

Campus and Community Tour Guide Sheet

Tour Guide Tips

- Start off by introducing yourself: name, position, role in the Folklife Festival, etc.
- At the beginning of the tour, make sure the audience knows it's okay to ask questions – say something like: “Feel free to ask questions at any point in the tour!”
- Walk at a leisurely pace and make sure you're not going too fast for anyone; at the same time, don't walk too slowly or the tour will take too long.
- Talk loudly and clearly, but make sure it's at an appropriate volume level for the size of group.
- At each stopping point, talk for no longer than 3 minutes.
- You do NOT have to say all of the facts – just say what you're most interested in or knowledgeable about, or what you think will interest the audience the most.
- As you walk by tents, you can comment on the various activities going on, but don't stop. You can even walk backwards for a little and point out the different tents.
- In total, the tour should be 25-30 minutes.
- The end of the tour should coincide with a performance at the Morill Performing Arts Center, so you can wrap up the tour by saying: “I hope you enjoyed the tour, and feel free to ask me any general questions or for directions. Concessions are right next door, and be sure to check out _____, they're about to perform! Have a great time exploring the Campus and Community program of the Smithsonian Folklife Festival!”

Introduction

- Public and land-grant universities and the U.S. Department of Agriculture (USDA) partner with communities to put research into action in the areas of agriculture and food, health care, sustainable living, urban and rural revitalization, and education.
- The Campus and Community program aims to bring these partnerships to life through demonstrations, discussions, and hands-on activities.
- Land-grant universities were created when President Abraham Lincoln signed the Morrill Act, in 1862, during the Civil War.
- The initiator of the bill founding land-grant universities, Justin Smith Morrill, was also a regent of the Smithsonian from 1883-1898.
- The total number of land-grant universities in the system is 105, which includes at least one university in each state and U.S. territory.

Central Campus (incl. Family Activities)

Reunion Hall

- Reunion Hall features a timeline about the many challenges and accomplishments of land-grant universities since their founding in 1862.

Smithsonian U

- This is Smithsonian's own mini-university, where experts will give 20-30 minute lectures about an assortment of topics.

FAMILY ACTIVITIES:

- Kids can get a small brochure here, which leads them on a scavenger hunt to different gardens. If they answer questions correctly, they'll be rewarded with seeds, which they can plant to start their own garden!
- The USDA has an activity that involves land observation with stereoscopes and 3D glasses.

California State University, Fresno

- "Hungry for Art/Art for Hunger" seeks to combat poverty in Fresno neighborhoods. Participants first create original artworks in multiples, and then donate their art items to be sold at special fundraising events. The money raised is given to community agencies that help those in need.
- You can view agricultural products grown in the San Joaquin Valley, create relief prints of favorite foods, and choose your own materials and patterns for inclusion in a large-scale loom project.

Michigan State University

- The Michigan State University Museum's FOLKPATTERNS encourages youth to document, understand, preserve, and present their own cultural heritage traditions, as well as those of their families and their communities. Youth learn research and documentation skills, collect stories, and share their findings with others.
- The Michigan State University 4-H Children's Garden contains fifty-six themed gardens and earned the title of "the most creative half-acre in America." The Pizza Garden, replicated at the Festival, includes typical pizza ingredients: tomatoes, onions, peppers, parsley, basil, Greek oregano, and cheese (represented by marigolds).

Oregon State University

- Oregon State University and its 4-H program created the Tech Wizards program, which encourages children in grades four through twelve apply Science, Technology, Engineering, and Math (STEM) learning to create digital media projects, produce videos and podcasts, and even build Lego and FIRST Tech robots. Conducted in English and Spanish, the program focuses on audiences and youth in diverse communities.
- At the Festival, potential wizards are invited to explore some of the program's fun activities and try a little wizardry of their own.

Sustainable Solutions

- Land-grant and public universities and the USDA collaborate with farmers, foresters, fishermen, biofuel producers, and others to put sustainability research into action, making daily life "greener" for local, regional, and global communities.
- Five land-grant universities around the country were designated Sun Grant centers through congressional legislation in 2003. One of their goals is to promote the environmental sustainability and diversification of America's agriculture.

- Texas A&M University and other public and land-grant universities offer students a “sustainability pledge” designed to encourage waste reduction, energy conservation, and participation in other sustainable activities.

