



CASE STUDY

BRIDGEWATER STATE UNIVERSITY



CLIENT

Bridgewater State University
Bridgewater, MA

PROJECT

The design and production of a history book commemorating Bridgewater State University's 170 years as a leading educational institution.

CHALLENGE

To make Bridgewater's history come alive on every page, from its days as a one-room schoolhouse to a thriving 11,000-student campus on 270 acres. (No small accomplishment, given that the final product checked in at 474 pages.)

SOLUTION

Get to know your author. We worked closely with author and Abraham Lincoln scholar Dr. Thomas R. Turner and BSU's Coordinator of Development Communications to ensure that history had the proper home.

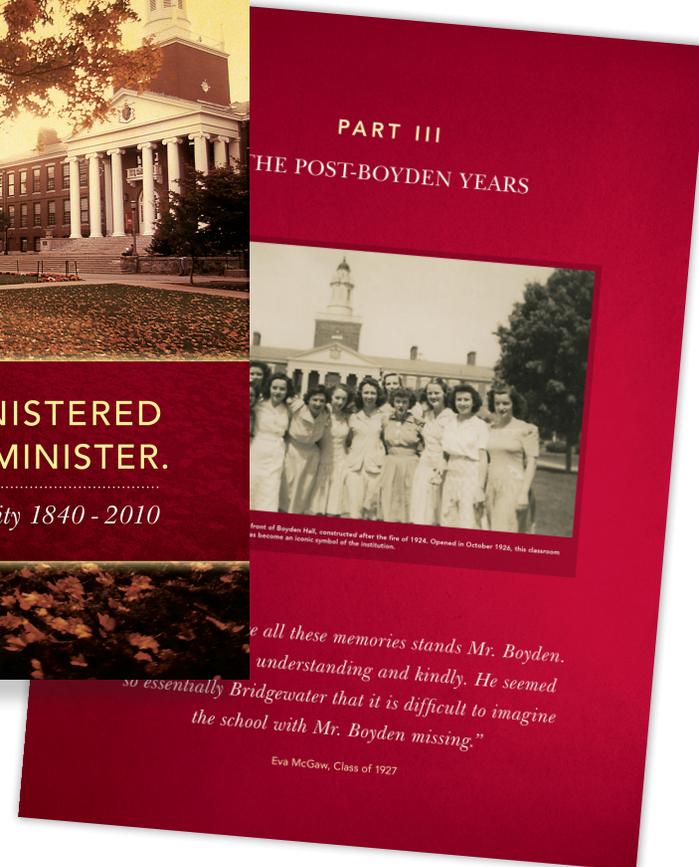
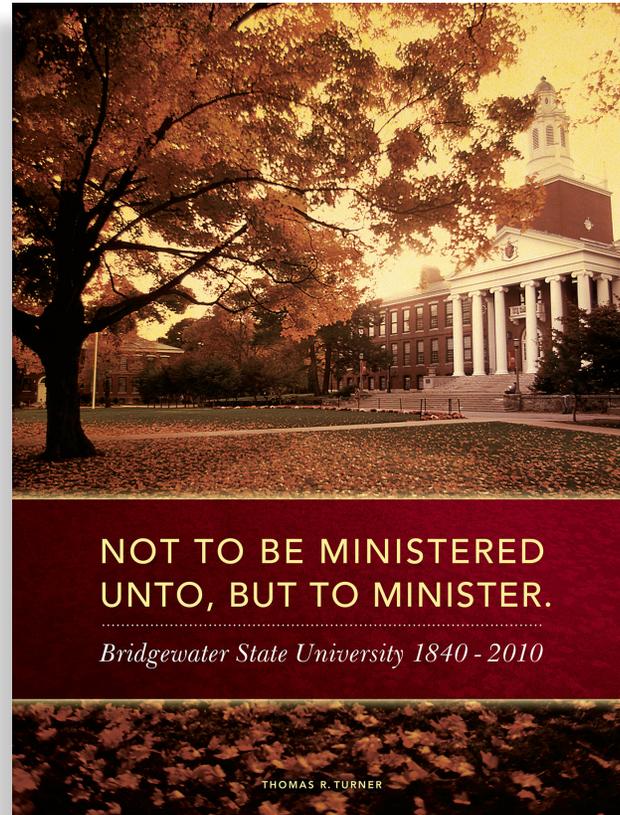
RESULTS

"Not to Be Ministered Unto, But to Minister: Bridgewater State University 1840-2010" became a must-have tome for leading BSU alumni and the linchpin of the University's ongoing fundraising efforts.



CASE STUDY

COVER &
INTRO PAGE





CASE STUDY

INSIDE SPREADS

"This year another important change has taken effect and we, the student body wholeheartedly pledge our support to the future success of our new president, Mr. Kelly. We admired and respected him as a teacher and dean, and now, we shall follow him our President, in all inaugurations."

CAMPUS COMMENT
JANUARY 7, 1938



JOHN J. KELLY 1937-1951

John J. Kelly, who succeeded Zeno Scott as president in September 1937, had already been a member of the faculty for 19 years at the time of his appointment. For most of that period, he was also the dean of men. His long apprenticeship was reminiscent of the relationship between Arthur Boyden and his father. In fact, the dean's job really meant he served as an assistant to the president under both Boyden and Scott. A newspaper described his selection and notification:

Dean John J. Kelly of the State Teachers College faculty was appointed president of the college by Education Commissioner James C. Reardon Wednesday with the approval of his advisory board. Kelly received word at his home at 58 Seaton Street last evening through telephone calls from Boston newspapermen and today the popular and well-liked dean is receiving the congratulations of his many friends and associates."

