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Notes for Address, delivered at Faculty Convocation on September 15, 1976

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NOTES FOR ADDRESS AT FACULTY CONVOCATION
ON WEDNESDAY, SEPTEMBER 15, 1976

by Arend D. Lubbers

I. é Review of Summer Activities

A. é Muskegon Center -- Three-county plan

1. é Reasons
2. é Director
3. é Facilities

B. é Grand Rapids

1. Graduate School of Education in State Office Building
2. é Performing Arts Center - Greek Orthodox Church
Philosophy - different levels
3. é Continued Relationship with Davenport College
4. é Course offerings by JC in Jenison, etc.

C. é International Studies

1. Exchange of students and student programs:
Yugoslavia, France, Spain, Austria, Poland
2. Faculty Symposia
3. é Basketball team
4. é Cost -- Is it worth it?

D. é Public Awareness

1. é Enrollment projections - service to the area
2. é Mass Mailing -- pluses and minuses
Humanizing - perhaps too cute
Some good effect
3. Part of effort to build base for years of
projected decline in enrollment

E. Push for University Status

1. Review reasons for doing it
2. Governor's veto - staff, Board of Education
Not strong local support from some groups
3. Veto message does not prohibit development of
Master's degree programs

II. Institutional Development

A. Graduate Programs

1. Philosophy
2. Organization - Task Forces - develop schools or programs
within the Graduate College
 - a. Education - already exists
 - b. Human Resources
 - c. Arts and Culture
 - d. Health Sciences
 - e. Law School - issue heating up again
3. Seidman Graduate College - what should be included

B. Undergraduate Programs

1. Talk to each faculty separately within the next two months;
meet with each School and Department in CAS;
meet with Institutes
2. Generally in right direction;
note shifts in TJC and College IV
3. Recruitment - stabilization of freshman and sophomore enrollment
in all colleges and programs

C. = Staff Development

1. = Economic situation hits support staff
2. Faculty questioning ; I question also -
library, records, accounting & business, public relations,
admissions, financial aid, counseling, student activities,
plant
3. Administrative reorganization - not in colleges or institutes;
centralized administrative units -- student affairs, academic affairs

III. = Harmonizing the Academic Community

A. = Critical by nature

**B. = Divided - compartmentalized by function =
Like human being -- mind, body, spirit =**

1. Unless they complement, or even blend, there is trouble

C. = Role of Administrator

1. Sometimes forget that service is their only reason
for existence -- listen!
2. = Make it possible for faculty and students to do their jobs

D. = Role of Faculty

1. = Quality of instruction, preparation, organization,
presentation, dedication to task - EMPHASIZE !
2. = Problems of missing a class, particularly on
a commuter campus
3. = Criticism - forum in class
former president of Bennington - 30% teaching, 70% campus politics

Bad administration, heightened external situation affecting
the whole campus,

or unhealthy preoccupation by faculty that often reflects on their
academic achievement

E. Role of Student

1. Open avenues for opinion and participation in decision-making process; different colleges have different degrees of participation
2. Have a critical function; student government and student newspaper
3. Careful about running down the whole operation and creating an unrealistic picture; compliment occasionally is good

F. ^UMorale

1. Morale is lubricant for harmony
2. Each of us influences the other's morale
3. Outside factors we must deal with -- without the control we would like to have

IV. Summary

My major interests for the year:

- A. Improve the quality of our academic life through care for the student; concentration on intellectual development; and improvement of support services
- B. Position our institution in such a way that we have a solid academic function to perform in the future that is understood and accepted by our clientele
- C. Ascertain as best we can the factors outside the institution that will affect our development and, hopefully, try to influence them in our favor.