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As I contemplate the future of west Michigan, I am filled with optimism. This may be one of the finest regions in the country to develop a college responsive to business expansion, technological change, and social services.

Five years ago we entered a period of financial crisis in our state that profoundly affected our colleges and universities. At Grand Valley this provided the opportunity to eliminate programs and aspects of programs that we believed had limited prospects for the future. We cut so deeply that we captured funds within our institution for reallocation. Using those funds and raising private dollars, we were able to expand programs and initiate some new ones that are successful because our area and the state needs them.

You have heard about one today - the four-year engineering science curriculum. These programs include a major in Office Systems Management in the Seidman School of Business, an appropriate field for a west Michigan college, and a field in
which I believe we will build a reputation as a leader. Another is Technology Management. Others are Physical Therapy, with help from the Kellogg Foundation, and a master's degree in Nursing, supported by the Grand Rapids Foundation.

As in any successful business, we have repositioned ourselves for the future. As the repositioning has taken place, the number of students enrolled at the college increased. The last two years have seen a 14% growth in the number of students at Grand Valley. At the same time the applications for admission are growing at a more rapid rate, and this fall those applying for September 1985 are 67% ahead of last year at this time. This began to happen two years ago when we raised our standards for admission and announced that fact to high school counselors throughout the state.

Because of the increase in applications, between two and three hundred qualified students could not enroll this fall because there was no housing available on or near the campus. The Allendale campus is full and in some respects taxed beyond acceptable capacity.
During this period added numbers of students have not been our sole encouragement. Our graduates' successes are cause for pride. There are few quantitative measures for alumni success, but in some areas where they exist we do well. Our accounting majors continue to score highest in the state on CPA examinations, and last year were second in the nation. Our nursing graduates have consistently scored first or second on the state licensing exam, our undergraduates taking the graduate entrance exams for business schools ranked 3rd among the 15 state colleges and universities, and our graduates applying for medical school were accepted at double the national rate of all colleges and universities. I share these facts with you because you who support us and have for so many years should know the facts, and know that good education takes place at Grand Valley. I only wish I had the time to tell you more.

Students are coming to us and programs are designed to meet human and professional needs. To serve our students adequately, to prepare them for the jobs west Michigan has to offer, we are planning for improved facilities. Some of those plans fit
into the Grand Rapids master plan. There is one lesson we in
this part of the state learned, before it was too late. That
is the necessity of preserving the core of our cities and towns.
This process requires that the largest city set the pace if
the region as a whole is to be considered healthy. The renaissance
of downtown Grand Rapids is setting the pace, and throughout
the region the cities and towns are perking up. Downtown Grand
Rapids is ready for the next stage of its renaissance on the
west bank of the Grand River. One phase of that will be our
Downtown Center with forty-five classrooms, plus laboratories
and offices to house the Seidman School of Business, the Kirkhof
School of Nursing, the junior and senior years of the Engineering
Science program, and our Office for Economic Expansion to assist
business through research, consultation, conferences and training,
and other college courses.

At the present time we cannot meet the demand for education
and training in the city and its immediate suburbs. There is
not adequate space available to us. We are also out-growing
the offices and studios for Channel 35 on the Allendale campus, and the station is eyed covetously by the computer center which is ready to explode confined as they are in the same building with WGVC-TV. Our proposal is to move the TV station into the Downtown Center to enhance their local programming capabilities and allow the computer center to occupy the space they need on campus. How close is this dream to reality and what will it do for the core of our largest west Michigan city?

First I am pleased to report that the Governor supports our Downtown Center. The Department of Management and Budget has approved our proposed use of the building and selected an architectural firm, Robert Wold & Associates to design it. We now await the release of planning money from the capital outlay committee of the legislature. When the legislature convenes next week this matter will be before them. Since some disagreements between out-state and Detroit legislators tend to tie up the business at hand, we may need to call on our Foundation Board to assist in letting the lawmakers know how important
our project is to Grand Rapids and west Michigan.

Our major special drive for funds locally will be to realize our dream of the Downtown Center. We estimate a total cost of approximately 21 million dollars. As we discussed with several of you this summer, we believe the state will pay for the major share of construction. The Department of Management and Budget has approved 18 million dollars for the Center. The $3 million we must raise for the project will equip the TV station, the engineering labs, a conference center, and provide computers for instruction and research in business and office systems management. With your approval and help we can trigger the return of 18 million dollars of our taxes to continue the west Michigan and downtown Grand Rapids renaissance.

