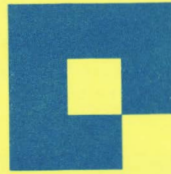


# NEWS & EVENTS



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Rochester Institute of Technology

## RIT, Gannett To Offer First National Course By Newspaper

RIT and the Gannett Rochester Newspapers will offer the first Course by Newspaper, beginning in September and continuing for twenty weeks.

The course will be printed weekly in the Sunday Democrat & Chronicle and will consist of twenty (1400-word) lectures each written by one of the nation's distinguished scholars and each dealing with some aspect of the topic, "America and the Future of Man." RIT will offer 3-quarter hours of undergraduate credit for successful completion of the course at its regular tuition rate.

### Courses by

Newspaper, a project originated and administered by the University Extension of the University of California at San Diego (UCSD), will make college-level courses available to newspaper readers throughout the U.S. and abroad.



The development of this initial course is being underwritten by a grant from the National Endowment for the Humanities.

Instructor applications for the Fall Quarter of Free University are available at the desks of all branches of the Rochester Public Library and town libraries of Monroe County and through the Division of Student Affairs.

The Fall Quarter of Free University starts October 1. Most courses are offered in the evening at RIT's Henrietta Campus and Metropolitan Center.

Anyone can suggest a course and/or teach one.

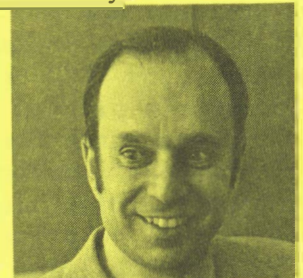
Free University is an unstructured educational experience run by students of RIT. There are no registration, compulsory attendance, tests, grades, credits or tuition.

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## Business Prof Gets Grant For Marketing Study

Dr. Eugene H. Fram, professor of marketing in the College of Business, has received a federal grant through RIT to conduct a pilot study of the feasibility of using business marketing concepts at the college and university levels.

Dr. Fram will visit 10 schools across the country during the 1973-74 school year to discuss marketing implications for higher education with faculty and administrators.



His grant is through the U.S. Department of Health, Education and Welfare's Fund for the Improvement of Postsecondary Education.

Dr. Fram will make the selection of which schools, large and small, he will visit. The material he gathers will be used for a report and for publication to develop the area of marketing higher education to better serve educational clients.

The professor has been developing guidelines in the field in the past two years and has presented a major paper in the topic which will be published this fall in Current Issues in Higher Education.



# Course By Newspaper

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"America and the Future of Man" will examine such topics as the impact of change on society and on value systems, biological and ethical implications of advances in medicine and genetics, and the future of technology and its effects on the quality of life. The course was planned by an Academic Advisory Committee of UCSD faculty members.

Among the distinguished persons contributing material to the course are faculty members at Harvard University, Stanford University, California Institute of Technology, University of Michigan, University of Colorado, University of Chicago, Massachusetts Institute of Technology, SUNY Stony Brook, St. John's College (Annapolis) and faculty of the University of California.

Although the course is being presented nationally, it will be localized by each participating college or university to meet its specific credit requirements. RIT will offer the course for credit by requiring that each student participate in two seminars, take two examinations and write a paper. Each person who enrolls in the course will have an advisor from the RIT College of Continuing Education faculty, and will have to purchase the \$10 kit of materials which contains books and other supplies developed by UCSD to compliment the newspaper's printed lectures. There are no prerequisites for the course, and all important information regarding registration, tuition and schedules for the course will be printed by Gannett.

Peter Fellows, manager of Community Services for Gannett Rochester Newspapers, is coordinating the course for the newspaper and Frederick Gardner, director of General Education in RIT's College of Continuing Education, is coordinating the course for RIT.

According to Gardner, "This will be a great opportunity to expose the newspaper readership to the thinking of 20 of America's leading scholars, and those who choose to do so, will have the chance to receive college credit. We at RIT feel that it might provide the handicapped, workers with unusual hours, women and numerous other groups the chance to get their "feet wet" in college."

Rochester Institute of Technology is the only college in the area which can grant credit for completion of the course.

For further information on tuition and registration, contact Gardner at 464-2243.



Ms. Pat DeCaro, (second from right), educational specialist for the College of Science, gave tour to group of Community College presidents who recently spent a day at RIT.

## Extended Services To Offer Package Of Women's Programs

The Office of Continuing Studies for Women, a division of Extended Services, will offer for the first time this year, a complete package of programs geared to women.

The programs will begin during fall quarter and continue throughout the academic year. Most programs are non-credit, and have been designed to meet the needs of women, at times and locations most convenient to them in a variety of topics covering personal development, career planning, professional growth and special interests.

Ruth Mets of the Office of Continuing Studies for Women, is coordinating the programs.

Among the offerings will be: Women's Career Guidance Seminar; Career Planning Workshop for Working Women; Self-Understanding; Professional Development for the Legal Secretary; Secretaries Seminar; Speak Up! (a short course in speech and

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# Computer Could Eliminate Bias, Prof Says

Using the computer to administer intelligence tests to blacks might eliminate charges of experimenter bias, believes William L. Mihal, assistant professor in the College of Business at RIT.

The computer, explains Mihal, may provide an impartial, highly reliable and accurate method of intelligence testing.

Mihal has published the results of his research in which 10 black and 10 white male students at the Interim Junior High School in Rochester were administered the Cooperative School and College Ability Test (SCAT) two ways: using the traditional "pen and pencil" method, and using a computer.

His findings show that black students did score better on computer-administered tests than "pen and pencil" tests, while the scores of white students did not significantly change using either testing method.

