

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

VIII. PARTICIPATION IN INDUSTRY ORGANIZATIONS


C. Urban Land Institute (ULI)

3. ULI Education Committee

- c. Memorandum reports to ULI Education Committee-NOTE: Reports from the ULI Education Committee were deleted at the request of ULI

MEMORANDUM

June 3, 1977

FROM: Bruce P. Hayden 
TO: ULI Education Committee
RE: Report to Education Committee

The report dated May twenty-seventh was discussed first on that date with the Executive Committee, second that afternoon with the Board of Trustees, and on the twenty-eighth was reported back to the six Councils at the Council sessions in Atlanta.

Jack Griefen and I, who were present at the Executive Committee and the Trustees meetings, were much more than gratified by the reception we received. The proposal is not only supported with enthusiasm, but during the course of the meeting in Atlanta generated numerous suggestions:

1. That many more institutions needed to be included -- for example, Rice, Georgia Tech, Wharton, etc.
2. That a long-range goal for the Education Committee should include ULI encouragement of the institution by at least some of the schools of a degree-granting program in urban development -- with active industry participation in the educational process as well as the funding thereof.
3. A publications program in conjunction with the Publications Committee to make the material available in printed form, ranging from textbook level for graduate school use to brightly written pamphlets suitable for the secondary schools.
4. Volunteers from a number of sources for active participation in the Education Committee's function.
5. Compilation by solicitation of all Trustee and Council members of information, as specifically as possible, as to educational efforts currently being conducted of which we may have no knowledge.

Jack Griefen, Howard Stevenson, and I from the Committee had a brief wrap session on the afternoon of the thirty-first with President-elect Harold Jensen, Ron Rumbaugh, Leslie Goldman, and Michael Feiner, vice president of U. S. Realty Investments and a CODC Council member who had nine years of coordinating experience.

TO: ULI Education Committee

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June 3, 1977

of real estate programs at the University of Wisconsin branches. Michael and Maury Seldin of the School of Business Administration at The American University in Washington were volunteers to work with our committee. Seldin and Peter Walker, who had had to leave earlier, were unable to attend the meeting.

Our meeting concluded that we needed to get right to work, that we had to adhere to the kind of schedule initially set forth as our five recommendations on May twenty-seventh. Specifically, we need to progress directly with the Harvard situation and put together both the program and the budget that we need to have funded.

For the purpose I have asked Leslie to set up a meeting in Chicago on June sixteenth. We probably will get a room at the Hilton Hotel, say, for 10:00 a.m. with adjournment by mid-afternoon so that almost everyone can make a day commute out of it. I have asked Hal Jensen to join us for lunch if he possibly can.

Michael Feiner and Maury Seldin will be invited to sit in with us if they possibly can. Among our other duties will be the job of structuring a bit more formally our committee. There may be some who will prefer not to continue, others who should be added. Ron Rumbaugh, incidentally, is very much interested, and I hope will be a sort of ex-officio member and participate in Chicago with us.

Last but by no means least, we have no firm commitment at this stage for the \$20,000 suggested. Claude Ballard who is taking over as president of ULRF feels some funding will be available -- and that the program itself will be very useful in enhancing the fundraising capacity of ULRF. Don Priest thinks there is some money available from his area, and it is quite likely that some specific corporate funding of this program can be obtained. In short, there is every evidence that the money we need for reasonable and demonstrated purposes will be available. We just do not have it in the bank at this stage.

My own proposal as to organization will be that Jack Griefen be designated as chairman or co-chairman of the committee.

VERY IMPORTANT. If the sixteenth in Chicago does not work for you, please let Leslie Goldman know immedily.

BPH:bcm



the Urban Land Institute

1200 18th Street, N.W.
Washington, D.C. 20036
(202) 331-8500

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Urban Redevelopment

October 15, 1977

MEMORANDUM

TO: Council Executive Group Members

FROM: Donald Riehl, Program Coordinator for ULI's
Education Committee (Bruce P. Hayden, Chairman).

RE: Guest Lecturer Program

The Executive Committee and Board of Trustees have approved a ULI sponsored guest lecturer program to impact the future land use professionals who currently attend colleges and universities throughout the country.

The Education Committee is inviting all Trustees and Council Executive Group Members to participate in the program. Please complete the attached questionnaire if you are interested in participating.

Return the questionnaire to the ULI staff person attending your Council meeting or mail it to Leslie Goldman at the ULI office.

We appreciate your interest and support in this important activity of the Institute.

Attachment

QUESTIONNAIRE

Your Name:

Your Company Name:

Company Address:

Company Phone Number:

Your Background: Please indicate both your academic background and your professional background. In the latter case, please describe your real estate activities both in terms of administration and projects. Emphasize that which you consider your expertise.

In what area(s) do you feel most competent to hold your own under challenge in the classroom. Based on your own experience, what do you feel would be of significant value to the academic community?

Level of participation--Would you like to guest lecture on an individual basis; participate on a panel? Could you participate in a series of appearances or lectures?

Do you have previous or current experience in addressing the academic community? In what capacity and with which schools?

Do you have any lecture materials already developed?

Do you have a particular geographic area in which you would prefer to participate? Please specify. (Local, regional, national, etc.).

