

## State of the Institute

## President Rose Highlights Success, Calls for Pride

Citing strong enrollment figures and the quality of the incoming class, President Rose launched the 1986-87 academic year with his annual "State of the Institute" address on Sept. 2. Dr. Rose also called on RIT faculty and staff to work harder at insuring that students know they are important and cared about.

The standing-room only crowd in Ingle Auditorium was welcomed by V.V. Raman, chairperson of the Institute Committee for Effective Teaching. Raman also outlined teaching effectiveness activities planned for the coming year.

Faculty Council Chairman Ronald Jodoin also addressed the audience. Following are excerpts from the speeches delivered by Dr. Rose and Dr. Jodoin

As we look back at the past year, it has been an exciting one—a year of achievement—and I believe that we are all reminded as we think back that we are primarily an undergraduate teaching institution.

With that in mind, we look at our admissions and they remain strong. We met our goal and the quality was increased. The admissions process of this past year has produced, for this fall, the highest quality class that we have ever had. And we are on target for our enrollment goal.

Perhaps, more important is the fact that we have deliberately chosen to maintain our standards of admission rather than to continue to increase the size of our freshmen class. Twenty-four percent of this incoming class graduated in the top 10 percent of their high school class and 46 percent of that class graduated in the top

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## Access to the Future Plan Enhances National Position

This summer, President Rose unveiled a comprehensive master plan for the future and an \$85 million capital campaign titled "Access to the Future." At a July 12 news conference, Dr. Rose called the plan "the most significant step in RIT's history in two decades—since the move to the new campus in 1968."

The bold plan is designed to enhance RIT's already strong national profile through the construction of five new buildings for instruction and research; increased scholarships, endowed professorships and equipment; an addition to the existing library; creation of new campus access roads and parking spaces; and further refinement of campus landscaping.

According to Dr. C.J. Young, vice president for Development, the campaign has now reached \$59 million in pledges, "reflecting significant commitment from corporations, foundations, alumni, parents and other friends of the Institute." Young added, "we realize that we have a long way to go to meet this challenging and important goal."

In announcing the master plan, Rose also outlined the creation of a research and development park to be built on 90 acres of land on the northeast corner of the campus. The park will be the first phase of a complex that is expected to ring the RIT

campus with complementary companies that can utilize cooperative education students and faculty consultants in areas related to their fields of expertise.

*In this and the next issue, News & Events will provide details of each of the planned campaign goals.*



Dr. Rose explained the master plan to the Rochester media at a July 12 news conference.



A sample of Rochester-area newspaper coverage of the campaign announcement this July.



Balancing boxes as he goes, SOS volunteer Hank Besanceney, a senior in the College of Fine and Applied Arts, lends a hand at RIT's move-in day, September 2.

## Entering Freshman Class Reflects Quality of Career Programs

Greeted by a week-long student orientation, RIT's incoming class of about 2,850 freshmen and transfer students arrived on campus last week.

Richard Fuller, director of Admissions, says the students are a diverse, talented group including 1,700 first-time freshmen, and 1,050 transfer students from two- and four-year colleges.

"In a period of declining demographics, we're particularly pleased that the size and quality of the entering freshmen are on target with RIT's planning projections," Fuller said. "We believe it's a reflection of confidence in the high-quality career programs of RIT and the growing regional and national reputation of the Institute."

Fuller points out that RIT continues to attract the largest number of full-time, transfer students of any independent institution in the state. "Two-thirds of the entering transfers have graduated from two-year colleges in New York State, with more than 150 transfers from Monroe Community College. Other transfers are from four-year institutions as well as community colleges in other states."

He adds, "While two of three incoming students are from New York State, the

entering freshmen and transfers represent every state in the country and 40 foreign countries."

Some 2,200 on-campus residents moved in September 2, according to Joseph T. Nairn, director of Orientation and Special Programs.

SOS (Student Orientation Services) volunteers—dressed in red shirts and white painter's caps—were on hand to greet new students, help unload and deliver luggage, and provide general information.

Nairn says the orientation process is vital to helping new students adjust to college life. "Going to college is probably the biggest change in a student's life to date," he explains. "Our goal is to provide new students with the introduction they need to adapt personally as well as academically."

Highlights of the week included an Ice Cream Extravaganza, an evening with hypnotist Gil Eagles, a program about life on a deaf and hearing campus entitled "RIT Wants You," comedy night in the union, and "Sandblast '86," an outdoor beach party with sand, contests and music.

## Campus Life Center: Key Ingredient To Complement Academic Programs

Recognizing the importance of the quality of student life to academic achievement and personal development, the \$9 million Campus Life Center is an integral part of future plans at the Institute.

The proposed two-building complex will include a Physical Education and Intramural Sports Center and a Student Health Service and Counseling Center. The latter will include the Department of Psychological Services of NTID.

"RIT's educational mission has been and continues to be 'to prepare graduates with the knowledge and background to enable them to enrich themselves intellectually, culturally, physically and spiritually,'" said Dr. Rose. "A key ingredient to the fulfillment of this mission has been missing at RIT—a Campus Life Center.

The creation of this center will enhance the quality of life at RIT, complement excellent academic programs and help attract well-rounded students involved in a variety of disciplines," Rose said.

The Physical Education and Intramural Sports Center will help RIT take a major step in catching up with past enrollment growth and program expansion, said Dr. Fred W. Smith, vice president for Student Affairs. Current facilities, opened two decades ago, were designed for a student body of 6,500—about two-thirds the current full-time enrollment of 10,000.

RIT has become a largely residential university, enrolling 15,000 full- and

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The new Campus Life Center will be located just south of the Quarter-Mile walkway and approximately where the tennis courts are now situated. To the south of the walkway bridge is the new Kilian J. and Caroline F. Schmitt Interfaith Center.

## Campus Life Center....

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part-time students from 50 states and 63 foreign countries.

Surpassing the need created by enrollment growth is the increase in demand for such a facility, Smith said. "Participation in intramural and club sports and fitness programs has increased by more than 75 percent over the past several years."

Meanwhile, RIT's emergence as a nationally recognized men's and women's intercollegiate athletic program has also placed significantly greater demands on current facilities, he said.

The approximately 100,000-square-foot structure will be built east of the new Kilian J. and Caroline F. Schmitt Interfaith Center and current physical education facilities.

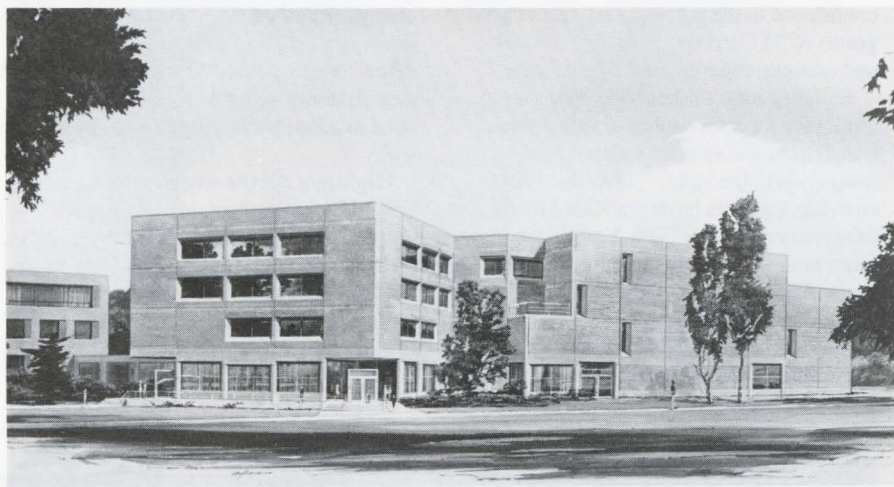
The Physical Education and Intramural Sports Center will include multipurpose courts for tennis, basketball and volleyball; a physical fitness and weight training center; a multipurpose room for martial arts or dance; racquetball and handball courts; indoor jogging track; classrooms; saunas; locker rooms and staff offices.

A second portion of the proposed complex is expected to contribute to the health and personal development of students. The Student Health Service and Counseling Center will occupy 19,300 square feet and will house the Student Health Service, the Counseling Center and the Department of Psychological Services for the National Technical Institute for the Deaf. It will offer modern examining rooms, labs, health education facilities, counseling and conference rooms, offices and the Career Resource Center.

"This new structure will relieve the tremendous pressure on current health and counseling facilities created by enrollment growth and increased demand for services," Smith said.

New facilities will allow centralization of creative program development in health and physical education. Of special importance will be the assimilation of deaf and hearing students in health and physical education programs made possible by the location of NTID counseling and other support services in the new center.

## New Center to Strengthen RIT's Position as Imaging Leader



RIT's proposed Center for Imaging Science...An architectural rendering of the \$8.5 million facility shows the center which will be constructed north of the current Frank E. Gannett Memorial Building.

Already established as the nation's premier center in photography, graphic arts and imaging, RIT plans to further strengthen its position in the field of imaging science with construction of an \$8.5 million Center for Imaging Science.

"The center is intended to provide a focal point for RIT's traditional strength in the field of imaging, as well as the exciting new frontier of imaging science," said Dr. Thomas R. Plough, provost and vice president for Academic Affairs. "One of the great things about RIT is its responsiveness to changes in technology and the marketplace. This building is another example of RIT's leadership in the academic world."

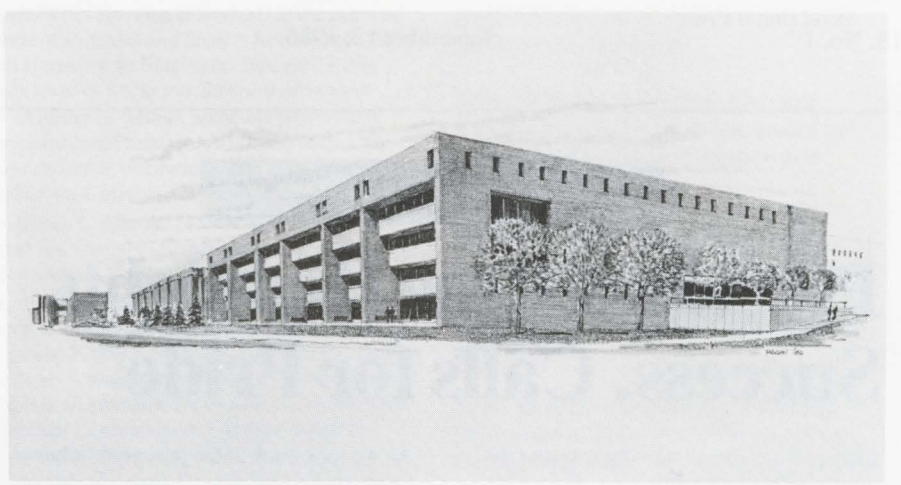
The Center for Imaging Science, currently housed in the College of Graphic Arts and Photography, was established in 1985 to meet a growing need in government and industry for highly skilled scientists in imaging science. The center provides research support and contract

work in the areas of graphic arts, photographic science, remote sensing, digital imaging and optics, and provides undergraduate and graduate programs in these areas as well. The undergraduate program in imaging science is the only one of its kind in the nation.

The new center will include modern laboratory facilities related directly to the imaging science program, six classrooms, a large lecture hall and 55 offices intended to reduce the doubling of faculty members in offices on campus.

The facility will be used academically for undergraduate and master's degree programs in imaging science, for the imaging science component of the Institute's microelectronic engineering program—also the only one of its kind in the nation—and for any future post-graduate development in imaging science. The dominant focus of the building, however, will be on research, especially in the areas of photochemistry, optics and electro-optics, digi-

## Planned Expansion to Double Size of Wallace Library



The proposed addition to the Wallace Memorial Library will double existing space.

A \$6.5 million expansion to the Wallace Memorial Library is planned as integral support to the Institute's career programs. As part of the Access to the Future campaign the library expansion will nearly double the size of the facility, allow for technological advances in information retrieval and make room for special collections, archives and libraries presently located within RIT's colleges.

The Access to the Future campaign will enable RIT to "keep its position as a leader in library technology," said Dr. Thomas Plough, provost and vice president for Academic Affairs. "We continue to lead the way in library automation; however, we cannot advance this significant service without space and equipment."

"The library began experiencing growing pains more than eight years ago," said Reno Antonietti, associate vice president for Academic Services and Computing. "Space—for students and materials and to centralize collections—is at a premium because of institute-wide growth since the library was built in 1968."

The library was built to serve a full-time student enrollment of 6,500, but approximately 10,000 full-time and more than 5,000 part-time students now use the facility. The number of academic programs offered by the Institute has increased dramatically from the 1960s—up to 234 from 45.

The library was capable of holding 250,000 volumes in 1968, when its collection numbered 86,000. Today there are more than 285,000 books, many of them packed tightly on shelves and difficult to obtain, according to Antonietti.

Seating has become a problem; the library has fewer seats now than it did when first opened. Seating capacity has shrunk from 1,000 to 750 as space has been utilized for other library functions, such as computing.

"All the numbers add up to a very severe space problem," Antonietti said. "That impacts directly on students' educational progress and is the underlying reason for

expansion. We're flat out of space."

The Wallace Memorial Library has pressed ahead, technologically, in spite of space limitations. The library was the first in the region to initiate a computerized card catalog system, Antonietti said. Its computer network gives students and faculty access to the library's automated catalog from dormitory, office or home.

The expansion will allow the library to increase its number of computer terminal ports from 30 to 120 and to expand its use of new technology for information storage and retrieval. The library will be adding such new technology as optical disk storage devices, which can contain, for example, a 20-volume encyclopedia on one five-inch diameter disk.

The expansion also permits centralization of RIT's libraries. The holdings of the chemistry library, along with 50,000 volumes of the former Slater Library of Eisenhower College, now in storage, will be incorporated. In addition, 12,000 volumes in the world renowned Melbert B. Cary Jr. Graphics Arts Collection will be moved from the College of Graphic Arts and Photography to a 4,500-square-foot space reserved for them in the new addition. A comprehensive collection on bookbinding, the Bernard C. Middleton Book Collection, will become another part of Wallace Memorial Library.

A 1,400-square-foot space will be devoted to a language laboratory, thus completing an extensive media service facility located in the library.

The library's heating and ventilation system, which has been prone to breakdowns in recent years, Antonietti said, will also be replaced. The heating and cooling system of the library "not only impacts on users, but has a major impact on the longevity of informational material," he said.

The addition will be built on the south end of the current building and includes a ground floor with four upper levels.

tal imaging and remote sensing, robot or machine vision and medical and graphic arts imaging.

"This new facility will allow us to continue to pursue and expand dramatically the research and development we have been doing in these areas," said Dr. Rodney Shaw, director of the Center for Imaging Science.

Imaging science is the science of capturing, storing, retrieving, processing, displaying, printing and extracting information from images. "From a scientific standpoint it is anything to do with an image," adds Dr. John Schott, associate professor, center for Imaging Science.

Programs in imaging science are not new to RIT. The center is an outgrowth of RIT's highly successful curriculum in imaging and photographic science, which provided RIT's ability to offer quality education in this field.

Demand is great for experts in imaging science. In fact, one of the benefits of this course of study is the broad range of career specializations. Recent graduates have accepted career positions in digital image processing, electrophotography, medical imaging, photographic chemistry, robotics, aerial and satellite imaging systems, office automation, optics, microelectronics, amateur photographic systems, laser systems, holographic imaging, color appearance and technology, graphic arts, and optical instrumentation and computer science.





**Constitutional Conversation...** Reviewing an older edition of the U.S. Constitution, are, from left, John Murley, RIT professor of Political Science; George Anastaplo, last year's Caroline Werner Gannett Professor; Theodore Lowi, 1986-87 Gannett Professor; and David Murdoch, professor and coordinator of the College of Liberal Art's Senior Seminar.

## Lecture Series Marks Constitution's Bicentennial

RIT's Gannett Professor Dr. Theodore Lowi, claims the United States is operating under a new, unwritten constitution. Put into words, he says the new constitution opens with the following preamble:

"There ought to be a national presence in every aspect of the lives of American citizens. National power is no longer a necessary evil; it is a positive virtue."

Lowi says this is the constitution of the "Second Republic of the United States," an era beginning with the presidency of John F. Kennedy. In his book, *The End of Liberalism*, Lowi warns that the constitution of the Second Republic is a poor one. It's not entirely realistic, but he says, neither was the original constitution framed on Sept. 17, 1787.

Exactly 199 years and one day later, the College of Liberal Arts continues the Institute celebration of "The Enduring U.S. Constitution," the oldest federal constitution in the world. In commemoration of the bicentennial of the U.S. Constitution, the second year of RIT's two-year celebration begins Thursday, Sept. 18, when Lowi, the 1986-87 Caroline Werner Gannett Professor in the Humanities, delivers the first in a series of 12 lectures at 7:30 p.m. in Webb Auditorium.

Three noted public figures will join Lowi in public lectures and debates throughout the year: John Anderson, third-party candidate for president in 1980; Alan Westin, professor of public law and government at Columbia University; and David Stockman, former budget director for President Reagan.

The College of Liberal Arts links its Caroline Werner Gannett Professorship and the Senior Seminar, required of all 1,600 students pursuing a degree, in its commemorative study of the constitution. Dean Mary Sullivan says the bicentennial of the U.S. Constitution is an opportunity to analyze the content of the document and to examine its influence on American life over the past 200 years.

"One of the most meaningful contributions we are making in our celebration of the constitution is to provide all RIT graduating seniors with a greater understanding and appreciation of the document," says Sullivan. "The distinguished reputation and expertise of the Gannett Professor and of each of the public figures speaking on campus reflect our commitment to conducting one of the most comprehensive and exciting constitutional programs in the nation."

Lowi, an internationally known political scientist, author of 12 books on government and politics, and the John L. Senior Professor of American Institutions at Cornell University, will lead RIT's academic focus for the RIT and greater Rochester communities. His lectures will focus on the contemporary relevance of the U.S. Constitution of 1787 and how different principles of government have developed during the past 50 years. Anderson, Westin and Stockman will be featured in public presentations including a re-

sponse by Lowi and a discussion with the audience.

John Anderson, former Illinois congressman, and noted authority on the constitutional challenges to the two-party system, will speak Nov. 7 on "The Election and the American Political System."

Alan Westin, director of the Center for Research and Education in American Liberties, and an authority on the impact of information technology on the constitutional rights of citizens, will discuss "Technological Society and the Invasion of Privacy," Jan. 22.

David Stockman, author of *The Triumph of Politics* will deliver an address April 23 on "The Separation of Powers." Stockman, who mentions Lowi in his book, claims that Lowi's analysis of contemporary politics influenced his decision to join the Reagan administration.

A National Endowment for the Humanities grant of \$62,836 will fund the public events. Last year, a grant from the Exxon Educational Foundation made possible preparatory summer workshops for Senior Seminar faculty.

### Women's Club Opens Year at Liberty Hill

The opening meeting of the RIT Women's Club is set for 7:30 p.m., Sept. 17 at Liberty Hill. President Rose will discuss the "State of the Institute" address and RIT's "Access to the Future" master plan and campaign.

The club is open to women employees and all wives of RIT faculty and staff. The RIT Women's Club promotes interaction among students, faculty and staff through social, cultural and educational events. The club is comprised of interest groups, such as the Book Discussion Group, the Adventure Club and the Gourmet Group. The Women's Club provides scholarships to RIT students and financial assistance to the Horton Child Care Center.

For more information call 359-1658 or 461-9350.

## Grant Supports Videodisc Project; Museum of Graphic Design

The Graphic Design Archive on Videodisc in the College of Fine and Applied Arts, the only "electronic museum" of its kind in the nation, has recently received a number of grants and donations.

The National Endowment for the Arts and the New York State Council of the Arts awarded the interactive archive approximately \$38,000 for 1986. The grant will support prototype videodisc documentation of posters, brochures, graphic symbols, and a variety of other materials on American graphic design pioneers of the 1930s and '40s and European avant-garde artists.

Established in 1985 in conjunction with RIT's American Video Institute, the archive currently stores 5,000 historical frames.

"These major grants will help us offer design students, researchers and professionals instant access to their roots," says R. Roger Remington, graphic design professor and archive project director. "The videodisc format allows us to store the equivalent of 3,000 books at a cost of about two cents per book, and eliminates the need for storage space, as well as personnel to manage it and retrieve materials."

The archive also has received a donation of the entire design collection of internationally renowned graphic designer Lester Beall. The gift includes thousands of original designs, including portfolios, slides, photographs and mechanicals from Beall's life's work, which spanned from the 1930s until his death in 1969.

Beall's children Joanna Beall Westernmann and Lester Beall, Jr. made the donation to the archive.

"The Beall collection is a major American design resource," says Remington. "Beall's work included graphic design, packaging, corporate identity and print materials. We will use his work as a study collection to develop our archival systems."

In addition to the Beall donation, Elaine Lustig Cohen, the widow of pioneer designer Alvin Lustig, gave a substantial

portion of Lustig's original work to the archive.

Lustig's design expertise included book-jackets, record albums, architecture and furniture from the 1930s through the 1950s. Lustig died in 1955.

"Lustig was an influential conceptual designer who played a major role in advancing design education," says Remington. "This support will help us reach our goal of documenting 50,000 frames by 1990."

Remington ultimately hopes to create an international data base so that design students and professionals throughout the world will have access to RIT's archival resources.



**SUPPORTING AWARD....** Kathryn Reissig, administrative assistant for the Counseling Center, was recognized in August for her role in initiating the Support Staff Advisory Board. Reissig, the first chairman of the group, shows her plaque to President Rose. The board serves as a vehicle to encourage communication between support staff, the Personnel office and other RIT managers and administrators.

## Conference Explores Health, Safety Hazards in the Arts

Warning: working in the arts can be hazardous to one's health.

While professions such as sculpting, painting, photography, or printing may not be perceived as dangerous, those working in the arts and applied technology are at risk for serious health hazards if they don't take the proper precautions, according to Dr. Martin Zinaman, RIT Student Health Service, and national experts from the Center for Occupational Hazards in New York City.

To help identify potential health hazards in the arts and recommend reliable safety measures, Monona Rossol, president of the Center for Occupational Hazards and Jean McGrain, a practicing industrial hygienist, will conduct a two-day workshop on "Health Hazards and Safety in the Arts and Applied Technology," from 10 a.m. to 5 p.m., Sept. 23 and 24 in Ingle Auditorium.

Organized by the Student Health Service, the Division of Student Affairs, the Student Directorate, NTID, Wallace Memorial Library and the colleges of Fine and Applied Arts, and Graphic Arts and Photography, the workshop is designed for artists, craftspeople, health professionals, educators and others involved in the fine, applied and graphic arts.

Zinaman says the purpose of the workshop is to make people aware of the hazards and to suggest simple precautions. "There are real hazards in printing, photography, woodworking, ceramics and other fields," Zinaman explains. "We're not trying to scare people away, but we do want to inform them about methods and equipment they can use to reduce the risk of health hazards in the arts and technologies."

Among the potential hazards, Zinaman cites fumes from printing solvents, skin and allergic reactions from photo chemicals, and possible lung damage caused by woodworking or ceramics particles. He says precautions such as adequate ventilation, protective equipment (gloves, eye and face protectors, and respirators), as well as substituting safer working materials can help prevent health problems.

McCann and Rossol, nationally known authorities on the health hazards of art and craft materials, will present workshops on graphic arts, photography, printing, video display terminals, noise, glass, ceramics, woodworking, sculpture, metalworking, packaging, interior and industrial design, plastics, textiles, printmaking and silk-screen, painting, papermaking and other areas. Also included will be displays of safety equipment.

McCann, a certified industrial hygienist is executive director of the Center for Occupational Hazards, a non-profit clearinghouse for research and education on hazards in the arts, and editor of the center's *Artist Beware: Hazards and Precautions in Working with Art and Craft Materials and Health Hazards Manual for Artists*. McCann, who has a doctorate in chemistry from Columbia University, lectures and consults in his specialty.

Rossol, president of the center, is a potter and former research chemist. Author of *Stage Fright: Health and Safety in the Theatre*, Rossol is a frequent writer, lecturer and consultant in the area of art and theatre hazards. She is currently working on a book on ceramics and writes for the *Art Hazards Newsletter*.



# President Rose Calls for Student Pride...

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quintile of their graduating class. It is the best freshmen class we've ever had, numbering approximately 1,470 students.

We are not emphasizing the quality of the incoming class to become an elitist institution, but rather because the body of knowledge is growing in each of the professional disciplines in which we teach. Therefore, to insure that our students are well-prepared for professional careers and meet the levels of achievement necessary, we must start from a higher level of preparation.

This past year we had two task forces. One dealt with wages and salary and provided excellent input to our planning and budgeting process, giving us a great deal of insight. This group concluded their work this summer by providing an excellent report that will give us guidance in the budgeting process.

The second task force, dealing with fringe benefits, also provided us with an excellent report. They have influenced our planning and budgeting process resulting in the expansion of our fringe benefits base. We increased our retirement and plan to continue to increase it slightly each year as our budget permits.

Our goal is 10 percent institutional participation on the retirement base with two percent being contributed by the individual employee. It was eight percent and now is eight and one-half percent with this year's increase and the influence of the task force.

I want to thank all members of the two task forces for their major contributions to the life of our institution.

During this past year we have undergone an intense self-study as part of the middle-states accreditation process. Approximately 120 people were actively involved in this major project. It is very important because it allows the Institute to better understand itself in appreciating its strengths and recognizing its weaknesses. I want to thank all of you who participated. The self-study demanded a lot of time and participation. It will, however, serve us long after the accreditation visit.

The middle-states visitation team will be here in early November. It will be chaired by Dr. Kenneth Baker, president of Harvey-Mudd College of The Claremont Group. It is an excellent visitation team made up of 11 people who will assist us in reviewing our self-study.

Our planning process has grown stronger. We have far better institutional planning with a sound data base, which is available for the divisions and colleges in their planning process. We are using common data that will make our planning far more precise. This is a major milestone as we refine the planning and budgeting process.

During the past year we also saw our national exposure continue to increase. Our Communications staff devoted a lot of time and effort to placing RIT on a national horizon. We have programs and people that deserve national exposure, and our excellent Communications staff is getting it. Again, this is very important for RIT at this time in its life, primarily because the better known RIT is, the more opportunities are afforded our graduates. And secondly, as we are in a capital campaign, exposure is complementary to a successful campaign.

As you know, last year we received a major federal grant of over \$600,000 to expand the co-op education program. We have the third oldest cooperative education program in the country, and it is now the second largest. It is a vital part of the RIT educational experience and we intend to see it continue to expand.

The significant part of the growth of our cooperative education program has been the implementation of a more comprehensive evaluation process. The program is evaluated by the employer, the student and the faculty. To the best of my knowledge, it is the only major cooperative program in the country that has this unique, comprehensive review procedure.

This past year we saw financial aid to our students grow. Contrary to the popular press, financial aid has not dried up. In fact, due to our Development office



*"Our critical goal is to focus our energies, our creativity, and our caring on students, on the pride students feel for the institution...."*

efforts, we have suffered no real cutbacks here at RIT. Moreover, our federal funds have remained constant and there has been a slight expansion in the state funding with the Tuition Assistance Program (TAP). We are pleased to state that our financial aid base is broader than ever before. This is necessary because this past year we again had to raise tuition.

Our tuition for this current year is \$7,851. It is well to remember that our greatest and most effective form of student aid is to hold our tuition down. Although \$7,851 is a lot of money, we are still significantly less than those institutions where our students cross-apply or are our competitors.

At Syracuse, Clarkson, RPI, Cornell, University of Rochester and MIT, the average tuition is \$10,500. I believe the quality of our educational experience is certainly comparable, if not superior, in select areas. I believe our tuition is the best buy as was cited in the *NY Times Guide to Higher Education* last year.

In the area of development we saw enormous activity in laying the ground work for our current capital campaign, "Access to the Future," which was announced publicly in July. While laying the ground work for the campaign, the Development office raised over \$10,000,000 this past year, which is the most money raised in one year in the history of RIT.

Significant in that total was the fact that our alumni giving has increased. We are now at a 22 percent participation level which is the average for institutions across the country. RIT is not an average institution, so we intend to continue to work to have this participation increased.

Also this year we implemented a revised alcohol policy to reflect the change in the New York State legal drinking age to 21. Recognizing the lack of popularity of the law from the students' perspective, it was implemented as painlessly as it could be under the careful planning of the committee of students and staff who developed the new policy, as well as the careful supervision by the Student Affairs staff.

This past year saw the old bookstore converted into a badly needed student lounge. It is well-used, and I think it is an excellent use of space.

At their July meeting, the trustees approved a change in the name of the School of Printing to its current name: The School of Printing Management and Sciences. This name more accurately reflects the more sophisticated procedures in printing that are being taught within the school.

We have a new major in polymer chemistry this fall, a program which will further strengthen the interdisciplinary graduate program in materials science and a kin to microelectronics and our contemplated activities in advanced manufacturing studies.

The Center for Microelectronic and Computer Engineering building was finished approximately on time and on budget. A smaller building also was completed this year. It joins the Cary building and the Ross building. For lack of a better term, I call it the link building. Funds were provided by the two activities that occupy the buildings: NTID Department of Interpreting Services and the Center for Quality and Applied Statistics. In essence, they built their own house.

Our endowment has continued to grow. We enjoyed a great market year and excellent management. It now stands at more than \$120,000,000, which reflects a doubling in the past six years.

In addition to the installation of a new telephone system, numerous other smaller capital projects on campus are in progress. Perhaps most observable is the surfacing of the plaza in front of the Student Union and Eastman building. All of these capital projects are aimed at energy savings and deferred maintenance costs and in making the campus a warmer, more human place for everyone. We intend to continue this process throughout the campus in the coming years.

We acquired the Racquet Club, the large living complex on East River Road. By buying it we will save considerable money over the life of our lease, an estimated \$2.3 million.

Our Board of Trustees meeting in July was the first in a new meeting format. We have changed from five meetings a year that were held afternoons from 3 to 5 p.m., to three meetings for approximately a day and half in length. As the trustees come from greater distances, it is necessary that we maximize their time. Also, this provides far more exposure to the campus, which will allow much more interaction of faculty, staff, and students in this new meeting format.

In the course of this past year, five new trustees have been appointed: Dr. Michael Attardo, vice president of the IBM Corporation for product development and planning; Mr. John Lacagnina, president and chief executive officer of Aplan Financial Planning Corporation, and president of our National Alumni Council; Mrs. Karen Moore, president of the Women's Council; Mr. Thomas D. McDermott, executive vice president and president of U.S. Operations, Bausch & Lomb Corporation; and Mr. Paul Smith, senior vice president for finance, Kodak. In this new format I am hopeful that many of you will get to know more of our trustees.

This past year we finally saw the successful conclusion to our quest for an \$11.1 million government grant. There was a great deal of debate over peer review surrounding this grant. However, that was an artificial issue as there never has been peer review for facility grants.

The real underlying issue was a major grant to an institution that has not previously participated in capital grants from the federal government. So RIT's \$11.1 million was a part of the pie that others didn't want to share.

In the past, I have shared with you the major institutional goals for the coming year and the reflection of these broader goals in the more specific goals of each division. This year I am departing from that format. Not because the goals aren't important, but rather to focus your thinking and subsequent actions on one goal that I believe has critical strategic importance to RIT at this time.

We are a non-traditional university. Our niche in the educational marketplace is to provide a high-quality career education as measured in placement and the professional and personal growth of our graduates after graduation. Our mission is pristine clear. The measurements are equally clear. And best of all, we are very good at it. But we can do better.

The critical goal that I see for RIT in the near term is to focus our energies, our creativity, and our caring on students; on the pride students feel for their institution; and the pride they feel in themselves.

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## Faculty Council Chairman Offers Academic Challenge

It is my pleasure to welcome you, on behalf of the Faculty Council, to the start of another academic year. I hope you have all had some chance this summer for rest and relaxation. I am looking forward to a challenging year, since this is my first time in the position as chair of the council. I follow in the footsteps of Charlie Haines who has been a fine leader for the past two years and has brought a wealth of academic and administrative experience to the office of chairman. I hope to continue his work in tackling the many important issues that face us this year.

Fortunately, I have a dedicated and knowledgeable group of officers who share this task with me. The Executive Committee has been meeting this summer to develop our plan of work for the upcoming year. I'd like to name them and acknowledge their contributions now, since they do a tremendous amount of work all year long.

Paul Ferber, Liberal Arts—vice chairman

Andrea Walter, CCE—communications officer

Jim Hammerton, CAST—treasurer  
Vicki Robinson, NTID—operations officer

The Faculty Council is our primary voice in the governance structure of RIT. We need your input and support to accomplish our goals and we look forward to open and fruitful dialogue with the administration on issues of concern to all of us.

President Rose has expressed his concern about student pride, retention and the quality of life on campus. We certainly share his concern and we will be pursuing some ideas on approaches to that problem.

We have just seen an exciting master plan for RIT. Considering this and the recent discussions of more research and graduate studies and the possibility of a doctoral program at RIT, the character of the Institute is changing. We are moving toward the nature of a university. With that growth and the planning and decisions involved in major change comes a change in the faculty. Interests broaden, and many faculty have become more concerned with their role in the governance of the Institute. Faculty Council wants to be the best body

*continued on page 5*



## Peace Corps Volunteers To Share Experiences



Barbara Letvin, director of International Student Affairs, is one of the organizers of "Making a Difference in the Third World," a conference which celebrates the 25th anniversary of the Peace Corps. She and her husband, Richard, served as Peace Corps volunteers in Thailand. The conference will be held Sept. 19 and 20 in the College-Alumni Union.

Barbara and Richard Letvin gave up life's comforts for two years, and became rich for a lifetime.

The Gates couple are among the first generation of Peace Corps volunteers who have been "Making A Difference" in developing nations since 1961.

"Nothing is more valuable than that experience," said Barbara, RIT's director of International Student Affairs.

Barbara's commitment to the Peace Corps continues with her role as a coordinator of a conference celebrating the 25th anniversary of the Peace Corps.

Entitled "Making A Difference in Third World Development," the conference will be held at RIT on Sept. 19 and 20, and will explore volunteer efforts in developing nations.

"We are now a different generation, looking back on the early days of the Peace Corps," she said. "You come out of it a

lot more flexible and adaptable, and you have to have a sense of humor. Those are the gifts of the Peace Corps."

The conference offers thought-provoking presentations and panel discussions interspersed with informal gatherings where participants can share ideas and experiences.

Activities begin at 2 p.m., Sept. 19, at NTID. Former Peace Corps volunteer and NTID graduate William Eiffler will relate the challenges faced as a hearing-impaired volunteer in Ecuador. Other hearing-impaired volunteers from RIT and agencies also will share their experiences after Eiffler speaks.

A special exhibit, "Around the World with the Peace Corps," highlights arts, crafts, photos, slides and food samples gathered by returned volunteers and international students. The exhibit will be held from 7 to 10 p.m. in the College-Alumni Union lobby.

Former Peace Corps volunteers will discuss the future of the organization from 7:30 to 8:30 p.m. in Clark Dining Hall.

Three special panels will discuss selected topics from 10:45 a.m. to 12:15 p.m., Sept. 20, in the College-Alumni Union. The topics are: "It's A Girl," which will focus on women's traditional and changing roles; "Where's the Teacher?" which will focus on education and technology in the third world, and support for the hearing impaired; and "Where People Grow," which will examine food, health, agriculture and technical assistance strategies.

"When the Check Bounces" is the title of a special presentation on the international debt crisis at 1:30 p.m. in Ingle Auditorium. Officials from the World Bank and International Monetary Fund are serving as panelists.

"How the Third World Sees Us" will be discussed from 3:30 to 4:45 p.m. in Ingle Auditorium and an interfaith peace service will be held from 5:45 to 6:15 p.m. at the Interfaith Chapel.

The evening will close with a dinner and special address for former Peace Corps volunteers at the College-Alumni Union.

For more information call 334-3639 or 475-6876.

## Soccer Team Kick's Off Season with Eye on Playoffs

The RIT men's soccer squad faces a definite challenge in 1986. With the loss of 10 seasoned veterans, Coach Doug May must rely on a young team as the Tigers seek their fourth independent College Athletic Conference (ICAC) crown and fifth straight trip to the post-season NCAA playoffs. The Tigers face a regular season 15-game schedule and opened last week hosting the fifth annual RIT Tournament.

The RIT Tournament title was decided on penalty kicks. RIT and Wilfrid Laurier were tied, 1-1 after regulation and two overtimes. Wilfrid Laurier nabbed the crown with a 4-3 edge in penalty kicks. The game is officially recorded as a tie. RIT's next action comes Saturday at home against Alfred. Game time is 1:30 p.m.

Last year the Tigers clawed through the regular season to an undefeated 12-0-3 record, which extended their regular season unbeaten streak to 43. Along the way, RIT captured the ICAC title with a perfect 6-0 mark. The season ended in disappointment when the Tigers lost to Fredonia (2-1 in overtime) in NCAA first-round action.

This year's edition of Tiger soccer features five seniors, five juniors and 15 freshmen and sophomores. May is expressing cautious optimism. "We have a very solid group of veterans, but a lot depends on how quickly we come together," states May. "More than half of our players are new or have limited college experience, and these individuals will have to contribute in a big way.

"We have to do well early," says May, "and barring injuries, hopefully things will gel by midseason."

The ICAC takes on added significance this year, as the conference champion receives an automatic bid to the NCAAs. May predicts a battle for the ICAC crown and views Ithaca, Clarkson, Alfred and Hobart as top contenders. "In the past, we've been the front runner," says May. "This year we may have to chase the rabbit."

## Business Searching For Enterprising Spirit

The College of Business is inviting enterprising students from across RIT to apply for the 1986 Herbert W. VandenBrul Student Entrepreneurial Award. The award, made possible through an endowment fund established by VandenBrul, includes a \$500 prize. Students can obtain short application forms through their dean's office. Following a review of applications by a faculty committee, selected applicants will be invited to create a business plan for a current or proposed business operation. The final award is based on selection of a business plan that is most feasible and contains convincing support data. Deadline for submission of applications is September 30.



Mark Ellingson, president emeritus of the Institute, looks on as Assemblyman Gary Proud, an RIT alumnus, places a state resolution in the Ellingson Trophy Case. The New York State Legislature passed a resolution recognizing Ellingson's achievements during his 30 years at RIT.

## State Legislature Honors President Emeritus Ellingson

To recognize a "lifetime of achievement and contributions to the educational excellence" of RIT, the New York State Assembly passed a resolution June 16 saluting Dr. Mark Ellingson, RIT president emeritus.

Democratic Assemblyman and RIT alumnus Gary Proud, introduced the resolution. The framed resolution is permanently displayed in the Ellingson Trophy Case in the Department of Intercollegiate Athletics. The trophy case was designed and constructed by two wood and furniture design students in the School for American Craftsmen at RIT.

Ellingson joined the Institute in 1926 as an economics teacher and the next year established a varsity wrestling team which he coached for nine years. He was appointed president of RIT in 1936, guiding the Institute through three decades of growth. He is credited for his vision in establishing the new campus in Henrietta, completed in the fall of 1968.

The U.S. Department of Health, Education and Welfare selected RIT as the site of the National Technical Institute for the Deaf during his administration.

Ellingson has been active in Rochester community affairs and national organizations and has received numerous honors and awards for his contributions to the community and the Institute.

## Ron Jodoin...

*continued from page 4*

that it can be, and we will be exploring our role and ways that we can be most effective. In particular, we need faculty support, particularly from the senior faculty, whose experience and insight can be so helpful.

Along similar lines, we would like to see more academic input to the Board of Trustees. There is no direct faculty perspective currently, and we believe that there should be some members on our board from other distinguished universities, who have strong academic backgrounds.

Let me briefly mention a few other important issues that we will be discussing this year. One is the Search Policy on filling academic administrative positions. We have preliminary drafts for further discussion, and we will be working closely with Dr. Plough on this.

A second concern is the status of the Educational Development Faculty. We will be following up on an excellent report from last year's special ECDF committee which detailed problems with adherence to policies that govern them.

Another area of concern is the salary increment system. Our Salary and Benefits Committee will be reviewing this in the upcoming year.

Much of the work of the council is done by its many committees. You need not be an elected member of Faculty Council to serve on one of these, in fact, we need your help. We also are called upon to select faculty members to serve on other Institute committees. Please consider lending your time and talent. Your Faculty Council representatives will have lists of committees that will need members.

Along with the direct contact of your elected representatives to keep you informed and to receive your feedback, we also will continue to publish our newsletter, *The Faculty Forum*. If you received last year's final issue, you know that, thanks to the efforts of Andrea Walter, it has a new, highly readable format.

I have touched on only a few of the issues that concern us. We hope that you will share your thoughts with us on these and other concerns that are of importance to you. RIT is a dynamic, healthy institution. I find it an exciting and challenging place to work. I believe, along with President Rose, that we have a faculty and administration who really do care about this place and our students and our goals, and I know that we can work together to make RIT even better.

Ron Jodoin, Chairman  
RIT Faculty Council

## Federal Tax Revisions Could Effect Retirement

RIT employees who contribute to the Institute's retirement plan would be able to contribute only up to \$9,500 if the House-Senate conference committee's tax reform bill passes in September.

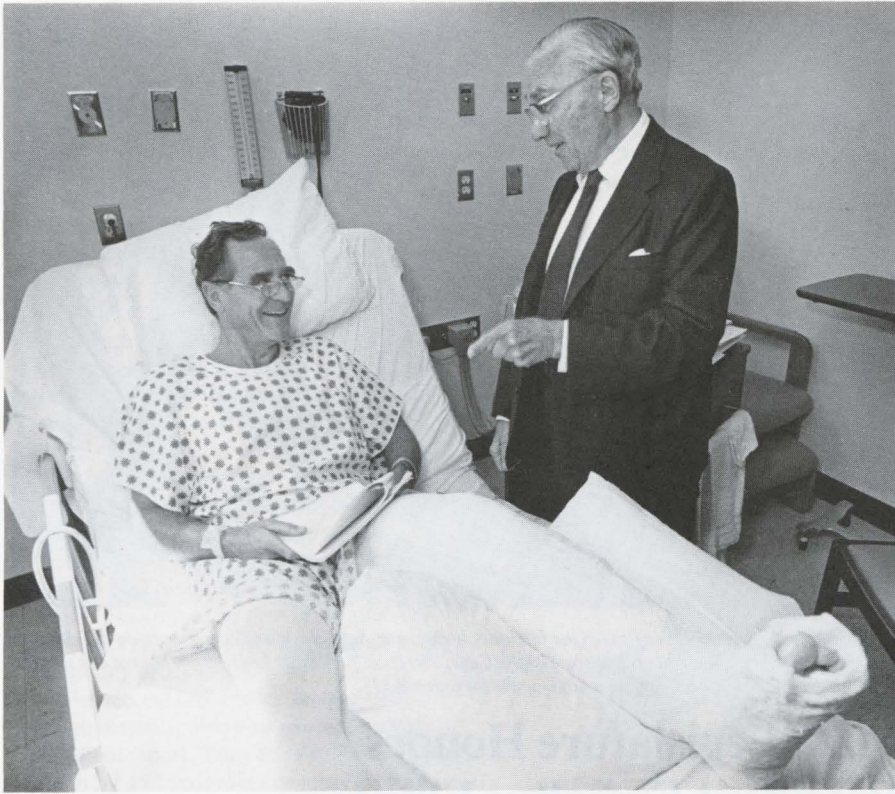
The committee reached an agreement in mid-August, but it remains unclear if amendments to the bill will be considered on the floor, said Deborah Standardi, director of Government and Community Affairs. The bill is expected to pass.

As the bill stands, employees with Institute pension plans would be subject to a 10 percent penalty if they withdraw from their account before they reach 59 and one-half years of age.

The conference committee agreed, however, to maintain the tax-exempt status of TIAA-CREF.

Employer-provided tuition assistance will be exempt from taxation until 1987, under the tax reform bill. Scholarships and fellowships are tax exempt if they cover tuition, fees and necessary equipment. But if scholarship and fellowship money is received for other uses, then the recipient will be taxed. The date this provision becomes effective has not been set.





**PRESIDENTIAL VACATION**....During an August vacation to Nags Head, N.C., Dr. Rose discovered that body surfing can be hazardous. While in the ocean surf, his leg was smashed by an errant wooden raft. After returning to Rochester, Dr. Rose was admitted to Strong Memorial Hospital where surgeons did a bone graft and put a pin in his knee to repair the damage. Dr. Rose expects to be in the cast and on crutches for about 10 weeks. While in the hospital, Dr. Rose conducted business-as-usual from his remote office, meeting with Trustee Maurice Forman.

## RIT Research Corp. Helps Xerox Retrain Employees

RIT's Research Corporation has teamed up with the Human Resources Department at Xerox to bring workers up to date on new technologies.

"The new technologies in the Product Design and Manufacturing Division do not necessarily require new types of people," said Norman R. Deets, manager of Human Resource Management for Xerox Reprographic Business Group in Webster. "Rather, current employees need to know about a wider range of disciplines. They require flexibility to use these skills in rapidly changing organizational patterns and missions."

Jeanne Leonardi and Patricia Shaffron, Research Corp. consultants, spend most of their days at Xerox and work with committees and task force groups.

Leonardi has introduced "bridge programs" to help employees improve their understanding and use of computer science and electrical engineering. Shaffron has developed programs for Xerox's Manufacturing Division, using her knowledge of computer-aided design and manufacturing. In turn, Xerox has donated Intergraph software and other equipment to RIT for instructional purposes.

High-technology industries are now less labor-intensive and more knowledge-intensive, said Dr. Richard A. Morano, Xerox's manager for Technical Education and Human Resources Research.

## Institute Employees Lend A Hand to Lend-A-Hand

Wait to buy a newspaper from an "old newsboy," Sept. 12, as Lend-A-Hand Day comes to RIT. The RIT team of hawkers—dressed in knickers and other costumes—will be selling newspapers at the Henrietta and City Center campuses between 7 and 9 a.m.

Lend-A-Hand is a community charity sponsored by the *Democrat and Chronicle* and the *Times-Union*. The Lend-A-Hand Fund provides assistance to needy families and individuals when other agencies are unable to help. Last year, more than 1,600 people were assisted.

Look for Lend-A-Hand volunteers in such locations as the residence hall areas, administration circle, the Quarter Mile, academic quad, and selected parking lots as well as in and around the City Center building downtown.

A donation of \$1, \$5 or more for a newspaper will enable Lend-A-Hand to continue to provide assistance to the needy.

"The link with education and training is fast becoming a vital element in the survival of modern-day, high-technology corporations," he said.

Competition is fierce for the small and maturing pool of technical workers, and corporations must initiate retraining programs to avoid becoming obsolete.

According to Morano, "It is clear that to remain competitive and to stay afloat in turbulent competitive waters, companies must have a well-trained work force, and a training structure to accommodate shifting and changing skill demands spurred by technological advances. The link with the RIT Research Corp. has helped us cope with this situation."

Linking new technology and human resource management keeps companies like Xerox in their "chosen role as world-class design and manufacturing leaders," said Ralph H. Sterns, vice president of RIT's Research Corp.

"It keeps the latest and most innovative concepts flowing into the product—its concept and delivery. It keeps people with multi-functional aptitudes from being displaced or replaced. It builds and improves world-class teams."

## Placement Office Hosts Career Search Workshop

RIT has been selected to host the Chrysler-Plymouth Career Search Workshop Sept. 15 through 16.

Presented by *Business Week's Guide to Careers*, each one and one-half hour session addresses seven important areas for college graduates to consider when looking for a job.

A special session of the free workshop is scheduled for experienced workers and alumni from 7:30 to 9 p.m., Room 1250, College of Science Building.

Student workshops are scheduled for 5:30 to 7 p.m., Sept. 15, Room 1350, James E. Booth Memorial Building; Sept. 16 from 12:30 to 2 p.m., Room 1251, College of Liberal Arts; and 4:30 to 6 p.m., Room A205, College of Liberal Arts.

# Communications Conference To Examine Technologies

A common mistake threatens organizations using new information technologies: they buy the latest equipment but fail to change the way they do business, says Frederick Williams, an expert in mass media and author of *The Communications Revolution*. Williams will be the keynote speaker at RIT for a Communications Conference, Sept. 18 from 9 a.m. to 2:30 p.m. in Ingle Auditorium.

A professor at the University of Texas at Austin and former dean of the Annenberg School of Communications at the University of Southern California, Williams says the problem is evident in the American educational system where the much-heralded communications revolution has not yet taken hold. "Whatever happened to the computer as a communication tool in the schools?" he asks. "Although computers can be found in most schools, what they are being used for isn't as revolutionary as originally thought."

As a way to keep teachers, counselors, students and communications professionals informed of the rapid changes in communications technology, Williams will share his views at a conference entitled "The Communications Revolution," sponsored by RIT's new Liberal Arts degree program in Professional and Technical Communication.

Dr. Bruce Austin, chairman of the Professional and Technical Communication program says the conference kicks off the one-of-a-kind degree program this fall, which begins training students to communicate effectively about complex products and services. "The communications explosion is at its peak, but students

and professionals could be left behind if they don't keep up with changing technologies," Austin emphasizes.

Williams says curriculum changes are necessary in education. He suggests that the goals of school programs should move from familiarizing students with machines to using computers to teach English, reading or math. He adds that universities should use computers to prepare students for more than careers in computer science or related fields.

"The technology is there—such as software for reading and writing—but we're not using it as well as we could," Williams explains. "Curriculum changes are needed to bring to the schools the revolutionary changes that have occurred in manufacturing, marketing and service industries."

The conference will focus on the effects of changing communication technologies on education, industry, motion pictures, public relations and organizational communication.

Williams will speak from 9 a.m. to noon. He will be joined by RIT Trustee Frank Blount, executive vice president of American Telephone and Telegraph. Three workshops, from 1 to 2:30 p.m. will provide an opportunity for participants to explore specific subjects and practical applications.

Austin will direct "New Communications Technologies and the Motion Picture Industry." Denita Banks-Simms, public relations manager for the Rochester Philharmonic Orchestra, will conduct "Public Relations," and Kenton Hyatt, assistant professor of Communication at RIT, will lead "Organizational Communication."

## New Keyser Bench at Artpark, Uses Boat-Building Techniques

There's more than one way to build a bench, says William Keyser, professor and chairman of the School for American Craftsmen, of the unusual method he used to complete one of his latest wood projects.

Using boat-building techniques, he made a 20-foot outdoor bench for the Artpark Information Center in Lewiston, N.Y.

"The cold-molding boat-building technique allowed me to achieve minimum weight and maximum strength," says Keyser. "The method includes forming six, one-eighth inch layers of veneer over a mold and glueing them together with epoxy."

Shaped like an upside-down, bent canoe, the bench is suspended between two boulders that were selected from the Artpark site.

"I want the regular person on the street to sit on my benches and feel comforted by their shapes," says Keyser. "When you sit on the Artpark bench, you feel like you're sitting on a log." Most park benches are made of solid wood planks, rather than being molded, layered and glued, he says.

In addition to completing the bench commission, Keyser has won the grand prize in the 1986 Visual Arts Awards competition for his furnishing for RIT's Jones Memorial Chapel. Sponsored by *Modern Liturgy Magazine*, the national award recognized Keyser's red oak and etched glass furniture for its "great harmony and simplicity, reflecting and enhancing worship." The work was judged on its artistic and liturgical value.

Another recent work by Keyser, a music stand made of ash and rosewood, is part of an exhibit, "American Furniture: Past and Present," that opened September 5 and will run through October 27 at the Society of Arts and Crafts in Boston.



**Grand Prize Winners**....Red oak and etched glass furnishings made by William Keyser include (left to right) a lectern, an altar, and processional cross.

Keyser's recent activities also include presenting a two-day workshop on wood bending techniques at the University of Akron (Ohio) and serving as visiting lecturer at Skidmore College in Saratoga Springs, N.Y.



## Bevier Opens Season with Furniture Show

"Contemporary Furniture: Collaboration Between Designer/Craftsman and Architect" will open the Bevier Gallery 1986-87 season on September 19.

The custom-made furniture was designed for public and private spaces by artists in collaboration with architects.

The show will feature the work of 10 area designers and will run through October 26 with a free, public reception in the gallery on September 19, 7 to 9 p.m.

"The works represent a range of aesthetic directions, from minimalist to post-modernist or organic," says William Keyser, chairman of the School for American Craftsmen and exhibit curatorial consultant. "Eight of the 10 exhibitors make their living by designing and building handmade furniture."

The exhibitors include Keyser, Jeff Behnke, David Doernberg, Ben Mack, Kristina Madsen, Richard Newman, Douglas Sigler, Claude Terrell, Howard Werner and Rick Wrigley. Eight of them attended the School for American Craftsmen.

The gallery, located in the James E. Booth Memorial Building, is open on weekdays from 9 a.m. to 4:30 p.m.



A Side Table by Rick Wrigley is made of mahogany, quilted mahogany, wenge and black oxide screws (29 1/2" x 29 1/2" x 18 1/2").



An Umbrella Stand by Richard Newman, is made of Cuban Mahogany, ebony, bronze ormalu, and copper linter (32" x 14").

## Winter Dates Announced

Registration Information for Matriculated Undergraduate and Graduate Students

Winter Quarter 1986-87

Sept. 22 Students receive pre-registration forms and the Winter Schedule of Courses from their departments

Oct. 3 Forms due (Registrar's Office)

Week of Undergraduate Class Schedules distributed to student's departmental folder

Nov. 12 Quarterly payment due (Bursar's Office)

## Provost Plough Sets Leadership Seminar Series

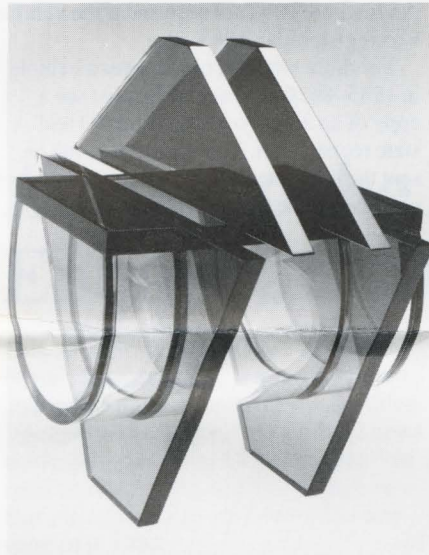
Twenty-two faculty, staff and academic administrators will participate in Executive Leadership in an Academic Setting. The program, developed by Dr. Thomas Plough, provost and vice president for Academic Affairs, is offered through Management Development Programs, within the College of Business.

"The objective of the program," Dr. Plough said, "is to enable bright and talented people to gain a more complete understanding of how the Institute works and their own responsibilities and potential for leadership."

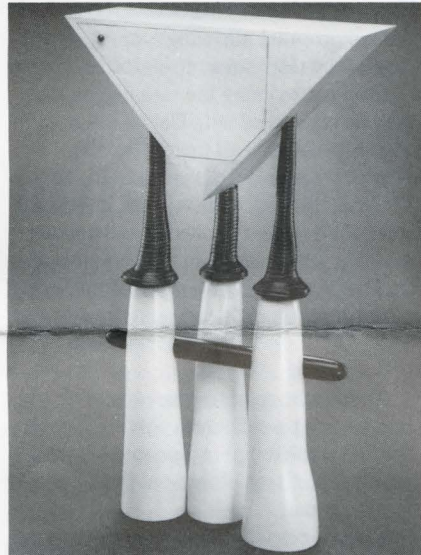
The program will consist of six sessions on topics such as strategic planning, resource allocation, academic culture and legal issues. Seminar sessions will be led by deans and senior administrators. More importantly, perhaps, the participants themselves will use two of the six sessions to develop recommendations on improving the teaching and working environment at RIT and to offer specific observations on the strengths and weaknesses of RIT relative to current strategic plans. These observations will be shared with the president, provost and chairman of the Board of Trustees during the final session of the program.

The following people are participants: Beth Nolan Beal, assistant director, Telecommunications Services; O. Terry Bruce, director, Development Services; David Dickinson, chair, Fine Arts; