



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 American Philological Association (APA) seeks \$4 million to continue to transform the field of Classics; to serve students, teachers, and scholars in the 21st century; and to develop a model for change and renewal within other fields of study. The National Endowment for the Humanities (NEH) has endorsed *The Campaign for Classics* with an extraordinary Challenge Grant of \$650,000, requiring a four-to-one match to secure the entire amount.

The ability of Classicists to respond and adapt to changing circumstances has kept Classics 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 accessible 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 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.

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. The intellectual and moral benefits of reading Classical texts were taken for granted but often limited to a few. That is no longer true. At the dawn of the 21st century, Classics is demonstrating its relevance and utility to modern times. The contributions of high-quality Classics scholarship to the betterment of a world increasingly focused on science, technology, and the practical are real and valuable. The study of Classical Languages accelerates any student's reading and thinking skills and 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.

APA's goal for transforming the field of Classical study in America is simple: We will build a 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 accelerate the transformation of





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our field from the “gatekeeper” of knowledge to the “gateway” to insight, offering all the rich and rewarding world of Classics. 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.

The American Center

The aim of the AMERICAN CENTER FOR CLASSICS RESEARCH AND TEACHING is to make high quality information about the Classical World available in accessible formats to the largest possible audience by using technology in new and exciting ways. Your support will enable the American Center to:

- Create sophisticated and accessible research tools for Classics teachers and scholars
- Develop the next generation of inspired, diverse teachers of Classics and Classical Languages
- Support wider public understanding and appreciation of Classical Civilization

The APA is, first, a collection of scholars; so, its ambitions for Classics begin with its important role in *l'Année philologique*, a multi-office international project that produces the essential bibliographic resource in the field. The APA manages the American Office of this project at the University of Cincinnati. This campaign will connect that resource with the capabilities of APA's home office at the University of Pennsylvania and the commitment and expertise of its many volunteer leaders - outstanding Classicists at colleges, universities, and schools around the world - to create the Center. The Center will be composed of the combined activities of these institutions, manifest in a virtual “place” on the Internet that will provide information for all who care about Classical Antiquity in the format that is most useful to each one. The campaign will enable the APA to develop and support a new **Digital Portal** for Classics research and teaching, to nurture the **Next Generation** of Classics teachers and scholars, and to generate **Public Programs** that make Classics an inspiration to all.

We seek initial endowment funding of \$2 million for the Digital Portal to (1) sustain the American Office of l'Année philologique, the essential international bibliographic resource in Classics, and (2) develop l'Année as the core of an accessible digital resource. The Digital Portal will guide users to 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, video and audio productions relevant to Classical Studies; model curricula and syllabi; extended bibliographies and information resources of particular value to secondary school teachers; study guides; opportunities for interaction; reviews of teaching materials; opportunities for online publication; links to other reliable sites; and other tools for effective research and teaching in an electronic age.

We seek initial endowment funding of \$1.5 million for the Next Generation to ensure that an inspiring, well trained teacher is available for every school and college Classics classroom. Our Next





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Generation initiatives will include increased scholarships for minority students committed to Classics study and teaching; sponsorships of Classics graduate students who intend to teach at the secondary level; summer institutes that assist teachers to fulfill curriculum and professional development needs and encourage collaboration among pre-collegiate and university level teachers; travel/study opportunities for students and teachers at all levels; collaboration with the American Classical League to meet needs in national standards and certification for Classics teachers; seed funding and research support for innovative Classics teaching projects; and more.

*We seek initial endowment funding of \$500,000 for **Public Programs** in order to make Classics knowledge, study, and discussion an active tool for consideration of the lessons of the ancients in light of contemporary challenges.* 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, including support for community projects that incorporate Classics research and study, the development of online guides and learning opportunities for general audiences, and collaborative “Classics residencies” that involve local institutions in offering Classics learning opportunities.

Donor Investment Opportunities

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.

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. 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 appropriate to their interests and capacities, 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. Indeed, 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. 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.

