional funding from foundations, corporations, and individuals.”—Deborah Hess Norris, University of Delaware

“NEH grants allowed us to expand our expertise by conducting international fieldwork which informed the content of our exhibitions. They've supported our exhibitions to travel to additional venues, raising the profile of our museum. This support has brought a lot of delight and astonishment to local and tourist audiences..”—Aurelia Gomez, The International Museum of Folk Art

“I can't speak highly enough of the NEH and what their modest support did for me in getting this project done. And I try to give back to the region by beginning to share the stories of Johnny Appleseed across the state.”—William Kerrigan, Muskingum College, author of *Johnny Appleseed and the American Orchard: A Cultural History*

ENGAGING ELECTED OFFICIALS AND HUMANITIES ORGANIZATIONS IN CONGRESSIONAL DISTRICTS

Underlying our advocacy strategy is the idea that one of the best ways to increase support for the humanities is to increase public contact with humanities organizations and participation in humanities programs. Over the course of the year, we have worked with humanities organizations in communities around the country on strategies to communicate their local role and impact to a range of audiences, including elected officials and civic organizations. This effort involves our ongoing work with a series of local humanities networks, such as the Bozeman Humanities Network in Montana, the Lower Eastern Shore Humanities Network in Maryland, and the Nashville Humanities Network in Tennessee. In each of these locations, humanities organizations including higher education institutions, libraries, museums, historical societies, bookstores, and public radio and television stations have come together on an ongoing basis to explore ways to increase their visibility and convey their impact to a range of community stakeholders.

As an extension of these efforts, we have organized in-district meetings to educate U.S. representatives and senators about the importance of local humanities organizations to their communities and the role the NEH plays in supporting their work. State humanities councils have been key partners in these efforts. NEH grantees from the University of Oklahoma and other local organizations worked with Oklahoma Humanities to meet with Representative Tom Cole. The Pennsylvania Humanities Council led another meeting with Representative Charlie Dent and humanities organizations in Bethlehem, Pennsylvania.



Representatives from Oklahoma Humanities, the University of Oklahoma, and other local humanities organizations meet with Representative Tom Cole. Photo Courtesy of Ann Thompson

STUDY THE HUMANITIES

Currently in the final stages of development, the *Study the Humanities Toolkit* is 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 the data—packaged into charts, data points, profiles, and articles—that can be used to bolster those arguments.

The overarching arguments are:

- Humanities Majors Outperform Others on Many Measures
- Humanities Majors Develop the Skills that Employers Want
- Humanities Majors Find Lucrative and Satisfying Careers
- Humanities Majors are Leaders in a Wide Variety of Professions
- The Benefits of Studying the Humanities Extend Far Beyond Career

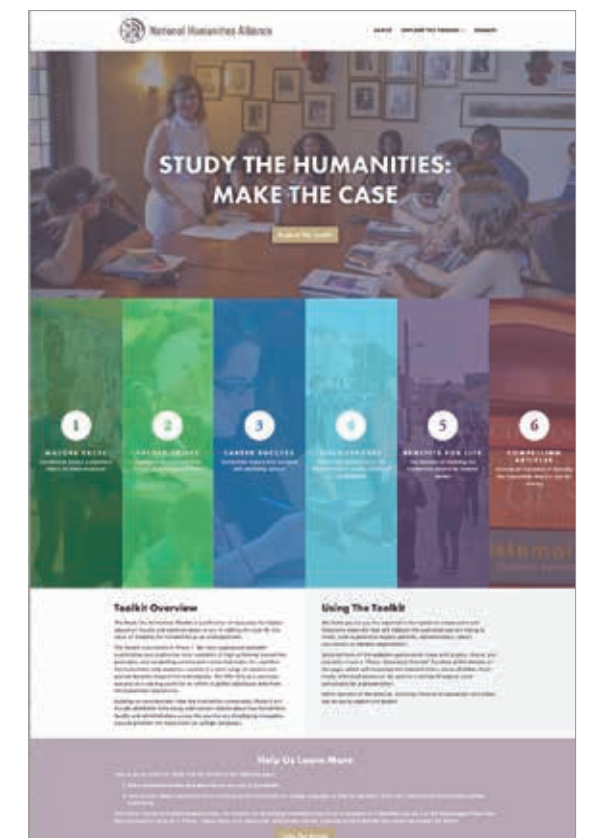
The sixth section of the toolkit contains articles on the value of studying the humanities that are ripe for sharing on social media or in print.

This toolkit focuses on “majors” (individuals who major in a humanities subject) in large part because available quantitative data uses majors as the category of analysis. The toolkit is not meant to suggest that students are best off with a singular focus on the humanities. While there is little data on the value of minoring in the humanities or just taking a range of courses in the humanities, we expect that several of the benefits of majoring would extend to these experiences as well. When data to this effect becomes available, we look forward to including it.

LOOKING TO PHASE TWO

The toolkit solicits feedback on 1) additional studies and data that we can add to the toolkit and 2) success stories about how humanities faculty and administrators are drawing students to humanities classes, appealing to non-majors, and increasing enrollments through minors and special curriculum.

As we collect this data, we will work toward building out Phase Two of the toolkit, which will include a **clearinghouse of success stories** in making the case to students, parents, and the general public for studying the humanities. The primary purpose of the clearinghouse will be knowledge sharing of successful approaches within the NHA community.



Members

WE ARE ESPECIALLY GRATEFUL TO OUR MEMBERS for promoting humanities advocacy in a variety of ways including: circulating action alerts and policy updates to their members and colleagues; participating in outreach to presidents, provosts, and deans in key congressional districts; encouraging advocacy at annual conferences; supporting travel for additional advocates to join Humanities Advocacy Day; and visiting Members of Congress in districts and on Capitol Hill throughout the year.

ACTIVE MEMBERS

American Academy of Arts and Sciences
American Academy of Religion
American Anthropological Association
American Council of Learned Societies
American Folklore Society
American Historical Association
American Institute for Conservation of Historic & Artistic Works
American Musicological Society
American Philosophical Association
American Political Science Association
American Schools of Oriental Research
American Society for Aesthetics
American Sociological Association
American Studies Association
Amherst College
Arizona State University
Association for Asian Studies
Association for College and Research Libraries
Association for Documentary Editing
Association for Jewish Studies
Association of American Colleges and Universities
Association of American Law Schools
Association of American Universities
Association of Public and Land-grant Universities
Association of Research Libraries
Association of University Presses
Barnard College
Binghamton University
Boston University Center for the Humanities
Brown University
Bucknell University
California State University, Dominguez Hills
California State University, Northridge
Case Western Reserve University
Claremont Graduate University
Classical Association of the Middle West and South
Colgate University
College Art Association
Colonial Williamsburg Foundation
Colorado College
Columbia University
Community College Humanities Association
Conservation Center for Art and Historic Artifacts
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