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Philanthropy in Black Education: A Fateful Hour Creating the Atlanta University System

By Vida L. Avery

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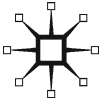
By Marybeth Gasman, Noah Drezner, Edward Epstein, Tyrone Freeman, and Vida L. Avery.

Philanthropy in Black Higher Education

A Fateful Hour Creating the Atlanta University System

Vida L. Avery

palgrave
macmillan



PHILANTHROPY IN BLACK HIGHER EDUCATION

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Softcover reprint of the hardcover 1st edition 2013 978-1-137-28100-5

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First published in 2013 by

PALGRAVE MACMILLAN®

in the United States—a division of St. Martin's Press LLC,
175 Fifth Avenue, New York, NY 10010.

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ISBN 978-1-349-44797-8

ISBN 978-1-137-28101-2 (eBook)

DOI 10.1057/9781137281012

Library of Congress Cataloging-in-Publication Data

Avery, Vida L., 1962–

Philanthropy in black higher education : a fateful hour creating the
Atlanta University system / Vida L. Avery.
pages cm.—(Philanthropy and education)

1. Institutional cooperation—Georgia—Atlanta. 2. Atlanta University
Center (Ga.)—History. 3. Atlanta University Center (Ga.)—Endowments.
4. African Americans—Education (Higher)—Georgia—Atlanta—
History. I. Title.

LC2781.8.A84 2013

378.758'231—dc23

2013002497

A catalogue record of the book is available from the British Library.

Design by Newgen Imaging Systems (P) Ltd., Chennai, India.

First edition: July 2013

10 9 8 7 6 5 4 3 2 1

I dedicate this book to my parents, Dr. Parnell and Gloria
“Glorious” Avery, who encouraged my siblings and me
to attend a historically black college and university.

This book is possible because of them.

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Preface

Philanthropy in Black Higher Education is the first book in a new series on Philanthropy and Fund-Raising in Higher Education. Vida L. Avery draws upon the archives located in the Robert Woodruff Library at the Atlanta University Center and The Rockefeller Archive Center in Sleepy Hollow, New York to tell the story of Black higher education and White philanthropy. She brings to life the actions and leadership of John Hope, who spearheaded the center and held a vision for Black colleges in Atlanta. Avery also weaves the history of White philanthropy and its often-controlling nature throughout the narrative. She thoughtfully explores the Rockefeller-sponsored General Education Board and its role in propelling Black education forward and simultaneously holding it back.

Readers interested in Black colleges and philanthropy in general will enjoy reading *Philanthropy in Black Higher Education* as it uncovers the stories and perspectives of often-overlooked leaders and shapers of Black education. Avery's beautifully-crafted history of the Atlanta University Center is a fitting book to begin the series, which seeks to unearth rigorous research. With her work, we are off to a great start.

MARYBETH GASMAN,
University of Pennsylvania
Philanthropy and Education,
Series Editor

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Acknowledgments

I thanked God for giving me the strength, ability, and perseverance to sustain such an endeavor when I first began research for this book, and I give thanks again now that I have finished it. I thank my parents, Dr. and Mrs. Parnell (Gloria) Avery, for always believing in my ability to complete this task, even when I doubted myself, and spending time in numerous discussions as to where I was in the process and how it was coming along. Thank you for giving me the love of history and reading, the foundation of my education, and the inquisitiveness that led me to know that those things of the past shape our future. I am especially thankful to my mother, who pushed me to go back to school for my doctorate; yet sadly by the time of this publication had passed away. I also thank other family members who aided in me achieving this goal. Sibyl Avery Jackson, my sister, thanks for reminding me that “we Averys can do anything we put in our minds to,” for lighting a fire to get my mind back on writing when I got tired, and for knowing what it takes to pull ideas out of one’s mind and to craft them onto the page to tell a story. Natalie (Sherry) Avery Webster, my sister, Toni Williams, my sister-in-law, Kimberly Clayborn and Blyss Lewis, my sisters of the heart, thank you for being excited about my endeavor to write this book and for understanding when I did not have time to socialize.

Much appreciation and adulation I give to Drs. Marybeth Gasman, Wayne J. Urban, and Philo Hutcheson, my early mentors and instructors who championed my research in black higher education and philanthropy, and especially to Marybeth again for believing in the importance of completing this book

and the impact it would have in higher education and philanthropic studies. I could not have completed my research or this book without the much-needed help from archival departments and their staff. I thank Karen Jefferson, Andrea Jackson and the staff at the Atlanta University Center, Robert W. Woodruff Library, Archives Department, for assisting me with documents, finding images and providing permission letters. I thank Taronda Spencer from the Spelman College Archives Department for her assistance. I also thank the Rockefeller Archive Center for giving me the initial grant for my research, and the late Dr. Kenneth Rose and the staff at the center for assisting me during my visit to conduct research. Michele Hiltzik, thank you for assisting me with obtaining subsequent approvals for image use and answering last minute questions. Last, I thank the staff at Auburn Avenue Research Library for their assistance.

