

N·E·W·S & E·V·E·N·T·S

Isaiah Thomas Award Honors Times' Sulzberger

Newspapers stop the world each day and meaningfully sort out what is going on for the reader. "How well we do this job is going to determine the long-term viability of the newspaper business," Arthur Ochs Sulzberger, chairman and publisher of The New York Times Company, said in receiving the 1984 Isaiah Thomas Award from the Institute last week.

"Today our newspapers seem constantly under scrutiny by either readers who question our responsibility or officials who question our motives. Our defense will not be to cloak ourselves in the First Amendment, but rather to step forward to responsibly fill the role guaranteed us under the Constitution," Sulzberger said.

Sulzberger told the audience gathered in Ingle Auditorium for the presentation of the sixth annual Isaiah Thomas Award by RIT's School of Printing that new technology in printing and publishing has allowed publishers "to do wonderful things limited only by our own intellect and motivation."

"The New York Times today would not be The New York Times of today if we had to set type and sort classified ads by hand" as in Isaiah Thomas's time.

Sulzberger said that he would be the last person to discuss technology or management styles although he mentioned that his favorite management style was nepotism.

He did say, "If we confuse our priorities and start to believe that readers will thrive

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In a scene much like this, 3,585 students will graduate from RIT this Saturday in six separate ceremonies. Colleges will host receptions and tours for graduates and their families immediately following the ceremonies.

Commencement Marks 'Beginnings' As 3,585 Students Graduate

Banners, balloons, bands and the banter of excited graduates will fill the air Saturday May 19 for RIT's 99th Commencement, entitled Beginnings. Undergraduate and graduate degrees and diplomas will be awarded to 3,585 students in six separate ceremonies in the George H. Clark Memorial Gymnasium and the Frank Ritter Memorial Arena.

As in the past, RIT will focus the day's attention entirely on the graduates and will not have a commencement speaker. President M. Richard Rose will address each commencement ceremony.

At 9 a.m., the College of Business and the College of Science will be at the ice arena and the College of Engineering and the College of Liberal Arts will be in Clark Gymnasium.

At 11:30 a.m., the College of Applied Science and Technology will be in the ice arena and the College of Fine and Applied Arts and the National Technical Institute for the Deaf will be in the gymnasium.

At 2:30 p.m. the College of Graphic Arts and Photography will be in the ice arena and the College of Continuing Education will be in the gymnasium.

Colleges will host receptions and tours for graduates and their families immediately following the ceremonies. Light refreshments will be available from various locations on campus and lunch will be served in the College-Alumni Union.

Music will be provided by the Mississippi Mudders, the Trinidad and Tobago Steel Band and the Genesee Valley Brass Ensemble.

IBM Executive Elected Trustee

Patrick A. Toole, president of IBM's Systems Technology Division in Endicott, N.Y., has been elected to the RIT Board of Trustees.

Toole joined IBM as an engineer in 1960 and advanced through a number of positions including general manager and director of circuit packaging, director of the Endicott Laboratory and Endicott site general manager. He was named president of the Systems Technology Division in 1983.

Toole received a BS in electrical engineering from the University of Detroit in 1960 and an MS in engineering administration from Syracuse University in 1967.

Toole is also a member of the Broome County Chamber of Commerce, president of the Louis N. Picciano Boys' Club board and a member of Endicott Trust Company and the Community Memorial Center boards.



QUESTIONS AND ANSWERS...For two hours students had the opportunity to talk with Duane Michals during an informal seminar. As evidenced by a large gathering and student response, the seminar was a success. The internationally known photographer answered students' questions and talked about his experiences in the world of photography. Michals also found time to sign some autographs. He was at RIT to deliver the William A. Reedy Memorial Lecture in Photography, possible through funding from Eastman Kodak

President Names Plough Provost

May 14, 1984

I am pleased to announce a change in title for Dr. Thomas R. Plough. Effective immediately, Dr. Plough will be provost and vice president for Academic Affairs. There are two compelling reasons for this title change. First and foremost, Dr. Plough has earned it by his performance; and, secondly, with the upcoming Capital Campaign, I plan to be spending considerable time off campus.

This title change underscores the supremacy of academics in our institutional life and establishes a clear line of delegation when I am absent from the campus. The other vice presidents will continue to report to me directly as they have in the past, and to Dr. Plough when he is acting in my stead.

M. Richard Rose

Dr. Plough joined RIT in 1972 as associate vice president for Student Affairs, where he had primary responsibility for nearly every department within the division. Additionally he was assigned frequently to special projects in academic administration. In

1980 Plough was appointed executive dean for Eisenhower College at RIT. Following the closing of Eisenhower, Plough directed the transition of staff and students to RIT.

In 1983, Dr. Plough was named vice president for Academic Affairs.

A 1963 graduate of Michigan State University, Plough also completed his MA there in 1965 and his Ph.D. in 1971. He holds an appointment as associate professor of sociology in RIT's College of Liberal Arts.

Plough recently rejoined the board of the Convalescent Hospital for Children, where he served from 1975 to 1981.

Registration Set For CCE Summer Classes

There will be open registration for the College of Continuing Education's Summer Quarter classes Noon until 8 p.m. Tuesday and Wednesday, May 22 and May 23, on the first floor of the Administration building.

Sperry/Roth High School registration

will take place 12:30 to 2 p.m. Friday, May 25, in the Administration building.

First day of classes and day student registration for CCE courses is 9 a.m. until 8:30 p.m. Tuesday, May 29.

Lacrosse, Hockey Coaches Named

Two new coaches have been named at RIT. Bruce W. Delventhal takes over as men's hockey coach and William G. Glennon will guide the lacrosse program.

Delventhal, 34, comes to RIT from Princeton University where he served as hockey assistant coach the past four years. He replaces Brian Mason who resigned and moved to Division I Dartmouth College as head hockey coach. Delventhal also will serve as scheduling officer for men's intercollegiate athletics.

A native of Englewood, N.J., Delventhal received his bachelor's from Hamilton College in 1971. He gained his master's degree in divinity from Princeton Seminary in

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Summer N&E Available by Mail

Away from RIT for the summer, but want to stay informed?

If you would like to receive a copy of News & Events at home throughout the summer, please contact RIT Communications with your home mailing address.

Business Dean's Speech Delineates 'The Special Attributes of RIT'

Of particular interest to the RIT community is the following speech presented by Dr. Walter McCanna, dean of the College of Business, at the 1984 annual dinner for candidates for Presidential Scholars and their guests. Describing RIT's professional faculty, comprehensive programs and quality students, McCanna calls his speech "The Special Attributes of RIT."

Tonight I wish to speak on that which is foremost in your mind...What can RIT do for you. Should you choose RIT over other fine schools?

RIT has distinctive characteristics that, collectively, differentiate it from other schools. Tonight I am going to describe my view of the special characteristics of our faculty, programs and students. I also will comment on how I believe these attributes can help you acquire the kind of education that will equip you to live an educated, humane life and perform well in the variety of jobs that will be available to you throughout your working career.

Many times students face the problem of choosing between two types of faculty, neither of which are fully qualified to guide them in their efforts to learn. On the one hand, they may find faculty committed to teaching well, faculty that care about them almost as substitute parents. Unfortunately, these faculty are often found in colleges and universities where heavy teaching loads and tight budgets prevent them from carrying on the research, writing, consulting and other professional activities that keep them up-to-date in their disciplines and alive with the excitement of the problems that can be solved with new knowledge. As a result, over time these faculty become bored. They become dull in the classroom and, at best, pleasantly irrelevant. Because they cannot stay up to date in their fields, the quality and extent of their knowledge is certainly not worth the price of today's private college tuition.

On the other hand, students often face a choice of faculty so driven by research, consulting and other professional activities they have lost their interest in and concern for their students. They are remote, hard to contact and care little about students as human beings and future professionals.

