



February 23 — March 8, 1978

CHINA

The first in a series of articles and photographs telling the story of the 18-day visit to the People's Republic of China by eight members of the RIT community begins on page 3 of this issue of *News and Events*.

Subsequent articles in the series will include stories from interviews with the individual members of the delegation and their specific reactions and observations, and some of the thousands of pictures they made during their stay.

Career Education Division drafts 'Operational Plan'

"An Operational Plan for Career Education at RIT," identifying nine specific areas of concern as initial thrusts for the Institute's new Division of Career Education, has been prepared by the division's dean, Dr. Dennis C. Nystrom.

The plan was presented at a recent meeting of the Deans' Committee, and a more concise version is being prepared for distribution to the entire Institute community.

In the plan, the Division of Career Education defines career education as "a set of

educational processes designed to assure a positive interaction between the individual and the opportunities and limitations of the world of work through formal and informal teaching and learning."

This definition indicates a "set of educational processes" that are implicit, according to Dr. Nystrom's report. It also lists five basic processes which will be used to implement career education:

1. Experiential learning (including cooperative education);
2. Career and academic advisement;
3. Career education research and development (at such time as this function is approved);
4. Career placement, and
5. Information dissemination and processing.

Based on the RIT definition of career edu-

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Dean Emeritus Stratton dies in Florida

Burton E. Stratton, dean emeritus of the Evening College (CCE) and long-time executive secretary of the RIT Alumni Association, died Feb. 7 in Sarasota, Florida, where he had made his home for several years.

Mr. Stratton, 70, had suffered a stroke on Feb. 2, following a bout with viral pneumonia. A memorial service was held on Feb. 18 in the Brighton Reformed Church, 805 Blossom Road.

Mr. Stratton was born in Theresa, New York, March 22, 1907. He graduated from Theresa High School in 1925 and from the cooperative electrical program at RIT (then Mechanics Institute) in 1928. He received a bachelor of science degree in Education from Ohio State University in 1935 and a master of science degree in economics from

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MRS. MOWRIS HONORED BY NRS

Mrs. Charles R. (Charlotte) Mowris (center) was honored on Sunday, Feb. 12, when the Nathaniel Rochester Society presented her with its highest award for her lifetime of dedication to the community and the education field. In the photo she is flanked by her son, William Mowris of California, and daughter, Mrs. Edward T. (Ann) Mulligan, of Rochester. Behind Mrs. Mowris and her children are Professor Hans J. Christensen, the present Charlotte Fredericks Mowris Professor of Contemporary Crafts and creator of the NRS Award, and Dr. Robert H. Johnston, dean of the College of Fine and Applied Arts and director of the School for American Craftsmen. Dean Johnston presented Mrs. Mowris for the award at the Feb. 12 program.

Solar energy material stocked at Bookstore

If a visit to Energy House catches you up in the whole idea of using solar power or some alternative energy source, the RIT Bookstore is stocked with materials that will get you off to a good start.

Chuck Bills, manager of the Bookstore, has purchased everything from Duffie's *Energy—Global Prospects* to Tilly's *Catch a Sunbeam Coloring Book*. There are books on building a solar house, using solar energy, and a handbook on energy technology. Books range in subject matter from general overviews to more technical texts.

RIT Bookstore hours are 8:30 a.m. to 9 p.m., Monday through Thursday; 8:30 a.m. to 4:30 p.m. Friday; and 10 a.m. to 1 p.m., Saturday.

All of the solar energy materials are located on the first floor of the store in the general reading section.

Travel club for educators

Nothing's impossible!

Imagine a beautiful home available to you at Lake Lucerne in Switzerland for one month free in exchange for a nice home at Canandaigua Lake for the same period of time.

Impossible?

Not so. This is for real.

It's only one possible opportunity, along with several other benefits, educators can take advantage of by belonging to the Educators Travel Club, Forest Hill, Maryland, and by being listed in its directory.

The club is designed to promote international goodwill and understanding throughout the educational world with direct educator family-to-family contact.

Membership brings together fellow educators, either active or retired, to share hospitality and mutual benefits.

This might include bed and breakfast for travelers, house exchanges, pen-pal letters with teachers or students, classroom exchange and tour guide services offered only to other members.

A member must be willing to be listed to receive a directory. Membership for the spring directory, which should be available by the end of April, must be received in Maryland by March 15.

For further information about this opportunity, contact Mary Rose Isenock, directory editor, PO Box 133, Forest Hill, Md. 21050.

Clark...A controversial man

Ramsey Clark, a soft-spoken Texas liberal was one of the most admired and denounced men in Washington during his service as attorney general in the administration of Lyndon B. Johnson.

Since 1969, as a resident of New York State engaged in private law practice, he has kept his name before the public through his work with organizations active in the anti-war movement, legal reform, civil rights and civil liberties.

At a time when "law and order" was a primary political issue in the nation, Clark raised hackles in some congressional quarters because of his liberal position on crime. His support of the Supreme Court's decisions enlarging the rights of criminal defendants and his urging of Congress to abolish the death penalty won him a reputation as a "cream puff" in some circles.

In a campus appearance on Feb. 2, Clark neither looked nor sounded like a controversial person, even though his subject matter—consumer education—and ideas were.

Clark was here as a guest of the Student Association to talk about consumer education and answer questions during his appearance in the College-Alumni Union Lounge.

Prior to his talk to more than 100 students, faculty and staff members, the lanky, 6 ft. 3 in. former Texan held a press conference in the Student Association office.

