Institutional Relationships with Oppression:
Southern Colleges Collaborate to Confront the Past and Construct a More Equitable Future
Campus Rhetorics of Race
At Furman University and the University of Richmond
Goals

▸ Teach a vocabulary of communication, public memory & identity.

▸ Excite students about terminology through application to their own world, the built landscape of campus.

▸ Have students write for public audiences and work collaboratively to do so.

▸ Support diversity and inclusion on campus by revealing different experiences of space.
From the Syllabus

**Campus Rhetorics (inventory 5%, context-a-site content 20%, group work and peer review 5%): 30%**

We’ll be tackling a special project this semester to learn concepts in an applied setting, working for the Seeking Abraham Project to develop a rhetorical inventory of campus. While we’ll critique texts and images in class—the typical “suspects” of persuasion, we’ll think about rhetoric in the built environment in our major project. We are partnered with University of Richmond to complete the assignment, and have an independent study student helping to coordinate the final project. In other words, in addition to the “basics” of an introductory level course (note-taking for midterm and final, daily participation activities), we’ll focus our productive energies on thinking the legacies of slavery on the Furman campus.
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LOGIN TO YOUR ACCOUNT
Welcome to Furman University.

Discovering the spaces and places of our campus. The landscape, ranked frequently in the top ten most beautiful colleges in the country, tells quite a few stories if you know where to look and have this map to help guide you.

The tour will start at Cherrydale Alumni House, a symbol of our antebellum past. Founded in 1826, we’re the oldest private university in South Carolina. The school is named for Richard Furman, a clergyman considered the most important American Baptist leader in the U.S. South.

Save Tour  Cancel Changes
The Plantation

Stand on the front porch of this beautiful antebellum home. Admire the red maples lining the drive. It's the best view on Furman's entire campus. Straight ahead is Paris Mountain, on the left is "Blue Wall" of the Blue Ridge Mountains, the escarpment with between a 1,300 to 2,000 feet drop. On the left, the athletic fields where you hear the crack of a baseball bat in spring. On the right, the football stadium where you hear the roaring crowds in the fall. This house is seeing much better days than it once did.

In the 1840s a man by the name of George Washington Green built a modest, one story home that sat on 350 acres of land. When James C. Furman, the university's first president, and his wife Mary were looking for a place to call home, they were drawn to The Green Farm due to its prime location and beautiful landscape at the base of Paris Mountain (the house was located almost exactly where Jack-In-The-Box of Cherrydale Point sits on Pommett Highway).

In 1857 the Furmans bought the property and an additional 100 acres. Mary, coming from her father's immense Winnabow slave plantation, insisted on making extensive renovations. So, the Furmans referenced the plantation home of Mary's childhood and added a new front porch adorned with 4 columns, an additional level, and 4 new bedrooms. Throughout the years, the farm grew from 450 acres to over 1,200 and grew crops such as cotton, soy, apples, peaches, and cherries—thus, Cherrydale.
Welcome to Furman University.

Furman University: Campus Rhetorics
Deeper Reflection at the Most Beautiful Campus in the Sou...
The Plantation

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Untold Narratives: Discrimination, Self-Determination, and Change at the University of Richmond

Created in Fall 2018 by the students in "Digital Memory & the Archive," Dr. Nicole Maiorantonio’s American Studies and Rhetoric & Communication Studies seminar, this tour shares research conducted by students within our class and who have been working for the past several years on the University's Race & Racism Project. While we believe it is important to share completed research, we also seek to provide a sense of the work that still needs to be done. The stories you will encounter on this tour attempt to complicate a neat, linear path of the University of Richmond's progress. They are stories of discrimination, self-determination, and change. You will likely hear some familiar names. Others will be less familiar. We look forward to receiving your feedback.

Entries on this tour

   Twice in University of Richmond history, human remains have been uncovered near this location. According to a number of historical...

2. "In this state of things": Robert Ryland, Henry Brown, Sam, and Others Unnamed
   As a white man who led a congregation of enslaved and free African Americans in pre-Civil War Richmond while enslaving thirteen people, Robert...

3. Robins School of Business: De-centering Whiteness
   The Robins School of Business was named after pharmaceutical giant, E. Claiborne Robins, who is known for his legacy of the Robins gift of...

4. Robins Stadium: A Site of Memory
   This stop examines the Robins Stadium at the University of Richmond as a site of memory. It seeks to challenge the white dominated space...

