

How Best to Bring Attention to a Latin Program on the Course Level,
as a Discipline, and Beyond

As the title of my presentation indicates, I would like to propose various ways in which struggling (and even sound) Latin Programs can put themselves into not just one, but several (possibly new) perspectives, in order to remain attractive to both students and administration. By making specific suggestions, I draw from my own experience at my current institution and other institutions where I have taught before. I am acutely aware that my suggestions will not work for every Latin Program; rather, the purpose of my contribution is to help programs come up with new ideas about what they can do to help themselves.

Starting out with what I term the 'course level' of a Latin Program, I would like to offer a number of practical tips for raising course enrollments. These tips include how to reach out to incoming freshmen, who have taken Latin in high school, how to advertise Latin courses most efficiently, how to exploit institutional pride, such as a chapter of Phi Beta Kappa, and how to manage course offerings.

Next, I would like to give a report on the recent trend of 'housing' and, by extension, redefining Latin / Classics Programs under another umbrella program, that is, Ancient Studies or Ancient Mediterranean Studies, and what benefits this re-orientation has brought so far to both the discipline and the students of the discipline.

I would like to conclude my presentation with offering some ways in which a Latin / Classics Program can make itself 'useful' to other disciplines and thus be more in demand at an institution. I plan to present a model of a hybrid course, i.e., a course that

combines the sciences with the humanities, that qualifies as a humanities course, and that fills a gap between Latin and the sciences.