One reporter asked Clark about his feelings toward Tongsun Park's alleged influence-buying in Congress.

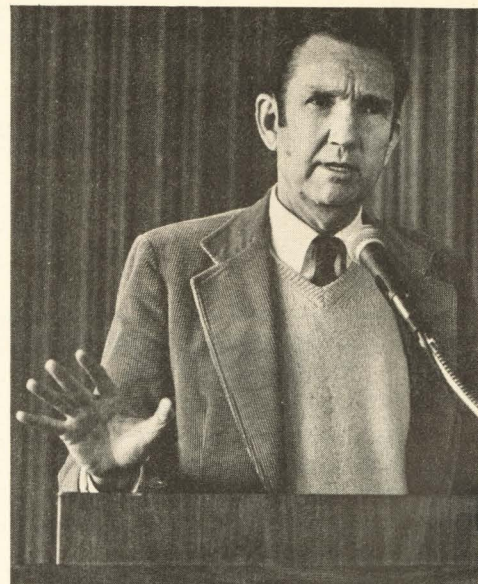
He said this situation "shows how vulnerable our society is to foreign influences. It's a threat to democracy and freedom. And it's our responsibility to flush this scandal out."

Referring to the Marston case, Clark said, it was wrong for David Marston, former Republican U.S. attorney in Philadelphia, to be removed from office the way he was. He disagreed with President Carter's involvement, which in Clark's opinion, made it a political issue.

Clark said he recommended to Congress when he was attorney general that the office be taken out of politics and from under the control of Congress.

While addressing the student body and other guests during his talk on consumer education, Clark told his audience that "an informed consumer population is essential to the vitality of competition, the vitality of products, and the health and safety of consumers. The consumer must have knowledge and information to decide about products."

An informed consumer population, he continued, is critical to our society.



RAMSEY CLARK

Clark asked the audience just how does one make decisions about many of our technical products today—intelligent, rational decisions? There is just too much indecipherable information for the average consumer to digest.

The government will have to play a role, he said. We're an interdependent society. Government must provide us information—facts so we can arrive at the truth.

Today, access to product information is minimal, Clark said. We're saturated by advertising messages instead of facts in all of our media.

A consumer protection agency must be established, an agency that works. The present commission isn't working well, he said.

In discussing crime, Clark said, "if the public doesn't have the facts, law agencies can't work well. The public must know—like the police department or the policeman on the beat."

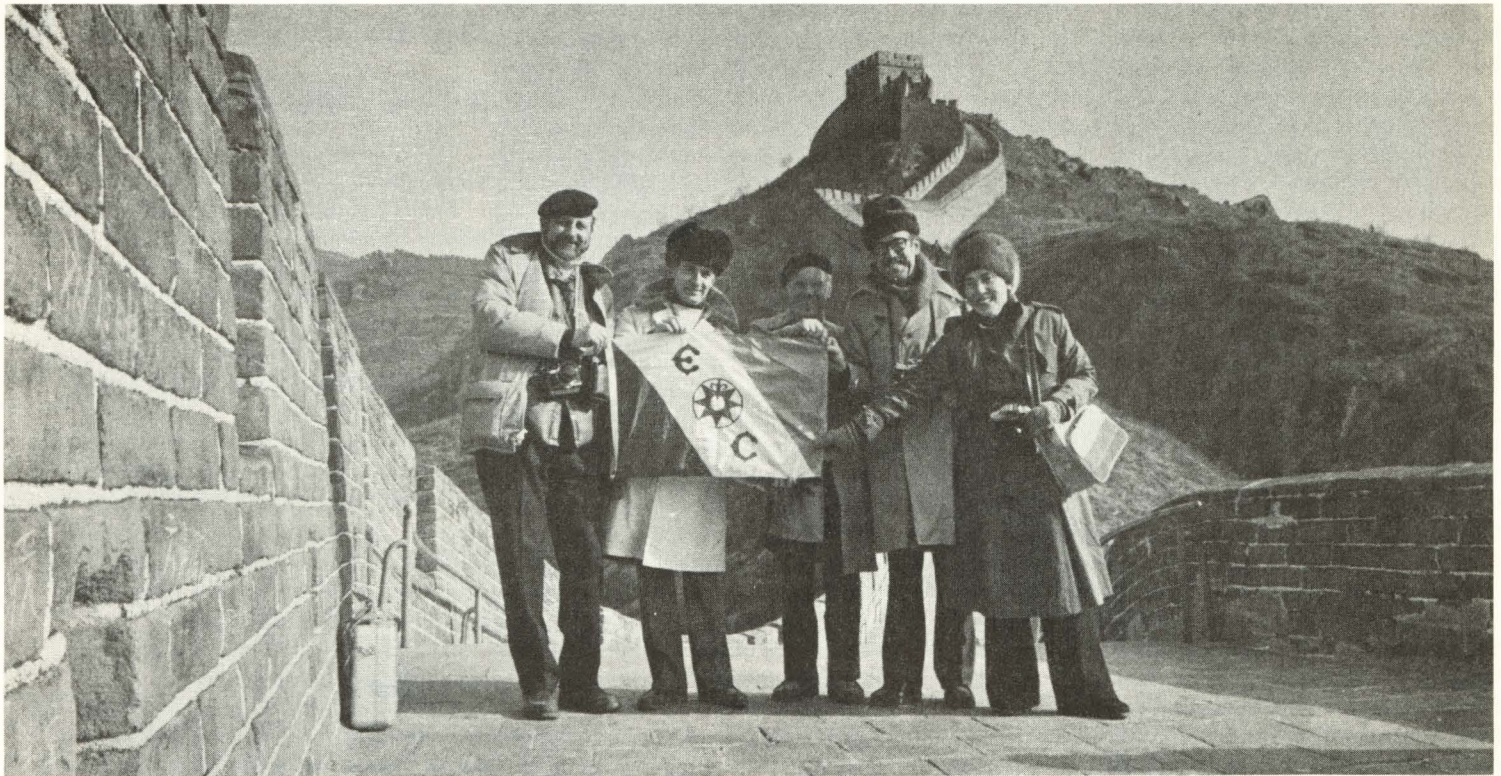
Bank robbers usually go to prison, he said, but many times embezzlers don't, although they steal more. "Consumer fraud (white collar crime)," he stated, "costs us about \$40 billion annually. And poor people and ghetto crime are only a fraction of this, but they are the people who go to jail."

