

# Historian Testifies to UC Budget Crisis

*Ed. Note: A Board of Regents committee created to re-assess the future of the University of California in the light of ongoing cuts in state funding met on the UCSB campus last month to hear faculty comments.*

*One of the more eloquent speakers was History Prof. Sharon Farmer, who reflected on the effect of cutbacks on her own career plans.*

*A historian of medieval European history and recipient of a coveted Guggenheim Fellowship, Prof. Farmer currently serves as Vice Chair of UCSB's Graduate Council. She received a standing ovation at the conclusion of her remarks, which we reprint below in their entirety.*

BY SHARON FARMER

I'VE TAUGHT AT UCSB for 23 years. Due to the high cost of living in this town, I've always had difficulty making ends meet, and thus I've had to teach summer school and at the Extension campus on a regular basis. And yet, never in the first 22 years that I worked here did I even THINK about applying for another position—because I loved my job.

I loved the fact that as a public institution UC offered affordable access to everyone who met the rigorous entrance requirements. I loved the fact that, in my department at least, we demanded critical, original thinking even in our lower division

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Prof. Sharon Farmer



## More Than the State Can Bear?

Prof. Peter Alagona to Discuss  
California's Conservation Wars

IN ONE OF HISTORY'S many ironies, the same year that the California grizzly bear became extinct (1911), the California legislature voted to put the grizzly on the state flag.

More than half a century later, in 1973, Congress passed the Endangered Species Act. But as Prof. Peter Alagona will tell the UCSB History Associates on Dec. 1, the campaign to protect California's native wildlife began less than a year after the death of Monarch, dubbed "the last of the California grizzlies," who died after 22 years in captivity.

The state has been the center of conservationist battles ever since.

"Debates about endangered species are about much more than just rare plants

and animals," Prof. Alagona said recently. "They are also debates about who should have access to and control over lands and natural resources."

Prof. Alagona, who was hired in 2008 but arrived on campus only this term after a one-year appointment at Stanford, is currently writing a book about those battles. Entitled *After the Grizzly: A Century of Endangered Species in California and Beyond*, the book is under contract to University of California Press.

He will discuss his findings in a noon luncheon-lecture at the University Club, 1332 Santa Barbara St. (at the corner of E. Sola St.). Cost of the lunch is \$20 for

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Dr. Monica Orozco

## Orozco Named Director of Mission Archive

DR. MONICA OROZCO (PhD Cline 1999) has been appointed director of the Santa Barbara Mission Archive-Library by the Library's Board of Trustees and the Franciscan order.

A Santa Barbara native, Dr. Orozco has twice served as President of the UCSB History Associates. She has served as an editor for ABC-Clio in Santa Barbara and has taught at Santa Barbara City College and Westmont College in addition to UCSB.

One of the richest collections of early California history in the state, the Mission Archives house the records for all of California's 21 missions

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## Postings

# Grad Book Wins History Prize

HISTORY PHD RICK Fogarty has won the Best First Book Prize, awarded by History honor society Phi Alpha Theta, for *Race and War in France: Colonial Subjects in the French Army, 1914-1918*, published last year by Johns Hopkins University Press.

Based on Rick's 2002 dissertation written for Prof. Jack Talbott, *Race and War* studies the experience of the half-million nonwhite colonial troops that served in the French army



Prof. Rick Fogarty

during World War I.

Despite a strong tradition of universalism and egalitarianism dating back to their Revolution, the French continued to be influenced by racial and cultural differences between natives and colonials.

Tensions created by this situation led to policies that were often "contradictory and paradoxical," Rick finds.

Rick currently serves as assistant professor of History at SUNY Albany.

## Grads Publish Books, Articles

"IDEAL HOMES AND the Gender Politics of Consumerism in Ghana, 1960-70," written by Bianca Mursillo (PhD Miescher 2009) appeared in a special issue on "Homes and Homecomings" of *Gender and History*, one of the leading journals for women's history. This Fall Bianca started a two-year postdoc at Willamette University in Oregon.

