



	Project: Historical Markers	Designed By: N/A	Date: 10-01-14
	Drawing Title: CALS Group	Drawn By: LAM	Scale: 1" = 100'=0"
	Building No.: N/A	O.S.M.:	Sheet: L-2
	File: P:\common\Planning\Historic & Cultural Resources\Campus-wide Data\Commemorative Objects\Bascom markers	Revision: Date:	Of: 2
	FACILITIES PLANNING AND MANAGEMENT Campus Planning & Landscape Architecture	Suite 930 WARF 610 Walnut Street Madison, Wisconsin 53726	

#	Title	Location	Text
1	Securing the Future	Northeast of Law Building (lawn)	The Social Security system that became a cornerstone of Franklin D. Roosevelt's New Deal was written by University of Wisconsin economist Edwin Witte, who served as an adviser to Roosevelt. Witte drew from deep Wisconsin roots. He based the new program largely on the ideas of UW researchers who had been demonstrating since the turn of the century how government could play a role in securing the well-being of its citizens. That Wisconsin school of thought helped rewrite the nation's labor laws and brought about such programs as unemployment insurance and the minimum-wage law.
2	The First Dance	Northeast of South Hall (lawn)	When the University of Wisconsin started the country's first college dance program in 1926, the goal was to teach more than dance. The program's founder, UW alumna Margaret H'Doubler, wanted the women's physical education curriculum to be worth a college woman's time, so she incorporated lessons on philosophy and art history. Under her direction, the university's dance program helped shape the world of modern dance and allowed thousands of students to explore this realm of creative expression.
3	Global Vision	Northwest of South Hall (lawn)	In 1961, more than 100 University of Wisconsin students and graduates applied to spend two years volunteering in some of the world's neediest countries as part of a new government program known as the Peace Corps. Their participation began a long relationship between the university and the Peace Corps, symbolic of the university's deep commitment to helping uncover and solve international problems. This university was one of the first to train these volunteers, and it traditionally has sent more students and graduates into the Corps than any other university.
4	Reform and Revolt	North of Birge Hall, southeast of Bascom Hall (raised planter)	University of Wisconsin students traditionally have been active in political and social causes, and that was never more apparent than during the turbulent 1960s. During that time, students frequently led rallies and demonstrations, many of which protested U.S. involvement in the Vietnam War. Those activities succeeded in mobilizing thousands for and against the war. The tensions and divisions on campus eventually devolved into violence, culminating with the bombing of Sterling Hall, which housed the Army Math Research Center. On August 24, 1970, the explosion killed a Physics researcher, putting a tragic conclusion on a period of protest.

5	The Power of Ideas	Northeast entrance to Bascom Hall, (planting bed)	As president of the University of Wisconsin from 1903 to 1918, Charles Van Hise championed a mission of public service that became known as the Wisconsin Idea. Calling for professors to share the wealth of their teaching and research, Van Hise declared that he would "never be content until the beneficent influence of the university reaches every family in the state." Campus leaders have been guided ever since by this moral imperative that the university should work for the benefit of all.
6	Natural Wonders	Northwest of North Hall, on Muir Knoll (lawn)	Surrounded by the natural beauty of this campus, a student named John Muir developed a love of the outdoors that would touch not only his own life, but those of future generations. Muir left the University of Wisconsin in 1863 and became one of the most famous naturalists in America. His writings influenced the creation of our national park system and convinced the expanding nation that resources such as the great redwoods of California were worth preserving. These surroundings, which so inspired Muir, have helped to shape generations of environmental leaders who have followed in Muir's footsteps and are still working to ensure that the beauty of nature will endure.
7	The American Character	Southeast of North Hall (raised planter)	At the end of the 19th century, one of the most popular classes at the University of Wisconsin was Frederick Jackson Turner's course on the American frontier. In those lectures, Turner shared beliefs about our nation's history that would help define what it means to be an American. His "frontier thesis" traced strains of American self-reliance and individualism to the hard experience of colonizing the rugged West. Turner's argument became one of the most influential ideas about the American experience ever posed in a classroom.
8	On the Air	Southwest of Science Hall on Bascom Mall (lawn)	In 1919, a group of students and professors gathered in the basement of Sterling Hall to transmit some of the earliest educational programming over the airwaves. Their regular broadcasts became the foundation of WHA, one of the oldest radio stations in continuous operation in the United States. A pioneer in using this new medium to teach its listeners, the station aired lectures, lessons and the world's first on-air sing-along, led in 1922 by Edgar "Pop" Gordon. For decades, it brought the university into the households of thousands around the state and nation.

9	Leaders in Science	Southeast of Science Hall, (plant bed)	The University of Wisconsin's setting along the shores of Lake Mendota made it a natural place to found the study of lakes in North America. But advances in limnology, which was first studied here in the 1880s, are only one aspect of a long legacy of scientific discovery and innovation on campus. For example, science researchers here were among the first to study cancer in the 1940s, the first to make possible genetic engineering for plants and food crops in the 1950s, and the first to design technology that allowed satellites to take pictures of earth from space in the 1960s.
10	A Stage for All	Southwest of Memorial Union (raised planter)	Not long after she was denied permission to perform in the D.A.R. Constitution Hall in Washington, D.C., because she was African-American, famous singer Marian Anderson found welcome at the University of Wisconsin. She sang at the Memorial Union in 1939, headlining the inaugural season of performances in the Wisconsin Union Theater, the first cultural center to be opened in a university union. Over the years, the theater established itself as a showcase for great performers, hosting such luminaries as Louis Armstrong, Duke Ellington, Ella Fitzgerald, and Paul Robeson.