We need more consumer information in this area, and we need more consumer advocates like Ralph Nader, he said. They would not always be right, but let's get it out in the open.

The idea that government or separate private institutions can protect the people is contrary to a democratic society, he said.

The essential need, though, is for informed consumers. "And that ain't easy," Clark stated.

People's Republic of China--a huge paradox



ON THE OTHER SIDE OF THE WORLD

Five members of the RIT delegation which spent 18 days in the People's Republic of China last month display the Explorers' Club flag atop the Great Wall of China. From left are Dr. Robert Johnston, dean of the College of Fine and Applied Arts; Dr. Robert Frisina, senior vice president for Institutional Advancement; Dr. Paul A. Miller, Institute president; Dr. Lothar K. Engelmann, dean of the College of Graphic Arts and Photography, and Mrs. Engelmann.

The People's Republic of China is a huge, fascinating country bursting with paradoxes, ambiguities and sharp contrasts.

That's the general impression of *News & Events* writers from talks with various members of the RIT delegation which recently returned from an 18-day tour of mainland China.

The group visited both large cities and teeming communes in rural areas. They had the opportunity to observe work and lifestyles in more than 50 different settings, including factories, schools, residences and cultural events.

They also held information exchange discussions with various Chinese political and educational leaders.

Participants included Richard H. Eisenhart, chairman, Board of Trustees; President Paul A. Miller, Maurice R. Forman, member of Board of Trustees and the National Advisory Group of the National Technical Institute for the Deaf; Arthur L. Stern, member, Board of Trustees; Dr. Robert Frisina, senior vice president for Institutional Advancement; Dr. Robert Johnston, dean, College of Fine and Applied Arts; Dr. Lothar K. Engelmann, dean, College of Graphic Arts and Photography and Robert Kushner, assistant professor in the College of Graphic Arts and Photography.

The trip, beginning in Peking and concluding in Hong Kong, covered a distance roughly

equivalent to traveling from Maine to Florida. They used buses, trains and airplanes.

In many instances, the individual members of the delegation had different impressions of their experiences in China. These individual viewpoints will be reported in subsequent issues of *News & Events*.

However, they shared many common observations of the country and its people. For example, all of them were almost immediately overwhelmed by China's mass of humanity. The country is about the same size as the United States geographically, yet it has an astounding 900 million people.

The population in eastern China, the nation's most densely settled area, is equivalent to the U.S. population multiplied five times and moved east of the Mississippi River.

The Chinese people themselves were seen as basically healthy, hardworking, in command of themselves, patriotic and self-reliant. Food supplies appeared adequate and nutritional in this vast nation where 85 per cent of the population lives in rural areas.

However, by Western standards, the people are low-paid, non-materialistic, drably dressed and regimented. Their clothes are black or dark blue, almost unisex in style. Women wear no makeup or jewelry to enliven their appearances.

Everyone in China—both young and old—works productively for the good of the country, the RIT group observed. Adults

work eight to ten hours a day, six days a week. Vacation days are limited. In addition, they attend political study group or work skill improvement sessions as often as four nights a week.

There also is little distinction between male and female occupations in China, the group found. Men and women generally receive the same pay, except in those positions where women can't physically perform the tasks.

Factories and communes provide child care, enabling mothers to return to work two months after giving birth.

Even the elderly have tasks to perform, such as caring for children and other supportive roles for the community.

Chinese children, whom many in the RIT group considered "little adults," begin working in grammar school. Every school, even kindergartens, has factories in which children develop their dexterity while actually producing goods. The RIT visitors observed five- and six-year-old children in one unheated classroom assembling small parts in production line fashion.

Homes, schools, factories, trains and theaters are mostly unheated. The Institute group found central heating only at the hotels in which they stayed.

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The *Training and Development Journal* for January 1978 contains a lead article by **Eugene Fram** of the College of Business. It is entitled, "What To Do Before and After Budget Cuts—Marketing Your Training and Development Service."

Professor Robert A. Ellson of the College of Engineering presented "An Engineer's Romance With Mathematics" on Feb. 21 in the Department of Mathematics Colloquium Series.

Harold Kentner, assistant dean for community relations in the College of Continuing Education, will be RIT's "Loaned Executive" to the United Community Chest this spring. Loaned Executives are individuals from business, labor, government, social service and education who are selected and assigned by their employers to work in the Community Chest/Red Cross Campaign.