Christina A. Ziegler-McPherson (PhD Brownlee 2000) has published *Americanization in the States: Immigrant Social Welfare Policy, Citizenship, and National Identity in the United States, 1908-1929* with University Press of Florida.

Nancy Stockdale's (PhD Gallagher 2000) *Colonial Encounters among English and Palestinian Women 1800-1947*,

also published by Florida, has been getting strong reviews. *Arab Studies Quarterly* said, "The book excels in presenting British women as imperial actors [and] provides a dramatic critique of Orientalists during the 1900-1947 period."

The *American Historical Review* 114 (Feb 2009), called it a "well-researched and well-written book."

## New History Faculty



Historia photo by Mike Tucker

Joining the History faculty this year are (l. to r.) Prof. Peter Alagona (*History of Science*), Moses Chikowero (*Southern Africa*) and Xiaowei Xheng (*Modern China*).



freshman courses.

I loved the fact that I was given time and resources to support my research.

I loved the high quality of my colleagues and their research.

And I especially loved the fact that as a mentor of doctoral candidates I had the privilege of working with some of the best and the brightest students anywhere in the country.

In the past year it's become apparent that much of what I loved about my job was slipping away, and so, I began to watch the job market.

But even a year ago I would have never dreamed that we would be talking about on-line courses at the UNIVERSITY OF CALIFORNIA! This year, there are no senior positions in my field—but if we continue down the course that the charge to the commission on the future of the university seems to envision—if we give in to privatization and “education lite”—that is not going to matter.

I'd rather change professions than stick around and witness the deliberate dismantling of the best public university in the history of this country.

## Where Are They Now?

**Barry Ryan** (PhD Friese 1987) has been appointed President and Chief Executive Officer of West Coast University, which focuses on healthcare education. In addition to his UCSB PhD, Barry holds a J.D. from Berkeley's Boalt Hall and an M.Div. from Fuller Theological Seminary. He previously served as Dean of the Law School of Regent University in Virginia.

**Mark O'Tool** (PhD Farmer 2007) is living in Burlingame, where he designs interactive online course materials for courses in Western and World



Prof. Nelson Lichtenstein (center) discusses Wal-Mart history with local author Dan Alef (L) and Jedlinka's owner Si Jenkins.

# Marketing as Sociology

TO BE SUCCESSFUL, retailers have got to be good sociologists, Prof. Nelson Lichtenstein said at the first UCSB History Associates event last month.

Describing the success of the giant Wal-Mart chain, Prof. Lichtenstein noted that founder Sam Walton aimed his merchandising at a clientele made up of displaced farmer and workers left out of the New Deal.

By contrast, the retail chain

civilization.

**Alberto Ferreiro** (PhD Russell 1986) is celebrating 20 years of teaching students in summer programs at the University of Salamanca ([www.centrofrayluis.com](http://www.centrofrayluis.com)). The rest of the year he spends as professor of history at Seattle Pacific University.

**Fr. Jack Clark Robinson** (PhD Dutra 2009) has relocated to San Antonio, Texas, where he supervises candidates for ordination as Franciscans.

Justin Stephens (PhD Drake 2001) has moved from

Sears was lead by a very conservative president, Leonard Wood, who staked the future of his store on a middle class that he expected would continue to grow.

When middle class incomes began to deteriorate, as they have since 1973, Wal-Mart gained and Sears lost.

In the 1990s, when *Fortune* magazine finally added Wal-Mart to its list of 500 top companies, the retailer was already number 4, and by 2001 it had become the biggest, Prof. Lichtenstein said.

Sociology failed Walton in another way, however.

The same culture that helped him define a market also created a management style that “mimicked the gender hierarchies of the farm.”

“Managers were always men, and clerks were always women,” he noted. “It was a culture that expected its labor force to be submissive.”

The model worked while Walton was running things, because his strong sense of family and community created a bond between him and his employees.

More recently, however, Wal-Mart has had to deal with employee lawsuits and community resistance to new stores.

Prof. Lichtenstein compared Wal-Mart to another chain that has benefited from catering to price-conscious consumers, Costco.

“Costco was founded by a depression liberal who thought unions were here to stay,” he noted.