Oregon State University

- OSU’s O.H. Hinsdale Wave Laboratory is specially equipped to study hurricane-related waves and tsunamis; its nearly 14,000-square-foot tsunami wave basin is among the largest and most sophisticated of such facilities in the world.
- Festival participants can experience a scale-model version of the wave flumes in use at Hinsdale, try their hands at crashing waves over small Lego-structures, and learn about wave action and how it impacts the coastline and the communities that live there.

University of California, Davis

- The West Village housing and classroom complex at the University of California, Davis, is the largest planned zero net energy community in the United States.
- The Bags Across the Globe (BAG) project raises international awareness about the environmental threat of plastic shopping bags. Students create large-scale sculptures and cloth bags as eye-catching ways to reduce waste.
- The Olive Center partners with academics, farmers, and industry professionals to undertake research, educational activities, and advocacy to raise state and federal quality standards in the olive industry.
- At the Festival, you can stitch your favorite old T-shirt into a new bag, tie a bag onto our sculpture, and see the effects of plastic bags on a camel’s digestive system. You can learn about variations in olive oil quality, the language of tastings, and what it really means to be “extra virgin.”

Mississippi State University

- A student design team created a re-engineered sport utility vehicle that earns more than 118 mpg and has a 60-mile all-electric driving range. This vehicle, called the EcoCAR, was created for a national competition sponsored by the U.S. Department of Energy.
- At the Festival, visitors can participate in informative and fun, hands-on activities that explore sustainability issues, such as energy consumption, transportation choices, and potential alternative energy solutions.

University of Florida

- University of Florida scientists are finding solutions to global challenges of water quality, quantity, and access. UF scientists work with farmers to discover ways to produce food with less water and to understand water quality issues. They also partner with industry to develop methods for reducing water consumption in our homes, yards, and communities.
- The University of Florida’s exhibit has interactive displays that include live animals (like an alligator!) and two touchable water tables.

Washington State

- The “Feed the World” component of WSU’s Festival display focuses on the plant science behind developing disease-resistant crops that need little or no pesticides, fertilizer, or water.
- The “Power the Planet” component explains the development of various biofuel feedstocks and how they are converted into fuel.

University of Tennessee

- Over 200 students and faculty collaborated to create Living Light, a solar-powered house.
- Living Light is 750-square-feet and uses a double façade window system that acts as a heating and cooling mechanism in the house.
- Living Light competed with collegiate teams from around the world in the 2011 U.S. Department of Energy Solar Decathlon in Washington, D.C and finished eighth overall.
- The house is now a traveling teaching exhibition that showcases how innovative design and solar technology can maximize energy efficiency and sustainability.

Transforming Communities

- Public and land-grant universities and the U.S. Department of Agriculture use the power of their research and outreach capabilities to partner with community members in ways that profoundly improve many aspects of daily life, including health, education, accessibility, and connectivity.
- The prototype for 4-H clubs began in 1902 in Clark County, Ohio, as “The Tomato Club.” By 1924, the clubs were organized under the name 4-H as part of the USDA Cooperative Extension System. Today the clubs serve rural, urban, and suburban youth in every state across the nation.

Texas A&M University

- The Texas A&M University Water Project is helping to address this ongoing crisis by working within communities in Texas, the Caribbean, and South America to make ceramic point-of-use water filters. Simply running unsafe water through the filters removes the vast majority of contaminants that can cause illness or even death.
- At the festival, try your hand at creating a water filter and learn more about this important work.

University of Illinois

- The U of I is home to the oldest post-secondary disability support program in the world, which has given thousands of people with disabilities access to a high-quality education.
- At the Festival, visitors will have the opportunity to interact with cutting-edge adaptive technologies and participate in empathic modeling and wheelchair sports activities.

Montana State University

- Montana State University is home to the Museum of the Rockies, a world-class dinosaur research facility where cutting-edge science happens every day.
- At the Festival, visitors can participate in hands-on activities related to paleontology discoveries and interact with Museum staff working on real dinosaur fossils.

Iowa State University

- Iowa State University's exhibit showcases the partnership between the College of Design and the Extension and Outreach program in promoting community development and provides entrepreneurial solutions to societal problems.
- Learn about the visioning program, which has helped 182 small towns integrate technical landscape planning and design with sustainable community action, and visit the touchscreen workstations where visitors can try their hands at experimenting with methods used by designers at Iowa State.