No one can make it through a research project and develop it into a book without an extremely good personal editor and the support of fellow colleagues and friends. I thank Patricia Smith for editing my chapters and being a sounding board for me to pull my thoughts together. I also thank Dr. Michael Bieze, my “collegiate soul mate”, for always being there for me, lending a shoulder to cry on when I was trying to get it together, and for giving immeasurable advice and guidance. Additionally, I am grateful to my Spelman sister Rosalind (“Roz”) Brewer for the much-needed assistance she provided during the early stages of my project, my god-sister, Fredi Pittman Brown, and god-brother, Santel Frazier, for continuing to encourage me to see it through to the end, and who understood the sacrifices I had to make in order to complete this project.

Historical Timeline

- 1839 b. John D. Rockefeller Sr.
- 1861 Civil War begins
- 1862 Morrill Act, creation of land-grant institutions
- 1865 Civil War ends
Enactment of Jim Crow laws and Segregation
State Constitution Amendments, public education for whites
Atlanta University (AU) founded by Congregationalist and the Freedman's Bureau
- 1867 George Peabody establishes the George Peabody Fund
Atlanta University incorporated
Augusta Institute Seminary founded by American Baptist Association
- 1868 b. John Hope, Augusta, GA
Establishment of Friendship Baptist Church
- 1869 AU creates Normal Department
- 1870 Blacks prohibited from attending University of Georgia
- 1872 AU opens College Department
- 1873 AU opens Scientific Preparatory
- 1874 AU opens Agricultural Department
- 1877 Gilded Age (*industrial, urban, and agricultural growth in the United States*)
- 1879 Augusta Institute relocates to Atlanta, GA, and incorporates as Atlanta Baptist Seminary
AU creates Department of Industrial Training
- 1881 Atlanta Baptist Female Seminary founded by Sophia B. Packard and Harriet E. Giles

- 1882 John F. Slater creates The Slater Fund
Rockefeller Sr. endows \$600,000 to University of Chicago
Rockefeller Sr.'s first donation to Atlanta Baptist
Female Seminary
- 1883 Atlanta Baptist Female Seminary opens College
Department
- 1884 Atlanta Baptist Female Seminary changes name to
Spelman Seminary
- 1885 Spelman Seminary and Atlanta Baptist Seminary—1st
Commencement Exercise
- 1886 John Hope attends Worchester Academy in Massachusetts
Rockefeller donation to Spelman Seminary, erection of
Rockefeller Hall
- 1888 AMA establishes The Daniel Hand Education Fund
for Colored People
Spelman Seminary receives State Charter
- 1889 Carnegie's essays, "The Gospel of Wealth" and "The
Best Fields of Philanthropy"
- 1890 Progressive Era (*time of eliminating corruption,
prohibition, and achieving efficiency in every sector*)
Sherman Anti-Trust Act, any monopoly in restraint
of trade is illegal and prohibits business activities that
reduced competition
John Hope graduates from Worchester and enrolls at
Brown University
- 1894 John Hope graduates from Brown University, starts
teaching position at Roger Williams University
(Nashville, TN)
Atlanta University separates its Elementary School
- 1895 Booker T. Washington's speech, "Atlanta Compromise"
Atlanta Cotton State Exposition
Hope's speech, "The Need of a Liberal Education for Us"
- 1896 Andrew Carnegie creates Carnegie Institute of Pittsburgh
Plessy v. Ferguson, doctrine of "separate but equal"
racial status
- 1897 Atlanta Baptist Seminary amends charter; changes its
name to Atlanta Baptist College

- 1898 John Hope hired as professor at Atlanta Baptist College
W. E. B. Du Bois hired as professor at Atlanta University
- 1900 Andrew Carnegie creates Carnegie Technical School
Negrophobia, beginning of race riots
- 1901 Rockefeller Sr. creates Rockefeller Institute for Medical Research
Robert C. Odgen’s “Millionaire’s Special” train trips to the South
W. E. B. Du Bois’s study, “The College-Bred Negro”
- 1902 Ida Tarbell’s exposé, *The History of Standard Oil*
Rockefeller Sr. gives \$1 million to create the General Education Board (GEB)
Carnegie creates The Carnegie Institute of Washington
- 1903 GEB receives charter and incorporates
Du Bois, *The Souls of Black Folks*
- 1905 Carnegie founds the Carnegie Foundation for the Advancement of Teachers
Rockefeller Sr. endows \$10 million to the GEB
GEB receives funds from the Anne T. Jeanes Fund
- 1906 Congress passes *Hepburn Act*, regulating and imposing penalties for rebates in the business industry
Race riots in Atlanta, GA
John Hope elected president of Atlanta Baptist College
Niagara Movement, Storrs College in Harpers Ferry
GEB pledges \$250,000 to Spelman Seminary
- 1909 Rockefeller Sr. creates Sanitary Commission for Eradication of the Hookworm Disease
John Hope’s funding request to Andrew Carnegie, Booker T. Washington intercedes for John Hope
National Association for the Advancement of Colored People (NAACP) created
- 1910 Carnegie creates the Carnegie Endowment for International Peace
Abraham Flexner’s, *Medical Education in the United States and Canada*—later *The Flexner Report*, survey of medical schools

