



Unique Packaging Program To Be Offered

A new all-encompassing and broadly inter-disciplinary Bachelor of Science degree program in Packaging, which has been designed to prepare graduates for employment in such packaging related activities as management, sales, marketing, structural design, purchasing, quality control, product development, and the technical and engineering phases of production, will be offered by RIT starting in September of 1973.

The career oriented program for the multi-faceted packaging industry, will be unique and innovative, and draw on RIT's established academic strengths in such areas as art and design, printing, engineering, photography, science, business administration, and the liberal studies, said Dr. Todd A. Bullard, provost and vice president of academic affairs.

The program will initially offer two major options--one in design and one in management, with broad elective areas in each option to allow students to meet individual needs and interests.

The program has been designed so that graduates will be broad-based "generalists" rather than "specialists," and therefore more initially adaptable to a possible variety of employment opportunities within the packaging industry.

"As an integral part of the packaging program, and indeed in the other offerings of RIT, one could expect a strong emphasis on environmental concern that a technical institute of our nature would place high on its list of priorities," said Bullard.

The four-year program will enroll qualified high school graduates, as well as transfer students from two and four-year institutions.

"With the substantial number of courses and credits in the areas of general studies, mathematics, science, business administration, and art, plus a wide range of elective options, the program should prove attractive to transfer students from community colleges and liberal arts institutions," said Professor Hector H. Sutherland, chairman of the study committee that recommended the program.

Initial first-year enrollment would be limited to 24 to 30 candidates. As the program grows, the same numbers would be admitted each year, with approximately 120 students in the program by 1977.

A voluntary co-op education option

Faculty, Staff and Students
are invited to attend an
Open House
and tour of facilities
at the
Metropolitan Center
50 West Main Street
Rochester, New York
on
Thursday, November 16, 1972
from 1 to 8 p.m.

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Master's Degree Program Offered On TV

The way of the future for higher education may well be a new marketing technique that is emerging from the experimental stages at Rochester (N.Y.) Institute of Technology.

Through a cooperative venture involving RIT's College of Engineering, the RIT Television Center, and Xerox Corporation, Eastman Kodak Company, Sylvania Electric Company, and Stromberg-Carlson Corporation, master's degree programs in engineering are being videotaped and presented on closed circuit television for college credit to company employes at their place of work.

What is a normal class lecture becomes an intensive 30-minute videotape, which means that courses can be taken at the companies during the employe's lunch period, and at other times that are mutually convenient to both employer and employe.

The project is closely supervised by RIT, with the faculty members responsible for the courses visiting their classes on a regular basis.

"What this means," said Dr. Richard A. Kenyon, dean of RIT's College of Engineering, "is that RIT is literally taking the classroom to the people, and making it more convenient for such students to continue their higher education. It is also a way to reach those who already have their master's degrees, but need to update their technological skills in order to more efficiently perform their job responsibilities.

"To date," he said, "over 200 employes at Kodak, Xerox, and Sylvania have participated in the program."

This fall RIT plans to offer several courses to about 300 workers at Kodak, Xerox, and Stromberg-Carlson. Several other sites are being negotiated.

Packaging Program Announced, cont'd.

will be available to enable students to alternate their classroom study with work block experience in the packaging industry. For those students who select the co-op option, additional income is earned to help offset the cost of their education and to make the educational experience more relevant.

Professor Sutherland said that an experienced and recognized leader in the packaging industry is now being sought to direct the program on a full-time basis.

"It has been estimated that the needs for graduates of college-level programs in packaging will increase 123 percent in the next 10 years," stated Professor Sutherland.

Packaging is a \$26 billion industry that spends over \$21 billion annually for materials alone. It provides dynamic and

widely diversified employment for many thousands of men and women with a wide variety of skills and expertise including the creative designer, the craftsman, the technician, the engineer, the researcher, the salesman, the administrator, the manager, and numerous other positions.