Professor David A. Engdahl, acting director of the School of Photographic Arts and Sciences; **Professor Ira Current** of the Professional Photographic Division; **Milton Pearson**, Graphic Arts Research Center, and **Miles Southworth** of the School of Printing participated in the Inter-Society Color Council Program for the Special Technical Conference covering Objectives of Pictorial Color Reproduction in Williamsburg, Virginia, on Feb. 5-8. The Inter-Society Color Council meets regularly to study and discuss all aspects relating to color, including color reproduction.

Andrew J. DuBrin, College of Business, spoke on Jan. 30 to the production management group of Rochester Gannett Newspapers on the topic, "Handling Job Related Tensions." at RIT.

Stan Witmeyer, professor of art in the College of Fine and Applied Arts' School of Art and Design, was a judge Feb. 1 for the high school portfolio competition for scholarships to study in the summer program of the New York State Summer Art School, conducted at Fredonia.

John Humphries, dean of Admission, participated in the talk show, "What's Happening," on Cable TV Channel 10, Canandaigua, Feb. 9. He discussed the philosophy of higher education and fielded questions from the show's moderator on "Should high school students think about careers before graduation?" "Should everyone go to college?" "Why go to RIT rather than liberal arts colleges?" "What is Co-op education at RIT?" "Would you discuss career planning for students at RIT?" "What's it cost to go to RIT?" and "Is financial aid available?"

Frank A. Bucci, associate professor in the Department of Food Administration and Tourist Industries Management, conducted a

case study educational program on "Employee Relations in Action" for the New York State Club Managers Association seminar on Jan. 30 at the Rochester Country Club.

Austin Bonis, professor and chairman of statistics in the College of Continuing Education, received two awards at the 1978 Annual Reliability and Maintainability Symposium recently in Los Angeles. Dr. Bonis was presented with the American Society of Quality Control Reliability Division's first Allen Chop Award for outstanding contributions to reliability, science and technology in 1977. The award was established in memory of the first chairman of the society's Reliability Division. Dr. Bonis also received the Best Presented Paper Award for his paper, "Reliability Growth Curves for One Shot Devices," which he read at the 1977 symposium. The paper was selected from among some 150 presented.

Bernard A. Logan, chairman of electrical and bachelor of technology programs in the College of Continuing Education, received the Order of the Silver Beaver from Otetiana Council, Boy Scouts of America, at the Council's Annual Recognition Dinner recently at the Dome Arena. The award, presented to Logan for dedicated and distinguished service to scouting at unit and district levels, is the highest the council can bestow upon a volunteer.

Photographic critic and filmmaker **Hollis Frampton**, an associate professor at SUNY-Buffalo, appeared in a lecture on campus Feb. 15 in a series on issues in photography presented by graduate students from the master of fine arts program in photography at RIT.

The College Activities Board is sponsoring a cross country ski race along the RIT trail around campus on Sunday, Feb. 26. Races begin at 11 a.m. Interested persons may contact **Nancy McWilliams**, x6559, or the CAB office in the College-Alumni Union, x2509.

Joyce Herman of the Counseling Center spoke at the February meeting of the Genesee Valley Society of Medical Technologists on "Women and Careers."

Minority students from Rochester inner-city high schools and two suburban districts were guests of the Black Awareness Coordinating Committee Feb. 17 in a program which included a tour of RIT's academic and residential facilities. Workshops were held covering such areas as admission, financial aid and career counseling. **Barbara Bell**, minority student recruiter, described the purpose of the event as "to expose high school students to the requirements and processes involved in achieving a post-secondary degree as well as the importance of additional education and skills in today's society."

Moving Image speaker airs subjectivity

"Bias, openly arrived at, is the closest thing you can get to objectivity."

That's the opinion of Martin Carr who's written, produced and directed such award-winning television documentaries as "The Migrant," "Hunger in America" and "This Child is Rated X."

Carr discussed subjectivity in documentary filming Feb. 9 in a Moving Image series lecture.

He considers the documentary a "mode of social persuasion," "propaganda in the best sense" when the director is open about his bias. He is critical of directors who claim to be totally objective, contending their alleged objectivity is a front which disguises an unavoidable bias.

Carr gave several reasons why a documentary can't be objective.

First of all, you're usually working with "talking faces," not filming the event as it occurs. While the latter might seem to be the ideal, it seldom happens. And when it does, as at Kent State, subjectivity is introduced by such things as the direction the camera's facing, by the way the camera itself affects behavior.

Then comes selectivity in editing. You select the best few minutes of many hours of film, and put it in the best order.

Narration adds more subjectivity; words load your film and color the viewer's perception.

And finally, subjectivity comes about through casting. "There's no arguing the point that we do buy image," Carr stated, citing Ronald Reagan and the Panama Canal issue as an example. "If you make a film, you must choose a cast with the right image."

Carr described an image problem he faced on "The Migrant:" "I talked to a wealthy orange grower. He was a handsome, intelligent, articulate liar. I knew a viewer would believe him rather than a migrant worker. So I found another grower who said the same things, but in such a ridiculous manner that no one could possibly believe him."

Carr, who's worked at all three major commercial networks, is critical of their programming.

"All too often," he said, "we get only the corporate voice pretending to an objectivity that doesn't exist."

Through television, that corporate minority has a profound effect on our lives.

