PHILANTHROPY AND HIGHER EDUCATION

A HISTORICAL PERSPECTIVE ON THE NONPROFIT SECTOR

EPE 798-401: Seminar in Higher Education
University of Kentucky: Educational Policy Studies Department
Instructor: John R. Thelin
Fall Semester 1999

Tuesday Evenings, 7:00 to 9:30
Dickey Hall 353

Prospectus

This topical seminar will analyze the place of philanthropy within the context of the history of higher education in the United States. In making such connections it will introduce graduate students to some classic works by such authors as Ellen Condliffe Lagemann, Howard Bowen, Clark Kerr, Merle Curti, Burton Weisbrod, Robert Bremner, and Frederick Rudolph so that the place of philanthropy is understood in terms of historical, social, economic, and political factors over more than three centuries.

Although primary focus will be on events and developments within the American campus, it will include careful attention to the relations colleges have had with foundations and other external institutions and constituencies. An undergirding theme is that philanthropy in American higher education has a significant, interesting legacy and includes colleges and universities in diverse roles – namely, as planner, provider, and recipient of voluntary support for vital societal services. Historical analysis of institutions and ideas ultimately will lead to consideration of essential questions about the changing missions and roles of higher education in American society.

Finally, philanthropy and higher education will be considered as part of a large, fascinating orbit of the United States’ non-profit economy. The activities, services and fund raising of the campus will be studied as both partner and competitor with organizations committed to social services, health, fine arts, performing arts, religion, and community development.
Required Texts

Please purchase the following books:

- Robert H. Bremner, *American Philanthropy*
- Ellen Condliffe Lagemann, *Private Power for the Public Good: A History of The Carnegie Foundation for the Advancement of Teaching*
- Burton A. Weisbrod, *The Nonprofit Economy*
- Barbara Brittingham and Thomas Pezzullo, *The Campus Green: Fund Raising in Higher Education*
- Frederick Rudolph, *The American College and University: A History*

These required, core readings will be supplemented by articles and materials from such publications and essential reference works as *Change* magazine, the annual editions of *Giving USA*, the *Foundation Digest*, the *Chronicle of Higher Education*, the *Chronicle of Philanthropy*, and a wide range of scholarly journals.

Course Format

Each seminar meeting will include a mix of discussion, lecture, and student presentations. You are expected to have read the week’s assigned materials and be prepared to comment on them. The explicit study of the history of higher education and philanthropy is an embryonic area, not an established discipline. Hence, there is a great deal of opportunity for you to develop themes, which might shape scholarship associated with this topic. The required texts provide some structure and common ground – but they hardly exhaust the topics.

In fusing the study of philanthropy with the history of higher education, this course emphasizes applied history; i.e., the proposition that the methods and sources of historical analysis can be pertinent to research and decisions on contemporary policy issues. This invitation includes some warnings: first, be careful about the fallacy of anachronism -- the mistake of attributing present-day values and information to the past; second, keep in mind that historical research is not for the
faint-hearted. The institutions, characters, and issues we study will be significant, and sometimes controversial. Finally, remember that historical writing, research and discussion do not constitute a spectator sport. I expect your active, enthusiastic and informed participation.

Assignments and Evaluation

Assignments for the course include some short essays, a group project, an individual presentation, and a major research paper. Your semester grade will be based on your work in the following weighted assignments whose cumulative total is 10 points:

• Analysis of a fund raising brochure or comparable materials as an historical document. (Weight of 1)

• A combined individual and group project in which you are assigned a historic role from the late 19th and early 20th centuries dealing with some aspect of higher education and philanthropy. (Weight of 1)

• A project of “Clio Consulting” – namely, historical audit of a college or some other organization’s fund raising and budget, placed into context of the nonprofit sector. (Weight of 1)

• A research paper due nears the end of the semester. This will be preceded by several steps of discussion and negotiation over topics, bibliography, primary sources, and analysis. (Weight of 2)

• Your participation in and contribution to seminar meetings, discussions, and group presentations. (Weight of 1) Continuous, each week throughout the semester.

Office Hours

My office is 136A Taylor Education Building. You may reach me by e-mail at JTHELIN@POP.UKY.EDU or by telephone at (606) 257-4996. I will hold regular office hours prior to class meeting, from 6 to 7 on Tuesday evenings and also from 3 to 4 on Thursday afternoons. If those times are not convenient for you, I will be pleased to schedule an individual appointment to discuss your projects and academic work.
CALENDAR FOR FALL 1999

Unit 1: August 31st

Introduction:
The Old “Give and Take” in Higher Education

Readings:


Additional Suggested Readings:


- Complete Inventory
- Hand out Assignment No. 1 (due at class meeting on September 21st)

Unit 2: September 7th

Commonwealth and the Campus:
Continental and Colonial Legacies for Higher Education and Philanthropy

Readings:

Ch. 1, “Development of a Theory of Philanthropy”
Ch. 2, “The Colonial Period”

Robert H. Bremner, *American Philanthropy*
Ch. 1, “Doing Good in the New World”

Barbara E. Brittingham and Thomas R. Pezzullo, *The Campus Green: Fund Raising in Higher Education*
Ch. 1, “The American Educational Tradition of Private Philanthropy” (pp. 7-12)