So instead of fighting unionization, Costco welcomed unions and now does not face the obstacles that Wal-Mart does.

In response to questions, Prof. Lichtenstein said he had no objection to stores that rely on efficiencies of size and organization to lower prices for consumers, so long as they “meet conditions set by the local community, pay a decent wage, obey labor laws and provide health insurance for their employees.”

As the son of a retailer who owned a store not unlike Walton's original shop, Prof. Lichtenstein said he personally has no nostalgia for the era of “mom and pop” retailers.

# Shermer Keynotes Commencement With Plea to Keep UC's Promise

*Ed. Note: As the 2009 Commencement speaker last June, History PhD Ellie Shermer spoke about UC's past and future. Subsequent events have added impact to her words. We reproduce excerpts here. You can read the full speech at <http://www.graddiv.ucsb.edu/commence/documents/commencestudent.speech.pdf> Ellie is now teaching in the History department at Claremont-McKenna College.*

**BY ELIZABETH SHERMER**

I LOVE THE UNIVERSITY of California! UCSB has been home for six of the most exciting and stimulating years of my life. But this great institution is in danger.

It faces a financial crisis, waning support from politicians and voters, and an internal sense of both complacency and confusion as to its purposes and its plans. We should ask ourselves: Could the UC system go the way of General Motors?...

I am constantly shocked to discover that students, staff, and faculty, throughout the UC system, not just at UCSB, have no understanding of the principles behind the UC and the much-admired master plan for higher education in California.

Many know that Berkeley was founded in 1868. Yet, most have never learned the origins of the University of California as a system of research universities, along with the companion state universities and community colleges. This 3-tiered system was not one of an elite, Ivy League-type caste but of opportunity for hundreds of thousands of Californians. By design, students beginning in community colleges can end up getting graduate degrees at UCSB.

This system is a product of the early post World War II years when the University of California was refounded,



*Elizabeth Tandy Shermer speaking at Graduate Commencement in June.*

refunded, and greatly expanded.

Although no single individual can lay claim to reshaping an entire institution of higher education, Clark Kerr comes close. Few remember who he really was. ...

As a labor economist and educator, Kerr was a visionary. He was Berkeley's chancellor in the 1950s and UC President from 1958 to 1967. As the behind-the-scenes architect of the 1960 Master Plan for higher education in California, Kerr refounded the UC system as the Blue and Gold standard to which every other institution of higher learning aspired. Kerr's hallmark was a guarantee "that there would be a place in college for every high school graduate...who chose to attend." Indeed, Kerr was proud to announce, "California was the first [state] to make such a commitment."

When we force ourselves to remember his vision for accessible, quality, public higher education, then we can understand what the UC was, what we might lose, and what we can

do about it.

Kerr's dream for a "multiversity," as he called it, was rooted in his career as an economist. He finished his BA at Swarthmore and then came West to Stanford for graduate study. He hated Stanford! He considered the school conservative and hidebound. So he transferred to Berkeley in the mid-1930s, where he worked with Paul Taylor, the radical economist. Together, they visited the large farms in the Central Valley, the famous "factories in the field." There, they studied the poverty, hardship, and desperation that John Steinbeck captured in his 1937 novel, the *Grapes of Wrath*. Kerr also witnessed, firsthand, the struggle between agriculture workers and the growers who employed and exploited them.

His observations left him keenly aware of the inequalities that distorted American democracy but also dedicated to the peaceful resolution of conflict between labor and capital in the U.S. and elsewhere.

By the 1950s, Kerr had become convinced that a vastly

expanded system of higher education was the key to a dynamic, harmonious society based on skill and knowledge....

Mass higher education was the key to this newly prosperous America. In his famous 1963 book, "The Uses of the University," Kerr argued that the university was "at the hinge of history."

