

From the Desk of Founding Dean Charles Handy



Assuming you have read the previous pages of this Prospectus, you are now aware of the college's 25th anniversary.

I am proud to have been a part of our birthday in 1984. I am also proud of our program's accomplishments during the six years prior. They might well be called the conception and gestation period of the college.

During the 1978-79 academic year the Department of Industrial Administration's five area coordinators and I developed a 45-page document entitled "Report of the Industrial Administration Long-Range Planning Committee." Included was a recommendation to convert the department to a professionally recognized school. The idea was the result of a conversation I had with our dean, Dr. Wallace Russell of the College of Sciences and Humanities (Liberal Arts and Sciences). On September 1, 1980, the school was established.

On the evening of March 28, 1981, we gathered to celebrate our movement to school status. The evening featured presentations by Dr. Bill Thompson, President Robert Parks and me. Our discussions concerned the past, present, and future of business education at Iowa State. The evening did have the hint of a future college, one accredited by the American Assembly of the Collegiate Schools of Business, but the subject was not brought to the forefront. However, such an institution was my goal and that of many others on the school faculty.

Coinciding with the establishment of the school, the undergraduate program was restructured in 1980 by defining five majors: accounting, finance, management, marketing, and transportation/logistics. This was the initial

step in developing a quality, high-demand undergraduate program.

At the graduate level, the school inherited an MS in business administrative sciences. As a means of further development, the framework of a master of business administration was structured in 1983. After approval by the Board of Regents, the program became a reality in 1985.

In addition to curriculum growth, the school brought about an increase in both student body size and the number of tenure-track faculty. In 1982 an outside consultant, Dean Clifford Larson of the University of Wisconsin-Oshkosh, conducted a review of the school's movement toward improved education status. His report read, "It appears to this reviewer that the undergraduate program of Iowa State University School of Business Administration is in an advanced stage of readiness for accreditation."

Of course, to achieve that goal the school had to be a freestanding academic unit. At that time we were part of the College of Sciences and Humanities.

Associate Director August Ralston was assigned the task of writing a report requesting elevation of the school to a freestanding college. Submission of the completed report took place during the later part of 1983. It was approved by the Board of Regents on August 19, 1983, with an effective change date of July 1, 1984.

To gain growth and maturity our business program needed the experiences of 1978 to 1984. As I look back, I'm very appreciative of my '78 meeting with Dean Russell. Inspired by a line from Shakespeare's Hamlet, I'll close with the following thought: "The school is the route wherein our college came about." ■

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