The Commons

- The Commons features question and answer sessions with a panel of experts. A moderator facilitates an open discussion between the panel and audience members about topics such as sustainable solutions, reinventing agriculture, what the next 150 years will bring, and other captivating issues.

Indiana University

- Indiana University (IU) is a leading center for the study of worldwide vernacular arts. IU is also a leader in emerging technologies and in developing ways to use those technologies in creative activity, research, and scholarship.
- IU's "New Vernacular" exhibit will highlight traditional instrument builders and quilters, IT-enabled interactive art installations, multimedia opera, digital archives, and GlobalNOC WorldView, an interactive, 3-D network visualization system that allows visitors to interact with information about the world we inhabit.
- Visit the IU tent and explore folk arts and cultures from a variety of peoples and nations around the world. Browse the digital archives to learn about Hoosiers in the armed forces, the music of Hoagy Carmichael and writings of Frederick Douglass, or the network of scientists across the globe.

University of Maryland Extension

- 4-H, the youth development program of the Cooperative Extension System of the USDA and the Land-grant Universities, plays a leading role in engaging youth to explore these critical high-tech areas.
- The University of Maryland Extension 4-H program has incorporated robotics into its curriculum.
- Come experience a variety of robotics projects, meet University of Maryland Extension faculty, volunteers, and 4-H youth currently involved in the program, and participate in hands-on, interactive robotics demonstrations.

Building on Tradition

- Many programs at public and land-grant universities and the USDA build on traditional culture, using it as a bridge to the future. Connecting with community members enriches the learning and research of university students, faculty, and staff by tapping into traditional creative expression and scientific knowledge.
- University campuses have their own long-standing traditions and beliefs, creating their own folk culture.
- Several universities house state folk arts programs, which research and present traditional culture.

University of Texas Pan American

- Founded in 1989, the University of Texas Pan American (UTPA) Mariachi Aztlán has performed as musical ambassadors throughout the Americas.
- The study and performance of mariachi music at the UTPA provides opportunities for community members to celebrate the diversity of the musical traditions in the region.
- Experience the excitement of mariachi performances, learn more about the history of the tradition, and meet the young performers who are using this art form to promote pride in their cultural heritage during their pursuit of a higher education.

West Virginia University

- In 1992, WVU founded its World Music Center to explore and share multicultural understanding.
- Ellie Mannette, “father of the modern steel drum,” came to WVU’s College of Creative Arts as artist-in-residence and director of the University Tuning Project.
- The University Tuning Project brought together some of the world’s finest steel drum craftspeople, tuners, and performers to work with Mannette on WVU’s Morgantown campus.
- At the Festival, visitors can hear exciting steel drum presentations, and learn about Ellie Mannette and the history and manufacture of the drums.

University of Hawaii

- The University of Hawaii celebrates the best in indigenous culture and modern science, and demonstrates that the two worlds can be bridged through education and community outreach.
- The College of Tropical Agriculture and Human Resources is a pillar of local food production and farming. The university also partners with the Polynesian Voyaging Society to preserve the Hawaiian tradition of non-instrument navigation using the earth, ocean, and stars.
- At the Festival, visitors can participate in Hawaiian language and hula (dance) workshops, enjoy *lomilomi* massage and other traditional Hawaiian healing demonstrations, explore a re-creation of an authentic taro patch, and join interactive sessions on navigation using nature.

Lanai

- A lanai is a Hawaiian open-roofed porch. At the Festival’s lanai, you’ll be able to see demonstrations from hula dancers.

University of New Mexico

- The University of New Mexico is a center for the study of the rich Hispanic tradition of healing through medicinal herbs and rituals.
- At the Festival, visitors can meet traditional healers (*curanderas*) from New Mexico and Mexico, experience demonstrations of laugh therapy (*risa terapia*), dance therapy (*danza terapia*), sounds that heal (*sonidos sonadores*), Mexican cupping (*ventosas*), energetic cleansings (*limpias espirituales*), shawl body alignments (*manteadas*), juice therapy (*jugo terapia*), and the preparation of medicinal plants.
- Each day, visitors are invited to participate in the building of a Healing with Day of the Dead ceremony (*Día de los Muertos y la sanación*) shrine and learn about the healing significance of this celebration.