It is difficult for faculty to maintain a balance that ensures their commitment to students as individuals and to the very time consuming activity of good teaching, while at the same time keeping current with the new developments in their fields. Today, most areas of knowledge are increasing so rapidly it takes a substantial amount of time to stay current and to contribute to the

advancement of knowledge. Yet keep up they must, or they will lose their enthusiasm and their relevance. They will become that pathetic social liability, the gentle tenure teacher defrauding everyone by teaching material that is either a repeat of high school or is at the level of that in today's popular newspapers and magazines.

RIT has faculty that, by and large, have succeeded in maintaining the necessary balance. They generally are up to date, contribute to the advancement of knowledge by research, writing, consulting and other professional activities, and at the same time have maintained their interest in students as individuals, both as persons and as future professionals, and they have continued their commitment to good teaching. Of course, every college or university has its slackers, but at RIT, they are few and far between. This quality of balanced development in faculty is the central and most significant asset of RIT. It is the asset most difficult to find in today's higher educational institutions.

Another important strength of RIT is the comprehensive nature of its baccalaureate programs. Often a student is faced with the choice of either a highly practical program that will prepare him or her to do an excellent job in some technology immediately upon employment, or alternately, a program that contains a good education in the humanities and the social and natural sciences.

The first alternative of a predominately practical "how to do it" curriculum has two major deficiencies. First, it does not contain enough liberal education to enable one to develop into a knowledgeable, educated individual, and second, it does not contain enough knowledge in the natural sciences and mathematics, foundation knowledge that equips a person to understand, adapt to and develop new technologies. These programs may get you a job, but they can also be routes to unemployment and irrelevance by the age of 35. At best, they interfere with your advancement by limiting the depth and breadth of your knowledge. And sadly, they rob you of the potential for the wisdom, insight and perspective on our world toward which liberal education makes such a valuable contribution.

On the other hand, programs that contain solely liberal education in the form of the humanities, the social and natural sciences and mathematics, while well preparing you to develop wisdom and perspective on our world and to understand and adapt to changing technologies, do not prepare you to do a particularly good job at any one thing. After graduating from these programs, you often need to obtain specific

professional and technical knowledge in a two-year graduate program, or you face the difficult and low paying prospect of finding employment with someone who will spend the money and time necessary to train you.

At RIT we have designed baccalaureate programs that contain a balanced combination of three areas of knowledge: humanities and social sciences, the foundation natural sciences and mathematics, and the current professional or technical knowledge and skill of an active field of employment. Having completed one of these programs, you can enter life after college as a liberally educated person prepared to understand your society; as a person with a good foundation in the natural sciences that are spawning our changing technologies, prepared to contribute to and adapt to those changing technologies; and as a skilled professional-technical person who can do an excellent job immediately upon employment. Comprehensive baccalaureate programs of this nature provide one of the greatest strengths of RIT.

A third distinguishing feature of RIT is the nature of its students. Students, and parents of students, often find this part of a college or university to be the most difficult to ascertain. It is hard for entering students or parents to assess if the overall atmosphere of friends and colleagues will be congenial, supportive and compatible with their values and attitudes. After 27 years of professional experience, with four of them at RIT, I feel quite confident in assessing and describing the characteristics of the faculty and programs of an educational institution. However, to accurately assess and describe students at RIT, never having been one myself, is a bit difficult. Nevertheless, you need all the opinions you can get to assess whether you, or if you are a parent, your son or daughter, will be comfortable and will prosper here.

Intellectually our students are well equipped to benefit from a college education. Their capabilities have been increasing annually as the rigor and the reputation of the quality of our programs increase. They tend to be serious about their careers and very hard working. Obviously, because of the nature of our programs, the majority have interests that lean toward the technologies and professions grounded in the natural sciences and mathematics. There is, however, wide diversity in this respect due to some professional programs based primarily on the humanities and social sciences in our Colleges of Liberal Arts, Fine and Applied Arts and Business. While some of our students have enough money to attend school, dress and live well without working part time, most do not. Part-time work, co-op jobs and paying internships are all part of the fabric of life at RIT, not only because they often contribute to learning, but also because they are necessary to keep body, soul and education progressing in concert.

I would like to add one other rather personal impression. I have been an integral part of four universities in my life and I have

never seen a student body composed of so many students that I would characterize as nice people.

Having completed my comments on the attributes of our faculty, programs and students, I wish to add one final note before I close. There is a factor here at RIT, that, while intangible, is worth its weight in gold, or even the price of tuition. RIT is a university caught up in a wave of rapidly improving faculty, students and programs. Each year the faculty are better qualified and do a better job, each year the qualifications of our students are higher, each year our programs are a little more rigorous and effective in preparing people for an educated life and an effective career. Each year our reputation for quality intensifies and becomes more widely recognized. Every institution, just as every person, has its periods of improvement, stability and decline. Few things can substitute for the excitement and opportunity that spring from being part of a university that is making steady and rapid progress in improving quality. RIT is such a place. We hope you will join us in enjoying its benefits.

Personal Computer Offer Expanded

The original offer for 200 full-time RIT faculty and staff to receive personal computers at a one-time special reduced price was expanded because of an overwhelming response from the RIT community.

According to Dr. Robert Golden, project director for RIT's Personal Computer Task Force, 280 people have taken advantage of the offer. There were 360 applications for the Digital Equipment Corporation (DEC) personal computers; 310 applicants met the eligibility criteria. "The response exceeded everyone's expectations," says Golden.

The special offer allows those eligible to save 82 percent of the list price of the Rainbow package (\$985) and 71 percent on the PRO 350 package (\$2266).

"In order to have our students excited and interested in continuing to become computer literate, we need to get more personal computers in the hands of our faculty and staff. Faculty and staff always serve as the catalyst in achieving our educational goals," explains Dr. Thomas Plough, vice president for Academic Affairs. "We want to encourage the dissemination and development of computing throughout the educational activities of the Institute."

Since January 1 the RIT Bookstore has sold 600 Rainbow personal computers through the special one-time offer and the regular low price offered by the bookstore.

"I want to reiterate that RIT continues to have a good relationship with DEC, but we do not have an exclusive agreement with them," explains Golden. "RIT sells IBM personal computers at discount prices in the bookstore, and we will continue to explore other options in personal computers that could be of benefit to the Institute." Golden also says there soon will be an on-campus maintenance center for DEC personal computers.

Effective July 1 an advisory group will be formed to continue and expand upon the work of the Personal Computer Task Force.

"The primary responsibilities of the Task Force were to get hardware into the hands of faculty and staff at a reasonable cost, initiate the ETHERNET personal computer network experiment and set general directions for microcomputer standards on campus, and I feel we succeeded in all three areas," says Golden.

"The two important issues facing the Institute in the future are to make software available for educational purposes to students, faculty and staff at a low cost or for free and to continue to integrate computers into the classroom. These are issues that can be better addressed by a permanent group, not by a task force," adds Golden.



THIS IS HOW IT WORKS...Richard Petschke, electrical-mechanical lab assistant in the School of Applied Industrial Studies, shows robotics equipment to Albany high school students interested in the field of science and technology. The students visited RIT as part of the Institute for Females to Explore Opportunities in Fields of High Technology, which is sponsored by the Division of Civil Rights and Intercultural Relations of New York state. The program is funded this year by the Women's Educational Equity Act.

Summer Mass Schedule Set

Catholic Campus Parish summer Mass schedule will begin Sunday, May 27, and continue through Sunday, Sept. 2. Mass will be at 9:30 a.m. in Ingle Auditorium except for June 17, 24, and July 1 when the Mass will be read in Fireside Lounge because of repairs to the auditorium.

Sister Shirley Pilot, director of Campus Ministries and a Catholic minister, said Masses will be scheduled at 12:10 p.m., Tuesday and Thursday, on a weekly basis.

Mass for the two Summer Quarter holy days will be at 12:10 p.m. Thursday, May 31, Ascension Day, and Wednesday, Aug. 15, Assumption Day in Clark Dining Room.

Academic Promotions, Tenure Announcement

The names of those faculty who have received promotions in rank and who have received tenure as of the 1984-85 academic year have been announced by Dr. Thomas Plough, vice president for Academic Affairs.

