

NEWS & EVENTS

Rochester Institute of Technology

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\$3-Million Grant Received for SAIS

RIT has been awarded a \$3 million federal grant to renovate its 50 West Main Street campus as the site for the new School of Applied Industrial Studies (SAIS).

Final grant approval was announced recently in Rochester City Hall at a joint news conference held by RIT Senior Vice President Robert Frisina and Rochester Mayor Thomas Ryan.

RIT received official notification of the award from the U.S. Department of Commerce, Economic Development Administration. The \$3 million in federal funds will help finance renovation of RIT's downtown campus to house SAIS, a post-secondary vocational training center.

The application for the federal funds was prepared and submitted by RIT in cooperation with the City of Rochester.

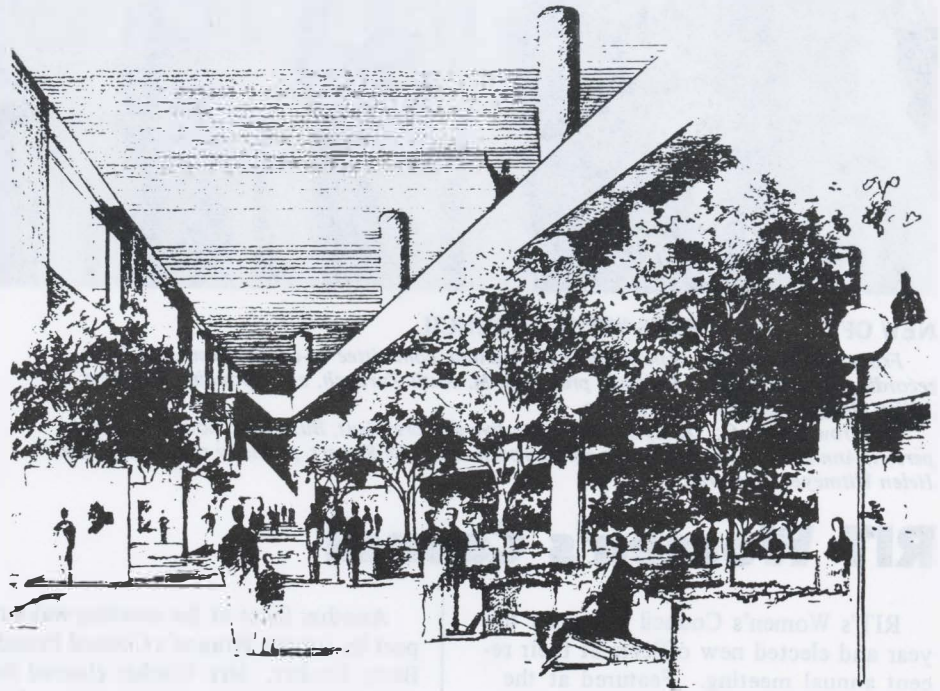
The school will occupy four levels of the Main Street structure. Renovation will begin this spring.

Laboratories, offices, classrooms, a machine shop and industrial exhibit space as well as the building's facade are included in the renovation plans. In addition, the building's original main entrance at the corner of Main and Fitzhugh Streets will be reopened.

"The EDA grant enables RIT to give our downtown campus the facelifting needed to maintain its role as a major educational, social and cultural force in downtown Rochester," said Dr. Frisina.

"We particularly want to thank the City of Rochester, Governor Carey and Congressman Barber Conable's office, as well as Congressman Horton, for their valuable assistance in making this money a reality," he added.

"With it, RIT reaffirms its commitment to the Downtown Rochester area, to local industries needing the skilled manpower developed at RIT, and lastly, to those area residents looking for such training in our highly technical society."



Artist's conception of proposed Industrial Exhibition Park at renovated 50 W. Main Street Campus.

SAIS will offer skilled training for up to 400 students in the fields of machine tool technology, drafting and design and electro-mechanical technology. The school will serve to train unemployed and underemployed residents of the Rochester area and provide Rochester-based industries with needed skilled workers.

