



Activating the Commitment to Change: A History of Campus Activism

Kacie Lucchini Butcher, Director of the UW-Madison Public History Project

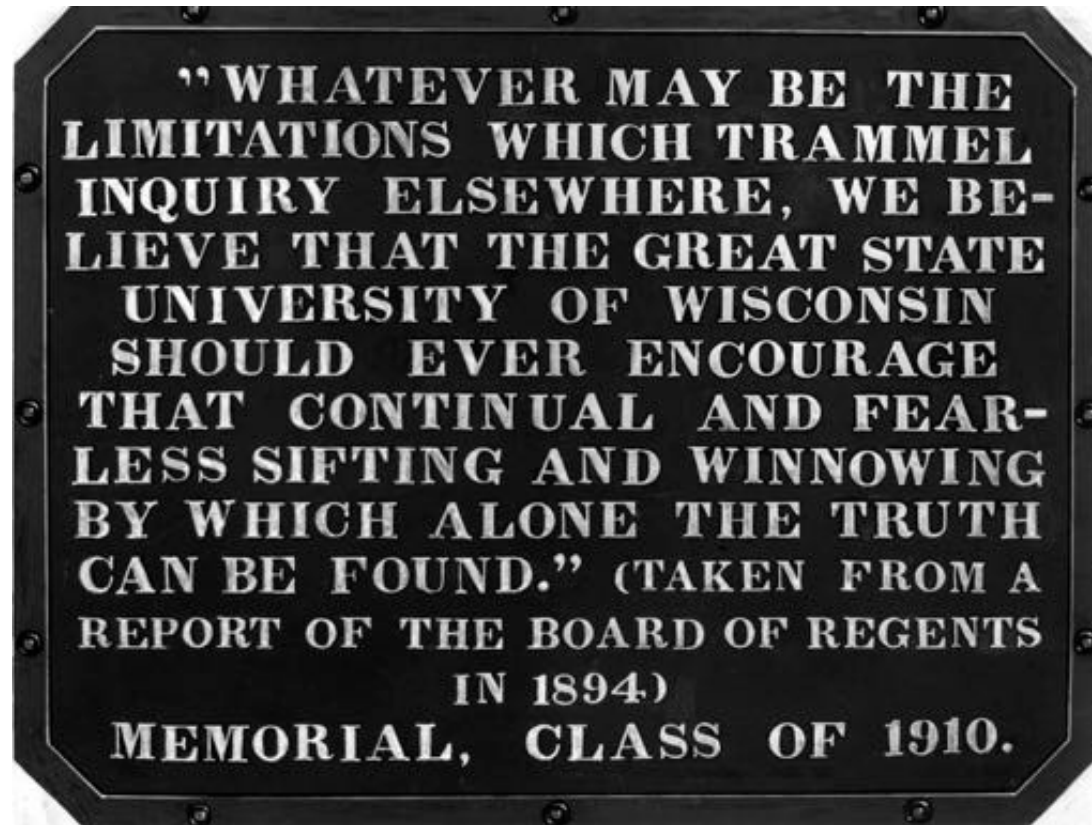
Michael Thornton, Emeritus Professor, Department of Afro American Studies

John Roach, Journalist, Historian, Author, Producer and Columnist



Public History Project
UNIVERSITY OF WISCONSIN-MADISON

Protest at UW-Madison



The Dow Protests



October 1967; Dow Chemical Protest also known as the Second Dow Riot. Photos Courtesy of the UW Archives.

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The 1969 Black Student Strike



February 1969; The Black Student Strike. Photos Courtesy of the UW Archives.



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The 1969 Black Student Strike

"If we're setting up a program to teach all whites to feel sorry for blacks, most students would pass a qualifying exam for placement with flying colors."

– Warren Lehman, Law Professor

The report is a "momentary response to political pressure," an admission to the "militant minority."

– Bernard Cohen & E. David Cronon, Professors and Authors of the Minority Report



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The 1969 Black Student Strike



International Concerns



M.E.Ch.A. & Chicax Students fighting for the Farmworkers & Protesting U.S. Foreign Policy in Central America. Photos Courtesy of UW Archives.

ZBT Protest 1988



Spring 1988; Students protest outside ZBT House. Photos Courtesy of the UW Archives.



