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Remarks, delivered at the Foundation Luncheon on November 16, 1989

Arend D. Lubbers
Grand Valley State University

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REMARKS FOR FOUNDATION LUNCHEON - NOVEMBER 16, 1989

"I have a dream," Martin Luther King declared to his followers and the nation over twenty-five years ago. We all have dreams. I had a dream in 1978. It was a dream about a higher education center for downtown Grand Rapids, and the fulfillment of that dream depended on the support of people in west Michigan. I described that dream to you, the trustees of the Grand Valley Foundation, and asked you to support the concept in the legislature and to the Governor. And I asked you to lead a campaign to raise one third of the money to fulfill the dream. Your positive response to the challenge exceeded anything that had been done in Grand Rapids previously, and as a result we meet here in this attractive building to discuss Foundation objectives, where 3,500 students take classes, where our region has an established engineering program, both undergraduate and graduate, where public television and radio broadcast to our area, and where in a systematic way we are beginning to develop the capacity to aid industry through applied research. You can be proud of your accomplishment. You can be pleased too, that going into our third year of pledge payments, with over 4,000 donors, every donor has kept his or her commitment - a 100% payment record.

After celebrating the successful completion of the L.V. Eberhard Center and the Meijer Public Broadcast Center, the time came to look toward the next century. What should be the Grand Valley objectives? As a Foundation Board we established ourselves as Commission 2000, and those of you who could give us some extra time came together to discuss the future of our university.

From those discussions some concepts and hopes for the coming decade and beyond emerged. There was a clear call for high quality in

all the university's endeavors, for a curriculum shaped in part by the needs of the area, for a curriculum and delivery of the curriculum that is innovative, that anticipates the future, and for access to the university by those who demonstrate they can do university-level work, especially those who live in west Michigan. As I reflect on what was said and consider the potential for resources in the next decade, a dual mission for Grand Valley becomes apparent, one for the Allendale campus, and another for the Grand Rapids campus and Muskegon Center. Since I arrived nearly 21 years ago, I have listened to the debate about Grand Valley's location in Allendale. Advocates of city and country can put the argument to rest. We now have two locations, and both will prove over the years to be ideal.

Allendale is our resident campus. The quality of the student body continues to improve, and with our present facilities we cannot accommodate larger numbers of students at Allendale. There may be a slight increase next year above the 10,900 students we have now, but that will take place at the Eberhard Center. For the future I believe Allendale should be mostly an undergraduate campus, with all but a few students in residence on or nearby. The number of students should be fixed, the admissions standards high, and the quality of life conditioned by a concern for values that develop the spirit as well as the mind. A good full time faculty should be increased by adding carefully screened and evaluated colleagues to serve the number of students already enrolled, and additional facilities in the sciences and arts as well as a library addition are lagging behind the need for them. We have a science building on the drawing board, awaiting a state appropriation; other buildings must be there soon. A chapel, in symbol and in planned space, will promote

our values education program, and encourage an already active campus ministry. I am pleased to tell you that one of our Foundation members, Peter Cook and Pat Cook, pledged one-half of the dollars necessary to build a two million dollar chapel. For the citizens of Michigan, the Allendale campus can be a modest-sized, high quality, undergraduate college - similar to the best liberal arts colleges , though we will have more professional programs melded to the liberal arts curriculum than they do.

The Grand Rapids campus is the center for our professional graduate work in business, social work, and education, for our engineering school and other upper division courses in many fields. For Grand Rapids Junior College students, the move to the Eberhard Center is natural, and this fall we had the largest number of Junior College graduates in our history--a total of 1,398 with 414 of them new to Grand Valley this fall. Large numbers of older adults who seek education for professional reasons are served downtown. Access for them is a major concern. For them personally and for the businesses and organizations that require educated personnel, access to Grand Valley and a curriculum that serves will affect the economy and quality of life of our region. While Allendale will resemble a resident liberal arts college, the Grand Rapids campus reflects the movement, the students, and the curriculum of a thriving urban university. As an urban university rises, quality, efficiency, and innovation are the characteristics to which we aspire. Quality is often lost in an overflow of students and the search for efficiency. There is often no time to think innovatively when submerged in numbers and burdened by overloads. So we must be watchful as our downtown university emerges,

making sure that we have the resources to do our job, and find ways to do that job efficiently and innovatively. A current attempt to do this is a course taught to students at the Eberhard Center and sent via satellite to students in outlying regions who also participate in the class discussion.

To continue our progress and the progress of our region, the next downtown facility should include classrooms and offices for the Seidman School of Business, a library for the graduate schools, and an international trade center where organizations promoting commerce and industry can rent space and interact with the business school. The state of Michigan has authorized us to plan for such a building. To bring it to fruition will require political will and a good economy.

The initial two objectives of the Grand Valley Foundation were to build the downtown center and build the endowment. The first is complete, the second never ending. In the context of our dual mission, one at Allendale and the other in Grand Rapids, I believe the Foundation should set for itself the following tasks.

First, secure a commitment from the state to build a business school, graduate library, international trade center building.

Second, raise from private sources the funds to purchase the three remaining properties west of the freeway to complete the Grand Rapids campus.

Third, seek money to endow professorial chairs so high quality professors can be attracted to do the research and the innovative teaching at Allendale and in Grand Rapids. I am pleased to announce that another of our Foundation trustees, Bill Seidman, is establishing the Esther

Seidman chair in management in the Seidman School. This is our first sizeable gift in a new drive to attract and reward professors who can make an unusual contribution to our students and to the quality of life in our region. As we all know, people make things happen, and we want to insure for the future that Grand Valley has the right people.

The fourth objective for the Foundation will be described by Rich DeVos. He will describe an initiative taken by Grand Valley a few years ago under the leadership of Professor Ron Ward and Dean of the Sciences, Doug Kindschi; research and education through a Water Resources Institute. We have the people to make the difference. Our university can become a leader in restoring the Great Lakes, and in assisting industry and government with their water resources problems and policies. Over \$1,000,000 has been contributed from Foundations, government agencies, and individuals to launch this largest Grand Valley research effort, involving twenty-five people. We want to make sure that the Water Resources Institute will be able to do the work necessary to enhance and protect the environment and insure a continual supply of clean water. Success for the effort Rich will describe will add another jewel to west Michigan's crown, the capacity here at home to save one of our most precious resources, water, and help others outside our region as well. Thank you for all you have done to improve your regional university. Welcome to our new Board members. You have joined the Grand Valley adventure in a new and special way.