He was clearly an optimist! And perhaps far too much of one. In a favorite speech, entitled "1984 Revisited," Kerr dismissed George Orwell's dire totalitarian warnings. Instead of an oppressive police state, Kerr found the technologically advanced future full of promise. He predicted Americans would double their income within a generation, work but thirty-two hours a week, and benefit from a more equitable distribution of wealth. But none of this would take place in an automatic fashion. Kerr stressed that you had to construct this new California Dream with tax dollars, political commitment and a plan—for education and the economy—that made the

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## LET US HEAR FROM YOU

If you are a grad trying to get in touch with an old classmate, or a community member or alum with an article or story, why not drop us a line?

Send your letters to:  
Editor, *Historia*  
Department of History  
University of California  
Santa Barbara, CA 93106-9410  
or email:  
[drake@history.ucsb.edu](mailto:drake@history.ucsb.edu)



# Recalling UC's Promise, Mission

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market and the corporations the servant rather than the master of the citizenry.

Kerr's vision is all about you: a university campus designed to educate the great mass of the American people with high standards and an egalitarian flavor. Kerr succeeded in building this progressive "multiversity." To accommodate the influx of baby boomers, Kerr oversaw the opening of the San Diego, Irvine, and Santa Cruz campuses and he greatly expanded UC Santa Barbara. And despite the expenditure of an enormous sum of money, a UC education remained affordable. Under Kerr's tenure, UC students had no tuition and almost no fees.

But Kerr was more than **That's Where!**

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West Georgia State to Denver Metropolitan University, where he reports that 13 of 14 cases of H1N1 flu among his students occurred on exam day. "The good news," he writes, "is for the first semester since I can remember no grandmothers have passed away."

**Dennis Ventry** (PhD Brownlee 2001) is acting professor of law in the UC Davis law school.

**Al Runte** (PhD Nash 1976) has become a fixture in Seattle politics, where he has been a candidate for mayor and city council.

## Orozco

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as well as priceless photos and documents of the city's early history.

Although housed in the Mission, the library and archive are run as a non-sectarian organization, operated by the Santa Barbara Mission Archive-Library, Inc.

an institution builder. He also supported academic freedom in an era when Cold War era McCarthyism had spread its shadow across UC and so many other schools....

Universities, with the UC in the lead, remain among the freest arenas in the country to debate ideas, politics, ethics, and values.

But freedom in the university remains imperiled, not from an authoritarian bureaucracy or direct political interference, but from chronic fiscal starvation, which began well before the current crisis! Inadequate funding thwarts the UC's mission, limits its expansive research agenda, and deprives tens of thousands of students of the opportunities they deserve.

These trends have burdened students with massive debt and kept deserving Californians out of classrooms.... A few years before his death in 2004, Kerr

himself was concerned about the UC's fate. As he looked back, he contemplated, "In 1960, we made plans 20, 30, 40 years ahead...who now dares to make those plans?"

Still, there is hope that the UC as Kerr envisioned will survive. ... But we need more. There is much to be done to ensure that the UC does not just go on but reassumes its place as a model for accessible, quality higher education. It is great that we have a University of California in Merced, which is serving the grandchildren of the farm workers who Kerr

observed in the 1930s. But we have 38 million people in California. We need five more UC Merced.

We must remember: The current crisis is not the product of an absolute scarcity of money. Rather, it is a function of our unwillingness to tax ourselves for the kind of public goods that are necessary for our society. We have got to start planning again for the UC, for California, for the country. If our state is to remain anything more than a golden dream, it needs a vibrant and expanding University. We have to plan for it, work for it, and dedicate ourselves and our wealth to it.

## Two More for Hämäläinen

PROF. PEKKA Hämäläinen's *Comanche Empire* (Yale, 2009) has now scored an even dozen awards.

This month the book was named runner-up for the 2009 Cundill International Prize in History at McGill Univer-

sity, receiving a \$10,000 cash prize.

It also received received the Award of Merit given by the Philosophical Society of Texas for best book on Texas, fiction or non-fiction. That award carried a \$2,500 prize.

## Meet the New Grad Students



Graduate Secretary Darcy Ritzau and History Chair John Majewski (seated), greet the incoming class of graduate students. Standing (l. to r.) are: Samantba Thompson (History of Science), Clinton Smith (U.S. history), Melissa Barthelmy (U.S. history), Peninah Walpo (Late Antiquity), Jay Stemmle (Medieval Europe), Alison Jefferson (Public History), Paul Barba (U.S. history), Chris Kegerreis (Ancient Mediterranean). Not pictured: Veronica Ebreneich (Public History), Zachary McKiernan (Public History), Michael Spielman (U.S. history).

