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Communications, Education, and Outreach Committee

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Please see the following paper in Tab 1 for the Communications, Education, and Outreach Committee discussion:

ACHP Webinars



MEETING
COMMUNICATIONS, EDUCATION, AND OUTREACH COMMITTEE
Wednesday, July 21, 2021
3 p.m.–4:30 p.m. EDT

Join ZoomGov Meeting
<https://achp.zoomgov.com/j/1604292048?pwd=aXowTE40eU5lVGhCZVQ0bXlTeng4Zz09>

Meeting ID: 160 429 2048
Passcode: 885621
Dial by phone
+1 646 828 7666 US
Meeting ID: 160 429 2048
Passcode: 885621

PROVISIONAL AGENDA

- I. Call to Order and Introductions
- II. College Student Historic Preservation Webinar Series
- III. Re-engagement of Latinos in Heritage Conservation
- IV. Development of Episodes for C-SPAN series “American Artifacts”
- V. Adjourn



BUILDING PARTNERSHIPS

Office of Communications, Education, and Outreach

Background. In 2016, ACHP members adopted recommendations to embrace the principles of inclusiveness through an initiative called Building a More Inclusive Preservation Program. It complements the ongoing work of other leaders in the national historic preservation community to help ensure the history of all Americans is recognized, appreciated, and preserved and that all Americans are included in the telling of their own histories. Members will recall a briefing in 2019 that reviewed the initiative and the recommendations.

The ACHP's work is strengthened by partnerships, and it is the goal of staff to continue to form new alliances and build on existing relationships that allow these histories to be recognized and told. One of the partners the ACHP has worked with is Latinos in Heritage Conservation (LHC). Office of Communications, Education, and Outreach Director Susan Glimcher attended the group's inaugural meeting in 2016. The coming year will be an exciting time for LHC, and the ACHP plans to support the organization in its work.

Discussion. 2021 and 2022 will be a time of growth and expansion for LHC. Congreso, a three-day gathering of Latino leaders and allies, will take place in April in Denver, Colorado, to discuss new ideas, plans, and thoughts for elevating and protecting Latino heritage and history around the world.

Additionally, LHC is launching the Abuelas Project, a multi-year preservation initiative to collect, curate, and amplify stories about places that matter to Latino communities in the U.S. and Puerto Rico. Generously funded through the National Trust for Historic Preservation, LHC will be working on a pilot program in Texas. This project will include creating a digital platform, to list historic sites, which will uncover and raise awareness of the many connections between the past, present, and future to Latino communities in the nation, made through historic places.

During the July Communications, Education, and Outreach Committee meeting, the LHC co-founders will speak directly with ACHP members about the work ahead. ACHP staff will offer several suggestions for ways in which ACHP members and staff could help support the work being done, including inviting ACHP members to Congreso 2022, and amplifying the work being done through shared social media efforts.

Action Needed. ACHP members should visit the LHC website (<https://www.latinoheritage.us>) to familiarize themselves with this organization and its goals. During the committee meeting, members will be asked for ideas for how the ACHP members and staff can support the work of LHC. During the discussion, members will also be asked to offer suggestions on other diverse constituencies the agency can reach out to. These might include organizations that ACHP members work with themselves.

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EXPANDING OUTREACH TO NEW VENUES **Office of Communications, Education, and Outreach**

Background. The Office of Communications, Education, and Outreach (OCEO) works to continually expand its outreach efforts to new platforms. With Committee Chairman Luke Nichter’s experience and connections with C-SPAN, the ACHP is preparing to make a pitch to the network that it feature several Section 106 Success Stories on C-SPAN American History TV’s weekly “American Artifacts” program (<https://www.c-span.org/series/?americanArtifacts>). Chairman Nichter created this show when he worked as founding executive producer to launch the series in 2010. The ACHP’s goals are two-fold: to get word out about the importance of the work of the ACHP and historic preservation across the country, and make a connection with the network in order to build a relationship, as history is a common theme in their programming.

Staff has come up with a list of eight stories that may be appropriate for this audience. They are located in Washington, D.C., Maryland, Virginia, and Pennsylvania, with the thought that getting film crews out from the Washington, D.C. headquarters of C-SPAN would require less effort than C-SPAN’s usual practice of hiring a contract crew for events further away from the capital region.

St. Elizabeths—Washington, D.C. <https://www.achp.gov/sites/default/files/2018-07/StElizabeths.pdf> It appears that “American Artifacts” would benefit from more content on stories that include historic rehabilitations and renovations. The campus at St. Elizabeths is unique and highly significant to the nation, warranting its National Historic Landmark designation. Recent work there by the General Services Administration (GSA) has uncovered interesting and important stories of the past, the hospital’s use for and treatment of mental health patients, and ongoing work to prepare it as the home of the Department of Homeland Security (DHS). The ACHP would need to seek access from GSA and DHS.

NASA Space Shuttles Retirement—Nationwide <https://www.achp.gov/sites/default/files/2018-07/NASA%20Shuttles.pdf> While not yet 50 years old, the space shuttles developed by NASA are of international significance, and the story of the preservation highly compelling. These highly technical and scientific symbols of American space exploration could also help the ACHP tell the story of historic preservation and the importance of preservation and documentation.

Fort A.P. Hill—Caroline County, Virginia <https://www.achp.gov/sites/default/files/2018-07/Ft.APHill.pdf> Highlighting the A.P. Hill case would allow the ACHP to teach about the importance of archaeology and public-private partnerships in historic preservation. The Army looked to expand into an area where historic properties of significance to Indian tribes were located. They worked to develop long-term protective measures for sites important to these Indian tribes, including many that did not stand to be impacted by their training activities, to offset the minimal damage to some that were within training footprints. The end result was possible because of effective partnerships with tribal leaders and state representatives.