University of Missouri

- University of Missouri Nutrition Extension educators provide information on healthy eating and lifestyles to more than 350,000 Missourians annually.

- MU Extension and local stakeholders also launched the Mississippi River Hills Association, a non-profit organization that provides resources for farmers, winemakers, artisans, and tourism officials who promote Missouri's products and culture along the scenic river.
- At the Festival, visitors can test drive the new "Seasonal and Simple" mobile app, experience a simulated "Taste of Place" tour, and learn more about the Show-Me State's local foods and culture.

Michigan State University

- The *Wiba Anung* (Ojibwe for Early Star) project is a partnership between researchers at Michigan State University, educators from Bay Mills Community College, and program directors, teachers, and parents of Michigan's American Indian Head Start programs. For the past five years, *Wiba Anung* has worked to address a variety of developmental and health concerns for American Indian Head Start children in Michigan.
- Participate in fun, hands-on experiences, such as beadwork, drumming, and storytelling, and get some tips on how to conduct these kinds of activities at home or in the classroom.

Test Kitchen

- The test kitchen will feature cooking demonstrations of various recipes. Festival audiences cannot sample the food.

Reinventing Agriculture

- The study of agriculture was part of the original mission of land-grant universities. Today, land-grant universities—often through USDA-supported programs—conduct cutting-edge agricultural research.
- Projects in this area of the Festival connect the best of the past to the promise of the future.
- Agricultural experiment stations, based at land-grant universities, were established in 1887 through the Hatch Act.

USDA

- The USDA Agricultural Research Service has five laboratories across the United States that work to improve pollinator health and ensure pollination availability.
- Meet USDA honeybee researchers and learn why honeybees are so important in agriculture and how you can help promote local pollinators.

University of Vermont

- The University of Vermont (UVM) Extension and the Vermont Agricultural Experiment Station work with Vermont maple-syrup makers to improve the state's signature crop. The innovative work of UVM's Proctor Maple Research Center focuses on the sugar maple tree (*Acer saccharum Marshall*) and its products—sap and sugar.
- At the Smithsonian Folklife Festival, you can discover the art and science of maple syrup production, the impact of climate change on our northern forests, and an appreciation for the hard work that goes into every bottle of pure Vermont maple syrup.

1890 Consortium

- The creation of the 1890 institutions constituted a landmark overhaul of the nation's educational system by providing a means of public higher education for African American citizens.

- The presentation is organized into three major categories: agricultural production, food and animal science, and forestry and environmental studies.
- At the Festival, you can walk through a “high tunnel” used to produce local, fresh foods, visit with a baby goat, and learn how natural disasters affect water quality and forests.

Mississippi State University

- MSU’s College of Agriculture and Life Sciences is at the forefront of technology development for imaging applications in livestock. One of the most exciting developments is the use of infrared thermal imaging to monitor surface temperature gradients on animals, which allows for clinical monitoring.
- MSU’s College of Veterinary Medicine is tackling the problem of pet overpopulation. Every eight seconds, an animal is euthanized in the United States. Through the Mobile Shelter Medicine Program, veterinary students (supervised by faculty) provide free spay and neuter services to animal shelters.
- At the Festival, visitors can view thermal imaging in animals, see themselves on a thermal imaging color palette, milk Maggie the dairy cow, view the mobile veterinary clinic, and talk with veterinary students.

1994 Consortium

- Many 1994 Land-grant Tribal Colleges and Universities are leading the wellness movement by encouraging people to cultivate tribal food sovereignty—the right of people to shape and control their own food systems.
- The 1994s seek to educate communities on public policy, local food systems (past and present), and traditional plants and animals that are used for food, medicine, and ceremonial purposes.
- At the Folklife Festival, you can talk to community educators from the United Tribes Technical College and Northwest Indian College, explore live plant displays, touch the hide and bone tools in the “buffalo box,” see demonstrations of traditional food storage container making (baskets and hides), listen to Native American music, and learn about the “Three Sisters” story.

Justin S. Morrill Performing Arts Center

- The performing arts center is named after the initiator of the bill that formed land-grant universities, who was also a regent of the Smithsonian from 1883-1898.
- Every hour brings a new performance, such as UT-Pan Am’s Mariachi Aztlan, University of Hawaii’s Tuahine Troupe, WVU’s Steel Drumming Band.