The school is fully accredited for full or part-time programs leading to a certificate after six months and a diploma after one year. Initial enrollment will be 50 students, with up to 400 students being enrolled by the fifth year of operation.

Recruitment will be centered in the Rochester area, with emphasis on city areas experiencing high rates of unemployment. A high school diploma or its equivalent will not be required for entry.

Primary placement of the school's

graduates would be into a local employment market consisting of area industries which have had a major role in defining the curriculum and clientele for the program and which project an annual need for 730 new skilled workers.

It is anticipated that the school will open next winter.

Mayor Ryan congratulated Dr. Frisina and RIT, commenting, "this exciting new venture shows RIT's continuing involvement in and commitment to this community. Not only will the School of Applied Industrial Studies offer important career training to our young people and enhance the skilled workforce needed by the high technology industries which are vital to the local economy, but it will also help maintain the momentum of downtown revitalization."

Student Honors Show is 'Tops'

"I've never seen a photo show like it at RIT, it's just gorgeous," said veteran advertising photographer turned photography professor Ron Handy as he viewed the first Student Honors Show which opened recently in the School of Photography.

Hundreds turned out to look at the approximately 250 still photographs, slides and film segments produced by both undergraduate and graduate students in all programs of the School of Photographic Arts and Sciences (SPAS).

The show was organized by Photography Professor Weston Kemp with the help of Howard LeVant and a score of devoted students. The winning entries were selected by the faculty in the nine SPAS divisions—foundation year, BFA, and BS pro photo; film and television, biomedical photography, photo processing and management, BS and MS photo-science, and the MFA program. More than 1,200 entries were reviewed before the final pieces were selected.

"We decided a student show of this sort would accomplish three things," says Wes Kemp, its organizer. "First, it identifies and honors outstanding student work. Second, it serves as a way to encourage excellence in instruction, and finally, it gives the public a good idea of the things that are happening nowadays in SPAS."

The show is located on the third floor of the Frank E. Gannett Memorial Building (College of Graphic Arts & Photography) near the Photo Cage. It's scheduled to run throughout the summer and will be open for viewing during regular RIT business hours.

Women's Council (continued)

dent; Lillian Meagher, program chairperson; Ann Athy and Franny Castle, ways and means chairpersons; Ann Cobb, recording secretary; Ruth Zurbuch, corresponding secretary; Helen Witmeyer, treasurer; Betty Brostedt, assistant treasurer; Grethe Siebert; publicity chairperson; Buzz Hale, nominating chairperson; Mary Lu Brooke, membership chairperson; Jean Jones and Janet Whitaker, hospitality chairpersons; Ruth Glesmann, Horton Child Care Center representative; Georgia Gosnell and Nancy Staples, telephone committee chairpersons, and Ruby Davis, member-at-large (appointed by the president).



NEW OFFICERS OF RIT'S WOMEN COUNCIL

Front row from left: Nancy Staples, telephone committee co-chairperson; Ann Cobb, recording secretary; Carol Mulford, president; M. Ruth Zurbuch, corresponding secretary; Lillian Meagher, program chairperson.

Back row from left: Dancy Duffus, executive vice president; Buzz Hale, nominating chairperson; Ann Athy, ways and means co-chairperson; Grethe Siebert, publicity chairperson; and Helen Witmeyer, treasurer.

RIT Women's Council

RIT's Women's Council recapped the year and elected new officers at their recent annual meeting. Featured at the luncheon meeting were remarks by Dr. M. Richard Rose, RIT president, and a performance by Sunshine and Company, an NTID-sponsored theatrical group.

Carol Mulford, president of Women's Council, recounted the group's involvement in several RIT programs, including funding or volunteer assistance for the Archives, Students Scholarship Fund, Horton Child Care Center Scholarship Fund, Wallace Memorial Library, Symposium, a three-day student film seminar, and the 150th Anniversary Committee.