Do you have any suggestions how ULI should structure its guest lecturer program? Which issues do you feel are particularly relevant to the future professionals in the land use field?

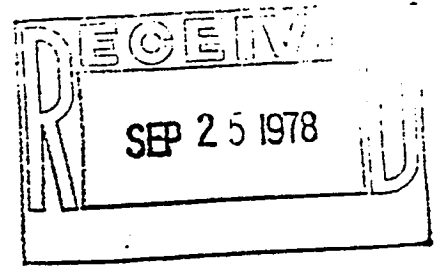
Please return the questionnaire to the staff person attending your meeting or mail to: Ms. Leslie Goldman, ULI-the Urban Land Institute, 1200 18th St., N.W., Washington, D.C. 20036.

HARVARD

EXHIBIT A

DEPARTMENT OF LANDSCAPE ARCHITECTURE / GRADUATE SCHOOL OF DESIGN / CAMBRIDGE, MASSACHUSETTS 02138

GUND HALL / PHONE 617 495-2573



September 21, 1978

Mr. Ronald R. Rumbaugh
Executive Vice President
Urban Land Institute
1200 18th Street NW
Washington, D.C. 20036

Dear Ron:

Please, find enclosed copy of our proposal to ^{ULRF}~~ULIF~~ for the following programs:

1. Student Teaching Assistanceship Program
2. Development Studio
3. Business Economics for Non-Business Majors

See you next week in San Francisco. Thank you for your assistance in this matter.

Best regards,


Peter Walker

PW/S

cc Bruce Hayden
Jack Griefen

Carla Crane 9/25/78

PROPOSAL

1. Student Teaching Assistanceship Program: We recommend a repeat of last year's successful Teaching Assistant program. As you know, each year a number of leading students in Landscape Architecture and Urban Design are selected to assist the Faculty in the presentation and preparation of the course and studio work. In addition to the financial aid received, this is an item of some prestige within the student body. Many of the student recipients are those who in the future will choose to teach. A ULI sponsorship will mean a great deal to a student, introduce him to the work and goals of ULI in a most effective manner. The TA, as they are called, will remain on his record throughout the duration of his career. Though the selection must be left to the Faculty on the basis of merit, need, and interest in the Development Process, arrangements can be made for the TAs to meet local or national figures in the development world and ULI. Ten TA assignments would be awarded per year at \$500 per assignment. Cost to ULI = \$5,000.00.
2. A need has been identified for a development studio dealing with suburban development issues. Problems would deal with housing, industrial parks, neighborhood retail, commercial, recreational development, and small office projects. These developments would focus on one owner, single financial backing, generally on new first-use land. This studio would complement our downtown public/private spring studio. Cost to ULI = \$5,000.00.
3. Business Economics for Non-Business Majors: Miller Blew's one-semester course for planners and designers on the nuts and bolts of development economic and financial calculation was extremely well received. This course should be enlarged further to attract a larger audience than the Development Studios and therefore expand the interest range of the Development offerings. We have found that many students who intend essentially "public" careers will also attend. Specific additions would include balance sheet accounting and more attention to case writing for design development projects. Cost to ULI = \$5,000.00.

Total Costs: Item 1 - \$ 5,000.00

Item 2 - \$ 5,000.00

Item 3 - \$ 5,000.00

\$15,000.00

These extended and new programs will fill out our present development offering and, together with the offerings of the Planning Department and the Harvard Business School, provide a wide group of courses satisfying the interests of our students and preparing them for careers with and within the Development Industry.

9/21/78



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Urban Redevelopment

Dear

There's a unique experimental program underway at Harvard University to provide "real world" land use and development experience for design school graduate students. The program--now in its second year--is an ambitious one, funded by the Urban Land Research Foundation.

In providing basic development economics for design professionals, the course, according to Harvard Professor Peter Walker, bridges a difficult and often troublesome gap for graduate students between the theoretical environment of the University and the real world of the development and design planning professional.

So far, more than 70 students have participated in this pioneering venture which also includes a special teaching assistant program to help build a cadre of high level, informed lecturers in the field of land use and development.

I think you'll find an interesting and important story here; a story which demonstrates that the private professional association and the country's universities can work hand in hand to deliver the best in graduate education; a story which underscores the need for real world experience--hands on practice--in a graduate school program; a story which focuses on professionals who are about to begin their careers in design, architecture, land use, and development planning.

As a start let me suggest Professor Peter Walker and his associates at Harvard, and Mr. J. Miller Blew, a well-known licensed architect and a featured lecturer in the program. I'm certain they can direct to you many of the students who participated in the program, and who according to Professor Walker, did so enthusiastically.

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And, the Harvard program represents just the beginning as the Urban Land Research Foundation and the Urban Land Institute's Education Committee undertake what I believe is an exciting and ambitious program to fund, as appropriate, additional joint ventures with leading universities and colleges across the country. If you are interested, let me put you in touch with those who can explain how and why we're making this commitment.

Please feel free to call on me if you would like to pursue this subject. And, assuming you share my interest in it, I'll give you a call in the next few days to follow-up.

Best wishes.

Sincerely,

Michele O. Rosenberg
Director of Public Affairs

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