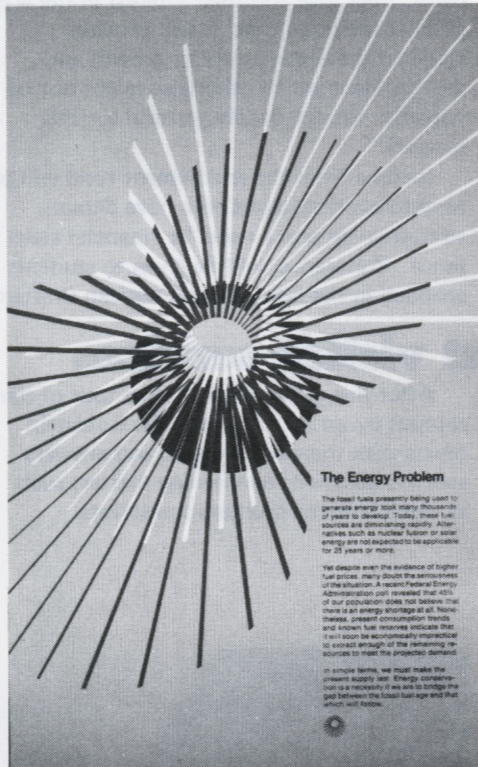


November 22 – December 5, 1976

RIT's energy consumption down; continuing cutbacks projected



"THE ENERGY PROBLEM"

One of the posters designed by Carlo Piech.

An awful lot of talking has been done at RIT this autumn about the energy crisis. Institute Forum has managed to focus our attention on a wide range of energy-related issues—practical, ethical, guilt-provoking and fear-instilling.

The question now is what is the Institute actually doing about it, besides paying the problem lip-service?

Quite a bit. The Office of Energy Conservation of the Campus Services Department has announced that energy consumption for the fiscal year 1975-76 was down 7½ per cent in electricity, and 15 per cent in natural gas. This drop is the largest 12-month reduction since organized energy conservation work began at RIT in 1973.

The reductions for the 12-month period are attributed to long-range planning efforts directed toward further technical modifications, and an education/communications program geared to changes in values and behavior. Credit is due to Lou Boyon, Campus Services plant engineer, who is in charge of long-range planning; Dave Jordan, superintendent of operating engineers, who oversees technical modifications; and Carlo Piech, communications coordinator.

Fortunately, they have received credit, which has benefited RIT over and above the money saved by energy conservation. The National Association of College and University Business Officers (NACUBO) has awarded RIT \$2500 for fourth place in a national cost reduction incentive program.

Actual energy reduction and savings realized have been due almost entirely to technological change. Engineering modifications presently taking place at RIT include computer-assisted scheduling for the more energy-consuming equipment; lower wattage lights; and optimization of many building systems' performance. Another innovation is an extension of the manned operation of the computer-controlled equipment (air-conditioning and heating, for example), which allows for power shut-offs when a class is cancelled or a room assignment changed at the last minute.

But the really significant energy savings will result, in the long run, from changes in behavior, according to Carlo Piech. To that end, the Office of Energy Conservation formally initiated the communications segment of its program in July, 1975. Designed to generate the interest and participation of the entire RIT population, this aspect of the program is unique to organized energy conservation programs in colleges and universities.

One of the first steps was the design of

a graphic identification system, which serves to associate posters and brochures with the Office of Energy Conservation, and to let people know that such a department exists. Students in communication design were asked to help in the design and production of the logo and the publications that made use of it.

"The thrust of the program," Piech says, "is to stimulate awareness that all fossil fuel is finite. No matter what the reported figures might be, no matter what the authorities say—we're running out. RIT uses natural gas, a resource that will be depleted by 1986, if we continue at our present level of consumption.

"We are all going to have to develop a sense of responsibility and concern for others and for the environment."

As an institution, RIT will continue to feel that sense of responsibility. The Institute aims at a 2½ per cent annual reduction in energy consumption, which will be accomplished by still more efficient modes of operation. According to Piech, there is still more that can be done to better utilize space and heavy equipment.