During the meeting, Dr. Rose received a check for \$12,500 for the RIT Scholarship Fund, a gift made possible by the Women's Council's participation in the Genesee Figure Skating Club's ice spectacular "Broadway on Ice." F. Ritter Shumway, president of the Genesee Figure Skating Club and a member of RIT's Honorary Board of Trustees, and Brenda Dow, chairperson of the ice show were on hand for the occasion.

Another facet of the meeting was a report by former Women's Council President Betty Gocker. Mrs. Gocker chaired the Long Range Planning Committee, which investigated future directions for the Women's Council. The report enumerated on-going concerns such as adding new members.

On that score, Membership Chairperson Rebel Braine had a successful year to report. Eighteen new members joined Women's Council last year bringing present membership to 173.

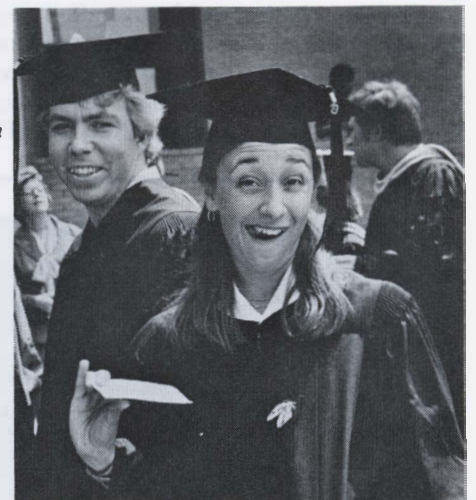
Women's Council held six special events for members during the year. Organized by Program Chairperson Lillian Meagher, they ranged from slides and a discussion of the RIT trip to China to an explanation of the impact of computers on every household in the future by Dr. Richard Cheng, director of the School of Computer Science and Technology.

Carol Mulford was re-elected president of the Council and will continue to serve as Women's Council representative to the Board of Trustees. Serving with her will be: Dancy Duffus, executive vice presi-

BEGINNINGS '79



A record 3,533 graduates received diplomas on Saturday, May 26, during the 94th annual commencement of RIT, conducted for the seventh consecutive year on the Henrietta campus. ROTC graduates received commissions at a separate ceremony in Ingle Auditorium, at which Lt. Col. Victor Keeffe presided.