In the College of Applied Science and Technology, promotions in rank to professor were received by John Stratton and Joseph Brown. Promotions to associate professor were given to Lawrence Coon, John Ellis, Henry Etlinger and Kenneth Reek; and promotions to assistant professor were given to Ethel Chris Compton, Warren Carithers and Margaret Reek. Tenure was awarded to Rayno Niemi, Carol Richardson, W. David Baker, Kevin Foley, Robert Easton and Donald Baker.

In the College of Business, tenure was awarded to Thomas Pray and John Helmuth.

In the College of Continuing Education, tenure was awarded to John Hromi. Promotion in rank to professor was given to Rolf Zerges; promotions to (assistant professor) were received by Harriet Friedstein and Lee Sengbusch.

In the College of Engineering, John Ellis was promoted to associate professor and Barbara Brenner, to assistant professor.

In the College of Fine and Applied Arts, promotions in rank to professor were received by Barbara Hodik and Max Lenderman; James Sias was promoted to associate professor and Luvon Sheppard, to assistant professor.

In the College of Graphic Arts and Photography, John Trauger was promoted to professor; Robert Kayser to associate professor; and Arnold Berman, Richard Morales and Arnold Lungerhausen to assistant professor.

In the College of Liberal Arts, promotions in rank to associate professor were given to Arnold Berman, Richard Morales and David Suits. Homa Shabahang was promoted to assistant professor.

In the College of Science, promotions in rank to professor were given to Jerry Adduci, Edward Cain and Margaret D'Ambrusco; Patricia Clark was promoted to associate professor. Tenure was awarded to Arthur Kovacs, Vern Lindberg and Paul Wilson.

In the National Technical Institute for the Deaf, promotions in rank to professor were received by Karen Conner, Michael Kleper, Jean-Guy Naud and Harry Lang. Promoted to associate professor were Richard Orlando, William Wallace, Joseph Bchner, Brenda Whitehead, Dale Evan Metz, Jacquelyn Kelly, Jere Rentzel, Antonio Toscano, Gail Rothman, Jules Chiavaroli, Peter Seiler and Christine Licata. Debbi Veatch was promoted to (associate professor). Receiving promotions to assistant professor were Donna Rubin, Jeanne Wells, Carl Earwood, Helen McCabe, Barbara Chandler, Josara Wallber, Roxanna Nielsen, Diane Pryntz, Michael Camardello, Edward Lord, Linda Gottermeier, Linda Palmer, Edward McGee, Eder Benati, Paula Grcevic, Margaret Hoblit, Maria Shustorovich, Ray Grosshans and Michael Stinson. Promoted to (assistant professor) are Charles Johnstone, Robert Menchel, Jorge Samper and Paul Seidel. Tenure was awarded to Earl Lake, E. William Clymer, Delbert Dagle, Gerald Argetsinger, Vincent Samar, Eileen Biser, Barry Keesan, Linda Klafehn, Ralph Hymes, Jules Chiavaroli, Bruce Halverson, William Newell, Laurie Brewer, Lee Twyman-Arthur, Victoria Robinson, Elaine Milton, Peter Seiler, Elaine Matczak, Sally Skyer, Robert Morasse, Michael Stinson and John Albertini.

In the Learning Development Center, Martha Cummings was promoted to (associate professor).

In Wallace Memorial Library, Christine DeGolyer was promoted to (associate professor). Linda Karuth and Barbara Polowy were promoted to (assistant professor).

In the Office of Special Services, David Watson was promoted to the rank of (assistant professor).



Interested both in high tech and the basics, a delegation of Chinese education officials touring the School of American Craftsmen with Dr. Peter Giopulos, associate dean of the College of Fine and Applied Arts, stops to watch a student weaving.

Chinese Education Delegation Looks at RIT Technology Courses

RIT was on the itinerary for a delegation from the Chinese Technology Education Investigation group.

The delegation's objective was to study developments in American technological education, how students learn technical skills through cooperative education experiences, what kind of positions are held by graduates and how education works with business and industry in research ventures and adult education. The committee is part of the Education Bureau of the Ministry of Machine Building Industry in Beijing.

After touring Wentworth Institute of Technology in Boston, the delegation was at RIT, April 26-28. While here they toured the College of Graphic Arts and Photography, the College of Fine and Applied Arts, the School of Computer Science and Technology, the College of Engineering and the School of Applied Industrial Studies. The delegation, hosted by RIT's Center for International Education and Services (CIES), also visited Corning Glass Company, had a guided trip to Niagara Falls and inspected Schlegel Corporation, a Rochester company currently working with CIES on trade arrangements with China.

Later in May CIES is expecting an RIT tour by a Chinese delegation led by Gu Kiulian, governor of Jiangsu Province (Shanghai area), who is visiting New York

State at the invitation of Governor Cuomo. The group will include director of the Foreign Affairs Office for Jiangsu Province; deputy director of the Department of Foreign Economic Relations and Trade, Jiangsu Province; senior engineer of the Planning and Economic Commission, Jiangsu Province; division chief of the General Office of Jiangsu Provincial People's Government; and an interpreter.

Career Day Program Shows Dogs' Police Work

How dogs help police enforce the law and protect citizens was shown as part of a Career Day program Monday for 80 students in Jefferson High School's School of Law and Government and Wilson Magnet High School's School of Science and Technology.

New York State Police Trooper Eric Donselaar discussed training of dogs for the canine corps and their role during a presentation in Ingle Auditorium, first of the day's events. Donselaar brought Canine Wilder who demonstrated tasks he was trained to do.

The Career Day was planned by Bette Croft, associate professor, criminal justice program, School of Human Services, RIT's College of Liberal Arts.

Students also heard "Bits, Bytes and Things That Go Beep in the Night," a demonstration of computers by Richard Lewis, assistant professor, criminal justice program.

John O. Ballard, associate professor, and Paul Brule, assistant professor, and criminal justice program students comprised a panel on the subject, "Breaking into College."

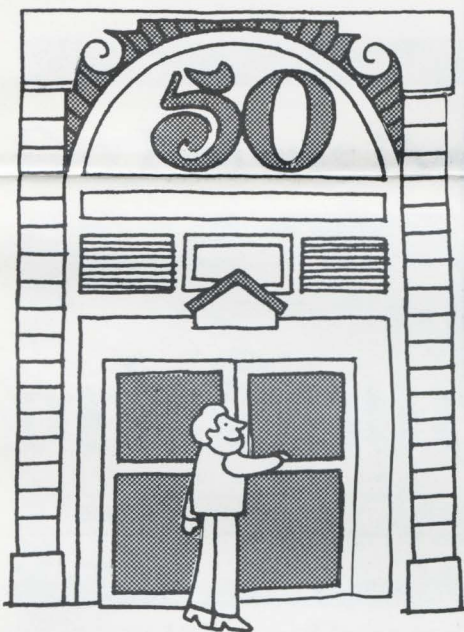
Three Physics Majors Receive National Honors

Three RIT physics majors were recently inducted into Sigma Pi Sigma, the national honor society in physics, at a special ceremony held on campus.

Thomas M. Goyette, Emily Ann Thompson and Mark D. Wittman were awarded this honor in recognition of outstanding overall scholarship and special promise of achievement in physics.

Physics faculty members Dr. Christopher Ciarcia, Dr. Alan Entenberg and Dr. Akshay Shah also were inducted. Dr. Merle N. Hirsh, Plasma Resources Consultants, Rochester, was received into the RIT chapter of Sigma Pi Sigma as an outstanding local physicist and delivered the annual lecture. Dr. Hirsh is an expert in gaseous electronics and electrostatics and is the author and co-author of several books and research articles.

There also was a celebration of the 15th anniversary of the chartering of the RIT chapter of the honor society, Sigma Pi Sigma, and of the RIT chapter of the Society of Physics Students, the national professional physics society for students.



You Can Tour City Center Next Week

Ever wonder what's at the downtown City Center?