Reproductive Rights



Spring 1989; Reproductive Rights protest. Photos Courtesy of the UW Archives.



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ROTC Discrimination Protest (1990)



Spring 1990; ROTC Discrimination Protests. Photos Courtesy of the UW Archives.

Climate Change Protest



April 1970; First Earth Day March. Photo Courtesy of the Wisconsin Historical Society.



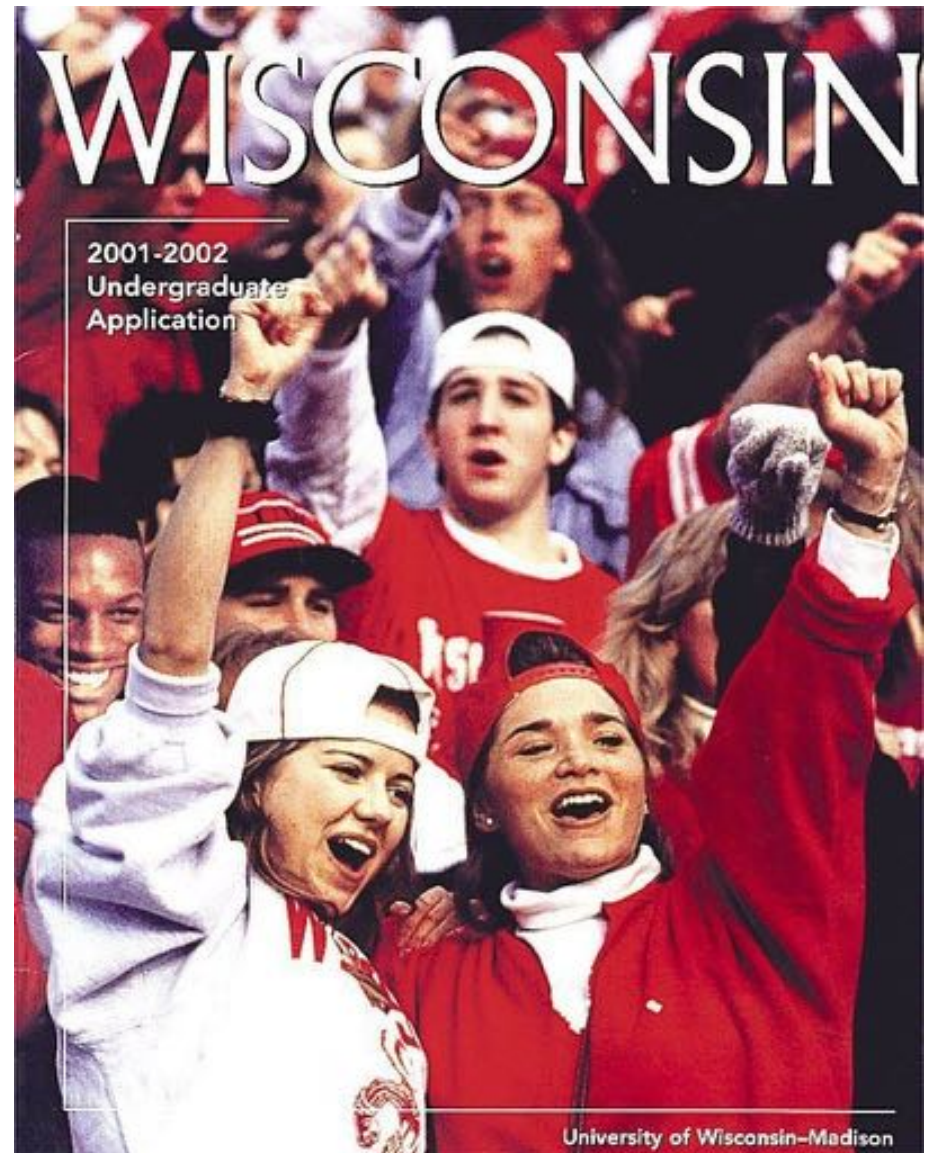
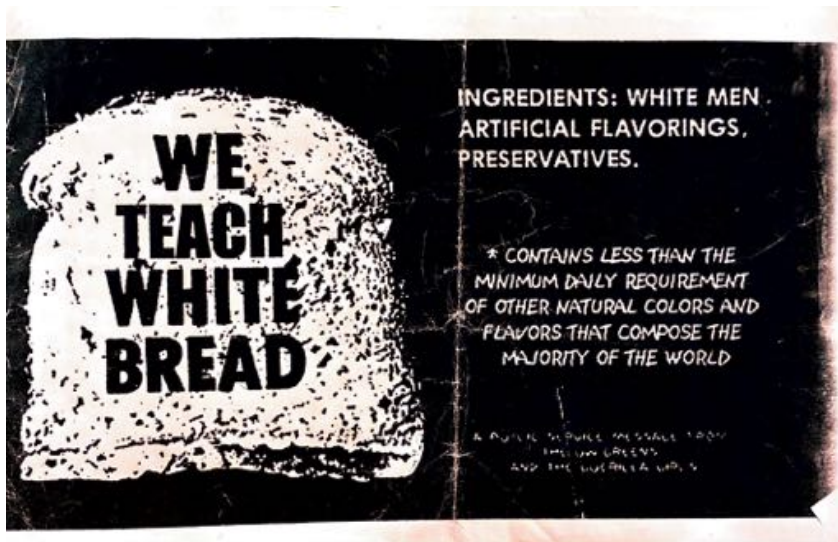
TAA/ Union Protests