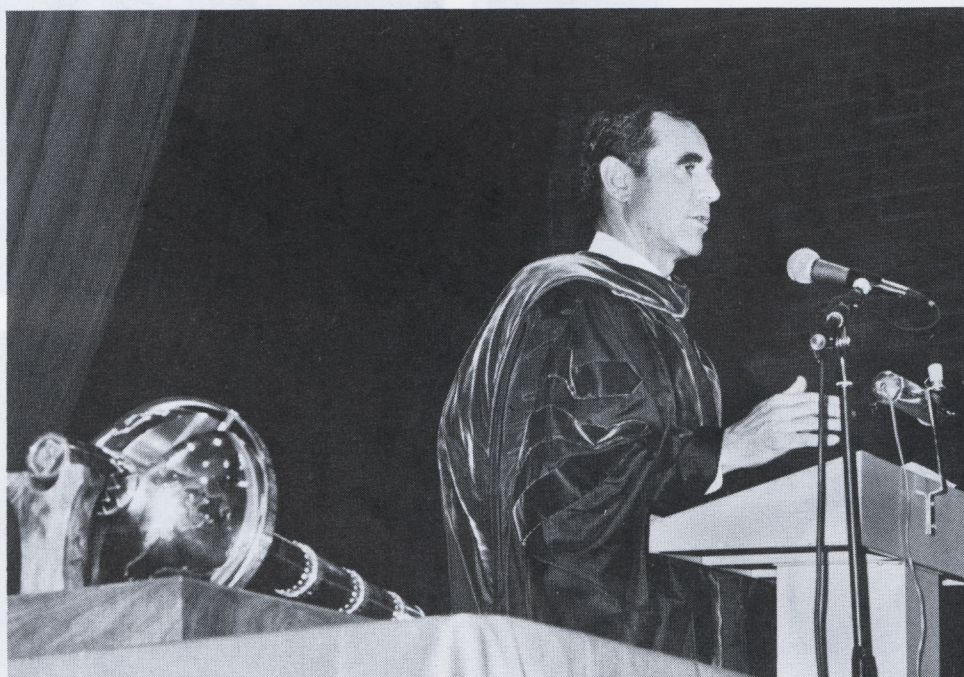
A New President Takes Office

Described by the evening's featured speaker as a "man possessed of old-fashioned virtues," Dr. M. Richard Rose was inaugurated as RIT's seventh president.

The academic Convocation and Inauguration marked the first event in celebrations planned for RIT's 150th Anniversary. Faculty, trustees, and visiting presidents and officers of area colleges participated in the ceremony in full academic regalia.

Sidney P. Marland Jr., former United States Commissioner of Education, was the principal speaker. He called Dr. Rose a man who showed "love and respect and concern for others...a very hard worker and a good family man...a godly man who serves his church...who understands and respects the role of the teacher/scholar." Marland, who is often given credit for coining the term "career education," also spoke on the value and future direction of career education. He congratulated RIT as a "national model for postsecondary education."

The Convocation and Inauguration was planned by Faculty Council. Dr. Harvey Edwards, chairman of Faculty Council, led the procession of faculty and academic officers and carried the mace, a symbol of the authority of the Institute to grant degrees. Music for the ceremony was provided by organist Theodore Hollenbach and the Rochester Philharmonic Brass Quintet.





NATIONAL ENDOWMENT FOR HUMANITIES

June 15—Consultant Grants (Sept. 1979 Awards) Small grants to cover fees for consultants selected from NEH registers to develop and evaluate humanities curricula in other college departments or entire humanities divisions.

July 1—Summer Seminar for College Teachers For scholars interested in directing a full-time two-month seminar in summer of 1980.

July 1—Transitions (April, 1980 Award) Grants to support annotated, scholarly translations of works that contribute to an understanding of the history and intellectual activities of other cultures and can serve as tools for further research in all disciplines relevant to the humanities as eligible.

July 1—Development Grants (Jan. 1980 Awards) Grants to support either the initiation of a new program in the humanities

GRANTS DEADLINES

Please note: **GUIDELINES FOR ALL PROGRAMS ARE ON HAND OR HAVE BEEN REQUESTED.** Please call the Grants Office for additional information, 50 West Main Street, 262-2719.

PROPOSALS SHOULD BE SUBMITTED TO THE GRANTS OFFICE ONE WEEK PRIOR TO DEADLINES FOR ADMINISTRATIVE APPROVALS.

ART IN PUBLIC PLACES/PLANNING GRANTS FOR ARTISTS

June 30—\$2,000 grants to encourage artists to explore the challenges of public sites, and develop projects which seek to expand the concept of art in public places. Projects investigating new materials and techniques for art in public places including innovative solutions to a wide variety of potential sites are included in the program priorities.

NATIONAL SCIENCE FOUNDATION

July 1—Unsolicited proposals in biochemistry, biophysics, cell biology, biological instrumentation, developmental biology, genetic biology, human cell biology, metabolic biology, and regulatory biology.

July 2—Unsolicited proposals for ecology, ecosystem studies, population biology and physiological ecology, systematic biology.

July 15—Material research laboratories

July 31—Unsolicited proposals for anthropology, linguistics, memory and cognitive processes, social and developmental psychology.

NATIONAL INSTITUTE OF EDUCATION

August 12—Research grants on law and government studies in education. Small grants not exceeding \$10,000 for 1 year research project on how legislation, administrative, and judicial policies and governmental organizations affect education.

U.S. DEPARTMENT OF TRANSPORTATION

To be announced—Research in areas of (1) control in transportation systems (2) maintenance and upgrading of transportation facilities (3) technology for advanced transportation safety (4) transportation and community development (5) transportation planning methodologies (6) freight transportation.