Take a tour Tuesday, May 22, and you'll find the School of Applied Industrial Studies, College of Continuing Education, Communications, Development, Government Affairs, Substance and Alcohol Intervention Services for the Deaf, International Friendship Council and the Center for Community Junior College Relations.

In addition, the RIT-Industrial Management Council Sesquicentennial exhibit, "Productivity: the Rochester Edge," in the main lobby of City Center will be open through Aug. 1.

All support staff of RIT is invited to tour the City Center Tuesday. The tour begins at 10 a.m. and will conclude around noon. Transportation from campus to downtown will be provided. For reservations, call Dawn House, 6174.

The RIT Support Staff Advisory Board is sponsoring the tour.

Biofeedback Device Available, Lessens Tension, Anxiety Level

Drs. Roger Harnish and Morton Isaacs, both of the College of Liberal Arts, have completed development of a biofeedback device and accompanying microcomputer program that is available to both faculty and students who wish to reduce some of the negative effects of excessive and prolonged stress.

The program monitors GSR readings across the subject's skin as an index of the level of tension and anxiety the person is experiencing, feeding this information back to the person as a graph line on the monitor. The person then uses one of several techniques listed in an accompanying brochure to relax this tension, receiving reinforcement for those that work in terms of the visually descending tension graph on the screen.

Ms. Elaine Spaul of Complementary Education supported the purchase of the needed equipment with a grant from Complementary Education. Shirley Gray of IMS has offered to supervise the equipment and the program so that students and faculty may use it freely in the IMS center in Wallace Memorial Library where it is installed. Phil DiPaula, an RIT student, designed and built the biofeedback devices to meet the program's needs. The program at present runs on an Apple II+ microcomputer.

Refinements to the program and device are already planned. They will use a thermostat to read temperature changes in a person's extremities; this will allow the device to help people with Reynaud's Disease (cold hands and feet that don't seem to warm) use biofeedback to modify that condition.

Applications Available For Fall Term Degrees

Applications are now available for students completing requirements for certificates, diplomas, associate, bachelor's and master's degrees in the fall term of 1984-85.

Students may obtain these applications from their departments. Those students who anticipate graduating in the fall term should submit applications to their college by May 31.

Sulzberger Delivers Isaiah Thomas Lecture Continued from Page 1

on sex, horoscopes and beauty tips—look out. Or, if we are satisfied to let some computer select the reader's diet, beware.

"The founding fathers realized the vital link between freedom and a free and responsible press. That link still exists and still remains at the heart of our existence," he concluded.

Following his delivery of the Isaiah Thomas Distinguished Lecture in Newspaper Management, Sulzberger was presented the Isaiah Thomas Award.

The award was in two parts. The first part was a hand-crafted sterling silver bowl designed and executed by Leonard Urzo, faculty member in the School for American Craftsmen at RIT, and presented by Dr. Mark F. Guldin, dean of the College of Graphic Arts and Photography of which the School of Printing is a part.

The other half, presented by School of Printing director, Dr. William A. Pakan, was a hand-calligraphed certificate by Alfred F. Horton, the Melbert B. Cary, Jr. Professor of Graphic Arts at RIT. The certificate cites Sulzberger for his significant contributions to the newspaper profession in the tradition of Isaiah Thomas who created the standards for the establishment of the modern printing industry.

Isaiah Thomas was a patriot printer who published *The Massachusetts Spy* before and throughout the Revolutionary War. Following the war, Thomas continued to publish his newspaper and in addition published almanacs, magazines and books from his headquarters in Worcester, Mass., and at eight branch locations in New England and Maryland. In 1810 Thomas wrote *The History of Printing in America*, a book which is still in print and is still considered the primary source on early printing in this country.

Welcoming guests who included members of the Nathaniel Rochester Society, newspaper and other industry executives as well as Institute officials was Frank Hutchins, chairman of the RIT Board of Trustees.

Serving as master of ceremonies for the Isaiah Thomas ceremonies was Ronald A. White, president of Graphic Systems Division of Rockwell International and himself the first recipient of RIT's Isaiah Thomas Award. White is also a member of the Institute's board of trustees and the Industry Advisory Committee of the College of Graphic Arts and Photography.

Isaiah Thomas activities are carried out through the newspaper production management program administered by Dr. Robert G. Hacker, RIT's Paul and Louise Miller Professor of Newspaper Management.



Dr. Mark F. Guldin, dean of RIT's College of Graphic Arts and Photography, presents the Isaiah Thomas Award, a sterling silver handcrafted bowl, to Arthur Ochs Sulzberger, the 1984 recipient. Sulzberger is chairman and publisher of the *New York Times*. The bowl was handcrafted by Leonard Urzo, faculty member in the School for American Craftsmen.

Enjoying their conversation before the Isaiah Thomas Award ceremony are, from left, Frank Hutchins, chairman of the RIT Board of Trustees, Dr. Robert Frisina, senior vice president for Institutional Advancement, and Arthur Ochs Sulzberger, chairman and publisher of *The New York Times* and winner of the 1984 Isaiah Thomas Award.

Student Honor Shows Are Galleries' Summer Fare



Ceramic container by senior ceramics student Phyllis Ramsey typifies the integrity and outstanding craftsmanship of work selected for the College of Fine and Applied Arts Student Honors Show. Ramsey's container was on exhibit at the Lower Gallery, Nazareth Arts Center, as part of the exhibit of work by seniors in the ceramics and textiles department of the School for American Craftsmen.

Student work will be in the spotlight from Saturday throughout the summer at RIT.

Saturday is the opening for both the Student Honors Show in Bevier Gallery, James E. Booth Memorial Building, and the Student Honors Show in the RIT Photo Gallery, Frank E. Gannett Memorial Building.

The student Honors Show in Bevier Gallery will showcase the best in student work from throughout the College of Fine and Applied Arts. Examples of fine arts, design and crafts will be included. Nearly 200 pieces of faculty-selected student work will be in the Bevier show.

The Student Honors Show in the RIT Photo Gallery features more than 100 pieces of student work juried by faculty members. The work by first-year through graduate students is in black and white, color, three-dimensional and video.

Saturday is the opening for the Student Honors Show in Photography.

Both shows will be up through Labor Day. Hours for the RIT Photo Gallery are Monday to Friday, 9 a.m. to 5 p.m. Hours for Bevier Gallery are Monday through Thursday, 9 a.m. to 5 p.m. and 7 to 9 p.m.; Friday, 9 a.m. to 5 p.m.; Saturday, 1 to 5 p.m., and Sunday, 2 to 5 p.m.



RECOGNIZING CONTRIBUTIONS...John L. (Jack) Kronenberg, second from right, proudly displays the sterling silver bowl he received as part of the 1984 Byron G. Culver Award from the School of Printing. Admiring the bowl that was hand-crafted by Leonard Urzo, faculty member in the School for American Craftsmen are, from the left, Dr. Thomas Plough, vice president for Academic Affairs; Dr. Mark F. Guldin, dean of the College of Graphic Arts and Photography, and Dr. William Pakan, director of the School of Printing. Pakan holds the other part of the Byron G. Culver Award, a certificate hand-calligraphed by Melbert B. Cary, Jr. Professor of the Graphic Arts Alfred F. Horton. The school presents the award annually to recognize outstanding contributions to graphic arts education.

Newspaper Program Dedicates \$1.5 Million Facility

At the push of the button, a year's worth of planning became a reality in the renovated newspaper production laboratory in the School of Printing.

The newspaper lab contains the latest in publishing technology donated by 14 manufacturers. Equipment, supplies, installation and renovations for the facility are valued at more than \$1.5 million.

"This is a composite laboratory," said Dr. Robert G. Hacker, RIT's Paul and Louise Miller Professor of Newspaper Management at the dedication. "This lab belongs to the folks who helped put it together, the newspaper industry that supports our program, the students who work in the lab and our graduates who are now at work in the industry."