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Scholar fund in memory of Nancy Jones

The establishment of the Nancy Jones Davis Scholarship Endowment Fund, made possible by a gift of \$15,000 from Mr. and Mrs. John Wiley Jones of Caledonia in memory of their daughter, has been announced by Dr. Thomas P. Wallace, dean of the College of Science.

Institute officials said that the Nancy Jones Davis Memorial Scholarships will be awarded to worthy students interested in health-related profession courses, with preference to be given to those enrolled in nuclear medicine technology in the College of Science.

Commenting on the gift, Dr. Wallace said, "There is probably no finer way of honoring the memory of an individual than through the enhancement of the careers of future generations of RIT students. It is especially appropriate that these scholarships be awarded to students in health-related professional fields. These scholarships will allow students the opportunity of growth and development which otherwise might not be possible."

Jones is chairman of the board of Jones Chemicals, Inc. in Caledonia, and is an honorary trustee of the Institute. Mr. and Mrs. Jones are active in the Nathaniel Rochester Society.

The gift will be applied toward RIT's \$42 million 150th Anniversary Campaign.

Martin Carr

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We need to be more aware of its effects, Carr warned, such as the way it's raising the expectation of another minority, the poor.

Carr believes public broadcasting is also steering away from controversy. Its funding comes from the white upper class and so its programming tends to appeal to these people.

"Americans who want to make films can't because of money limitations," Carr concluded. "Corporations prefer to bring over a proven success from the BBC rather than invest in an unknown."

Once the controversial film is made, there are other problems.

"'The Migrant' won an Emmy, all kinds of awards," Carr explained. "It also resulted in cancellation of \$4 million worth of advertising on NBC by Coca Cola, which owns most of the orange groves where my filming was done. My contract at NBC was not renewed and I walked the streets for a long time before finding another job."



NTID THEATRE PRESENTS 'DESIRE'

The NTID Theatre's presentation of Tennessee Williams' *A Streetcar Named Desire*, concludes with two performances this weekend at 8 p.m. Friday and Saturday, Feb. 24 and 25. Pictured in a scene from the potent tragedy are (left to right) Jeff Howard as "Stanley," Betti Bonni as "Stella," and Ellen Stucky as "Blanche." All are NTID students. *Desire* is NTID's first full-length serious drama attempt, according to Trish Ralph, artistic director in NTID's Experimental Educational Theatre Dept.

Direct deposit of paychecks now available in more banks

"Neither snow nor rain nor heat nor gloom of night . . ."

Rochester snow has stayed the couriers of the postal service from their appointed rounds several times this winter.

But *nothing* stops Direct Deposit.

With Direct Deposit, your paycheck is automatically deposited in a free checking or savings account on your payday—whether you're sick or on vacation or snowed in or out. In place of your check, you receive a payroll statement showing what was deposited in your account.

Now, starting March 1, you have a choice of Direct Deposit at even more local banks: checking accounts at Central Trust, Lincoln First, Marine Midland, Security Trust, Community Savings, Manufacturers Hanover* and Monroe Savings*; savings accounts at Community, Security Trust* and Monroe*; and Pay-by-Phone at Community.

In addition to convenience and dependability, you'll find other advantages to Direct Deposit: You have a receipt, in the form of a cancelled check, for every bill you pay by check: you'll be less likely to miss out on any deductions when you're preparing your income taxes; and you'll have a better idea of where your money's going.

RIT benefits, too. According to Acting Controller Dave Moszak, Direct Deposit has saved RIT over 60,000 checks, \$6,000, plus the administrative costs of reconciliation, filing and sorting, since it was started in 1975.

Switching to Direct Deposit is easy. Get a request form from the payroll office (2381) or personnel (2424). If you already have an account at one of the participating banks, return the RIT form with a deposit slip for checking account deposit, or account number for savings deposit.

If you need to open an account, you'll have to go to the bank of your choice to do so. Be sure to let them know it is for Direct Deposit. Return the request form to payroll with the deposit slip or account number.

If you've been considering Direct Deposit, do it now, before the next snowstorm.

*Starting March 1

"News & Events" is published every other Thursday by the Communications office at Rochester Institute of Technology and distributed free of charge to the Institute community. For information call Norm Wright at 475-2750.

CONTINUING EVENTS

to March 3—Bevier Gallery. Pots, Etc. Robert Schmitz. Posters by Antonio Frasconi. Hours: Mon.-Thurs. 9 a.m.-4 p.m. and 7-9 p.m.; Fri. 9 a.m.-4 p.m.; Sat. 1-5 p.m. and Sun. 2-5 p.m.

to March 15—Cary Library. Exhibit of portraits by Charles E. Pont

to March 4—MFA Photography Gallery. "A Color Invitational."

Feb. 24 & 25—NTID Theatre. *A Streetcar Named Desire* by Tennessee Williams, NTID Theater, 8 p.m. For ticket reservations call 475-6254

Feb. 26—Rochester Association for U.N. CU Lounge 4 p.m.-8 p.m. and Ingle Auditorium 12 noon-7 p.m. Contact: Bill Larsen, 475-3460.

Feb. 26—CAB Cross Country Ski Race. RIT trail around campus, beginning at 11 a.m. Contact: Nancy McWilliams at x6559 or CAB at x2509.

Feb. 27-March 3—Graphic Arts Research Center "Photographic Science" Seminar. Designed to assist engineers, scientists and technicians in applying photographic technology to the acquisition of data and to provide information on the photographic process necessary in the employment of photographic technology.