"In studying the need for the program," said Dr. Bullard, "it was concluded that RIT is in an excellent position to provide a viable program by utilizing its current strengths in courses presently offered in its Colleges of Graphic Arts and Photography, Fine and Applied Arts, Engineering, Science, Business, and General Studies. Selected courses from these areas, plus applicable courses in packaging, and a variety of elective courses to meet individual student interest and needs, were combined to form the two suggested program options in management and design, which make up the curriculum. Thus the program takes advantage of the recognized educational strengths that already exist on the RIT campus."

The program has been under formal consideration for the past six months. It was developed with the assistance of the Rochester Area Packaging Association and received assistance from several consultants and other individuals closely associated with the packaging industry.

Metro Center Open House Set Thursday

Students, faculty and staff of the Institute are invited to attend an open house and tour of the enhanced educational facilities of the RIT Metropolitan Center at 50 West Main Street next Thursday, Nov. 16, from 1 to 8 p.m.

The Metropolitan Center is RIT's downtown campus, housing technical and professional educational programs as well as administrative offices of Extended Services, community activities and research facilities. The vice president of Public Affairs and the Director of Development for the Institute also have their principal offices there in order to maintain a closer liaison with corporate, financial, governmental and civic arms of the Greater Rochester community, said Edward P. Curtis, Jr., vice president for Public Affairs.

The Extended Services Division of the College of Continuing Education was recently relocated from the main campus in Henrietta to downtown facility as part of the Institute's continuing urban thrust, said Harold Kentner, assistant dean for Extended Services.

It is the position of the National Advisory Council on Extension and Continuing Education that "it is in the national interest of the United States that higher education resources be developed and augmented to the end that life-long learning opportunities for all citizens, regardless of previous education or training, be widely available to promote the continued vitality of our free society."

It is a function of the Metropolitan Center to support this position by providing a creative setting where faculty, students, retirees and representatives of the community may be engaged in community-oriented educational experiences, said Robert Pease, dean of the College of Continuing Education.

The center's downtown location makes much of RIT's dedication and mission in this commitment more accessible to more people, said Ron Hilton, academic administrator of the center.

A great range of educational programs is offered throughout the year at the Metropolitan Center. These range from regular degree and diploma courses to extension classes, seminars and workshops tailored



for specific professional growth, to studies for personal enrichment in the arts and other fields.

Classrooms, studios, laboratories and auditoriums are used by full and part-time students from both the day and evening colleges of the Institute.

Many of these programs are offered through RIT's College of Continuing Education, which is primarily concerned with providing educational opportunity for those who cannot, or choose not to, attend full-time day college.

Special services are offered by such Institute divisions as the Center for Employer-Employee Relations and the Office of Urban Extension, also located at the Metropolitan Center. A full-time academic administrator coordinates the functions and uses of the building.

The Nov. 16 open house will include guided tours of the several floors of the Center, educational displays and exhibits, and light refreshments. Persons may come and go anytime during the 1 to 8 p.m. period.

Mrs. Horton "Thrilled" At Dedication

Mrs. Edward J. Horton was "thrilled to pieces" last Thursday during the dedication of the new Horton Child Care Center located in Riverknoll.

"This is such a complete change from the first time I saw this room," said Metha Horton, who donated money to establish the center in memory of her late husband. The facility, located in the basement of Building 11 at Riverknoll, was just a "big, damp room" the first time she saw it. Now, under the guidance of Rochester architect, John Fayko, the Center is warm, bright and fully operational for the 15 children whose mothers are students at RIT.

"There are few things since I've been at RIT that have moved more people," Dr. Miller told Mrs. Horton, after she was presented with a rose by each of the children, who are 3-5 years old. Mrs. Miller, who conducted the ceremony, termed the dedication a momentous occasion.

"RIT is one of the first institutions in the country to make a commitment to women who want to return to school by providing a facility where their children can grow and learn while the mother is receiving an education," said Mrs. Miller. She gave special recognition to numerous people, including institute personnel and faculty/staff wives, who volunteered their time to research the possibilities of setting up such a center and followed through on the idea until it became a reality.