In welcoming guests to the dedication ceremony on behalf of the Institute, Dr. Robert Frisina, senior vice president for Institutional Advancement, said, "This facility looks to the future in real and symbolic ways. Through the preparation this facility will provide students, it is looking to the future in a real way. In a symbolic way this installation shows how RIT is anticipating future directions in newspaper publishing."

"We thank the companies who have contributed to the laboratory for the confidence they have in the Institute and for helping us to keep pace with technology so that we can continue to devote ourselves to providing the best professional education for our students," Frisina said.

Ronald A. White, president of Graphic Systems Division of Rockwell International, inaugurated the laboratory by pressing a button on the control panel of the 4-High Community Press donated to the facility by



Ronald A. White, president of Graphic Systems Division of Rockwell International, pushes the button that puts RIT's newly renovated newspaper production laboratory into operation during Isaiah Thomas activities. White, who is a member of the RIT Board of Trustees and the Industry Advisory Committee in the College of Graphic Arts and Photography, was the first recipient of RIT's Isaiah Thomas Award in 1979.

his firm. Graphic Systems Division also donated an SC folder.

Cary Metal Products, Inc., donated a Cary flying paster, dryer and chill stand. F. R. Gross Company contributed Gross Equatherm rolls for the chill stand.

A pneumatic throw-off, fan-out control roller and a linear compensator with motor were donated by Ebway Industries.

Baldwin Technology Corp. provided a water circulating system, web break detectors and web severers; 3M Corporation

provided an upgraded Pyrofax platemaking system, and Chemco, an EZ Color System.

Atex, a subsidiary of Eastman Kodak Company donated, an Atex computerized editing system with 16 terminals.

Compugraphic donated an 8600G phototypesetter, and Mohr Enterprises donated a processor for phototypesetting paper.

Both CIP and Abitibi Price contributed newsprint. A densitometer was contributed by the X-Rite Company. Flint Ink donated inks in four-color.

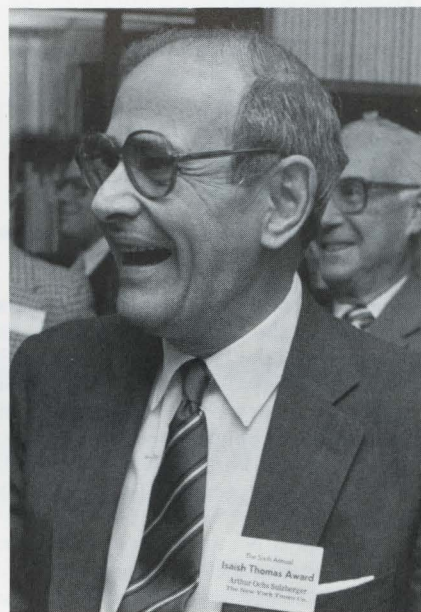
Dedication of the renovated newspaper facilities took place during RIT's Isaiah Thomas activities during which RIT honors not only a person who has made significant contributions to the newspaper industry but the industry itself as well.

This year's recipient was Arthur Ochs Sulzberger, chairman and publisher of The New York Times.



Arthur Ochs Sulzberger, center, receives instruction on use of the Atex computerized editing system from Darlene DiLorenzo, Atex sales support applications specialist. Looking on is Walter Mattson, president of The New York Times Company.

Cary Keepsake Describes Times' Donation



A smiling Arthur Ochs Sulzberger enjoys his copy of a keepsake prepared for the dedication of the New York Times Museum of the Printed Word in the Cary Library. The keepsake, which is a facsimile of a front page of *The New York Times*, was handset and handprinted by Alfred F. Horton, RIT's Melbert B. Cary, Jr. Professor of the Graphic Arts.

New Coaches

Continued from Page 1

1975. Delventhal played two seasons of hockey at Hamilton as a defense man.

Glennon, 29, joins the RIT staff after four years as lacrosse and football assistant coach and physical education instructor at Hampden-Sydney College in Virginia. He replaced Bill Tierney, who resigned to become lacrosse assistant and head soccer coach at Johns Hopkins University where lacrosse is played at the Division I level.

Glennon received his bachelor's from Springfield College in 1977 and his master's in education from State University of New York at Albany in 1980. His duties at RIT will include coaching lacrosse and teaching physical education.

RIT hockey posted a 29-6 record in 1983-84 and finished third in the NCAA Division III Championship. The Tigers won their first ECAC West Region Division II title and captured a second straight New York College Hockey Association Crown.

Lacrosse recently concluded its season with a 13-2 record. The team advanced to the semi-final round of the NCAA Division III Championship, losing to Hobart College. In the opening round, RIT defeated St. Lawrence University.

Dr. Carole Sack Appointed Associate Dean

Dr. Carole A. Sack, professor of biology, has been appointed to the newly created position of associate dean, Academics, in the College of Science, effective immediately, according to Dr. John Paliouras, dean of the college.

In her new position Dr. Sack will handle matters related to faculty, curricula, research and academic resources. She has served as special assistant to the dean for the past year.

"I'm very happy that Dr. Sack has accepted this position," says Dean Paliouras, "because she brings to it extensive experience at the departmental, college and Institute levels. In addition, her dedication and allegiance to our students, the College of Science and RIT are well known to all who have worked with her; she will complement the college's excellent administrative staff already in place."

Dr. Sack will continue with some teaching, especially in genetics, the field of her primary professional interest. She also will continue her involvement in the college's new biotechnology program, which she helped develop.

She joined RIT in 1970 as assistant professor of biology and was promoted to professor in 1982.

Scott to Help Find Replacement

H. Donald Scott, vice president for Finance and Administration, who will leave RIT July 1, will coordinate the search to find his replacement.

In a letter to members of the RIT community, President M. Richard Rose explained that five key groups on campus need to be involved in selecting a person for the position and that Scott will insure that all candidates will be reviewed by these groups. They are RIT Board of Trustees Finance Committee members, the Institute Administrative Committee, Finance and Administration Division directors, college deans and representative faculty members and students.

Dr. Rose said all inquiries about the position should be directed to Scott and that qualified internal candidates will be solicited. An executive search firm has been engaged to seek candidates nationally.

Qualifications include "a high order of skill in financial management, in management of a physical plant, budgeting and personnel skills in dealing with large numbers of people...a minimum of five years experience in higher education in very responsible positions."

Adult Classes Offer High School Equivalency

The course, "High School Equivalency," will be offered to RIT employees through Adult Programs in the Learning Development Center. Mary Pizzente, coordinator of the program, explains that the course is designed to develop the reading, math and English skills necessary to obtain the High School Equivalency diploma. Individuals interested in the course should contact Valerie Hackett, 6682, to schedule an appointment for an interview and initial testing.

Textbook Buyback Days Scheduled

Last days for textbook buyback are today, 8:30 to 6 p.m. and Friday, May 18, 8:30 a.m. until 4 p.m.



Only Medical Permit Parking in Circle

There is no parking in the circle in front of the George Eastman Memorial Building and the College-Alumni Union.

Except for those who have medical permits, the area is closed to parking, emphasizes Leslie Scoville, director of Campus Safety. "The area must be kept clear for buses and, if needed, fire department vehicles. Parking around the inner circle prevents access."

It's all right to drop off or pick up persons in the circle, but the driver of the vehicle must stay in it.

Both Scoville, and Richard Sterling, Campus Safety assistant director of operations, remind members of the RIT community that more visitor parking spaces have been added to parking lots D and E and that guests should be instructed to stop at the Visitors Information Center for permits to park there.

Wheelchair and medical permit parking only is permitted in the circle. A new wheelchair ramp provides access to the buildings.

Phi Gamma Nu Honors Graduate



Laurence J. Muir, business administration graduate, was awarded Phi Gamma Nu Scholarship Key.

Laurence J. Muir, business administration graduate in the College of Business, has been awarded the 1983-84 Phi Gamma Nu Scholarship Key. The award recognizes the business student with the highest scholastic average in each university with a chapter of the Phi Gamma Nu fraternity. Muir had a 4.0 cumulative grade point average at graduation.