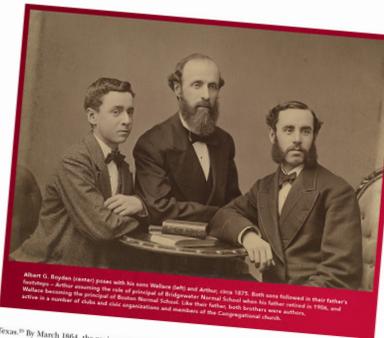
John J. Kelly (1937-1951)

When John J. Kelly succeeded Zeno Scott as president in September 1937, he had already been a member of the faculty for 19 years, the majority of which time he served as dean of men. He was born in Worcester, Massachusetts, on July 25, 1883. He attended public schools and St. John's School in Worcester. In 1914, he graduated from Fitchburg Normal School with a focus on teaching practical arts. In 1916, he came to Bridgewater as an instructor in practical arts. The student newspaper summed up his legacy: "It is hoped that the example Dr. Kelly set as an educator, teacher, force administrator, student philosopher, and guide may become a living Bridgewater tradition. ... President Kelly died in November 1951 at the age of 68. In 1916, the campus has been dedicated in his memory, and in 1966, the newly constructed gymnasium was named in his honor.



President Zeno Scott resigns as president and becomes Superintendent of Schools in St. Louis, Missouri in Worcester.

CHAPTER 3 THE BOYDEN, FATHER AND SON: Albert Gardner Boyden 1860-1906



Albert G. Boyden (center) poses with his sons Wallace (left) and Arthur (right). 1875. Both were enrolled in their father's school, the first of the Normal School when his father owned it in 1866, and after in a number of other and later organizations and members of the Congregational church.

Texas." By March 1864, the regiment was stationed at Key West, Florida, and Schneider provided some interesting descriptions of his life as a white officer in a black military unit. Given his position as both a chaplain and an educator, he provided the men instruction in a number of subjects. He wrote of his experience, "I scarcely step out of my room without someone asking 'Chaplain can you get me a book?', or some other question relating to their letters, or their meetings. I like that the men even more than I did at the first."⁷⁸ He also indicated that his goal was to ensure that every soldier was literate:

I have one ambition, and that is to have every man in the regiment able to read & write and so (for I don't think they'll see field service), go back to society well educated and intelligent. I'm afraid this

will never be -- but it would be grand, wouldn't it? -- a thousand educated black men.

The former assistant also testified to the stigma faced by African-American volunteers. Although some commanders, such as Ulysses Grant, enthusiastically utilized black soldiers, others, like William T. Sherman, refused to believe black men could fight. The 2nd Regiment had received a white unit that had been sent to the front, and while it was unlikely that the regiment would see combat, Schneider took note that they had freed others for the task. He also revealed the distress that the Confederates had made to white officers leading African-Americans. "By this time we supposed we should either be hanging [6-] a white oak tree, or be pining away in the dungeon of Libby Prison."⁷⁹

Schneider told Boyden that his thoughts often turned to Bridgewater, and he thanked him for the catalogue and papers he had sent. Always the educator, he was gathering cereal and other items that he hoped to be able to send to the normal school before the end of the summer.⁸⁰

Tragically, however, his plans were interrupted. His correspondence told about the outbreak of a yellow fever epidemic, which had entered Key West on ships coming from Cuba. Despite a strict quarantine, Schneider became ill and died on April 23, 1864. He is buried in Greenwood Cemetery, Brooklyn, New York.⁸¹

Boyden eulogized his former assistant at the 1864 graduation:

One year ago, as we were assembled here for the closing exercises of the term, James Henry Schneider, who we so deeply in the full vigor of his noble manhood. Today ... his name is added to the list of those whose heroic sacrifice has emboldened, and race in the defence of those liberties they have fallen."⁸²

Boyden also corresponded with other former pupils who served in the armed forces. Peter Sears, a captain in the 33rd Regiment Massachusetts Volunteers, wrote to the principal about his unit's maneuvers through the Virginia countryside. Also serving in the 33rd were alumni 1st Lieutenant Joseph Locke, 2nd Lieutenant Thomas Howland and Corporal Jacob P. Almy. Sears asked the principal to show his letter to Miss Woodward and to remember the men to other faculty members.⁸³

How Almy's name eventually came to be listed on the plaques of those who died in the war is a mystery as he not only survived the conflict but enrolled at West Point, graduating in 1867. He served in a number of locations and was killed in action in the Indian wars on May 27, 1878.⁸⁴

Class Year



1852 Sarah Lewis enrolls at Bridgewater, the first clearly documented instance of color life graduates in 1850

1868

Bridgewater opens Normal Hall and becomes the first Massachusetts normal school to provide a residence hall at state expense (response to Boyden's 1st decade as principal)

1870

Advanced eight-month two-year course of study takes effect. Bridgewater enrolls two Bridgewater-graduates

1871

Advanced supplemental two-year class enrolls 14 graduates and undergraduates by 1872, an odd of students are enrolled in the longer course Julia Sears, Class of 1851, is principal of Montross Normal School, Montross, and is believed to be the first woman principal and instance of Mary J. Craig, Class of 1851, surfaces

1872

Total Bridgewater enrollment: 142 students, including 31 women, 54 in residence in Normal Hall, 57 lodging in town

1873

Expansion of school's academic building with the addition of a second story (one wing had been added in 1861)

1874

Normal Art School opens in Boston

1875

Economic depression strikes again and lasts throughout the decade, resulting in diminished funding for education