Gerda Dymysza, director of the center, spoke of the importance of such a facility where the children are taught "a sense of responsibility, respect and motivation and where each child has the opportunity to plan his own day and work with what interests him."

"What the staff does is watch them grow," she said. The center contains both play and education material, and during the dedication, the children spent their time washing dishes, peeling carrots and playing on wooden slides and other gym equipment.

Among the guests at the dedication were Mrs. Horton's son, William E. Horton, and her daughter and son-in-law, Mr. and Mrs. Roger Brookman. Mrs. Frank E. Gannett and Harris H. Rusitzky represented the RIT Board of Trustees.

The Horton Child Care Center will be used for field placement by students

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Mrs. Horton

enrolled in the College of General Studies Social Work Program. Presently, there are six students on part-time field placement at the center and one student who is working there full-time.

Anyone interested in more information about the center can contact Mrs. Dymysza at 328-6320.

Accounting Seminar Set Monday

The College of Business at RIT will host an all-day accounting seminar in the College-Alumni Union Monday, November 13.

The seminar for accounting educators is sponsored by the American Institute of Certified Public Accountants and the American Accounting Association in cooperation with the College of Business. The AICPA and the AAA are sponsoring a series of such seminars at leading business schools across the country this fall and winter.

Dr. Edward A. Johnson, dean of the College of Business, is host. William D. Gasser, professor of accounting, is chairman of the seminar.

Stevie Wonder

Here Nov. 16

Stevie Wonder will appear in concert Thursday evening, November 16 at 8 p.m. in Clark gymnasium on RIT's Henrietta campus.

Stevie Wonder, whose musical style ranges from straight rhythm and blues to pop ballads and pure improvisations, plays piano, organ, drums and harmonica and sings as well.

His concert is sponsored by RIT's College Union Board. Ticket information is available from the College Union information desk at 464-2307.



Stevie Wonder

News and Newsmakers

Tryouts for the annual Christmas Party and Variety Show will be Thursday evening at 8 p.m. in the Multi-Purpose Room of the College-Alumni Union...for more information contact Ed Steffens at 464-2308....Andrew J. DuBrin of the College of Business is speaking on "Improving employee performance through coaching" Monday at a meeting of the Industrial Management Council of Syracuse....Professor William D. Gasser of the College of Business has been elected to the Board of Directors of the Monroe County Unit of the American Cancer Society ...Applications for student financial aid for the 1973-74 school year are now available in the Student Aid Office....Fritz Lipp of the College of Fine and Applied Arts is currently exhibiting paintings, drawings and prints in his exhibit "Visual Metaphors" in the College Union Gallery, Queens College of the City University of New York....Mrs. Sheila Reasoner has been promoted to Administrative Assistant to the Director of Physical Plant.

More Telephone Changes

Please make the following changes and additions to your faculty/staff telephone directory. To have phone numbers listed in this column, call Communications Services, 2337.

<u>Phone No.</u>	<u>Name</u>	<u>Dept.</u>	<u>Office</u>
464-6159.....	Bailey, James.....	NTID.....	09-1110
464-6105.....	Barron, Charles.....	NTID.....	Annex
464-6152.....	Doe, Sue.....	NTID.....	25-12
262-2716.....	Extended Services.....		Metro Center
464-2094, 262-2725..	Machine Shop.....		Metro Center
464-2958.....	Mets, Ruth.....	Extended Ser.....	01C-1350
464-2786.....	Photo Science.....		07B-2125
464-6157, 6159.....	Scudder, Barbara.....	NTID.....	09-1110
464-2703.....	Sexton, Marjorie.....	NTID.....	Annex
262-2721.....	Waldinsperger, Joe.....	Machine Shop.....	Metro Center
464-6157.....	Walter, Gerard.....	NTID.....	09-1110
464-2225.....	Way, Bob.....	Extended Ser.....	01C-1330

Additions

464-2279.....	Kirk, Nancy.....	NTID.....	01-5th floor
464-2125.....	Strauss, Joyce.....	NTID.....	01-5th floor

EVENTS

FRIDAY, NOVEMBER 10

TALISMAN FILM FESTIVAL: "The Touch," 7:30 and 9 p.m., Ingle Aud.