Institute Forum to host Moynihan

New York State's U.S. Senator-elect Daniel Patrick Moynihan will speak at the RIT campus Thursday, December 2, at 4 p.m. in Ingle Auditorium. Brought to campus by the Institute Forum, Moynihan will discuss, "Energy Issues and Choices: The Impact of International Politics."

The 49-year-old Moynihan has served in the cabinet or subcabinet of four presidents, was ambassador to India, 1973 to 1975, and was the United States representative to the United Nations, 1975 to 1976.



DANIEL PATRICK MOYNIHAN

RIT's Institute Forum will bring the Senator-elect to campus on December 2.

cont'd from p.1

His book with co-author Nathan Glazer, *Beyond the Melting Pot*, a study of ethnic groups in New York City, received the Anisfield-Wolf Award in Race Relations in 1964. Moynihan's other books include: *Defender of a Guaranteed Income* (1973), and *Coping: Essays on the Practice of Government* (1974).

Institute Forum is a campus-wide discussions program that focuses on a different topic each year. The topic for 1976-77 is "Energy: Issues, Choices and the Quality of Life."

Shuttle bus timetable

The RIT shuttle bus travels a daily route from the Physical Plant to the Administration Building with intermediate stops at Grace Watson and NTID. Arrival times at the two ends of the route are:

Morning		Afternoon	
Phys. Plant	Ad. Bldg.	Phys. Plant	Ad. Bldg.
8:10	8:20	12:10	12:20
8:30	8:40	12:30	12:40
8:50	9:00	12:50	1:00
9:10	9:20	1:10	1:20
9:30	9:40	1:30	1:40
9:50	10:00	1:50	2:00
10:10	10:20	2:10	2:20
10:30	10:40	2:30	2:40
10:50	11:00	2:50	3:00
11:10	11:20	3:10	3:20
11:30	11:40	3:30	3:40
11:50	12:00	3:50	4:00

For arrival times at NTID, add approximately five minutes to the Physical Plant time when going west, and two minutes to the Administration Building time when going east.

Arthur and Molly Stern honored by newly established scholarship fund

RIT's Board of Trustees has announced the establishment of the Arthur and Molly Stern Scholarship Fund.

It was created by Mr. and Mrs. Arthur L. Stern III in honor of his parents' long service to the Institute. RIT's Trustees, along with both presidents who served under the elder Stern, Dr. Mark Ellingson and Dr. Paul A. Miller, also are contributing gifts to the fund.

The elder Arthur L. Stern, senior partner of the law firm of Nixon, Hargrave, Devans and Doyle, has been an RIT Trustee since 1950. He served as chairman of the Board from 1961 until June 1976.

Miller said, "Arthur and Molly Stern have made RIT a prime interest in their lives for over a quarter of a century. With all the hard jobs asked of him, Stern somehow managed, with rare wisdom and dispatch, to do something more. The scholarship fund is a most fitting way to honor his and Molly's lifelong devotion to the Institute."

Miller also said the senior Stern guided RIT along one of the most remarkable courses in educational history. Together with Ellingson, he led the Institute through the successful New Campus Fund Campaign

and subsequent construction of the new campus in 1968.

Stern shared many interests in the development of the new campus, including architecture, land-use, and internal decor and design. In 1966 the decision was made to invite NTID to locate at RIT. And it was under his leadership that Miller became president of RIT in 1969.

Dr. Robert Johnston, dean of the College of Fine and Applied Arts, said, "Arthur and Molly Stern were instrumental in the acquisition of the large collection of art and sculpture that presently enhances the campus buildings and landscape.

"This scholarship will perpetuate their name, their love and their interest in the arts. And, at the same time, it will provide students the opportunity of growth and development which otherwise might not be possible. We are deeply grateful for this support."

Income from the endowment fund will be used to assist students who have demonstrated talent and a need for financial assistance. Preference will be given to students enrolled in the School for American Craftsmen.