Frederick Rudolph, *The American College and University: A History*
Ch. 1, “The Colonial College”
Unit 3: September 14th

Charters and Charities:
College and State Relations in the Early National Period

Readings

Jesse Brundage Sears, *Philanthropy in the History of American Higher Education*
Ch. 3, “The Early National Period, 1776 to 1865”

Frederick Rudolph, *The American College and University: A History*
Ch. 2, “Legacy of the Revolution”

Robert H. Bremner, *American Philanthropy*
Ch. 2, “Religious and Revolutionary Humanitarianism”
Ch. 3, “Benevolence and the Young Republic”

Unit 4: September 21st

“. . . For the Pious and Larned Education of Indigent Youths”:
Student Life and the College Service Ethos of the 19th Century

Readings

Frederick Rudolph, *The American College and University: A History*
Ch. 4, “The Religious Life”
Ch. 5, “The Collegiate Way”
Ch. 6, “Reform and Reaction”
Ch. 7, “The Extracurriculum”

Robert H. Bremner, *American Philanthropy*
Ch. 4, “Saints and Scolds”

- Assignment No. 1 is due
- Hand out guidelines for Assignment No. 2 (due October 19th)
Unit 5: September 28th

“A Small College, But There are Those Who Love It”:  
Taking Stock of American Higher Education in the Mid-19th Century

Readings

Robert H. Bremner, American Philanthropy  
Ch. 5, “Civil War Philanthropies”  
Ch. 6, “Scientific Philanthropies”

Frederick Rudolph, The American College and University: A History  
Ch. 8, “Academic Balance of Power”  
Ch. 9, “Financing the Colleges”  
Ch. 10, “Jacksonian Democracy and the Colleges”  
Ch. 11, “Crisis of the 1850s”

Unit 6: October 5th

“Honorable Beggars,” Earnest Donors and Ambitious Alumni:  
The Emergence of Fund Raising and Organized Philanthropy

Readings

Jesse Brundage Sears, Philanthropy in the History of American Higher Education  
Ch. 4, “The Late National Period, 1865 to 1918”

Robert H. Bremner, American Philanthropy  
Ch. 7, “Benevolent Trusts and Distrusts”
Unit 7: October 12th

Philanthropists and the College Building Boom, 1870 to 1910: Creating the Endowed Institution

Readings

Robert H. Bremner, *American Philanthropy*  
Ch. 8, “The Business of Benevolence & the Industry of Destruction”

Ellen Condliffe Lagemann, *Private Power for the Public good: A History of the Carnegie Foundation for the Advancement of Teaching*

Frederick Rudolph, *The American College and University: A History*  
Ch. 13, “The Emerging University”

Unit 8: October 19th

Horizontal History: The Great Educational Foundations

Readings

Jesse Brundage Sears, *Philanthropy in the History of American Higher Education*  
Ch. 5, “Great Educational Foundations”

Ellen Condliffe Lagemann, *Private Power for the Public good: A History of the Carnegie Foundation for the Advancement of Teaching*

- Assignment No. 2 is due
- Hand out Guidelines for Assignment No. 3 (Due November 9th)
Unit 9: October 26th

**Horizontal History:**
The Great Educational Foundations (continued)

**Readings**

Ellen Condliffe Lagemann, *Private Power for the Public good: A History of the Carnegie Foundation for the Advancement of Teaching*

Burton A. Weisbrod, *The Nonprofit Economy*

- Hand out Guidelines for Assignment No. 4 (major research paper) (due December 8th)

Unit 10: November 2nd

**Gilt By Association:**
Support for Higher Education Since World War II

**Readings**

Robert H. Bremner, *American Philanthropy*  
Ch. 11, “Looking backward, 1980s to 1960s”

Barbara E. Brittingham and Thomas R. Pezzullo, *The Campus Green: Fund Raising in Higher Education*

Frederick Rudoph, *The American College and University*  
Ch. 22, “An American Consensus”

Unit 11: November 9th

Management and Money:
The Mix of Government and Private Support for Higher Education

Readings

Burton A. Weisbrod, The Nonprofit Economy

Barbara E. Brittingham and Thomas R. Pezzullo, The Campus Green: Fund Raising in Higher Education


• Assignment No. 3 is due

Unit 12: November 16th

Anatomy of the Nonprofit Sector

Readings

Burton A. Weisbrod, The Nonprofit Economy


Unit 13: November 23rd

Thanksgiving Holiday

** No Class Meeting **
**Unit 14: November 30th**

**Hard Times for Soft Money:**
Philanthropy and Higher Education after The Golden Age

**Readings**


Robert H. Bremner, *American Philanthropy*
Ch. 12, “Giving for Home and Overseas”


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**Unit 15: December 7th**

**Academics, Affluence and Aspiration:**
Rethinking Philanthropy and Higher Education in a Mass Society

**Readings**


Barbara E. Brittingham and Thomas R. Pezzullo, section on “Ethics and Fund raising,” in *The Campus Green: Fund Raising in Higher Education*

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- Assignment No. 5 (major research paper) is due