

Woodrow Wilson Presidential Library: Connecting History to Today During the COVID Crisis
Proposal Narrative

1) Humanities Mission and Record of Contribution

The mission of the Woodrow Wilson Presidential Library (WWPL) is to promote an understanding of the life and times of President Wilson, his impact on the world, and his relevance today and for the future. Wilson was born prior to the Civil War, grew up during the time of Reconstruction, and came to office in 1912 with progressive ideas to tackle the problems brought about by industrialization, including monopolies, and political corruption. Many of the issues with which our country grapples today – the role of the Federal Government, immigration, women’s issues, race relations, tariffs, taxes, and America’s role in the world – were all prominent concerns during Wilson’s time, and the WWPL provides the historical background to understanding these subjects. During its 82-year history, this institution has educated millions of individuals about these issues surrounding the 28th president and the critical era in which he lived.

The WWPL was incorporated in 1938 as the Woodrow Wilson Birthplace and was officially dedicated in 1941 by President Franklin Roosevelt as “*a new shrine of freedom.*” With increasing emphasis on research and archives, it was renamed the WWPL in 2004. Because the organization pre-dates the Presidential Libraries Act of 1955, it receives no federal or state operating support and depends entirely on admissions revenue and donations from individuals, foundations and corporations. Although there are other Woodrow Wilson sites, the WWPL is the only one dedicated to the entirety of Wilson’s life from his birth and childhood in the South, his educational pursuits, his career in academia as professor and University President, and his political life as Governor of New Jersey and President of the United States. As Wilson is a controversial figure, the organization is committed to telling the whole story, including exploration of his attitudes on race and other subjects.

The campus of the WWPL includes the Presbyterian Manse where Wilson was born in 1856. Guided tours highlight mid-19th-Century life in Staunton, Virginia, featuring both the Wilson family and the enslaved workers who also lived in the home. The Woodrow Wilson Museum houses seven permanent galleries, including an interactive World War I Trench exhibit and President Wilson’s 1919 Pierce-Arrow Presidential limousine. Our temporary gallery explores an aspect of life that resonates with contemporary society. For example, the current exhibit, “Protesting the President,” compares protest topics from 1920 to today. The Library and Research Center includes an archive that houses thousands of documents, such as the papers of Wilson’s personal physician, Admiral Cary T. Grayson, and receives thousands of research requests each year from students, researchers, and scholars around the world. Three Pulitzer Prize finalists, A. Scott Berg, John Milton Cooper, and Patricia O’Toole, have used our library to conduct research for their books on Woodrow Wilson. A large portion of our archives has been transcribed and is available for free on our website. In addition, the WWPL works with area colleges and universities to provide internships and hands-on training for students interested in public history and historical research.

Our team is committed to creating learning opportunities *that emphasize history’s significance in today’s world.* Traditionally, our educational programming provides on-site school tours, outreach programs to schools, special one-day themed workshops, and summer history camps. We work closely with the Virginia Department of Education to ensure that programs meet the

needs of teachers and students of all ages. Additionally, symposia, lectures, panel discussions, and guest speakers who focus on a wide variety of topics from the years of Wilson's life and the current impact of those issues are a regular part of our ongoing programs for adults.

2) Proposed Activities and Audience

As a historic site, a museum, and a library/archive, the WWPL must sustain all three functions during this crisis to provide maximum benefit to the public. All work done will reflect the relevance of the humanities to the current conditions of our national life. The project's key activity components will be:

a) Development of New Online Programming and Educational Resources: When the WWPL closed to the public on March 16, 2020 due to the COVID 19 pandemic, we continued to fulfill our mission at a time when it was needed most. With the majority of the country required to shelter in place, it was essential to provide educational programs for students and the general public. Using ZOOM technology, we converted our current in-person tours and programs to interactive online sessions. Thus far, in addition to our daily online birthplace tours, we have covered fourteen topics with the most popular being "The 1918 Spanish Flu Pandemic," and "Enslaved Workers in Wilson's Birthplace." Over 500 participants from across the country have taken part in these online programs; 85% of survey respondents rated our programs as Excellent and 15% as Very Good. From March 16 to April 30, we have seen an 180% increase in visits to our website. As public awareness about the programs has increased, we have noted growing participation numbers, as well as an expanding geographic footprint of participant locations. A NEH grant will pay for staff members to continue to conduct research and implement future additional programs with contemporary relevance. Topics include "The Impact of the Spanish Flu on Mid-Term Elections in 1918," and "The Role of Religion in the White House." Additionally, NEH support will pay for staff research into activities and resources that can be downloaded and used at home or in the classroom, and will also allow staff to present a new weekly online series titled "HOW DO I..." which will provide expert advice on various topics about which we often received questions. For a listing of topics and timeline, please see the attached workplan.