Admission rounds out visitor services

How is it possible to handle an ever-increasing number of campus visitors in a personal and professional manner without making them wait a month?

"Admission had been faced with this problem for some time," Dean of Admission John Humphries remarked. "And it was continuing to grow worse."

Many times, prospective students, parents and other visitors arrived on campus, unexpectedly, only to find RIT's admission counselors already busy with scheduled guests. Or else the counselors were on the road, carrying out their recruitment trips throughout New York, New Jersey, Pennsylvania, and further afield.

In response to this problem, the Office of Admission has instituted a new group interviewing and touring service.

Elaine Goldstein, a part-time admission counselor, has been overseeing this new approach since it began last month, and she reports considerable success in helping visitors.

"I meet with up to 15 people at one time in an afternoon, and give them a general rundown on matters that relate to their program interests," she said. With this set-up, she continued, a greater number of people can be accommodated than before when personal appointments were scheduled for everyone.

After this group is taken on a tour of the campus by an RIT student, Ms. Goldstein meets with the visitors again, and answers specific questions concerning matters such as curriculum or problem transcripts.



GROUP GUIDANCE

Admission's Elaine Goldstein conducts the new group counseling sessions for campus visitors.

Two sidelines--at least for Institute lecturer

When Mary Deane Gridley came to Rochester two years ago she was determined not to let a job confine her to any one field.

"I'm interested in so many things," the former model-English teacher-newspaper columnist-dress shop owner explains, "I didn't want a job which would force me to exclude anything."

Now she has three jobs.

Tuesdays and Thursdays she teaches fashion electives in the retailing program in RIT's College of Business.

She does writing and public relations work as a merchandising consultant for publisher Bobbs-Merrill.

And she recently started a third job which is introducing a new merchandising service to Rochester women--fashion consulting.

Ms. Gridley is a free-lance fashion consultant. As she describes the job, "I meet with an individual, in her home, to evaluate her wardrobe requirements, taking into consideration such things as her lifestyle, figure type, coloration, budget and likes and dislikes.

"Then, using the 'bedspread method'—it's usually easy and convenient to spread her wardrobe out on the bed—I take a look at what she has. I start mixing, rearranging. I'll suggest new ways of wearing the same thing, updating something that might have been thrown away, using accessories effectively. And, I make recommendations about what she needs.

"The idea is to help her make the most of what she has, and help her to buy what she needs, wisely."

A little like shop-at-home decorating?

"No," she insists, "I'm not a salesperson. I don't have catalogs or samples. I'm providing a service."

Roaming the globe with Johnston: Continental lecture series on ceramics

Dr. Robert Johnston, dean of RIT's College of Fine and Applied Arts, is conducting a series of seven lectures for the Archaeological Institute of America. The lectures are taking him to Vancouver, Canada, Oregon, Washington, and California.

An expert in ancient traditions of pottery making, Johnston is speaking on "The Paleo-Ceramist at an Archaeological Site" and "Master Potters in Afghanistan: An Ecological Study with Archaeological Implications." Johnston's archaeological studies of clay fragments have taken him to Afghanistan, Iraq, Iran, Turkey, Greece, Crete, Israel, Panama, and Mexico, as well as across the United States.



CLOTHES CONSCIOUS

Mary Deane Gridley advises one of her clients, who had never thought to create five new outfits with that old green blazer.

Ms. Gridley believes that timing is the most important factor in fashion, and she thinks this is a good time for introducing fashion consulting to retailing.

"It's a bad time for fashion, but a good time for selling," she says, explaining, "Fashion today is not gimmicky. We have no heroes, due at least partly to Watergate. We're not rushing for peer acceptance, as in the 60's, because we don't trust our peers. Each individual has to make her own decisions about what is best for her very special needs, and this is how a fashion consultant helps."