Phi Gamma Nu is a professional fraternity organized in 1924 to foster the study of business in colleges and universities, encourage high scholarship and participation in school activities, and promote professional competence and achievement in the field of business. Alpha Lambda, the RIT chapter of Phi Gamma Nu, was chartered in 1967.

Library Closes For Break, Holiday

The Wallace Memorial Library will be closed during spring break week, Monday, May 21 through Friday, May 25. It will also be closed Memorial Day weekend. Summer hours begin Wednesday, May 30. Hours are Monday through Thursday, 8 a.m. until 11 p.m.; Friday, 8 a.m. until 6 p.m.; Saturday, 9 a.m. until 6 p.m.; and Sunday, Noon until 11 p.m.

New Grant Program Funds Undergraduate Research Projects

A new grant program through the National Science Foundation has been established to provide funding for equipment and research for institutions offering few or no doctorate programs.

The program is called Research in Undergraduate Institutions and is designed to support research in academic settings where the primary emphasis is on undergraduate education and research involvement is a means of preparing undergraduate students for graduate study and careers in science and engineering.

According to Deborah M. Stendardi, director of Government and Community Affairs, a brochure is available describing the grants and may be obtained by calling her office at 262-3088.

Nazareth College Honors Two Institute Women

Marcia Randall Ellingson, wife of former RIT president, Dr. Mark Ellingson, received an honorary Doctor of Laws degree from Nazareth College of Rochester at commencement exercises May 13.

Ellingson was cited for her contributions to "civic and political life at local, state and national levels."

On May 5, Dr. Mary Sullivan, RSM, dean of the College of Liberal Arts, was named Outstanding Alumna of Nazareth and was honored during Reunion '84, May 4-6. Sullivan also is RIT's Institute Dean.

The Office of Government and Community Affairs also circulates a monthly grants newsletter with details of recent funding grants and application details. Anyone wishing to be added to the mailing list may also contact her office.

IBM Employees Honor Siegfried

Bill Siegfried, seminar director in the Technical and Education Center of the Graphic Arts, received a special award from a seminar group of IBM employees.

Siegfried created and organized a specialized seminar for 11 IBM sales and marketing professionals during the week of April 30 to May 4 at the T&E Center. The seminar covered all graphic arts operations, but concentrated on pre-press functions, including typography, copy preparation and typesetting systems.

At a banquet at the end of the seminar, the group recognized Siegfried and presented him with the Mother Hen Award, which was a raw egg.

Siegfried put the egg in his suit coat pocket and forgot about it until after the dinner. When Siegfried got into his car, he squashed the egg and was instantly reminded of his recognition.

Two College of Science Students Receive John Wiley Jones Award



From left to right, Dr. John Paliouras, dean of the College of Science; Dieter Boessmann, biomedical computing major; Suzanne Kotkiewicz, physics major; and John Wiley Jones.

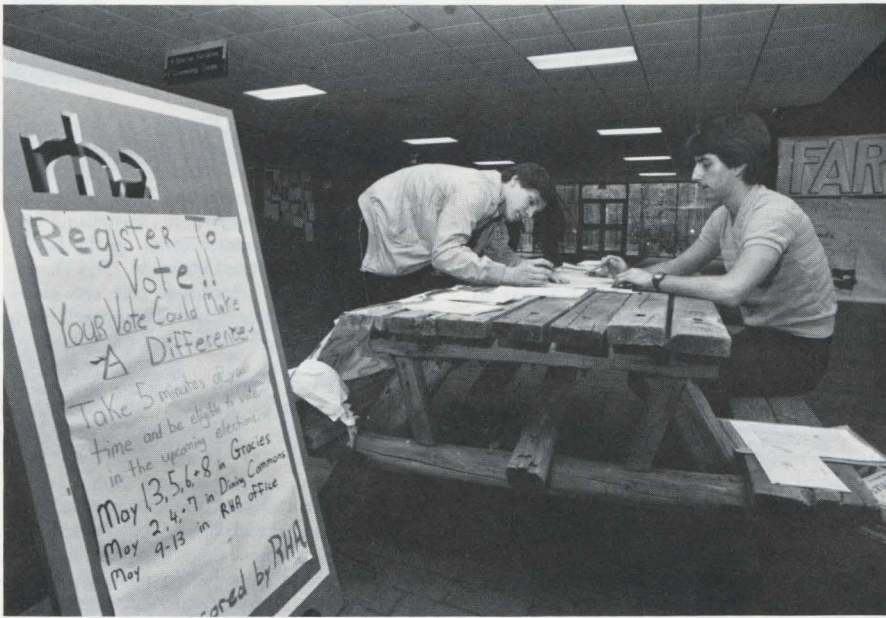
The 1984 John Wiley Jones Award has been given to Suzanne Kotkiewicz and Dieter Boessmann. The award is given annually to two outstanding College of Science students.

Kotkiewicz, a fifth-year physics major, was designated as an RIT Scholar in 1983. She has an overall grade point average of 3.90 and is a member of Sigma Pi Sigma, the national physics honor society. Kotkiewicz has been a physics and mathematics notetaker for NTID, is an active member of the RIT chapter of the Society of Physics Students (served one year as vice president), and is currently assisting Dr. Vern Lindberg with research in thin films. She has completed successfully six co-op assignments, two at the National Bureau of Standards, one at NASA Goddard and three at IBM Endicott.

A fourth-year biomedical computing major, Boessmann has a cumulative grade point average of 3.87 and this spring was a recipient of RIT's Outstanding Undergraduate Scholarship Award. He has been active in the Student Orientation Service (SOS), where over a four-year period he has served on general and academic committees and on the executive board. He is currently SOS

chairman. Boessmann has successfully completed co-op assignments at the University of Miami Medical Center and at the Naval Submarine Medical Research Laboratory.

Both students were presented with a certificate and cash award. The John Wiley Jones Award is presented by the College of Science and funded by Jones Chemicals Inc., Caledonia. The award honors John Wiley Jones, company founder and chairman of the board, and is a tribute to his career in the chemical industry and his interest in science education. He is an honorary member of the RIT Board of Trustees.



YOUR VOTE COULD MAKE A DIFFERENCE...This was the theme of a voter registration campaign conducted by the Residence Halls Association (RHA) in anticipation of next fall's presidential election. Students registered to vote during mealtime hours, May 1-8, in Grace Watson Hall and in Hettie Shumway Dining Commons and from May 9-13 in the RHA office. RHA President Frank Caruso, right, second-year School of Printing student, Huntington Station, N.Y., gives registration papers to William Murray, first-year electrical engineering student, North East, Pa.

Two Student Leaders Earn Robert Frisina Awards

Katherine Greene, the current president of the NTID Student Congress (NSC), and James Myers, the newly elected 1984-85 director of the Student Directorate, have been named recipients of the 1984 D. Robert Frisina Awards.

Each received \$225 at the recent NSC annual banquet.

The awards are given annually to RIT students who have shown unusual interest and dedication to the furtherance of higher education for the deaf. Recipients can be either deaf or hearing students.

Greene graduates this month with a bachelor's in social work from the College of Liberal Arts. Her activities have included: 1983-84 NSC board member of Student Directorate; 1982-83 NSC administrative assistant; 1982 Student Vestibule Program resident advisor; 1981-82 NSA representative for Social Work; 1979-80 president, 1978-79 secretary of the RIT/NTID Medical Technology Club; and member of the casts of the 1980-81 production of "Once Upon a Mattress" and the 1981-82 production of "The Odd Couple."

Myers is completing his third year in the School of Food, Hotel and Tourism Management in the College of Applied Science and Technology. His activities include: 1983-84 director of Academics for the

Student Services for Student Directorate; 1984 facilitator for Personal Leadership Program; 1983-84 Resident Advisory Board; 1983-84 member of Student Orientation Services; and 1982-83 resident advisor in Ellingson, Peterson, Bell Area, a deaf-hearing house in the RIT residence hall complex.

The awards were initiated in 1972 to honor the work of Dr. Robert Frisina, the first director of the National Technical Institute for the Deaf (NTID), and currently senior vice president for Institutional Advancement.