b) Archive support: Using this NEH grant, we will focus on transcribing and digitizing any documents that relate to the above new program topics and for educational resources. Approximately 60% of our material has been digitized, and during the next six months our goal is to scan and transcribe approximately 15 linear feet of manuscripts, which is a little less than 10% of the entire collection. We are committed to sharing these primary sources with the public through our digital archives.

c) Preparing for the Future: The WWPL requests support that will pay staff to prepare the site for re-opening to the public, and for updating our disaster plan. We want to ensure that we are following procedures recommended by the CDC and the state health department as we plan for our eventual re-opening. Additionally, this recent pandemic has proven that our site did not have a written plan for handling such a crisis. We will work closely with the American Alliance of Museums and the Virginia Association of Museums in creating an updated comprehensive disaster plan for our organization.

3) Jobs and Personnel

Our current programming would not be possible without the dedication of our staff members who have been working from their homes, collaborating online to create and conduct virtual programs and performing their duties remotely. A foundation grant of \$20,000 covered staff costs for the first few weeks of the closure, and a Paycheck Protection Program loan ensures that staff will be paid through June 13, 2020. Without NEH support, it is unlikely that we will be able to continue to pay our employees past that time. We are a small staff with just six full-time positions and this NEH grant will sustain four vital WWPL humanities positions for six months: our President & CEO, Curator, Director of Education & Engagement, and Librarian.

Because of our small staff size, Robin von Seldeneck, President & CEO, will be intimately involved with every aspect of the work proposed here. She will oversee all aspects of this proposal and will participate in the creation of programs. She will be responsible for re-opening and disaster planning. Andrew Phillips, Curator, will work with the other staff members to create and conduct online programs, while also actively maintaining Wilson's birthplace, the museum, and the WWPL's historic artifacts. Emily Kilgore, Director of Education & Engagement, will focus entirely upon creating and implementing online educational programs and the technology required to provide programming that benefit the public. Mark Peterson, Librarian, will coordinate the document transcription/digitization work, and assist with research.

4) Institutional Capacity

The financial impact of the temporary pandemic closure has been significant for the WWPL. In mid-April, we were fortunate to receive a Paycheck Protection Program loan, which allowed us to reinstate employees who were laid off due to our closure. After the Paycheck Protection loan period concludes, the organization will rely on emergency grants such as this one, as well as private donations, to continue meeting our expenses as we navigate the coming months. With the loss of admissions revenue and earned income through gift shop sales and facility rentals, as well as decreased donations at this time, we anticipate that we will end the fiscal year in a deficit situation.

The WWPL staff has a history of administering large grants and will be able to track and report all expenses associated with an NEH grant, even with the challenges posed by the pandemic. Although we have not received a grant from the NEH in the recent past, we partnered with local school systems and received two sizable Teaching American History Grants from the Department of Education; one in 2008 and another in 2009. Our CEO was directly involved as a project director and has the necessary expertise to properly administer these relief funds.

The WWPL's ability to secure donations and private grants will depend on its continued dedication to educating the public, regardless of whether our campus is open to visitors. The proposed activities are essential to the WWPL's long-term viability, as they will continue to engage our audiences and teach them about a critical era in history, which will in turn demonstrate impact and help us to secure enough private funding to sustain the WWPL until admissions income returns. For the three most recent fiscal years, the WWPL's audited operation costs were \$780,003 (2016-17), \$777,770 (2017-18), and \$839,854 (2018-19).