Ms. Gridley feels her public relations and consulting work help relate her teaching to "real-life" goals. She estimates she spends only a half to a third of her class time on lectures, preferring instead such special projects as an annual fashion show and a New York City buying trip, which enable her students to see and practice what they learn.

Among his recent accomplishments are three films about his ceramic research, and a number of books, articles, and reviews. He is currently art editor for the *Biblical Archaeologist*. Through 1985, he will act as ceramic expert on excavations in Tunisia and Jordan.

"News and Events" is published every other Monday during the academic year by Communications Services at Rochester Institute of Technology and distributed free of charge to the Institute community. For information, call 464-2344.

CONTINUING EVENTS

Bevier Gallery—Watercolors by Ralph Avery.
Dec. 4 — Dec. 18. Reception Dec. 3, 8-10 p.m.

Cary Graphic Arts Collection—Recent acquisitions.
School of Printing, Nov. 22 — Jan. 3

RIT Winter Sports—

Wrestling: RIT Invitational. Dec. 3, 6 p.m.

Wrestling: RIT Invitational. Dec. 4, noon

Institute Forum— "Energy Issues & Choices: The Impact of International Politics" Ingle Auditorium, Dec. 2, 4 p.m.

RIT's policies stress honorable exchanges

In anticipation of the holiday season, the RIT community is reminded of the Institute policy regarding gifts and gratuities.

William Batcheller, director of Purchases, remarked that "a number of our vendors, acting in good faith, feel the necessity to offer various favors in celebration of the holiday season. We insist that RIT employees conduct their association with individuals outside the Institute with the highest degree of personal integrity."

The Institute policy as published in the "Purchasing Policy and Procedures Manual" reads:

The acceptance of gifts by RIT employees from any of its suppliers is against Institute policy. However, this policy is not intended to eliminate entirely ethical and traditional business-related functions such as business lunches, nor does it preclude the giving of token, personal mementos of nominal value.

If in doubt as to the possible propriety of any such exchange or activity, it should be rejected as contrary to our policy. In making this judgment, the ultimate criterion must not be whether the exchange or activity would influence an RIT employee in any way, but rather what appearance or construction might be placed on this action by a critical third party.

Dates set for clinics

As announced in the November 8 issue of *News & Events*, the Student Health Service will sponsor swine flu vaccine clinics, primarily for undergraduate students. The tentative dates for the clinics are:

Wednesday, December 8	9-12 noon
Thursday, December 9	5-8 p.m.
Tuesday, December 14	1:30-4:30 p.m.
Wednesday, December 15	1:30-4:30 p.m.
Thursday, December 16	1:30-4:30 p.m.

These dates are dependent upon receipt of the vaccine. Confirmation of dates and times will be posted on campus prior to each clinic.



Holiday bash Dec. 17

Mr. and Mrs. Richard Eisenhart and Dr. and Mrs. Paul Miller, in cooperation with the RIT Women's Club, are inviting all trustees, faculty, staff, spouses and dates to the All-Institute Holiday Party Friday, December 17, from 8 p.m. to 1 a.m. in the College-Alumni Union.

Activities will include swimming, skating, volleyball, bowling, billiards, dancing and a variety show. Coffee and dessert will be served at 11:15 p.m.

Reservations should be made by calling the President's office before December 8.

NEWS & NEWSMAKERS

Dr. Paul Bernstein, dean of Graduate Studies, has been appointed to chair a panel on "General Education and the World of Work" at the 32nd national conference of the American Association of Higher Education in Chicago, to be held in March, 1977.

Bernstein has also been elected president of the Association for General Education for 1977-78.

Dr. D. Robert Frisina, vice president for Public Affairs and director of NTID, has been elected to the board of directors of Frank Gannett Newspapercarrier Scholarships, Inc.