In the recent past the term multiplier effect described what happened when a downtown project was funded and completed. One project accomplished more than one objective and set in motion other projects. Let's examine the effect of Grand Valley's Downtown Center.
1) At a time when people are seeking in increasing numbers to reeducate themselves for changing professions, Grand Valley will be able to serve 5,000 students a semester instead of the present 1500 limit in Grand Rapids imposed by lack of space and equipment.

2) We will bring more faculty, staff, and students into the downtown area, increasing the potential for economic activity in the core city.

3) We will work with the hotels and businesses seeking training opportunities to sponsor and provide conferences for the improvement of our economy and the quality of life generally.

4) Located in one center will be information and consultation services for area industry and business, a place where all interested colleges and universities as well as private consultants can make their specialties available to those who need them. The center will provide a focal point for service to business and industry.

5) The center will offer the area a place for applied research
sponsored by a public institution. West Michigan needs
greater capacity to do this kind of work in the interests
of the area.

6), Public television is important to a large number of west
Michigan citizens. The interest in the past decade has
acceded the highest expectations of those who work in the
field. The Downtown Center will guarantee high quality
public television for the next generation.

7), The west bank of the Grand River will blossom like a rose.
A building of architectural beauty accompanying the strong
and stately Ford Museum on the west bank will add to the
grandeur of our city. More than that, I believe it will
trigger development for the economic and aesthetic
benefit of the core city. It is the next step in enhancing
the beauty of the river. Wherever beauty is enhanced or
created, it justifies itself in the human response it
illicits.

In addition to the multiplier effect, we have all heard the
term twofer or threefer. That means for the purchase of one ticket you receive double or triple value. Two or three for the price of one. I have just offered a sevenfer. The highest I have ever seen offered in this town before is a fivefer.

Now there is an opportunity for a sevenfer. What a deal!

All of you here are builders. You are advocates of west Michigan. You have helped in building Grand Valley and I thank you for it now as I have in the past and will in the future.

Twenty-five years ago this coming April 26th the college was chartered by the state. The time is appropriate to reflect on accomplishments and mistakes too. We are grateful for a beautiful even distinguished campus in Allendale; a campus filled with undergraduate students and activity, but there are improvements that we can make on that campus. We are pleased with the success of some excellent academic programs, but there are improvements that we can make in those programs. We are reaching out to assist the businesses, industries, and the social and governmental organizations in our area by assisting and educating their people.
But we are only beginning and we should and can do better. People make improvements, but dollars help them do it. We should not be ashamed to ask for our share of tax dollars. Whether conservative or liberal, whether you want a small or a big tax pie, the people of west Michigan have a right to a piece of that pie to assist them in education, transportation, and all forms of economic development. Combining tax dollars with private contributions or investments have started businesses, built towns and cities, and improved education. Grand Valley is a product of the combination. I doubt if many state colleges less than 25 years old raised over 3 million dollars last year. I doubt if more than a few have an endowment over 4 and a quarter million dollars. This happened because people like you understand first the need for a comprehensive state college in your area and second that private support is essential even for a state college to do the job you want it to do.

In the coming weeks we ask the Foundation Board to support two objectives: 1) the renewal and addition of Foundation memberships,
and, 2) the planning for a campaign that will insure the Downtown Center by combining the fund-raising capacities of WGVC-TV and the Foundation. We enlist your encouragement and support as we enter the second twenty-five years. We need friends who understand us and friends who will give us dollars to insure high quality of education.
BUSINESS MEETING

OUR BUSINESS MEETING TODAY IS ACTUALLY TWO MEETINGS.....
THE FIRST IS THE MEMBERSHIP MEETING AND THE SECOND IS THE TRUSTEES MEETING.

MEMBERSHIP MEETING
WE HAVE TWO RESOLUTIONS WE ARE RECOMMENDING FOR ADOPTION....
THE FIRST APPROVES THE MINUTES OF THE LAST MEETING WHICH WERE PREVIOUSLY CIRCULATED.......AND THE SECOND CONCERNS ELECTION OF GOVERNOR MEMBERS AND TRUSTEES.

COULD I HAVE A MOTION?

TRUSTEES MEETING
WE HAVE TWO RESOLUTIONS WE ARE RECOMMENDING FOR ADOPTION.
THE FIRST RESOLUTION CONTINUES THE SAME OFFICERS FOR ANOTHER YEAR....AND THE SECOND CONTINUES THE SAME PEOPLE AS MEMBERS OF THE EXECUTIVE COMMITTEE.....WITH THE ADDITION OF JIM SEBASTIAN.

COULD I HAVE A MOTION?

THANK YOU.....MEETING ADJOURNED.