# Ready to Join?

Another great year of UCSB History Associates' events is under way. You'll want to keep posted about events in the History Department as well. To renew your membership or join for the first time, just fill out this form and mail it with your check or money order (payable to UCSB History Associates).

Enclosed are my annual membership dues of \$ \_\_\_\_\_

- Active \$35  
 Corresponding 15

*(Available to residents outside of Santa Barbara County only)*



In addition to my membership dues, enclosed is:

- \$25 to obtain a UCSB Library card
- \$ \_\_\_\_\_ gift to the History Associates Graduate Fellowship Fund.
- \$ \_\_\_\_\_ gift to the History Associates Dick Cook Fund.
- \$ \_\_\_\_\_ gift to the History Associates \_\_\_\_\_ Fund.  
*(specify other scholarship fund)*

*Note: Gifts of \$1,000 or more qualify for one-year membership in the Chancellor's Council.*



Name: \_\_\_\_\_

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Membership dues are tax deductible to the extent allowed by law. Gifts to the scholarship fund are considered charitable donations.

Please make your check payable to the UCSB History Associates and return it to:

History Associates  
Department of History  
University of California, Santa Barbara  
Santa Barbara, CA 93106-9410  
Questions? call (805) 617-0998

# The Last Word

## Crisis

It's official—the answer is 430. In case you've forgotten the question, it's "How many PhDs has the History department conferred since its first in 1963?"

In the previous issue, I guessed that it was around 300, based on the fact that we had pulled together about half that many names for a new PhD email list.

Thanks to the labors of Lynn Wilcoxon in Graduate Division and our own Graduate Secretary Darcy Ritzau, I was able to get a complete list of our PhDs and work out the correct number.

OK, here's a new *Historia* contest: for a bag of Sonnino avocados (or one free afternoon in his rental property on Butterfly Lane, whichever is cheaper), guess how many MA degrees the department has conferred since 1963. Send your entry to me ([drake@history.ucsb.edu](mailto:drake@history.ucsb.edu)), and I'll announce the winner in our next issue. (Darcy, you're not eligible.)

If only there were a way to solve the university's current crisis so easily.

I'm sure you're aware of the state's budget crisis (it's the first thing people think of when they see the California flag with the "extinct" stamp on the first page of this issue).

Ask any ten people and you'll get ten different reasons for it. But one thing is clear: if conditions do not change, the University of California as the premiere institution we have known for the past 50 years is going to cease to exist.

Current thinking among the Regents and the President's office in Oakland seems to be that nothing can be done about the Legislature, even though polls consistently show two-thirds of Californians do not want the UC budget to be cut.

In the short-term, there is going to be a lot of pain, especially when the UC and Cal States start limiting enrollment, which is the only alternative the Legislature has left us. Families that haven't paid much attention to the budget mess are going to be stunned when their sons and daughters are turned down, despite meeting every goal that has been set for admission.

The big question is, where will their anger be directed—at the budget-makers, or the schools that gave them the bad news?

Shooting the messenger has a long and hallowed history. My colleague John Lee used to have the following message as his email epigram:

*As for the misunderstandings between us], I suggest that the fault may not lie with ourselves but with our messengers. Let us bring them to trial, cut off their heads, mutilate their bodies, and live henceforth in perfect friendship.*

That message was sent by the Hittite king Hattusilis III to a fellow ruler in the 13th century BC. When you stop to think about it, things haven't changed all that much.

*Hal Drake*

## Alagona Talk

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members, \$23 for non-members. Reservations may be made by phoning the new History Associates message center, (805) 617-0998.

Prof. Alagona received his doctorate

from UCLA in 2006 and served as an Environmental Fellow at Harvard from 2006-2008.

At UCSB, he holds a joint appointment in the History Department and Environmental Studies Program.