

## “Public Programming and Adventist Universities”

Dr. Amy Rosenthal, Vice President for Academic Administration at Southwestern Adventist University

Dr. Chloe Northrop, Adjunct Professor, History Department, Southwestern Adventist University

Exhibits

Universities

Public Programs

Lectures

Adventist Higher Education

In an increasingly competitive job market, history students from Adventist Universities face many obstacles in finding meaningful employment. Graduates who desire a career other than teaching often are left with few options in the public sector. Lacking experience in areas such as public history, these students can feel unfulfilled in their university matriculation. Furthermore, universities can often feel disconnected with the surrounding population who are isolated from institutions of higher education. One way that history departments can fill these voids is through significant programming for the general public. These events can include history exhibits, public speakers, and innovative interdisciplinary events for both the campus population and the community at large. Although these options can seem costly and perhaps beyond the financial limitations of many departments, there are many possibilities for public interaction. These events can offer practical experience for students, and reach the neighboring populace.

This session will have two speakers, with plenty of time for questions and answers. Organized as an educational session, we hope to have a lively and informative discussion following the two speakers. In the first presentation, Dr. Amy Rosenthal will discuss how administration can assist in these endeavors. Focusing on funding and logistical support, Rosenthal will focus on these programs and strategies, and the ways they can expand students' perceptions about what they can do with their degrees. Additionally, she will show how, from the curriculum standpoint, students can parlay their experience in to internships and other opportunities that could lead to future employment. Tying the programming to recruitment and public relations, Rosenthal will also show how bringing people who would not normally visit a campus can impact the university in a positive way. Finally, she will tie this in to federal funding. As these funds are often tied to job placement of students, this aspect has a large impact on the departments and universities as a whole.

Dr. Chloe Northrop will then present on the strategies of booking, assembling, and executing public programs. Beginning with organizing public lectures, such as Holocaust Survivor Speakers, Northrop will then focus on exhibits. Using the case studies of the two exhibits at Southwestern Adventist University in 2015, Northrop will show the merits of planning and executing an original exhibition, and the logistics of booking a travelling exhibit. She will also mention the different strategies for funding public events, including applying for state and federal funding through the National Endowment for the Humanities.

As Adventist Universities are competing with public colleges and other institutions of higher learning, the need for innovative and impactful programming is evident. Furthermore, the experience of working and assisting with these events provide history students with opportunities not found at larger public universities. Finally, the organizing of historical displays and lectures connects the history departments not only with our student body, but also with a local population

that might not be aware of the resources and opportunities that a nearby Adventist University can provide.