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July 1—Development Grants (Jan. 1980 Awards) Grants to support either the introduction of a new program in the humanities

into the ongoing curriculum or extensive revisions in an existing program(s).

July 1—Higher Education Project Programs (Jan. 1980 Awards) Grants to support the design, testing and dissemination of imaginable demonstration projects which address the *national interest* rather than need of a particular institution—Program includes: (a) Humanities Institute Grants (b) Curriculum Materials Grants (c) General Project Grants.

USOE—DIVISION OF INTERNATIONAL EDUCATION

June 18—Citizen Cultural Education. These awards seek to stimulate locally designed educational programs to increase the understanding of students in the U.S. about the cultures, actions and policies of other nations in order to allow them to better evaluate the international and domestic impact of major policies of the U.S. and other nations. 25-30 grants ranging from \$25,000 to \$100,000.

OFFICE OF HUMAN DEVELOPMENT, REHABILITATION SERVICES ADM.

June 15—Short-term Rehabilitation Training Programs. Projects can include workshops, institutes, seminars or other short-term courses. 20 new grants ranging from \$15,000 to \$75,000 are anticipated for FY 1979.

POSTAL NOTES

Two items that are of importance to mailers are scheduled for the month of July.

On July 6, 1979 new rates will be applicable to various classes of mail. Of special concern to the Institute is the increase in second class rates and non-profit **bulk** rate for third class mail.

Also, the Postal Service will implement size standards for envelopes, cards and other pieces of mail effective July 15, 1979.

This means that after this date pieces will be considered **non-mailable** if they are less than 3½ inches high, 5 inches long or under seven thousandths of an inch (.007) thick.

In addition, first class mail weighing one ounce **or less** and single piece third class mail weighing two ounces **or less** that exceeds any of these dimensions: 6-1/8 inches high, 11½ inches long or ¼ inch thick will be subject to a seven tenths of a cent surcharge.

Any questions regarding the above information should be directed to Mail Services at 475-2115.

Art D'Angelo
Supervisor, Mail Services

'Patterns' Conclave Sets Focus On the 80's

"America's productivity level is not only losing the race with inflation, it is actually in the red for the first quarter of 1979," according to the keynote speaker at a recent 1979 "Patterns" Conference at RIT.

The conference centered on economic and technology/research forecasts for the 80s, and their implication on careers. Community college presidents and planning staffs, as well as corporate and industrial manpower forecasters from six northeastern states, were on hand for the two-day workshop.

Dr. Sar Levitan, chairman of the National Commission on Employment and Unemployment Statistics entitled his keynote address "The Doubtful Link between Education and Productivity." Levitan has served as a consultant to several White House administrations and has authored a number of articles on the subject.

Speaking on productivity, Dr. Levitan remarked, "The lack of productivity in the U.S. today comes from a less experienced labor force. New persons now entering the working force, obviously have less experience, and less productivity."

But Levitan had encouraging news for the educators at the RIT conference, saying the productivity slump appears to have reached its low point and should now increase in the 80s. But he warned there is "a trend toward less discipline and commitment in the labor force, in comparison with other countries."

And, he added, the toughest job competition in the next decade will come not from those entering the labor market, "but among those 25 to 50 years old."

The conference was convened by Dr. Richard Rinehart, director of the graduate program and Dr. Dennis Nystrom, dean of the Career Education Division, who set the stage for the conference on human resources development trends.

PROFILE

Career Education Chief Means Business

"I think that it's the responsibility of a major university, a technological university in a large metropolitan area, to take responsibility for things that go on in that area."

So says RIT's Dean of Career Education, Dennis Nystrom. And he is one who packs action behind his words.

After building a first class career ed department at the University of Louisville, Dr. Nystrom was offered the dean's office in RIT's Career Education Division, the very core of the Institute's emphasis on experiential learning.