- Du Bois's Fifteenth Annual Conference at Atlanta University, The College-Bred Negro American
- Du Bois resigns from teaching position at Atlanta University
- The Great Black Migration to the North
- Julius Rosenwald creates the Julius Rosenwald Fund
- 1911 Catherine Phelps-Stokes's bequest of \$1 million creates the Phelps-Stokes Fund
- Standard Oil dissolves into 38 separate and smaller companies
- Carnegie creates the Carnegie Corporation of New York
- 1912 Rockefeller Sr. creates The Rockefeller Foundation
- Jesse Jones's survey, "*Negro Education: A Study of the Private and Higher Schools for Colored People in the United States*"
- 1913 Wallace Buttrick's "Study of Black Colleges"
- Atlanta Baptist College changes name to Morehouse College
- 1914 World War I begins
- GEB begins appropriations to select black colleges and universities
- Bureau of Education conducts survey, "Report on Negro Education"
- 1915 GEB holds first Interracial Conference on Negro Education
- Harlem Renaissance, cultural "New Negro Movement"
- 1917 Rockefeller Sr. establishes The Laura Spelman Rockefeller Memorial Fund
- 1918 World War I ends
- 1918 W. T. B. Williams's *Study of Atlanta University*
- GEB appropriates conditional grants to black colleges
- GEB focuses on building up select black colleges and universities
- 1919 Atlanta mayor, William Hartsfield, successfully brings new southern airmail route through Atlanta
- Atlanta Chamber of Commerce launches "Forward Atlanta" campaign

- 1920 AU holds Interracial Student Meetings
Black student protests begin
Atlanta has the largest black population than any other city in the South
- 1924 Spelman Seminary changes its name to Spelman College
Lucy Tapely, Spelman College's president, resigns
- 1926 John D. Rockefeller Jr. donates \$175,000 to Spelman College to erect Sisters Chapel in memory of his mother (Laura Spelman Rockefeller) and aunt (Lucy Maria Spelman)
John T. Tigert, Commissioner of Education, *Study on Negro Education*, conducted from 1926 to 1928
- 1927 Jackson Davis's study of all black colleges, *Recent Development in Negro Colleges and Schools*
Florence Read elected Spelman College's new president
Morehouse-Spelman Summer School
- 1928 GEB and Laura Spelman Rockefeller Foundation pledge \$2.5 million toward Spelman's \$3 million endowment campaign
Arthur Klein's, *Survey of Negro Colleges and Universities*, sponsored by the Phelps-Stokes Foundation
GEB pledges \$300,000 toward Morehouse's \$600,000 endowment campaign
- 1929 Stock market crashes
Affiliation of Atlanta University, Morehouse College, and Spelman College creates the Atlanta University System
Myron Adams, Atlanta University's president, resigns
John Hope elected president of Atlanta University; continues as president of Morehouse College
Atlanta University's Commencement, sixtieth year as an undergraduate institution
Jackson Davis, *Survey of the Atlanta Institutions*, focuses on Clark and Morris Brown Colleges
- 1930 United States Great Depression
John Hope's "Six-Year Plan" requires \$6.4 million

- GEB resolves \$450,000 in appropriations to AU for the library and appropriates \$600,000 for an endowment
Morehouse and Spelman elected to the Association of American Colleges, receives “Class B” rating
GEB grants \$3.2 million toward Atlanta University’s \$6.4 million endowment for Hope’s Six-Year Plan
Atlanta University awards its first master’s degree
Spelman celebrates its fiftieth anniversary
Atlanta University, Morehouse, and Spelman Colleges receives “Class A” rating from the SACS
ABHMS severs ties with Morehouse College
- 1932 Trevor Arnett Library construction completed
Morris Brown College joins the affiliation
- 1936 John Hope dies
- 1941 Clark University changes name to Clark College and joins the affiliation
- 1953 Florence Read retires
Albert E. Manley becomes the first black and first male president of Spelman College
- 1957 The Atlanta University System changes name to The Atlanta University Center