The L. William Seidman Center is a fitting home for a premier regional business school like the Seidman College of Business. A dedicated building is a physical indicator of a successful business college.

Grand Valley founder, L. William "Bill" Seidman, believed that a business college is more than a place to learn facts and figures. It's an economic engine that helps power our prosperity by providing the industry with a highly-skilled, well-educated workforce.

The Seidman Center provides a front door for the West Michigan business community to interact with the college's numerous outreach programs.

The Seidman Center has transformed previously uninviting riverfront properties into a symbol of the highly educated workforce necessary to propel local and regional businesses to 21st-century success.

The 110,000-square-foot structure represents a $40 million investment in downtown Grand Rapids.

More than 4,200 business students are served by the Seidman College of Business each year. The Seidman Center facility provides added space and resources for unique programs such as the Executive MBA, the Professional MBA with hybrid delivery, and the SAP Academy.

Seidman Center fosters partnerships with more than 200 local and regional employers and maintains its involvement as an engaging resource and partner.
As you pass through the glass doors of our main entrance, the building opens to endless opportunities for students and visitors in this mixed-use space. You are first greeted by the student lounge and study spaces for collaboration and relaxation between classes. Student advising suites are located down the hallway to the left, where a team of advisors is ready to help students remain on track to succeed and graduate.

Additional spaces for student organizations and Seidman Outreach Centers serve to connect the business and University communities. The multipurpose Loosemore Forum supports a variety of programs designed to enhance learning and community interaction. Donors are recognized near the entrance, and the achievements of L. William “Bill” Seidman are showcased in the Huizenga Exchange. Also available is a cafe for convenient access to food and beverages.
With 15 classrooms and 15 team rooms, the second floor is a lively place for students and professors. Special team rooms, which can be scheduled by smart devices, allow students to work in small groups. Cluster classrooms foster collaborative learning environments, while case classrooms are arranged in tiers for efficient instruction, and a state-of-the-art Trading Room provides a valuable learning environment for finance majors.

Two computer labs provide hands-on training in enterprise software. A graduate student lounge offers an area for quiet study. The second floor also houses the tutoring space for Seidman students who can take advantage of walk-in tutoring services.
THIRD FLOOR
The third floor is home to 100 Seidman faculty members and our Dean's Suite. Placing all faculty members' offices together on the same floor promotes collegiality and cross-disciplinary innovation while encouraging and supporting informal interaction and communication. Study spaces throughout the floor provide students with easy access to their faculty, in addition to their office hours. As with each of the other floors, this floor includes spectacular views of the city skyline from many angles.

FOURTH FLOOR
The fourth floor is designed to support planning and innovation, with the spacious Richard & Helen DeVos Board Room that is the jewel of the Seidman Center. The college's 12 advisory boards, including members of the business community, as well as academic departments and committees, find this space conducive to strategic thinking and envisioning the future. Floor-to-ceiling windows offer views of the bustling downtown.