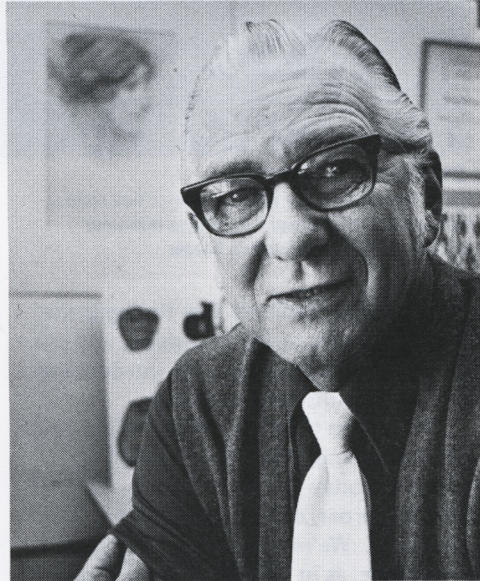
Marsha Weber, administrative assistant in the College of Graphic Arts and Photography, has been appointed coordinator of Veteran's Affairs. She replaces Sue Liberman.

Dr. Ronald Francis, chairman of the photo science department, has received a request for a sample copy of *Photo Scientist* from the USSR National Public Library for Science and Technology.

They want to review the student publication for possible subscription. Fourth-year student John Blakney is the editor.

Kristin Alexander, former assistant director of the Higher Education Opportunity Program (HEOP), has been named director of the program, effective November 1.

She replaces **Charles Robinson**, who has accepted a position as associate in Higher Education Opportunity with the New York State Department of Higher Education.



ART AWARD

Art professor Stan Witmeyer is recipient of the 1976 New York State Art Teachers Award.

RIT fine art professor earns state-wide award

Eighteen of Stan Witmeyer's colleagues from the College of Fine and Applied Arts accompanied him to Buffalo a couple of weeks ago when he received the 1976 New York State Art Teachers Award.

"We were all very pleased to see Stan honored by a group that he has supported and contributed to in many ways," said Peter Giopulos, associate dean of the College of Fine and Applied Arts. Witmeyer was cited for his work as an artist, art educator,

Photo students get awards from Japanese firm

A scholarship program to honor Setsutaro Kobayashi, chairman of the board of Fuji Photo Film Company of Tokyo, Japan, has recently been established at RIT, according to Dr. Paul Miller.

The Kobayashi Scholarship, amounting to \$4,500 each year for three years, will be divided into three \$1,500 awards to be made to seniors in the School of Photographic Arts and Sciences. Awards are based on student academic merit and financial need. The first recipients of these scholarships are fourth-year photographic science students,

writer, scholastic art competition judge, and active member of various art groups and committees.

The award, given at a dinner in the Statler-Hilton Hotel, was presented by Roger Hyman, president-elect of the New York State Art Teachers Association. Douglas Dickson, an RIT freshman from Cheektowaga, N.Y., was the recipient of the association's student award and scholarship the same evening.

Witmeyer joined RIT 30 years ago. During his career here, he has been director of the School of Art and Design, associate dean of the College of Fine and Applied Arts, and is presently professor of art in the School of Art and Design. In 1971 he was inducted into the highly selective RIT Sports Hall of Fame and named Outstanding Alumnus by the RIT Alumni Association. He has also received the Distinguished Alumnus Award from the State University of New York at Buffalo where he completed his bachelor's degree.

In addition to his membership in the New York State Art Teachers Association, Witmeyer belongs to the National Art Education Association, Eastern Arts Association, Visual Literacy Committee of America, Task Force on the Arts, Inter-City Churches, Arts Council of Rochester, Rochester Art Club, and Program Committee of the National Association, Schools of Art.

He has published articles in several professional journals including *School Arts* magazine, *Design* magazine, *Eastern Arts Journal*, *Matrix*, and the *New York State Art Teachers Journal*.

Susan Egnoto, John Griffiths and Stuart Richer.

Fuji is the largest and leading photographic manufacturer in Japan and a world leader in the development and application of coating technology to photography, audio and video recording and data processing.

The goal of the Kobayashi Scholarship at RIT and other institutions is to develop new talents for the posterity and prosperity of the photographic industry.