March 1-3—Graphic Arts Research Center. Seminar on "Understanding Bindery Operation." Subject is attaining maximum productivity and efficiency in postpress finishing procedures.

March 2—"Novels at Noon" featuring *Calling It Sleep*, by Henry Roth, 12:10 p.m., rm. 203, 50 W. Main

March 2 & 4—RAUN/Great Decisions 1978. Topic: International Development, Can Rich "North" and Poor "South" Cooperate? Panel featuring Dr. Paul Miller and Dr. Francena Miller. March 2, 6:30 p.m. and March 4, 10:30 a.m. on Ch. 21, WXXI.

March 6-8—Graphic Arts Research Center. Seminar on "Preservation and Restoration of Photographic Images." To instruct photographic and museum staff in the latest procedures for safely making, preserving, or restoring photographic images for archival purposes including industrial, scientific, museum and personal collections.

Talisman Film Festival: (W) = Webb Auditorium, (I) = Ingle Auditorium

Crys and Whispers—Feb. 23, 7:30 & 10 p.m. (I) \$.75

Slap Shot—Feb. 24, 7:30 & 10 p.m. (I) \$1.25
20,000 Leagues Under the Sea—Feb. 25, 2 p.m. (I) \$.25

Three Women—Feb. 25, 7:30 & 10 p.m. (W) \$1.25

Slaughterhouse Five and Happy Birthday, Wanda June—Feb. 26, 7:30 p.m. (I) \$1.

ENERGY HOUSE

Open Monday through Friday 9:30 a.m. to 1:30 p.m. Call 475-2411 for an appointment.

Open Saturday and Sunday noon to 7:30 p.m. No appointment necessary. Park in Lot J; free shuttle bus.

A \$1 donation is requested.
Children under 12 free.

Dean Emeritus Stratton dies

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Syracuse University in 1942. He also studied at the University of Minnesota.

As a cooperative student at RIT, he worked as a station helper for Niagara Hudson Power Co. Following his graduation from the Institute he was a telephone installer for New York Telephone Co. in Syracuse, and chief operator of three hydro-electric generating plants for St. Lawrence Valley Power Co. in Theresa.

In 1930 he joined Electromatic Typewriter, Inc. as a typewriter assembler, and in 1932 he was named chief assembly inspector. He was with the company until 1924. During the depression years he operated a small radio and electric service business, and sold domestic oil burners.

He began his professional affiliation with RIT in 1934 as an instructor in management and economics. From 1935 to 1940 he was executive secretary of the Mechanics Institute Management Conference Association. In 1937 he was appointed associate counselor of the Evening School Management Department; in 1938 he was named assistant director of the RIT Evening and Extension Division, and in 1941, director (dean) of the division.

During World War II, in his position of director and assistant director, he was responsible for the training of some 12,000 war workers. During that time the Institute, in cooperation with Rochester industries, operated 24 hours a day, six days per week. He served as director until his retirement in 1962.

In addition to his academic responsibilities, Mr. Stratton served as executive secretary of the RIT Alumni Association from 1936 until 1959 and as advisor to the Student Council from 1936 to 1939. Following his retirement, he did further alumni and development work for the Institute for a short time.

The 1928 yearbook indicates that he was a member of the Electrical Students Association for three years, on the yearbook staff, a member of the Pinochle Club, and treasurer of his senior class. He also was a member of the Henry Lomb Society, a former honor organization. At Ohio State he was elected to Phi Delta Kappa, an educational honor society. He has had articles published in *College and University Business*, *Adult Education*, and *Educational Administration and Supervision*.

While employed by the Institute, Mr. Stratton was a member of the Rochester Chamber of Commerce, the American Society of Training Directors, the American Alumni Council, the Adult Educational Association of America, Adult Educational Council of

Rochester, Outlet Rod and Gun Club, Outlet Boating Club of America, Rochester Chapter of the National Vocational Guidance Association, and the Brighton Reformed Church. He was a former secretary of Rochester's Troop 74 Boy Scout Committee, and from 1936 to 1939 he taught boys' Sunday school at Parsells Avenue Baptist Church. In the 1950s he was cited as "Citizen of the Day" on Rochester Savings Bank's radio program.

Mr. Stratton served as a member of the RIT Alumni Executive Council from 1957 until 1960, and he worked as a campaigner for the New Campus Fund.

He is survived by his widow, the former Alice Howie; a son, John Alfred Stratton who graduated from RIT's Electrical Engineering Department in 1964, and three grandchildren, of Honeoye, New York; and two brothers, Paul of Rochester, who is a 1930 alumnus of the Institute, and Arthur, of Casenovia, New York.

Memorials in Mr. Stratton's name may be made to the Ellingson Scholarship Endowment Fund or the C.B. Neblette Memorial Scholarship Fund at RIT, or to FISH (Friends in Service Here).

Top scholars will hear Dr. Frisina

Dr. Robert Frisina, senior vice president for Institutional Advancement, will be guest speaker tomorrow night (Friday, Feb. 24) at a banquet honoring more than 175 of the nation's top high school students here for the Seventh Annual Outstanding Freshman Scholarship Competition.

Dr. Frisina will tell about impressions he and others of the eight-member RIT delegation brought home from their recent 18-day visit to the People's Republic of China.

The students, many of them National Merit Competition Finalists, Semifinalists, and Commended Students, will be competing for four half-tuition RIT scholarships valued at \$6,200 each.

Written competitions for the scholarships will take place at Saturday's session, and winners will be notified early in April, according to George C. Hedden, departmental coordinator for the Office of Admission.

