

# Application for Oscar W. Neale Fellowship



University of Wisconsin  
Stevens Point

UW-Stevens Point  
School of Education



# Welcome

The Oscar W. Neale Fellowship is a unique opportunity to catalyze collaboration among educators. The recipient will receive \$10,000 to support collaborative research and development. Refer to the application for the timeline.

The School of Education at the University of Wisconsin-Stevens Point is the proud steward of an endowment by the Neale family. This endowment supports a Neale Fellow in an aspirational professional development project involving faculty, staff, and students at UWSP and one or more PK12 schools, school districts, and/or agencies.

Appropriate projects will honor the life and work of Oscar W. Neal, especially by enriching the academic and personal lives of PK12 students. Individuals and groups are both eligible to apply. However, a proposal must clearly have a single leader. The recipient will present the results of their fellowship at the annual SOE Celebration of Teaching and Learning.

For information on past fellowships, see:  
[www.uwsp.edu/education/Pages/Scholarships/OscarNealeFellowship.aspx](http://www.uwsp.edu/education/Pages/Scholarships/OscarNealeFellowship.aspx)

For more information, please contact:  
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715-346-3223

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***The University of Wisconsin-Stevens Point School of Education develops highly qualified professional educators who honor the uniqueness of all learners and actively demonstrate the knowledge, skills and dispositions of effective teachers positively impacting our diverse world.***

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*SOE Mission Statement*



**Jim and Lorrie Neale**



# Life and Work of Oscar W. Neale

Oscar W. Neale was an educator for half a century, with an indelible impact on education in the Midwest and the nation. Neale was born in Birmingham, Erie County, Ohio, December 17, 1873. Neale was never an artist or a specialized art teacher. His interest in art probably began in 1896 at Doane Academy, a prep school associated with Denison University in Ohio. While at Doane, Neale elected to take drawing, an unusual step for a student following the classical course of study. He may have attended the public art appreciation courses given by faculty members from Shepherdson College, an institution affiliated with Denison 2.

Neale's first three years of teaching were in rural schools in Nebraska. He rose to principal and then county school superintendent. Later, he joined the faculty of a teacher training school in Kearney, Nebraska. His period of superintendency in the Platte area had quite an impact on the rest of his career. In later years, he liked to recall that he became acquainted there with Buffalo Bill and had discussed artist Rosa Bonheur with him. Art appreciation emerged as one of Neale's great, enduring interests. One day while serving as county superintendent in Nebraska, Neale stopped at a one-room rural school where the teacher was decorating her walls. She had no source for attractive and aesthetically-valuable, educational visual aids, nor standards for choosing such aids, so she was using pictures clipped from the pages of a dressmaker's magazine.

"I realized then," Neale recalled, "that we were not paying enough attention to the artistic side of life for the children." Neale felt that the arts were neglected in teacher education and children's education--an unacceptable deficit when aiming to provide students with a well-rounded education and a full appreciation of the world. Years later, he was reported as saying that this incident had shown him that there had been too much emphasis on the three Rs, and he set about remedying this through a one-man crusade.

Neale bought, on credit, a collection of pictures that he carried with him as he went about on visits to country schools. He also carried a phonograph with him, playing music as he taught. This was the first time many of the people of rural Nebraska had ever experienced a phonograph. Neale's collection grew to 200 pictures of great variety.

# Life and Work of Oscar W. Neale

Neale essentially invented himself as an early kind of arts educator. He was invited to speak all over the nation, including serving as a speaker on the tent Chautauqua circuit. These Chautauquas were a low cost, traveling adult education movement--the forerunner to modern media such as public broadcasting and TED Talks.

A newspaper clipping of 1927 described Neale's two decades on the Chautauqua platforms and continued, "Today Mr. Neale's 200 reproductions are still intact, enclosed in two iron trunks that have traveled with him all over the nation where he has been called to give picture study interpretations. Iron stands and racks are part of his equipment and the entire display can be erected and made ready for use in an hour's time." The article describes something of the structure and content of these presentations. "The exhibit starts with masterpieces for the little folk, the children who are taught to correlate them with their studies in music, history, geography and literature. Another group is for high school age and still another division appeals to the adult age, in relation to music and song."

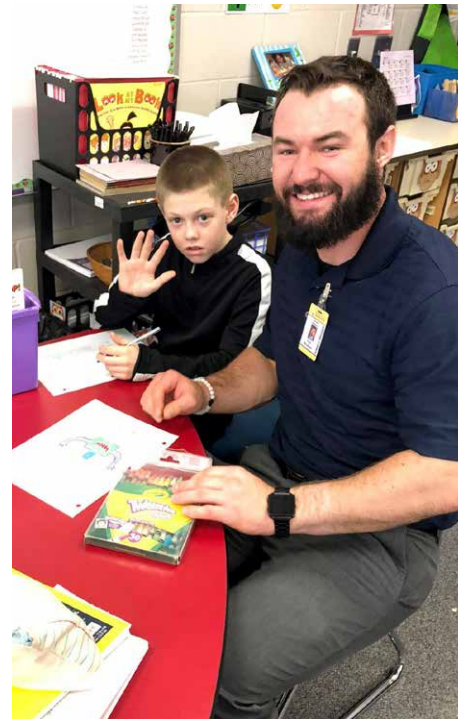
In 1917, Neale came to Stevens Point Normal School, the institution that would grow into the University of Wisconsin-Stevens Point. Neale was the Director of Rural Education until his retirement in 1944. Neale seems to have been an outgoing personality and a persuasive speaker. A former student recalled his teaching with enthusiasm, recalling that Neale's classroom was in the upper floor of a Stevens Point building. During the summer, without air conditioning it became a hot, stuffy space. Yet students flocked to his classes, drawn in by his intelligence and passion.

