

## Seidman School Management Memo

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### Minority Business Education Center

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# MEMO

## Minority Business Education Center

The Seidman School of Business has established a Minority Business Education Center and named Don Williams as the director. The announcement was made in October in con-



Don Williams

junction with the celebration of Minority Business Month, which included a series of seminars and lectures for minority business people co-sponsored by Grand Valley State College and the Greater Grand Rapids Area Chamber of Commerce.

The overall purpose of the Minority Business Education Center is to help increase the number of minorities in business. The specific objectives are:

1. To attract larger numbers of minority students to the School of Business.
2. To provide these students with the personal, academic, and financial support likely to lead to a successful tenure at Grand Valley.
3. To work with the business community to develop relevant internship opportunities and enhance post-graduation job placement.
4. To enhance networking opportunities for both minority business people and for high school counselors working with minority students.
5. To provide support to minority businesses both through information made available to them and through referrals to other local resources which can provide needed help.

The Center will seek to attract academically qualified minority students, including tenth and eleventh graders who might not be thinking of college or a business career. These students will be advised of the successes of minority students who have preceded them, of the present and continuing availability of academic and personal counseling, both from the business community and from Grand Valley, and of the various opportunities students have to pay their way and/or seek support for their study.

The Center will be a part of the Seidman School of Business and the Director will report to the Dean. The Director's work will be supported by internal and external advisory committees. The internal committee will include the Director of Admissions, the Director of the Academic Resource Center, the Director of Cooperative Education, the Placement Director, the Assistant Dean of the Seidman School, and the two Seidman School faculty members appointed by the Dean. The external committee will include representation from such organizations as the Grand Rapids Area Chamber of Commerce, the Urban League, the Office of Economic Expansion, and Junior Achievement, as well as from minority business, professional, and community organizations.

Academic counseling is ordinarily provided to Seidman School students by graduate ad-

visors working through the Seidman Advising Office, by the staff of the Academic Resource Center, by Seidman School faculty, and by the Assistant Dean. These efforts will be supported by workshops offered by the Center, as well as by the counseling support from the Director. The Director will also be responsible for facilitating a mentor relationship between participating business people and students. These mentors will serve as internship supervisors, career counselors, contacts for summer jobs, and guest lecturers in classrooms, and will be essential to the success of the program.

The projected organization of the Center may be seen as a series of links between prospective minority students, minority and other business people, and the Seidman School. The Center will facilitate contacts between faculty and minority business people and between minority business people and minority students. It will provide some services (referrals, workshops, and networking opportunities) for minority business people as it also helps them help minority students (providing role models, sharing their knowledge, and sponsoring internships). The Director will generate business, faculty, and student participation, provide support volunteer staff with whatever training they require, coordinate their efforts, and maintain them over the long run.

Some specific activities of the Center will be:

1. To inquire into similar efforts that have been undertaken elsewhere—their successes and failures and the tactical lessons that can be learned from them. Contacts with such groups should be established and maintained.
2. To interview committees made up of local majority and minority business people. These committees will screen students for the program and take some responsibility for those they recommend—a big brother/big sister kind of relationship. The committees will also be involved in generating support for scholarship programs or other relevant forms of financial aid.
3. To provide opportunities for guidance counselors, working with minority students to meet, exchange information on the problems they are encountering, and the strategies they are applying to them, and also to provide continuing advice to the

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# Seidman School Faculty Notes

Dr. James Sanford, Professor of Taxation and Business Law, presented a paper entitled "Defining Negligence Under I.R.C. Section 6694 (a)" at the 55th annual meeting of the American Business Law Association in Portland, Oregon, in June. He also served as a moderator for a session on property law.

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Dr. Barry Castro, Professor of Management and Assistant Dean, will present a paper entitled "Toward Academic Excellence: A Report from the Collegiate School of Business" at the meeting of the Association for General and Liberal Studies in Atlanta in November. He will also make a presentation in November on faculty development in business schools at a national faculty development conference for administrators and faculty in schools of business.

