

[early 2008] This was proposed but never happened!

**Proposal to name the former Business Building after George F. Budd  
President of St. Cloud State University  
from 1952-1965**

The G.R. Herberger College of Business is currently vacating the building on the St. Cloud State University campus that has been the college's home since the building was completed in 1968. It has been called the Business Building in campus directories and maps. The next occupants of the building will be departments and classrooms from a variety of disciplines across the University: English, including the Intensive English Center and the Write Place, Political Science, Ethnic Studies and Women's Studies. A new name for the building is in order to prevent confusion.

For several decades, it has been the norm to name buildings on the campus for their function rather than to honor individuals. In the past seven years, however, two major buildings have been named after individuals: the Miller Learning Resources Center in 2000, and the Wick Science Building in 2005. This proposal to rename the Business Building in honor of former President George F. Budd is in keeping with the Minnesota State Colleges and Universities' policy on naming campus buildings for individuals who meet their criteria, in this case, "a former employee who has made an outstanding contribution to the system, college or university."

St. Cloud State was fortunate to have stability in its leadership during a period of rapid growth. President Budd described the needs of a new generation of students, the post-World War II baby boom:

"exciting and challenging and stimulating....We needed faculty and laboratories and dormitories and a library and a food service. In the next few years we needed everything..."

President Budd managed rapid growth, during which student enrollment tripled from just over 2,000 students in the early 1950s to over 6,500 in 1965. As President, he dedicated Kiehle Library, Mitchell Hall, Brown Hall, the Gray Campus Laboratory School, Headley, Hill, Garvey Commons, and Case Hall. President Budd hired the first woman, Irvaemae Applegate, in the nation to be dean of a school of education, launched the first season at Theatre L'Homme Dieu, the first annual Economic Education Institute, and gained approval to offer the institution's first master's degree program. He launched the college's foundation, accepting a \$10,000 gift from alumna Marjorie Atwood in 1959. Perhaps most fitting, he oversaw the evolution of St. Cloud State from a teacher's college to a broader spectrum of programs. In addition to changing the name from St. Cloud State Teacher's College to St. Cloud State College to recognize the additional breadth of programs, he was the first to reorganize the institution into separate colleges. In 1962, this reorganization created the colleges of Education, Business and Industrial Arts, and Literature and Arts. Only Presidents Selke and Shoemaker had longer tenure as President, and perhaps only President Wick oversaw more growth. Said Alice Wick, a contemporary of Dr. Budd and widow of President Wick:

"No one could roll St. Cloud State up in a carpet and take it away when George was president. He was a tireless advocate for the college, and his accomplishments laid the foundation for the growth we experienced when Bob was president."

In recognition of his role in building the institution into the comprehensive university it is today, it is proposed that the former Business Building be renamed in his honor. Campus facilities have been named after many former presidents, including his predecessors Headley, Brainard, Selke, Brown, Lawrence, Shoemaker, Gray, and Kiehle, and most recently, his successor President Robert H. Wick. This building will house several programs that were recognized under his tenure as evolved from their beginnings in a teacher's college. It seems fitting that this building would be named after the person who presided over the growth that generated these programs.

In a personal interview, campus historian and emeritus professor H. Ray Rowland described Dr. Budd's involvement with students, riding his prize-winning Morgan horses in homecoming parades, supporting collegiate athletic events and tournaments, and his activity in St. Cloud community organizations. Said Ray:

"During his 13-year tenure he was instrumental in changing what had been a small single-purpose teachers college into a large comprehensive multi-purpose college, preparing students for a variety of careers in addition n to teaching....it is appropriate for [a campus building] to bear the name of Dr. George F. Budd, who contributed so much to the development and enhancement of this university during its formative years."

Each of Dr. Budd's contemporaries has said upon consultation that this honor would be appropriate and in fact is long overdue.

With the approval of President's Council on July 9, 2007, we are now proceeding with the consultation process outlined by the Minnesota State Colleges and Universities' policy on naming campus buildings, with the intention of presenting this proposal to the Office of the Chancellor in winter 2007 if no substantive objections are noted during consultation. If you have any comments on this proposal, please direct them to Jill Rudnitski at [jarudnitski@stcloudstate.edu](mailto:jarudnitski@stcloudstate.edu) or (320) 308-4072.

— Information adapted from Loyal to Thy Fine Tradition, H. Ray Rowland, 1994, and Thomas Steman, University Archivist, 2007.

Consultations to date:

Dr. Roland Vandell, August 29, 2007

Dr. John Kasper, August 30, 2007, Professor emeritus

H. Ray Rowland, September 10, 2007, Professor emeritus, campus historian

Alice Wick, September 25, 2007

St. Cloud State University Alumni Association, September 29, 2007

St. Cloud State University Foundation, October 12, 2007

Students from the Budd era: 50<sup>th</sup> reunion class of 1957, October 13, 2007