Neale authored many articles and two widely used texts, *Picture Study in the Grades* (1925) and *World Famous Pictures* (1933). Both these texts remain in the UWSP Archives. Neale traveled to hundreds of high schools to speak to prospective college students and to give commencement addresses and other speeches.

Following his retirement from Point, Neale represented the 23rd district in the Wisconsin state senate. He was elected in 1946 and 1950 as a Republican. In every era of his career, Neale exemplified serving others.

Following Neale's death at age 83, a dormitory on the UWSP campus was named for him. Neale was survived by two grandchildren: the late Jean Neale Stassel of Anchorage, Alaska, and her brother Jim Neale of Gainesville, Georgia. Mrs. Stassel remembered her grandfather with great regard. She recalled his many years of Sunday school teaching where even the most active boys "would sit quietly, enraptured by his words."

Neale's descendants donated \$1.9 million to UWSP to create the three largest scholarship offered here: the Oscar W. Neale Scholarship in Education, the Neale Alumni Honors Scholarships for entering freshmen, and the Robert and Ventura Neale Memorial Scholarship for continuing Neale Alumni scholarship recipients. Neale's legacy is further honored by the unique Oscar W. Neale Fellowship, supporting collaboration on aspirational professional development.



# Neale on Art

The actual statements Neale made about art works in his classes and public lectures are difficult to determine, though something about them can be imagined by examining his publications. Neale's Preface to *Picture Study in the Grades* (1927) included this declaration: "Picture Study in the Grades aims primarily to develop in the children of our schools an appreciation and so that their ideas may be influenced by the patriotism, the piety and the beauty which the great artists of different ages have given the world" (n.p.). In the same preface, Neale quoted G. Stanley Hall's discussion of Picture Study:

Teachers do not realize how much important, not only for children but for everyone who has special artistic training, the subject matter of a picture is than its execution, style, or technique. The good picture from an educational standpoint of view is either like a sermon teaching a great moral truth or like a poem, idealizing some important aspect of life. It must palpitate with human interest (Neale, 1927, n.p.).

# Neale's Work

Neale felt that art works had a moral, ethical and sometimes patriotic function. This sort of thinking was not just a provincial Wisconsin or even American notion. Neale worked within the framework of his own time.

Picture Study was an important and valuable feature in an attempt to educate the American public about visual art.

# Fellowship Application

Name: \_\_\_\_\_

School District or Agency: \_\_\_\_\_

Since: \_\_\_\_\_

Level / Subjects Taught: \_\_\_\_\_

Licensed Since: \_\_\_\_\_

Bachelor's Degree from: \_\_\_\_\_

Master's Degree from: \_\_\_\_\_

National Board Certification Y \_\_\_ N \_\_\_

Please attach the following:

1. A cover letter that includes a brief overview of your experience and background and a brief overview of your proposal.
2. A current resume and three current letters of reference, including a building administrator, a central office administrator, and a teacher educator based at a college or university.
3. A written proposal (maximum 1,000 words, including references, and maximum five pictures, charts or tables) showing your plan for a Neale Fellowship for twelve months, including budget and timeline details. Also include the name(s) of the UW-Stevens Point School of Education professor(s) with whom you will be collaborating. You may assume that you will be granted approximately \$10,000. Applicants are strongly encouraged to highlight the ways in which their proposed projects will, in some way, manifest the ideals espoused by Oscar W. Neale and his work.

Proposals will be judged on the following criteria:

- Appropriate to the life and work of Oscar W. Neale (see attached biography)
- Appropriate to the mission of the University of Wisconsin-Stevens Point School of Education (see attached SOE mission statement)
- Appropriate to the professional development of teachers
- Collaboration with a UWSP professor and inclusion of UWSP undergraduate students

Timeline (2022-23): Proposals are due Friday, Sept. 23 at 9 a.m. The chosen recipient(s) and other applicants will be notified by Oct. 1, 2022. The Celebration of Teaching and Learning will be held in the evening of Monday, April 24, 2023, and at least one recipient must attend to present the results.

**Send your proposal to:**

Lynda Fernholz, Assistant Dean - Head of the School of Education

Email (preferred): [lynda.fernholz@uwsp.edu](mailto:lynda.fernholz@uwsp.edu)

Postal mail:

Lynda Fernholz

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