The award was established by Dr. Maurice Abrams, an honorary RIT trustee and honorary director of the American School for the Deaf, Inc. in Chestnut Hill, Mass.

Student Speakers Carry RIT Message

The RIT student speakers bureau is wrapping up its first year of operation with a high degree of success says Mary Ann McCarthy, coordinator of Educational Travel and the Student Speakers Bureau. "We have a core of eight students with whom we work to

RIT Receives IBM Research Contracts

The Departments of Chemistry and Physics in the College of Science have been awarded contracts to perform research work for IBM Corporation in Endicott, N.Y.

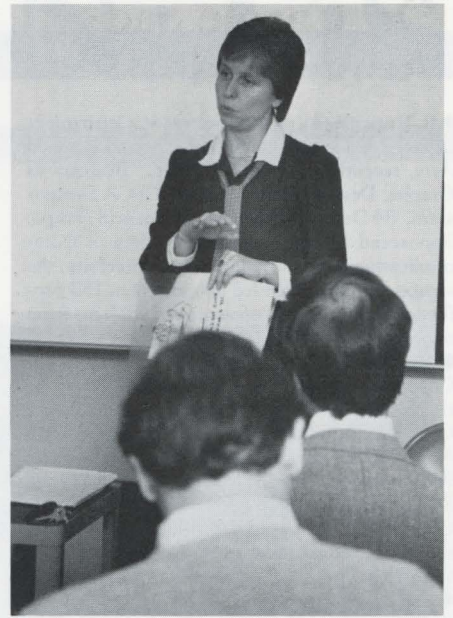
The research has been funded at \$50,000 (\$25,000 for each project). Opportunities will be provided for faculty and students of the College of Science to participate in basic research of high significance to the microelectronic industry.

Dr. Vladimir Vukanovic, Chemistry, will direct the project "Plasma Etching of Epoxy and Polyimides." He will be assisted by Dr. Gerald Takacs, also of the Department of Chemistry. Dr. Akshay Shah, Physics, will direct the project "Metal-Semiconductor Interface Adhesion." He will be assisted by Dr. Vern Lindberg, also of the Department of Physics.

"We are very excited about this activity for it represents a classic example of basic scientific research with immediate applications to a very important field of high technology," says Dr. John Paliouras, dean of the College of Science.

Drs. Vukanovic and Shah first became associated with IBM through appointments as IBM Visiting Professors in the Dry Plasma Process Technology Department at IBM Endicott during the summer and fall of 1983. During this time they helped establish research facilities for plasma etching of organic materials and for deposition and characterization of thin films. Their contributions were well received and led to the project work conducted at the College of Science in the Plasma Laboratory of the Department of Chemistry and the Thin Films Laboratory of the Department of Physics.

Another outgrowth of the program has been the establishment of two new co-op jobs at IBM, one for a chemistry student and the other for a physics student.



Karen Caviglia explains information databases in seminar offered by Wallace Memorial Library and the Office of Faculty and Program Development.

Faculty Take Part In Database Seminar

With an eye to the future, 40 faculty members, staff and administrators took a first step in becoming proficient at finding information for themselves using information databases. They participated in the seminar, "Introduction to Information Databases: Finding Information With Your Computer."

Jointly developed by Wallace Memorial Library and the Office of Faculty and Program Development, the seminar was offered three times in April and May. Coordinators Karen Caviglia, Wallace Memorial Library, and Barbara Hodik, Faculty and Program Development, presented an overview of the variety of information databases available on microcomputers.

Participants rated the seminar highly and were particularly enthusiastic about the seminar's hands-on exercise using one of the information systems (BRS After Dark).

The seminar probably will be offered again in the fall. If you would like to receive an announcement on the fall schedule, contact one of the coordinators.

Add These Items To Central Supply List

The following items have been added to Central Supply Inventory: Toner Cartridge, Canon PC-20, stock # 03-0248, selling lot, each; Toner Kit Savin #880 Copier, stock # 03-0254, selling lot, case; Diskette, 10/Pkg, stock # 03-1000, selling lot, package; Ribbon, Computer Printer, Diablohytype II, 03-1025, selling lot, each; Ribbon, computer Printer MX-80, stock # 03-1030, selling lot, each; Ribbon, Computer Printer MX-100, stock # 03-1035, selling lot, each; Ribbon, Computer Printer, QUME, stock # 03-1040, selling lot, each.

Seven Students Receive Davis Scholarships

To encourage their participation in student activities and to recognize their contributions to improving campus life, seven RIT students were awarded Davis Scholarships.

The awards, ranging from \$250 to \$1,000, were established in 1977 to enable student leaders to continue their leadership in activities, considered invaluable service to the Institute, rather than having to concentrate on supplementing their income. The scholarships honor Alfred L. Davis, RIT vice president, and his wife, Ruby C. Davis.

The recipients: Mark Barberio, Wanda Bruce and Douglas Cochrane, all business administration students in the College of Business; Carmine Bucalo, packaging science, College of Applied Science and Technology; Terrence James, photography, College of Graphic Arts and Photography; Adriane Louard, printing, College of Graphic Arts and Photography; and James Myers, School of Food, Hotel and Tourism Management, College of Applied Science and Technology.



Recipients of the Davis Scholarship leadership awards are shown with Alfred L. Davis, RIT vice president for whom the scholarship was named and RIT trustee Brackett Clark and his wife, Ruth, who finance the awards, all at the center of the photo. Award recipients honored at a luncheon May 11, are, from the left, Carmine Bucalo, Douglas Cochrane, Terrence James, Adriane Louard, Wanda Bruce, Mark Barberio and James Myers. In the background is a portrait of former RIT president, Dr. Mark Ellingson.

NEWSMAKERS

● **R. Roger Remington**, professor, Department of Graphic Design, College of Fine and Applied Arts, recently presented a paper, "Business as Graphic Design History," at the CSCA Symposium, '84 Design in Business/Business in Design. Sponsored by the Columbus Society of Communicative Arts and Ohio State University, the symposium was attended by more than 150 professional designers, professors and students from the midwest.

● **Gordon Fuller**, director of The Center for Cooperative Education and Career Services, represented RIT at the annual conference of the Cooperative Education Association (CEA) in New Orleans where it was announced that two RIT students, Mark A. MacDonald and Luanne M. Burns, had won second and third place in the CEA national essay competition. Fuller's participation and contributions were acknowledged by the group.

● **R. Roger Remington**, professor, Department of Graphic Design, College of Fine and Applied Arts will have 14 of his graphic symbols included in the new book, *Marks and Symbols of the World* by Yasaburo Kuwayama. The book will show 5,800 examples from about 1,300 designers in 38 countries.

● **Norine Jones**, Communications Department, has been promoted to Senior Communications Coordinator. She joined the department in March of 1983.

● **Sam Abrams**, assistant professor, language and literature, College of Liberal Arts, did a poetry reading in the "Writers Reading" series at Mohawk Valley Community College at Utica May 2.

● **Michael Vetsuypens**, lecturer in the Department of Finance of the College of Business, attended the conference on "Executive Compensation and the Managerial Labor Market," which was held April 27-28 at the Graduate School of Management, University of Rochester.

● **Beverly Cudney**, assistant director for student services, RIT's Center for Cooperative Education and Career Services, recently returned from the 1985 ASEE College/Industry/Education Conference planning session in San Diego, Calif. Cudney, chairman for the Cooperative Education Division's program at the American Society of Engineering Education conference, presented a summary of program topics and speakers at the planning session.

● **Dr. Nathan B. Winstanley**, distinguished lecturer in the Department of Management, College of Business, has contracted with the state of Connecticut to consult on their Management Incentive Program. In June, Winstanley will run a seminar for the New York State School of Industrial and Labor Relations at Cornell University on "Compensation for Performance: Appraisal, Reward, Recognition," discussing how typical monetary reward increases are sometimes

inappropriate and how to design and administer non-monetary means of reward and recognition.