"There are no other universities in the country, that I know of, that have the kind of career orientation that RIT has," he explains.

Since coming to RIT in 1977, Nystrom feels the division has made significant progress, which he credits to the hard work of his department and the other colleges on campus. "By all forms of measurement," he points out, "productivity and the amount of student-business/industry contact has shown a 70 percent growth rate."

He also is proud of the "Institute-wide system of academic and career advising now implemented—a system which did not exist two years ago."

Dean Nystrom sees the role of the Career Education Division at RIT as "assisting academic units of the colleges in helping students to make wise career decisions." The division has also been active in generating new sources of external revenue, such as the Division for Youth Partners' Program and the recent Mobil grant for career education research.

But the activities of Dennis Nystrom are by no means limited to the Henrietta campus of RIT. The outspoken former southerner has become an integral part of Rochester.

He sees RIT as a respected community institution which, in return, has obligations to that community. "The Institute exists as part of a larger community and to have a large outreach, like career education has, you've got to provide services on the other end," he explains.

After serving on the University Year for Action Project, Nystrom was ap-



Dennis Nystrom in Rochester City Hall.

pointed chairman of the City of Rochester Planning Council-CETA. That council is responsible to the mayor and city council for overseeing \$17 million in federal funds, earmarked for the Comprehensive Employment and Training Act (CETA) program.

In that position, career education is still his primary concern. Nystrom says, "CETA is having a major impact on youth—18 to 24 years old, providing employment and opportunities."

Nationally, CETA has been under fire for financial mismanagement and lack of results, but Dean Nystrom counters, "Rochester hasn't been involved in that and won't be, we are truly trying to help people." In other words, CETA is working here, because people like Dennis Nystrom are involved.

Dr. Nystrom doesn't mince words on anything; when you ask him why he's become involved in his newly adopted town, he'll tell you. "I like the community. I want to be known as a person who gives unselfishly to his family, his community and his profession."

And he does—his list of activities is almost endless. He's a Boy Scout packmaster and active on the district level. He's a skilled artist, handcrafting exact replicas of flintlock muskets from the

late 18th century period. He's also an expert marksman with handguns. "I have a zillion hobbies, I just like playing," he says, and carries that philosophy to his job and family.

His family is one of his top priorities. Father Nystrom's eyes light up when he talks of fifth grade son, Brant, and his goalie appearances in Fairport Youth Soccer. Nine-year-old daughter, Lori, is trainable mentally retarded and she has brought the family into even new areas of activity.

Dr. Nystrom was on the board of directors for Louisville's sheltered workshop program. His interest in career education for the handicapped has led to another project with BOCES. His wife, Janet, is trained in special education and works part-time in RIT's Learning Development Center.

Next month, Dennis will receive the Outstanding Alumni Award from California State College, of California, Pa. He jokingly responds, that he was probably one of the *only* alumni. But the laughs can't cover up the hectic trail of appointments. No wonder he needs his new Porsche to get himself to those appointments on time!