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Dr. Bennett Rudolph, Professor of Marketing, presented a paper entitled "Consumer Choice Procedures for Selecting Physicians" at the Atlantic Marketing Association Conference in New Orleans in October.

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Dr. David Campbell, Professor of Accounting, and Mary Campbell had a paper entitled "Establishing a Plan for Automating the Business Operation" published in the *International Journal of Management*, April 1985. He also had monthly columns published in the *CPA*

*Journal*: "Time Accounting and Billing," in May; "Time Accounting and Billing—A Look at Some Options," in June; "Automating Write-up Activities," in July; and "An Examination of Write-up Packages," in August.

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Dr. Jitendra Mishra, Professor of Management, will present two papers at the November meeting of the Association of Human Resources Management and Organizational Behavior in Boston. The papers, "Women in Management" and "Managing Problem Employees," co-authored by Dr. Stan Lindquist, Associate Professor of Accounting, and Dr. Earl Harper, Professor of Management, will be published in the proceedings of the meeting. Dr. Mishra also conducted a series of seminars on management, labor, and behavior for the New Delhi YMCA Institute of Management Studies in India during July and August.

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Dr. Marvin G. DeVries, Dean, will present a paper, "Managing the Business School: Some Perspectives," at the November meeting of the Association of Human Resources Management and Organizational Behavior. The paper will be published in its proceedings.

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Rita Grant, Associate Professor of Accounting, taught a two-day course on "Flexible Budgeting" for the National Association of Accountants in San Francisco in April and in Chicago in May.

Dr. Sandra Planisek, Associate Professor of Finance, presented two papers, "Incorporating Spreadsheets in Business Courses" and "Presentation Graphics in the Classroom," at the MACUL Convention in Detroit in March. The latter paper was co-authored with Dr. R.J. Planisek, Associate Professor of Management Information Systems. Sandra also presented a paper entitled "Creating Integrated Student Files Using Photos, a Spreadsheet and a Data Base" at the MAEDS Convention in Grand Rapids in October.

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Dr. Donald Klein, Professor of Accounting and Chairman of the Accounting and Taxation Department, gave three presentations on "SAS Update" at the Annual Fall Accounting Conference in Ann Arbor in September. He was also installed for a three-year term as a director of the Michigan Association of CPA's.

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Dr. Michael Uhas, Assistant Professor of Taxation, was a featured panelist at a real estate seminar in May sponsored by the Indiana Continuing Legal Education Forum.

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Dr. R.J. Planisek, Associate Professor of Management Information Systems, presented a paper entitled "Computer Architecture Concepts for Microcomputers: Computer Literacy" at the MACUL Convention in Detroit in March.

## Minority Business Education Center

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- Center on the kinds of programs it might most usefully develop.
4. To work with Grand Valley faculty to support their efforts as teachers of and advisors to minority students.
  5. To bring visiting business lecturers to the campus. Arrangements will also be made for campus visits by groups of minority students, their counselors, interested parents, and clergy.
  6. To develop continuing education programs especially relevant to minority

- business people, and in so doing transmit relevant skills and provide valuable networking opportunities.
7. To ascertain, in conjunction with other community agencies and the Grand Valley Office of Economic Expansion, what data the Center should collect and what role it should play in helping local minority businesses.

Don Williams, as the new director, brings an important and varied background to this position. He received his undergraduate degree

from Eastern Michigan University and a master's degree from West Virginia University. He was responsible for basic and vocational education training at the Charleston Job Corps Center from 1967-70, he served as the manager of educational programs at RCA from 1970-72 and 1976-80, and as Director of the Grand Rapids Job Corps Center from 1980-85. From 1972-76 he taught and administered special college programs at Rutgers University. Mr. Williams has always been active in community affairs wherever he has lived.