● **Dr. Yusef Choudry**, lecturer in the Department of Marketing, College of Business, recently gave a presentation, "Managing Risk in the International Manufacturing Marketing Investment—The Step Beyond Forecasting," to the Midwest Business Marketing Association in Chicago. In June, Choudry will be in Singapore to address the Academy of International Business on "A New Direction in International Marketing Portfolio Planning: The Integration of Marketing and Investment Theories."

● **Dr. Chiang You-Keng**, professor in the Department of Accounting, College of Business, participated in the tenth annual convention of the Eastern Economic Association in New York City. Chiang presented a paper, "The Supply of Money and the Economic Recession in 1981-82," and also was a discussant in the conference session, "Economic Fluctuations and Monetary Policy Since October 6, 1979." In addition, Chiang was chairperson of the conference session, "Issues in International Finance."

● **Dr. Andrew DuBryn**, chairman of the Department of Management, College of Business, was one of 10 top career development and negotiation experts surveyed for an article, "Surefire Strategies for Getting a Raise," in the April issue of *Sylvia Porter's Personal Finance Magazine*.

● **Dr. Karen Paul**, assistant professor in the Department of Management, College of Business,

reviewed Robert B. Reich's *The Next American Frontier in Business and Society Review*, explaining Reich's case for revitalization of the United States economy. Paul notes that Reich advocates strong political leadership in revitalizing the economy and has endorsements on the book-jacket from both Hart and Mondale, 1984 Democratic presidential contenders. She speculates that Reich's economic diagnosis may well be in the political dialogue of the upcoming national elections.

● **Dr. William Mihal**, associate professor, Department of Management, College of Business, had his article, "Merit Pay: More Research Is Needed; Goals May Motivate Better," published in *Personnel Administrator*. Mihal argues that job design and performance appraisals are major barriers to workable merit pay systems and recommends that more investigation be given to bonus plans and gain-sharing plans based on objective group performance, or to alternatives such as goal setting programs.

● **Dianne Brooks**, staff chairperson for NTID Psychological Services, has been appointed to the Committee on Community Living, an advisory group to the N.Y. State Office of the Advocate for the Disabled. The committee will deal with such issues as transportation, community residences and recreational and architectural barriers for the disabled. The advisory council is a governor-appointed body to advise on statewide policies and regulations to meet the needs of individuals with various kinds of physical disabilities.

Graduate Placement Up Three Percent

Optimistic about the employment outlook for this year's graduates, Gordon E.C. Fuller, director of RIT's Center for Cooperative Education and Career Services, says, "Our 1982-83 Graduate Placement Report is completed and shows the class of '83 did well in their job search.

Even though there were fewer recruiters on campus than in 1981-82, the overall Institute placement rate went up by three percent. Early results from this year show the number of recruiters coming to campus is up from 1982-83 and placements, depending on majors, are up as well."

Fuller explains, "The Graduate Placement Report gives results of survey data collected from 62 percent of the 2,050 RIT graduates during 1982-83, excluding the College of Continuing Education and NTID. One factor substantiated by the report is the integral relationship between RIT's graduate placements and the Institute's co-op and other experiential programs with business, industry and government. A high percentage of RIT co-op students are offered jobs by their co-op employers—and the majority accept."

Some colleges have co-op students alternate coursework with paid experience in business and industry while other colleges have special arrangements with agencies, businesses and organizations to provide field experience or internships for their students. "The exact nature of placements may vary, but the end result is the same," Fuller says. "RIT students graduate knowing what it's like 'out there' and industry has a recruitment pool of students with solid experience to back up the theory they have assimilated in the classroom.

"Employers feel co-op placements give them the opportunity to build a 'bridge' with co-op students, a continuity of experience and knowledge they cannot achieve hiring graduates with no prior knowledge of the company. Employers know the co-op students to whom they offer jobs. They have observed co-op students at work, demonstrating performance capabilities, and interrelating with other employees. With that kind of background, employment offers are a far more informed decision."

The two most active co-op employers in 1982-83 were again IBM Corporation and Eastman Kodak Company. Other active participants included General Motors Corporation, Sykes Datatronics and Xerox Corporation. RIT also hired a substantial number of co-op students.

The three most active graduate employers were again IBM, Kodak and Xerox, hiring a total of 138 graduates, an increase of 9.5 percent over 1981-82.

Fuller says, "Rochester-based businesses, the largest RIT co-op employer group, were late getting into the recession and late get-

ting out. In 1982-83 we were dealing with downsizing at both Xerox and Kodak. Co-op is a 'luxury' item in some senses; it is hard to justify hiring co-op students in the face of cutbacks and layoffs. Co-op may be the first thing to go, but we see companies increase their co-op hiring as the economy improves.

Fuller adds, "There are many companies, like Kodak, who regard co-op employment as a commitment. They like to believe that once they hire a co-op student, they will be able to provide co-op experiences for that student over the span of his or her co-op availability. Therefore, they may tend to be more conservative in hiring, but they have 80 to 85 percent co-op retention upon graduation as well."

Cooperative education placements in 1982-83 numbered 4,000 and included students from the Colleges of Business and Science for whom the center coordinated all co-op placements for the first time. There were approximately 1,200 co-op employers compared to 560 in 1981-82, but Fuller explains this increase reflects the addition of business and science students and the fact that many of those placements are with businesses that may take on only one or two co-ops compared to the 462 that IBM hired in 1982-83.

Co-op locations in 1982-83 followed the same geographic pattern as 1981-82, with 47 percent (up from 35 percent) in the Rochester area and 35 percent in the New York state area outside Rochester. However, this local concentration is offset by the fact that students co-oped in 31 states (up from 26 in 1981-82), the District of Columbia and 12 foreign countries (up from three). Geographic employment of graduates was widespread with 1982-83 graduates obtaining employment in 35 states, the District of Columbia and several foreign countries. The greatest concentration of graduate employment, 65.8 percent, was in the Mid-Atlantic region, with New York

Set Clocks, Calendars For Summer Campus Tours

To clarify last week's story on RIT's summer tour schedule: Tours will be given Monday through Friday at 10 a.m., Noon, and 2 p.m. leaving from the George Eastman Memorial lobby. There will be no weekend tours May 19 through Sept. 9. Regular tours begin Monday, Sept. 17, with tours from 9 a.m. until 3 p.m. daily. Weekend tours will resume Saturday, Sept. 8, with tours leaving from the College-Alumni Union lobby at 11 a.m. and 2 p.m.; Sunday at 1 p.m.

employers providing 56.6 percent of total RIT graduate employment.

Fuller and Charles Dispenza, senior placement counselor at the center, pointing out that documented figures for 1983-84 demonstrate encouraging trends for this year's graduates, note that on campus senior recruitment figures were up 32 percent in Fall Quarter 1983 over the same time in 1982, and they were up 23 percent in Winter Quarter. Recruitment interviews of senior students were up 23 percent in Fall Quarter, 25 percent in Winter Quarter. Companies participating in co-op increased 56 percent in Fall Quarter, and in winter quarter the increase was 47 percent.

Fuller adds, "The number of companies who send us job listings is also increasing. Many companies never send recruitment representatives; they only recruit through job listings. In 1983-84, there were 1,400 companies that sent listings, and I've had a

rash of calls from companies that now find themselves in a position to hire co-ops and recruit seniors and want to be scheduled."

Dispenza emphasizes the importance of graduates completing and returning their graduate surveys. "It's only through these surveys that we can generate the annual Graduate Placement Report," he says. "We use those figures for comparing one year against another, in working with recruiting employers and in judging the effectiveness of our services. The report helps students compare job offers and salaries and it gives guidelines to employers. In addition, the center uses the report to analyze employment trends and co-op involvement, to help with curriculum planning needs of faculty and to respond to the career-related concerns of undergraduates and prospective students."

Fuller also reminds graduates that the center prepares three bulletins in different areas of job listings for graduates who have not yet located employment. These bulletins are sent out three times a month to alumni who need them, a continuing service of RIT to its graduates.

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