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Message from the Dean

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Message from the Dean

It has been said many times that the only thing constant these days is change. Change affects virtually every person and every organization. Change is certainly occurring at academic institu-



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tions as they respond to the changing needs and demographics of their student bodies. And business schools are not only affected by the changing nature of their student bodies, but are also constantly reviewing their curricula as they seek to prepare students to cope with and manage change in the business world. The Seidman School of Business is no exception.

Enrollment in Seidman School this fall stood at 1,400 undergraduate and 350 graduate students, an increase of 7.5 percent over last fall. (Grand Valley State enrollment is approximately 9,000, an increase of 7 percent over last fall.) Most of the growth in the business school occurred at the undergraduate level with a modest increase at the graduate level. Although there is an increase in all undergraduate majors, a higher than average increase occurred again in accounting. We attribute these increases to the success of our seniors in obtaining employment and to the success of our accounting seniors on the C.P.A. exam. For the fourth consecutive year, Seidman School of Business students ranked number one in Michigan on the exam. Our undergraduate business students come to us from most areas of Michigan as well as from some other states and several foreign countries.

A recent analysis of our graduate students revealed some changes from several years ago. This year's students' average age is 33, their undergraduate grade point average is 3.1, and they have an average GMAT score of 510. Almost half the graduate students have undergraduate degrees in non-business disciplines (21.3 percent in liberal arts, 11.8 percent in physical sciences, and 8.6 percent in engineering), and 95 percent are employed full time. Less than 23 percent of this year's graduate students earned their undergraduate degrees at Grand Valley State, although 84 percent earned their degree from a Michigan institution. In total, our graduate students earned their undergraduate degrees from 82 different

colleges and universities. Most of the current graduate students live and work in the local tri-county area.

A major change at Grand Valley State this year is the construction of a new \$28 million Center in downtown Grand Rapids. This facility, to be completed in early 1988, will have over 40 classrooms and will also contain faculty offices, support services, computer and engineering labs, and teleconferencing facilities. The building will house the studios for WGVC/WGVK-TV as well as the offices and new broadcast facilities for WGVC-FM. Seidman School business students living in the Grand Rapids metropolitan area will be able to complete their undergraduate and graduate degrees in our new Grand Rapids Center. We will also be able to schedule more conferences in the new conference and teleconference facilities.

Steelcase Corporation, the largest office furniture manufacturer in the world, has given its Stow and Davis plants in Grand Rapids to Grand Valley State. These buildings, comprising over 500,000 square feet of space, are located two blocks from the new Center and will provide space for the college's Office for Economic Expansion, Development Office, the new Research and Technology Center of West Michigan, and expansion for other Grand Valley State downtown programs.

Although some undergraduate programs will be taught at the new Grand Rapids campus, it will serve primarily as a place for research and graduate programs including engineering, social work, education, computer science, facilities management, and taxation. Since Grand Valley State is the only state-supported institution of higher education in the tri-county area, the addition of the Grand Rapids Center will permit the college to respond more effectively to many of the higher education needs in this metropolitan area.

Another important change this year is the establishment of the Center for Integrated Facilities Research (CIFR), formerly called the Institute for Office Productivity. CIFR will serve as the research arm of the Seidman School undergraduate program and proposed graduate program in facilities management and will address a variety of issues affecting offices and other workplaces. The success of Grand Valley State's capital campaign to raise over \$6 million for the Grand Rapids Center (including \$1 million for facilities

management education and research) has made it possible to hire a director and three other staff members for CIFR. (See article on page 1 and the New Faculty section of the *Memo*.)

CIFR will be located in the new Grand Rapids Center and has a threefold mission: (1) to acquire operational knowledge of the types of facilities which serve as settings for diverse work and business endeavors; (2) to develop the principles, models, and technical methods that aid the planning, programming, and problem-solving activities of professional facility managers; and (3) to foster integration between people, technologies, and the physical design of workplaces so that quality of worklife is enhanced and business performance goals are more optimally achieved.

Finally, the Seidman School faculty, through its appropriate committees, are reviewing the undergraduate and graduate curricula this year to insure appropriate coverage of such areas as management information systems and social, ethical, and political factors affecting business. The rapid assimilation of computers into the workplace, the spate of reported unethical activities on the part of some business people, and the increasing importance of public policy development and its impact on business activities point to the need for review. We expect to implement any changes during the next academic year.

Seidman School Management MEMO

The *Seidman School Management Memo* is published twice a year, in the spring and fall, and is sent to all contributors to and friends of the Seidman School of Business. Gifts from these sources enable the Seidman School to sponsor activities and programs designed to increase understanding of our economic system, facilitate exchanges of ideas between students, faculty, and businessmen, and support faculty research and professional development and, in general, enrich the business and academic communities. Persons interested in more information about the *Memo* or the published articles should contact Dr. Marvin G. DeVries, Dean, F. E. Seidman School of Business, Lake Huron Hall, Grand Valley State, Allendale, Michigan, 49401. Telephone 616-895-3271.