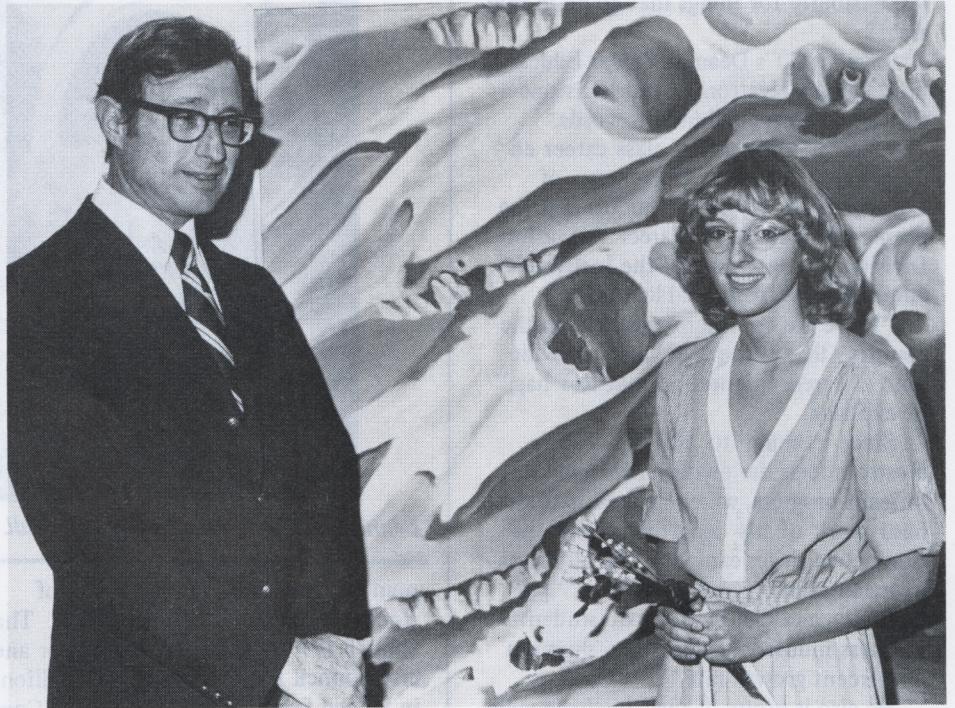
NEWS & NEWSMAKERS

NOTICE: No allergy injections will be given in Student Health Service from June 19 to June 29.

Dr. Milton S. Eisenhower, brother of the late President Dwight D. Eisenhower, delivered the Commencement address at the eighth annual graduation of RIT's Eisenhower College in Seneca Falls. A respected public official and educator, Dr. Eisenhower has served the administration of eight presidents, including eight years as special ambassador to Latin America. He has also served as president of three major universities: Kansas State University, the Pennsylvania State University and The John Hopkins University.

Bruce A. Austin, instructor in the College of General Studies, has recently published an article entitled "Public Interest Programming by Commercial Network Affiliates" in *Journalism Quarterly* (Spring 1979). The article discusses and examines the prime time menu of Rochester's three commercial television stations with regard to the Federal Communications Commission's "public interest, convenience, and necessity" clause.

The Higher Education Opportunity Program has recently welcomed two new members to its staff. Mrs. Connie Buffington has assumed the duties of department secretary, and Lenny



AWARD WINNING PAINTER

Lorelei Bennett, who completed her bachelor of fine arts degree in painting this year in the College of Fine and Applied Arts, was the recipient of the first Winsor & Newton Award for Painting. The award was presented during Commencement festivities by G.B. Culver, director of marketing and planning for the parent group of Winsor & Newton Company, a subsidiary of R. T. French Company, and Charles Chadwick, director of public relations for the parent group. Ms. Bennett is pictured here with one of her faculty members Philip Bornarth. Her painting, "Equus Callibus," is in the background.

Gumbs has begun work as a HEOP counselor. Mr. Gumbs also serves on the Special Services Advisory Board.

Professor Robert C. Baker of the Electrical Engineering Department, presented a paper on "Functional Trimming in Hybrid Circuits" at the Custom Integrated Circuits Conference, May 23, in Rochester.

On May 14, Dr. Thomas Plough, associate vice president for Student Affairs, made a presentation on "Academic Leadership Development for Department Chairpersons" in a session on Improving Academic Performance and Outcomes at the Annual Forum of the Association for Institutional Research in San Diego.

Dean of Admission John

Humphries recently shared the podium with Dr. Moses Koch, president of Monroe Community College, at a conference sponsored by the New York State Education Department. Both presented papers on the subject "Effective Curricula for the Transfer of Appropriate Technology." The theme of the conference, held May 19 on the Nazareth College campus, was "Global Education Awareness."

James Papero and Sandra A. Parker of Personnel were participants in the Sex Equity Workshop held March 22 and 23 at the Sheraton-Canandaigua Inn, Canandaigua.

NEWS & EVENTS

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