Left: May 1980; Stop Union Busting Graffiti on Humanities Building. Right: April 1972; Memorial Union Labor Organizing Strike. Photo Courtesy of the UW Archives.



Admissions Brochure Scandal



Admissions Brochure Scandal

We, the undersigned, support and agree that doctoring the undergraduate admissions brochure photo, was a symptom of a larger problem facing the University of Wisconsin-Madison. This problem stems from a lack of understanding of diversity, and a lack of effort on the part of the administration, to teach multiculturalism, actively recruit a more diverse student body, and actively promote a safer campus climate for underrepresented students. We as the students of University of Wisconsin-Madison need to keep this issue in the forefront of our minds. We question the University's definition of diversity, and its placement of one black man amongst a group of all white faces.

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Name	street address
1. Brian Bivette	330 W. 4
2. Megan MacFarlane	
3. Janelle Leung	
4. Riley Johnson	6
5. Nicola Kreuziger	
6. Tony Min	3309
7. Chris Ratz	24 N.
8. Ross Miller	3411
9. Nolan Johnson	123
10. Tokio Ogawa	140
11. David Schumann	
12. Julia Huelke	
13.	
14.	

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Name	street address
1. Antonette Korum	120
2. Maria Loyola	
3. Krystal Clevon	
4. Jennifer Kittle	
5. Evita Barrie	
6. Belkah Hunt	
7. Elizabeth Byrd	
8. Daniel Hinkel	
9. Christine Lee	
10. Skylar Hobanins	
11.	
12.	
13.	
14.	
15.	

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Name	street address
1. Justin Martin	6
2. Kelley Schmeckel	8
3. Loni Johnson	16
4. Jessica Skonicher	80
5. Molly McSwitzer	
6. Greg A. Busby	
7. Amy Rife	420 N. Park
8. India Mahuraj	5
9. Christina Hogan	
10. J. N. New	Burke
11. Liza Vay	6
12. Philip Exposito	
13. Bradley W. Zeb	
14. Loretta Prince	
15.	

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Name	street address
1. Diana Henderson	6
2. Claire Danyport	4
3. Becky Wassen	4
4. Ryan Smith	16
5. Tim Tark	
6. Missy Webber	8
7. Luther Ruffell	4
8. Craig Sinner	521
9. Jonathan Metzger	1205
10. Maria Balen	3
11. Erin Kury	821
12. Olivier Reichen	15
13. Savannah Gray	405
14. Martin Renner	32
15. Jon Benson	8

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Name	street address	student/faculty/cx
1. Rebecca Swenson	218 N. Pinckney St	Student
2. Elizabeth Staust	914 College Ct.	Student
3. MARIN NELSON	152 LANGDON ST.	STUDENT
4. Angela Kim	118 W. Johnson St.	"
5. Meredith Clark	815 Elm Dr 219	student
6. JESSE KILEY	- student	student
7. Mike Sipe	106 S Hancock	
8. Luis D. Rivera	444 W. Main St.	
9. Kelly Norton	953 W. Wash	student
10. Jenny A. Garvin	619 W. Main	
11. Amanda M. Vlap	203 Barnard 970 University Ave	Student
12. Lauren Beilin	116 N. Bassett	student
13. Katie Caygill	116 N. Bassett	student
14. Michelle Barthall	120 Langdon St.	student
15. Mark Sadowski	1340 Wolf Rd 855 East 714 W. Dayton	Student



Admissions Brochure Scandal

Oct. 24th pre-powert meeting.

person: VC academic affairs. university as business - economy.