SATURDAY, NOVEMBER 11

ROCHESTER CERTIFIED PUBLIC ACCOUNTANTS: Meeting, 9 a.m. to 3 p.m., Multi-Purpose Room and General Studies Aud.

COLLEGE UNION BOARD CONCERT: "Fanny," 8 p.m., Clark gym

CROSS COUNTRY: NCAA Championships at Wheaton, Ill., 11 a.m.

FOOTBALL: RIT at Brockport, 1:30 p.m.

TALISMAN FILM FESTIVAL: "Trash," 7:30 and 9 p.m., Ingle Aud.

SUNDAY, NOVEMBER 12

TALISMAN FILM FESTIVAL: "Bicycle Thief," 7:30 and 9 p.m., Ingle Aud.

MONDAY, NOVEMBER 13

ACCOUNTING PROFESSORS: Seminar, 12 noon to 2:30 p.m., Multi-Purpose Room, College-Alumni Union

FREE UNIVERSITY FILM SERIES: "Ezra Pound," "Shaw and Women," and "Whoosh," 7:30 p.m., General Studies Aud.

TUESDAY, NOVEMBER 14

LUNCHTIME SEMINAR: "What should we know about good nutrition?," with Howard Green, director of dietetics, Strong Memorial Hospital, 12:10 to 1:10 p.m., Room 205, Metropolitan Center

ROCHESTER REGIONAL RESEARCH LIBRARY COUNCIL: Meeting, all day, Wallace Memorial Library

WEDNESDAY, NOVEMBER 15

ENVIRONMENTAL LECTURE SERIES: "Thermal Pollution," with Professor Lamont C. Cole, Department of Ecology, Cornell University, 4 p.m., Ingle Aud.

CONTINUING EDUCATION SEMINAR: 12 noon to 3 p.m., Alumni Room, College-Alumni Union

SOCIETY OF PHOTOGRAPHIC SCIENTISTS AND ENGINEERS: Meeting, 7 to 10 p.m., General Studies Room 1251

MECHANICAL ENGINEERING SEMINAR: "Increasing the energy storage capacity of hydraulic accumulators--the use of condensable mixtures," with Martin P. Sherman, assistant professor of Mechanical Engineering, Room 2139, College of Engineering, 11 a.m.

THURSDAY, NOVEMBER 16

COLLEGE UNION BOARD CONCERT: Stevie Wonder, 8 p.m., Clark gymnasium

AMERICAN CHEMICAL SOCIETY: Lecture, "Making sense out of forecasts," with Dr. John Burns, 8 p.m., Room 1250, College of Science

CHEMISTRY SEMINAR: "An introduction to the functions and metabolism of cyclic AMP," with Dr. William Bigler, 4 p.m., Room 2178, College of Science

TRYOUTS: For the annual Christmas Party Variety Show, 8 p.m., Multi-Purpose Room, College-Alumni Union. For more information call Ed Steffens at 2308

EXHIBITS

BEVIER GALLERY: '72 Faculty Show, through Nov. 17, 8:30 a.m. to 4:30 p.m., Monday through Friday.

MARINE MIDLAND BANK DOWNTOWN: School for American Craftsmen show, 9:30 a.m. to 3 p.m. Monday through Thursday, 9:30 a.m. to 6 p.m. Friday.

WALLACE MEMORIAL LIBRARY GALLERY: Austrian poster art, through November 15, daily.

The next edition of News and Events will cover the period of Nov. 17 through Nov. 30. Deadline for material for that issue is Monday, Nov. 13. Send material to News and Events, c/o Communications Services, or call 2330.