Loyola University New Orleans 2013 Center for the Study of New Orleans Annual Report

1 Executive Summary

Mission: Building on the scholarly resources of Loyola University, the Center for the Study of New Orleans promotes research into the city’s history, culture, society and environment. By integrating social justice and analytical thinking into courses, internships, research and public programming, the Center fosters a critical understanding of New Orleans and an opportunity to aid its renewal.

The Center for the Study of New Orleans continued its practice of presenting programs focused on New Orleans culture with NolaLoyola 2012. The full day of talks and events highlighted an important aspect of New Orleans’ musical legacy: brass bands. “Beats of the Streets: The Brass Band Tradition in New Orleans” featured films, talks, food and performances throughout the day.

The day began at 10 a.m. when Gregory Davis of the Dirty Dozen Brass Band and Gregg Stafford of the Young Tuxedo Brass hosted a screening of Jerry Brock’s 1987 film, “In That Number: the New Orleans Brass Band Revival.” Both Davis and Stafford appeared in this film and shared their thoughts about the last 25 years of brass band music.

At noon, attendees heard a free concert by the Baby Boyz Brass Band and two local food vendors offered seafood and tacos for purchase.

In the afternoon, Ben Jaffe, creative director of Preservation Hall, presented “New Orleans Jazz on Film,” a program that included rare archival film footage of noted New Orleans jazz legends.

The evening program featured a night of traditional jazz and hot brass in Roussel Hall, beginning with the Loyola Faculty Jazz Band and followed by the Young Tuxedo Brass Band. Led by Gregg Stafford since 1984, but with roots stretching back to 1938, Young Tuxedo represents the essence of tradition in New Orleans brass band music. Closing out the evening was a performance by the Dirty Dozen Brass Band. For the last thirty-five years, the Dirty Dozen has been at the forefront of the evolution of brass band music. The band is led by Greg Davis, adjunct music professor at Loyola.

The Center for the Study of New Orleans’s public programming, and in particular NolaLoyola, has been successful in projecting a positive and scholarly image of the university to a broad audience. For the last two years, NolaLoyola has coincided with Residential Life’s “Family Weekend,” which has enabled Loyola faculty to meet parents and students in an intellectual setting while celebrating the history and culture of New Orleans. Our events are well attended by academic and arts communities, nurturing Loyola’s reputation for excellence in the region. Lastly, the Center’s commitment to hosting innovative programs has consistently resulted in significant participation from the general public, fulfilling both the mission of the Center and increasing the profile of the university.

2.0 Unit Profile Summary
Leslie Parr, Justin Nystrom, co-directors

Steering Committee: The steering committee of the Center of the Study of New Orleans also leads the New Orleans Studies minor. Please see report on the minor posted on the intranet.

- Laura Beatty, Student Records Coordinator, School of Mass Communication
- John Biguenet, Robert Hunter Distinguished Professor, Department of English
- Barbara Ewell, Dorothy Harrell Brown Distinguished Professor of English, Department of English
- Sanford Hinderlie, Professor, College of Music and Fine Arts
- Justin Nystrom, Assistant Professor of History
- Lisa Martin, Journalism Instructor and Director, Center for Intercultural Understanding
- Patricia Nugent, Archivist, Monroe Library
- Leslie Parr, A. Louis Read Distinguished Professor of Communication and Director, Center for the Study of New Orleans
- Janna Saslaw, Associate Professor of Music Theory, College of Music and Fine Arts
- John Snyder, Professor, College of Music and Fine Arts
- Robert Thomas, Professor of the School of Mass Communication and Director, Center for Environmental Communication
- Tracey Watts, Instructor, Department of English

3.0 Goals for Current Academic Year

One of the goals for the year was to write a three-year strategic plan. That plan is now posted on the CSNO intranet site. Another of our goals was to continue producing public programming that is aimed at both the university and the greater New Orleans community. We feel we succeeded in doing this with NolaLoyola 2012. We also want to increase cooperation and joint programming with other interdisciplinary programs at Loyola. This goal led to our contribution to Environmental Studies to host “Dirty Energy,” a film screening and panel discussion about the BP oil disaster in the Gulf and its effect on Grand Isle. We also partnered with the Department of History to premier a documentary film, “This Haus of Memories” by history professor, Justin Nystrom.

Additionally, the CSNO steering committee developed plans for next year’s NolaLoyola. In light of budgetary concerns, we decided to try a different type of program. Instead of a large public (and expensive) event, we are partnering with Residential Life to offer talks and tours conducted by New Orleans Studies faculty during Family Weekend. This event will provide an opportunity for faculty to engage with parents on a more individualized basis and reinforce the campus-wide goal of improving retention.

4.0 Budget for Current Academic Year

This year our budget was devoted to funding NolaLoyola 2012. We received $5,000 from the College of Social Sciences and $5,000 from the College of Music and Fine Arts to fund the keynote evening program and the noontime concert. A $1,500 grant from the New Orleans Jazz and Heritage Foundation and funds left over from last year paid for other expenses for the program, including the talk by Ben Jaffe, advertising, and the creation and printing of the publicity poster and fliers for the event. We were fortunate to receive support from the two colleges and Jazz and Heritage to put on such an impressive program.

5.0 Assessment Report

The Center for the Study of New Orleans aims to enhance Jesuit values, help improve student retention, and enhance the reputation of Loyola by providing programming, promoting research and scholarship, and overseeing the New Orleans Studies minor. All of these activities directly support Loyola’s strategic plan. Our annual NolaLoyola event is organized to help support Family Weekend, thus aiding retention and enrollment. This programming and New Orleans Studies courses also provide students with a deeper understanding and appreciation of the city in which they live. Programs sponsored by the CSNO enhance Loyola’s reputation and stature scholars, professionals, artists, and performers who reflect and interpret New Orleans’ unique heritage. At the conclusion of each event we distribute questionnaires designed to survey its success. We use these to help plan for our next program. We also gathered names and email addresses of Friends of the CSNO and posted them at grubba.net. We plan to increase these publicity and evaluation activities for future programs.

We also look at attendance at events to help measure their success. Attendance at the daytime NolaLoyola programs ranged from about 30-50 people at each program. The keynote evening program attracted more than 350 people.

6.0 Summary of Achievements
NolaLoyola 2012
Screening of “This Haus of Memories”
Contribution to screening of “Dirty Energy”
Compilation of email list of Friends of the CSNO

Center for the Study of New Orleans Supporting Documents