Catoctin Furnace—Thurmont, Maryland <https://www.achp.gov/sites/default/files/2017-01/catoctin.pdf> A compelling story of early industrial work, iron workers—first enslaved African Americans and then later European immigrants worked here. Furnace ruins present at the site are on the National Register.

Years later, a highway project bisected the area, and the archaeological surveys found an undocumented African American cemetery. The parties worked together then to research the contributions of enslaved people to the iron industry and reach out to family members still living in Maryland.

Yellow Barn—Glen Echo Park, Maryland <https://www.achp.gov/sites/default/files/2018-07/Yellow%20Barn.pdf> A historic site just outside of Washington, D.C., this story started with the Glen Echo area being a Native American community site, then an amusement park for DC residents, then a cultural institute. Construction to replace the Yellow Barn led to the discovery of archaeological remains beneath the building, including the old Chautauqua store or arcade. Remnants of the old stone work were found.

Fells Point—Baltimore, Maryland <https://www.achp.gov/sites/default/files/2018-07/Fells%20Point.pdf> The Section 106 review process was responsible for raising awareness of the important history in this area of Baltimore. Ultimately, the highway project was halted to avoid very historic port areas in the city. Former Senator Barbara Mikulski was a champion of the redesigned highway project to save the historic neighborhoods.

Philadelphia Custom House—Philadelphia, Pennsylvania <https://www.achp.gov/sites/default/files/2018-07/PhillyCustomHouse.pdf> This architectural gem in downtown Philadelphia was renovated by GSA using American Recovery and Reinvestment Act money, and highlights GSA’s excellent stewardship of this highly compelling building.

Woodrow Wilson Bridge—Alexandria, Virginia/Oxon Hill, Maryland/Washington, D.C. <https://www.achp.gov/sites/default/files/2018-07/Wilson%20Bridge.pdf> Long considered a Section 106 victory, the bridge was scheduled to be replaced for traffic and safety reasons by a new bridge that would cut right through many historic properties around Alexandria. Archaeologists identified important stories and information, including the presence of a Freedmen’s Cemetery. The new bridge became an architectural centerpiece of the area, and old stories resurfaced.

Member Discussion. During the CEO Committee meeting, members will be asked to review the proposal and make suggestions of other subjects that might also be of interest to C-SPAN. These stories will follow the usual outline of an “American Artifacts” segment, featuring stories that uncover secrets or showcase behind-the-scenes type of content. Members discussed this briefly in the committee call.

Chairman Nichter suggested getting the pitch to C-SPAN producers prior to the August congressional recess, so they might have time to work on the stories when the city is less frantic.

Action Needed. Members should consider the following questions for discussion:

Do members have experience with having C-SPAN coverage of their agency’s activities?

Do members have comments about the eight stories that have been suggested?

Are there any other story ideas with historic preservation angles that members suggest be part of the ACHP’s pitch?

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UPDATE ON MAJOR ACTIVITIES
Office of Communications, Education, and Outreach
April—July 2021

Awards. The Office of Communications, Education, and Outreach (OCEO) completed its scheduled jury meetings for both upcoming joint awards. The juries have made their selections for the National Trust/Advisory Council on Historic Preservation Award for Federal Partnerships in Historic Preservation and the ACHP/HUD Secretary's Award for Excellence in Historic Preservation. Next steps include final vetting of candidates chosen as winners and runners up. OCEO will be working with its partners to notify awardees following the final vetting. Finally, winners will be notified, and OCEO will prepare for the upcoming award ceremonies at the National Trust's PastForward Conference (October) and the ACHP's fall business meeting (November).

Held in Trust. The American Institute for Conservation and the Foundation for Advancement in Conservation asked the ACHP to participate in an Education, Professional Development and Leadership Committee within *Held in Trust*, a three-year cooperative agreement between the National Endowment for the Humanities and the Foundation for Advancement in Conservation.

Held in Trust is an initiative which will evaluate the state of preservation and conservation of tangible and intangible cultural heritage in the United States. The team will be researching and identifying obstacles, opportunities, and needs, along with the resources required to sustain the field.

Since one of the initiatives that OCEO manages is to Engage Youth in Historic Preservation, the ACHP will continue to participate in this initiative. Not only will the agency be able to offer thoughts and suggestions about educational development in preservation for young people, but participating will allow the ACHP to create more partnerships and raise awareness about the work of the agency.

Historically Black Colleges and Universities—Annual Conference. The Arts, Humanities, and History Cluster of the White House Initiative on Historically Black Colleges and Universities will participate in the 2021 HBCU Week conference, in Washington, D.C. September 8-11. The Cluster will offer two sessions: Exploring Career and Professional Development Opportunities in the Arts, Humanities, Museums, Libraries, and History Sectors and Demystifying the Process: Best Practices for Applying for Federal Arts, Humanities, and Culture Grants.

The ACHP will be the lead on the Career Session, which will discuss career/job opportunities in the arts, humanities, history, museum, and library space as well as the ways the federal government supports professional development for HBCU faculty and leadership working in these areas. Despite economic hardships faced by the sector during COVID-19, creative and cultural occupations and industries have a history of growth and resilience. During the session, participants will hear from young professionals working in these fields as well as speakers from each field/agency citing recommended resources for internships, fellowships, and project work in these fields that students can be engaged in right now to prepare for careers. The session will address how to leverage valuable resources so that HBCU leadership and faculty can make this essential information available to their students, as well as indicating to HBCU leadership just how critical these areas are to a well-rounded education.

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