5. Roger Millhiser Memorial Gymnasium and the Story of Esau Brooks
Untold Narratives: Discrimination, Self-Determination, and Change at the University of Richmond

Burial Ground: Unearthing Lives

Historic Sites, Monuments, Landmarks, and Public Art

Overview

Twice in University of Richmond history, human remains have been uncovered near this location. According to a number of historical sources, both discoveries revealed portions of the burial ground for individuals enslaved by Benjamin "B.W." Green between 1843 and 1865: men, women, and children who labored here, whose numbers exceeded 130 in 1860. Their stories are partially illuminated by archival evidence: trial records, newspaper items, the Federal Census Slave Schedule of 1850 and 1860, and the sale record for a woman named Anaca.

Photos

Detail of "List, 1847, of African-American slaves of the estate of John Wickham, of Richmond, VA. 3. (Source: Unknown No Longer)

Account of the trial of Washington, a man enslaved by Benjamin "B.W." Green, who owned the property that is now the site of the University of Richmond (Source: Daily Dispatch, 17 August 1854)

Known names of those in bondage who worked and lived on the property that is now the home of the University of Richmond, from documents and archival newspapers (Collage: Shelby Driskill)

Additional Information

- Image of 1847 sale record listing Ancilla's sale to B.W. Green (Unknown No Longer, VMHC)
- University of Richmond Campus Master Plan
- The Unknown No Longer project at the Virginia Museum of History and Culture
- The slave house at the site is one of the oldest buildings in Richmond, built by John Wickham in 1785.
These are Washington's last recorded words. Despite the noted lack of evidence to corroborate Stephen's testimony, Washington was executed at 11:05 A.M. on November 17, 1854. There is no known record of Stephen being granted his freedom.

William, Porter, Joshua, Letty, Monroe, Abram, George, Peter, Stephen, Washington, Anaca. These are people whose names have been uncovered in recent archival research. The others who were enslaved by Green and other owners of this land, for now, remain nameless.

At the next stop, Ryland Hall, the exploration of untold narratives shifts to what is known of those whose enslavement intersected with the early days of the institution that would eventually be known as the University of Richmond.

Sources


3 "B.W. Green" in “US 7th Census, 1850 Slave Schedule, Henrico County, Virginia” National Archives, Washington DC (available online at ancestry.com); US 8th Census, 1860 Slave Schedule, Henrico County, Virginia” National Archives, Washington DC (available online at ancestry.com).

4 Ibid.


6 "Important Trial." Daily Dispatch (Richmond, VA), August 17, 1854.

7 "Local Matters: Henrico County Court." Daily Dispatch (Richmond, VA), October 4, 1854.

8 Ibid.

9 Ibid.

10 "Execution of Washington." Daily Dispatch (Richmond, VA), November 18, 1855.

11 Ibid.


13 "Execution of Washington." Daily Dispatch (Richmond, VA), November 18, 1855.
SEEKING ABRAHAM
A REPORT OF FURMAN UNIVERSITY'S TASK FORCE ON SLAVERY AND JUSTICE

Tour Views vs. Tours Taken (Physical and Virtual)

Views  | Physical Tours  | Virtual Tours
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Sun April 1, 2019  | Sun January 20, 2019

Graph showing data from May '18 to Jan '19 with peak views in June '18, September '18, and November '18.
SEEKING ABRAHAM
A REPORT OF FURMAN UNIVERSITY'S TASK FORCE ON SLAVERY AND JUSTICE
THE FURMAN ADVANTAGE: A FOUR-YEAR PATHWAY

STUDENTS GRADUATE READY TO PURSUE MEANINGFUL LIVES AND CAREERS.

- Classroom learning
- Mentoring and advising
- Engaged learning
- Career/postgrad exploration and preparation

First Year: Explore & Discover
Second Year: Examine & Reflect
Third Year: Connect & Refine
Fourth Year: Synthesize & Initiate

Reflection
Panel Takeaways

• Shared interests in **challenging dominant narratives** about institutional histories and cultures

• Efforts to strengthen institutional climate, democratize pedagogy, and **address structural imbalances**

• The value-added of **collaboration**, including cross-institutional sharing, learning and mentoring

• Strategic connections to the recruitment and retention of **faculty and students of color**

• Opportunities and challenges for institutional change when confronting the past to **construct the future**