RESEARCH & RELATED BUDGET - Budget Period 1

ORGANIZATIONAL DUNS: (b) (4)

Enter name of Organization: The Woodrow Wilson Presidential Library Foundation

Budget Type: Project Subaward/Consortium

Budget Period: 1 Start Date: 06/15/2020 End Date: 12/31/2020

A. Senior/Key Person

Prefix	First	Middle	Last	Suffix	Base Salary (\$)	Months			Requested Salary (\$)	Fringe Benefits (\$)	Funds Requested (\$)
						Cal.	Acad.	Sum.			
Ms.	Robin	Wilson	von Seldeneck		(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: PD/PI President & CEO											
Mr.	Andrew		Phillips		(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: Curator											
Ms.	Emily		Kilgore		(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: Director of Education & Engagement											
Dr.	Mark		Peterson	Mark	(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: Librarian											

Additional Senior Key Persons: Total Funds requested for all Senior Key Persons in the attached file

Total Senior/Key Person

B. Other Personnel

Number of Personnel	Project Role	Months			Requested Salary (\$)	Fringe Benefits (\$)	Funds Requested (\$)
		Cal.	Acad.	Sum.			
<input type="text"/>	Post Doctoral Associates	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	Graduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	Undergraduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	Secretarial/Clerical	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	Total Number Other Personnel					Total Other Personnel	<input type="text"/>
Total Salary, Wages and Fringe Benefits (A+B)						<input type="text" value="107,261.00"/>	

C. Equipment Description

List items and dollar amount for each item exceeding \$5,000

Equipment item	Funds Requested (\$)
<input type="text"/>	<input type="text"/>
Additional Equipment: <input type="text"/>	<input type="text"/>
<input type="button" value="Add Attachment"/>	<input type="button" value="Delete Attachment"/>
<input type="button" value="View Attachment"/>	
Total funds requested for all equipment listed in the attached file	<input type="text"/>
Total Equipment	<input type="text"/>

D. Travel

	Funds Requested (\$)
1. Domestic Travel Costs (Incl. Canada, Mexico and U.S. Possessions)	<input type="text"/>
2. Foreign Travel Costs	<input type="text"/>
Total Travel Cost	<input type="text"/>

E. Participant/Trainee Support Costs

	Funds Requested (\$)
1. Tuition/Fees/Health Insurance	<input type="text"/>
2. Stipends	<input type="text"/>
3. Travel	<input type="text"/>
4. Subsistence	<input type="text"/>
5. Other <input type="text"/>	<input type="text"/>
<input type="text"/> Number of Participants/Trainees	<input type="text"/>
Total Participant/Trainee Support Costs	<input type="text"/>

F. Other Direct Costs

		Funds Requested (\$)
1.	Materials and Supplies	140.00
2.	Publication Costs	
3.	Consultant Services	
4.	ADP/Computer Services	
5.	Subawards/Consortium/Contractual Costs	
6.	Equipment or Facility Rental/User Fees	
7.	Alterations and Renovations	
8.	Software Subscriptions	1,560.00
9.		
10.		
Total Other Direct Costs		1,700.00

G. Direct Costs

		Funds Requested (\$)
Total Direct Costs (A thru F)		108,961.00

H. Indirect Costs

Indirect Cost Type	Indirect Cost Rate (%)	Indirect Cost Base (\$)	Funds Requested (\$)
General Operating Costs	10.00	108,961.00	10,896.00
Total Indirect Costs			10,896.00

Cognizant Federal Agency

(Agency Name, POC Name, and POC Phone Number)

I. Total Direct and Indirect Costs

		Funds Requested (\$)
Total Direct and Indirect Institutional Costs (G + H)		119,857.00

J. Fee

Funds Requested (\$)

K. Total Costs and Fee

		Funds Requested (\$)
Total Costs and Fee (I + J)		119,857.00

L. Budget Justification

(Only attach one file.)

RESEARCH & RELATED BUDGET - Cumulative Budget

		Totals (\$)
Section A, Senior/Key Person		107,261.00
Section B, Other Personnel		
Total Number Other Personnel		
Total Salary, Wages and Fringe Benefits (A+B)		107,261.00
Section C, Equipment		
Section D, Travel		
1. Domestic		
2. Foreign		
Section E, Participant/Trainee Support Costs		
1. Tuition/Fees/Health Insurance		
2. Stipends		
3. Travel		
4. Subsistence		
5. Other		
6. Number of Participants/Trainees		
Section F, Other Direct Costs		1,700.00
1. Materials and Supplies	140.00	
2. Publication Costs		
3. Consultant Services		
4. ADP/Computer Services		
5. Subawards/Consortium/Contractual Costs		
6. Equipment or Facility Rental/User Fees		
7. Alterations and Renovations		
8. Other 1	1,560.00	
9. Other 2		
10. Other 3		
Section G, Direct Costs (A thru F)		108,961.00
Section H, Indirect Costs		10,896.00
Section I, Total Direct and Indirect Costs (G + H)		119,857.00
Section J, Fee		
Section K, Total Costs and Fee (I + J)		119,857.00