① who's hired - academic staff

② who's powered - classified staff

③ training - multicultural training/competence.

tenureship - more valuable goal for professors.

can't get back

④ teaching - student evaluations

⑤ research - "quality" - dept. to inquiry.

⑥ service to unit - sitting on some committee

* memberships - links, connections. → let to do with retention of faculty/staff.

* can only get tenureship through department.

1980s

- multicultural studies dept.

- tenureship program

- in-fighting

- the "depts. fight" - do you know of other options??

history

- Jol likely to be next chancellor. Business, Physiology - scientific mind...

- next person will be a tenure professor.

Dean of Grad school → person → chancellor. (Traditionally) Regina Kingham. ... have what about undergrad??

* Faculty senate.

everything institutional: nation's economy doing well, do that not looking for an (outside) revolutionary like Dr. Donna Shalala, but someone to keep things going.

1996 ASM, IASC, Faculty senate ~ program → dept. moving institutional

representative campus by the Year 2000.

Status level. endorsed by every level of shared governance.

"institutional memory" an initiative. acquiesce...

remind him of that.

Faculty senate has endorsed initiatives sometimes stronger than PRC 2008.

1971

1992

1996

→ has to be held them accountable. plans & implementation.

→ let's Strategize.

go directly to faculty senate?!

use (ex: J TV station to get \$50 thousand)

Bomb answer: actually, this is the way it is. have documents handy.

collect information & publicize through media.

let the truths be known.

work in progress.

base-line legitimacy intent vs. impact

take documents with a grain of salt.

product

goals

facilitator.

Goals.

① meet regularly with smaller working committee

committee met etc.

twice a month. stood firm

→ working group ... holding you accountable. collaboration.

something written to sign.

* need to formulate/create working committee. agendas?

② trying to M&C 2008 power

③ gather information on various ideas, etc.

* Find allies in the faculty senate.

* pressure on all sides of the fence...

- "undeclared" no dept. to take responsibility.

~ Campus-wide, centralized vs. decentralized.

- maintaining our credibility = knowledge & merit

- Steve P. keep in mind leadership development & infrastructure

- documentation to prevent rebuilding.

- Tie in M&C with Provost. i. MAR 2008.

↳ demands to why hasn't this happened?

domination

Questions

- ① Why are departments are passed?
- ② There are those other options that you know of (i.e. on other university campuses) to receive tenureship for professors? to programs...?
- ③ What gives incentives to go to multicultural training?
- ④ Is there a clause for MC training being a requirement for tenureship? ... probably No.
- ⑤ Can you share with us ways that it can be implemented?

our school catalogue.

clearly outline barriers why can't we do it? who can do it?

Issues

- Engineering: retention sucks! no data tracking, institutionalized system
- se above
- not only freshmen in Undergrad, but freshmen grads, too!

Dean ⑥ Can you help me understand ... gap in undergrad ...

Proctor ⑦ engr question. has's there no full, complete data tracking?

Jose ⑧ what's this 10 million?

⑨ question diversity in curriculum

- someone in field/dept to come educate multiculturally competent education. ~ put into plan 2008.

(interesting that Brown School is very down low on list...)

* #1211

5:10 w/ 10 minutes left. present - postponed the meeting.

- our own university ~ extension of communal
- reasons, reconstitute, improve, students' input.

The Protest Continues...



2016-Current Black Lives Matter Protests. Photos Courtesy of *The Badger Herald* and WKOW.



The Protest Continues...



In a Homecoming Video M
Campus, Almost Everyone

 WV Public History Project



Meant to Unite
e Was White



The Protest Continues...



Question & Answer



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Call To Action

Want to get involved?
Want to stay updated on our work?
Have questions?
Something you think we should look into?

Contact us! publichistoryproject@wisc.edu
Visit our website at publichistoryproject.wisc.edu
Follow us on Instagram ([@uwpublichistoryproject](https://www.instagram.com/uwpublichistoryproject))



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