Moreover, although white students scored better than black students on the "pen and pencil" tests, blacks improved their performance on the computerized test such that there was no discernable difference between races.

The findings are in a paper titled "The Impact of Computerized Intelligence

Testing On Racial and Cross-Cultural Research" (written with Douglas F. Johnson, formerly on the University of Rochester faculty and now of Alfred University). The paper was recently presented at a computer conference at Brunell University at Uxbridge, England.

The findings were publicized in the "London Times," "New Scientist" magazine and "Computer World." Mihal will publish another paper on the same subject in "American Psychologist" next year.

Mihal began his study of the feasibility of computer-administered testing as part of his work toward a Ph.D. in behavioral science at the University of Rochester. Johnson was his adviser.

The impersonal, highly reliable computer might eliminate many of the stresses and biases in face-to-face interaction, Mihal recognized.

Therefore, he felt the use of the computer would be a reasonable approach for eliminating some of the problems in intelligence testing of blacks: the impact of the tester-testee relationship, subject motivation and cultural bias of the test.

Although his findings to indicate that use of the computer could be a major breakthrough in intelligence testing, Mihal emphasizes that he researched only a small sample of students, and further study is needed.

Also, he says the single largest impediment to computerized testing is cost, but technology has been steadily reducing the cost of the necessary equipment.

A native of Binghamton, Mihal lives at 54 Park Circle Drive in Fairport. He is in his first year on the RIT faculty and has bachelor's and master's degrees from Clarkson College.

## Women's Programs

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conference techniques); and also, Under the Wrappings (a short course in pre-holiday consumer protection); Women's Guide to Practical Politics; Home Decorating; International Cuisine; Fun with Foods; Stock Market and Our Economy; and Workshop for Women Who Are Single Again.

More information on tuition and registration is available by calling Nancy Broadwell at 464-2215.

## Volunteers Sought For Psychic Experiments

Ms. Diana Robinson, an instructor for the Extended Services Divisions' psychic phenomena courses during the past school year, is looking for volunteers for sessions designed to test Extrasensory perception under controlled conditions.

The sessions will be held in August.

Volunteers are asked to attend two sessions. Session I, lasting about 15 minutes, is to check their right- or left-handedness in connection with the hypothesis on which this research is based. Session II should last about 30-45 minutes, and involves three runs with ESP cards. Each session will be run three times - Session I on August 16th (evening), 17th and 18th (mornings) and Session II on August 23rd (evening) 24th and 25th (mornings).

Anyone interested in taking part in this project should call Diana Robinson at 586-9102. Volunteers will not be paid.



# First Deaf Hockey Tourney Set Here

The first national Deaf Hockey Tournament will be held at RIT November 10, and the tournament has special meaning for two NTID students.

Deane Sigler and Peter Pudela are chairman and co-chairman of the first Deaf Hockey Tournament scheduled for Saturday, November 10 on the Rochester Institute of Technology campus.

Six teams from the United States and Canada will be participating in the all-day hockey marathon. Deaf teams from Toronto, Montreal, the West Ontario Athletic Association of the Deaf, St. Francis De Sales, the U.S. Deaf Olympic team and Gallaudet College will be competing.

Sigler, a star player for RIT's hockey team and the captain of a U.S. team that will compete in the Deaf Olympics in Lake Placid, N.Y., in 1975; and Pudela, an avid sports enthusiast, are in the middle of planning for the event. They are working with a committee of NTID students to find ways of earning money to cover expenses for the day.

They've organized car washes, bake goods sales and a student "slave" day where students hired themselves out to the faculty for various jobs. They've also contacted more than 100 local companies and clubs to get them to advertise in the official tournament program guide and have NTID students out in force selling booster cards for the event.

Serving on the planning committee for the tournament are Robert Greenwalt, Barbara Allen, Dennis Tucker, Carmen Sciandra, Margaret Kruger, John Swan, and two new students, Tom Nedred and Leonard Williams.

"We have to raise around \$2000 to cover such expenses as renting the ice rink, paying referees and protective services, hiring a band for a dance that night and other miscellaneous items," Julie Cammeron, advisor to the tournament committee, said. "But the kids have been doing such a great job of organizing it that I think we'll make our goal."

Everything from money-raising ideas to making arrangements for the visiting teams, coaches and fans have to be made prior to their arrival and the committee has been working feverishly on them.

Why all this work and preparation for a hockey tournament?

"Of course it's not simply a hockey tournament, there's a whole other purpose behind it. The kids decided a sports tournament of this kind was the best way to get both the deaf and hearing to better understand what's going on in the world of sports for the deaf," Ms. Cammeron said.

All of the money raised will go into the general NTID Student Congress fund to help promote more activities for the deaf on campus. NTID's Student Congress President Mark Feder said that RIT's Division of Student Affairs, of which the Student Congress is a part, has offered advice and assistance when needed.

"In order to make the Deaf Hockey Tournament an annual event, we have to make the first one a success. Everyone on the committee is working very hard to achieve this goal and I know the whole RIT community will support us," Ms. Cammeron said.

## NEWS AND NEWSMAKERS

Professor Harley Parker, Kern Chair in Communications, has been appointed to the committee on the development of guidelines for media in museums of the American Association of Museums... Gene DePrez, director of Communications, has been appointed to the Monroe County Metropolitan Arts Resources Committee... J. Patrick O'Reilly, instructor in the College of Continuing Education, has been appointed manager of industrial relations for the Soflens division of Bausch & Lomb Co.... Bob Webster, associate professor in the School of Printing, recently represented RIT at a meeting of the Federation of European Screen Printers' Association and while in Europe visited printing plants in Scandinavia, Switzerland, and Italy.