The next edition of *News & Events* will cover the period of March 9 to 22. Deadline for material for that issue is Wednesday, March 1.

Ralph Callahan--'Super Mailman'

Does it seem to you that postal costs are constantly increasing? Well, you're right.

But your problems are miniscule in comparison to the mail costs facing Mail Services Supervisor Ralph Callahan and his staff each day.

According to Callahan, the Institute's mail costs have jumped from \$175,000 to \$225,000 in the past five years alone.

And that figure would be much higher if it weren't for the penny-pinching that permeates Callahan's staff.

"These figures could have skyrocketed and gone out of sight," says Callahan. "The credit belongs to the men, women and students on my staff for their competence, hard work and interest in RIT."

Callahan has a good example of how seemingly minor postal increases can add huge amounts to the Institute's total mailing costs.

Bulk mail was only 1.7 cents per piece when Callahan started in his job. It's now 2.1 cents per piece. However, that measly .4 cent difference, when applied to the two and one-half million bulk mail pieces sent out last year by RIT, adds up to about \$100,000.

Mail Services is responsible for all campus mail distribution, both interoffice and first class, as well as second class bulk mail, third class, and parcel post (fourth class) pieces.

"Our purpose," Callahan says, "is to facilitate the distribution of interoffice and regular mail throughout the 75 delivery and pick-up areas on campus.

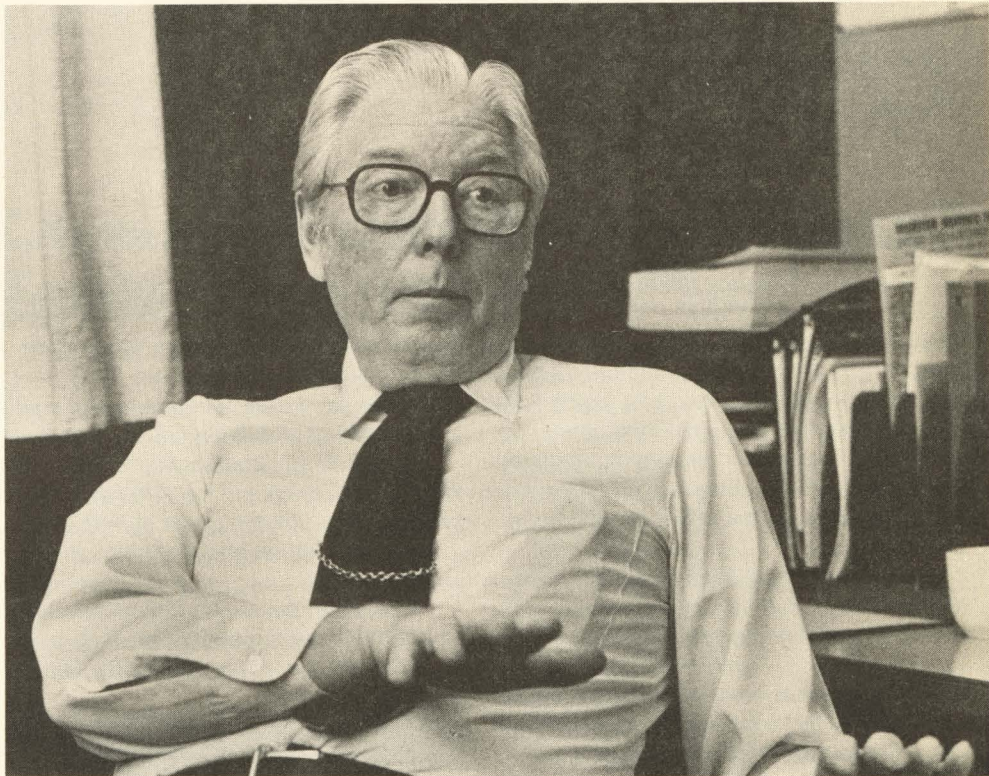
"We also work closely with each college and department that sends out promotional mail such as our official bulletins and the various promotional programs like Admission's search program for soliciting prospective students. These are bulk mailings that go out in large numbers."

Mail Services meters about 3,500 pieces of mail a day on a regular basis, according to Callahan.

"The bulk portion can vary any week from two or three thousand to 100,000, depending on the week," he says. "The mail business is an up and down one, there's only peaks and valleys. Unfortunately, it isn't smooth so that you get an even flow of mail during the year.

"Last year alone, including our everyday amount, the volume was in excess of three million pieces," Callahan adds, "and we're expanding at the rate of about 10 to 15 per cent a year in volume.

"We've done several things to help keep our costs down. Large mailings that used



to go out at the first or third class rate are now going bulk."

"Mailing lists have been developed and put into zip-code sequence so we can mail them in bulk at a substantial savings.

"We also continually consult with people who have multi-piece mailings and try to suggest ways to bring the weight down for a better price."

Callahan feels his department is "probably one of the most commonly used and misunderstood services on campus."

"We get a lot of mail here at Mail Services that people want to send first class. Mailing in that category is very expensive and sometimes it's not necessary to have things sent that way. The Institute can save a lot by sending such mail third class."

Another problem his department faces periodically is distributing Institute publications. "We're at the end of the line in these procedures. And you have to realize that in any kind of bulk mailing a lot of people and activities are involved in putting the piece together—the initiator, writer, designer, production, getting mailing lists prepared and so on.

"What can happen is that the best plans go awry sometimes. Each person involved may take a day or two longer, so by the time we receive the publication to mail, the extra days are used up.

"The pressure is now on us because the im-

pact of any kind of promotion mail is lost if it's not mailed on time. We do our best and work closely with everyone involved. ~~There~~ in pretty good shape now, but it's the odd-ball thing that we still get hung up on."

Callahan feels that Mail Services is an integral part of RIT, insisting that there's "no other way that we could communicate with the outside world as inexpensively to let them know what RIT does and why.

"Can you imagine each college and department processing their own mail each day—about 5,500 pieces, excluding bulk?" he adds.

Daily about 2,000 pieces of interoffice mail are handled and redistributed, along with the 3,500 pieces of outgoing mail to all parts of the country and the world.

Callahan says he serves RIT most effectively as "a consultant on any mail problem.

"I'm only a phone call away," he adds.

"If anyone on campus is contemplating a bulk mailing or think they have the ingredients for one they should call me. I'll be glad to help them and let them know what can and can't be done."

Callahan certainly has the background to handle any postal question. He had 30 years experience with the Rochester post office before coming to RIT. He's held positions as a mail carrier, foreman of delivery and foreman of parcel post. His last position was customer service representative for the Rochester area.



Career Education continued from page 1

cation and the five basic processes of the Division of Career Education, the report explains the nine initial areas of concern as follows:

1. The integration of existing career education related functions including career placement, cooperative education, academic advisement, career counseling and other extant activities into a central career education division.
2. The development of imaginative forms of experiential learning and cooperative education in cooperation with respective colleges and schools of the Institute.
3. The development of innovative cooperative relations with business, industry, health care and governmental agencies.
4. The design and conduct of both internally supported and externally funded research and development in areas such as occupational analysis, national and local employment sector needs assessment, human resource econometrics, basic career development research, career education curriculum infusion techniques, and work sampling.
5. The coordination of an Institute-wide academic and career advisement system that is both functional in terms of course scheduling and responsive to the individual career concerns and objectives of students. Included will be the design and implementation of an Institute-wide career advisement system that provides systematic information relative to individual student career goals, expectations, abilities, and work attitudes, and interfaces with the counseling function and the academic advisement system.
6. The coordination and refinement of the career placement function with experiential learning programs, curriculum infusion activities, and research and development projects within the context of a comprehensive career education system.
7. The design and implementation of a system of instructional development and career education curriculum infusion.
8. Coordinate with appropriate Institute officials (admission and recruitment, insti-

tutional advancement, etc.) the development of career education programs and functions and their potential impact on the work of these individuals.

9. The development of a systematic information sharing and communications network.
- Given that career education is basically a system of teaching and learning regarding the personal career development of individual students, Dr. Nystrom notes that a major question arises.

"That question, simply stated, asks how career education can be facilitated through traditional postsecondary programs and instructional methods.

"It cannot.

"While some existing approaches to the teaching/learning process are appropriate (and they must be, since many graduates find careers that are worthwhile and fulfilling), new and innovative procedures must be developed, evaluated and refined."

The question of career education methodology is much the same question as that involving the absence of essential writing skills on the part of entering college students, Dr. Nystrom says.

"Career development learning, like writing, reading, mathematics, persistence, and assertiveness, is a skill," he states. "It is basic skill that must be developed before conventional knowledge-based learning can be effectively utilized and internalized in a relevant fashion by the learner. Career education is process oriented."

Dr. Nystrom, who was named to his RIT post last August, has been heavily involved in research projects and program development in career education. He was formerly involved in occupational and career education projects at the University of Louisville and Southern Illinois University at Carbondale. He also has published widely in the field of career education.

Dr. Todd H. Bullard, provost and vice president for academic affairs, has predicted that it will take up to five years to realize the full potential of the Division of Career Education at the Institute.

China continued from page 3

Creating a cold, drab feeling were the overhanging smog from soot-producing bituminous coal, dimly-lit buildings and streets, and a virtual lack of bright colors, except in shops which catered to tourists.

Paradoxically, the China delegation felt completely safe walking China's city streets day or night, despite the sparse lighting. Everyone interviewed felt that there was a virtual lack of crime in China.

In fact, the group members felt sufficiently secure that they saw no need to lock their hotel doors.

China does not appear to be the extreme police state usually pictured in the Western mind, many group members felt. For example, they had no restrictions on their picture taking, except at the tomb of Mao Tse-Tung.

The national People's Army provides police, fire and other public services as needed, but in a non-militaristic manner.

The group also was impressed with the fervent patriotic zeal that permeates the entire population. Portraits of Mao and Chairman Hua, the current Chinese leader, are found virtually in every building and public place in China. Stirring patriotic slogans from Chinese and other Communist figures are never far removed from the eyes and ears of the Chinese people, urging them on for the betterment of their country.

This patriotic fervor is translated into an almost theistic reverence for the late Chairman Mao. All that is good within the People's Republic of China is seen as the direct result of Mao's wisdom.

By contrast, the so-called "Gang of Four" is blamed for virtually any shortcoming within the Chinese system. The "gang," consisting of the late Mao's wife and three other former Chinese leaders, was arrested in 1976 for controversial views about the cultural revolution (which got underway in 1966) and their opposition to closer relationships with the West.

On an international basis, the Chinese view the Soviet Union as their primary enemy, many in the RIT group felt. This makes the U.S. more welcome in matters of possible trade, technological and cultural exchanges.