

# HIGHER EDUCATION COLLABORATIVE

## Seminar Series



## Marybeth Gasman

Assistant Professor  
Graduate School of Education  
University of Pennsylvania

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### Envisioning Black Colleges: A History of the United Negro College Fund (UNCF)

Friday, September 14

11:30 a.m. to 1:00 p.m.

College of Education Room 242

Refreshments will be served.

Etched into the American consciousness by the phrase “A Mind is a Terrible Thing to Waste,” the UNCF’s fund raising effort on behalf of Black colleges is perhaps the quintessential example of African Americans helping their own. Yet the reality is much more complicated. In this presentation, Dr. Gasman will interrogate the notion of the United Negro College Fund (UNCF) as a Black-controlled organization working for Black higher education. Through historical analysis, including review of archival documents and images as well as the use of oral history, Dr. Gasman will paint a picture of an evolving institution – one that started in the 1940s as an auxiliary of White industrial philanthropy but, through the crucible of the Cold War and Civil Rights-era turmoil, became more Black-centered through the 1960s and 70s. Her work is unique in its use of publicity images and fund raising messages as evidence of a changing mindset within the UNCF, and as a lens through which to view larger historical currents. As such, this talk should be interesting not only to education and philanthropy scholars, but to those interested in communications, African American studies, and general American history.

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*Mark your calendars for the next HEC seminar: Dr. Padilla will talk on Friday, October 5<sup>th</sup> at noon.*

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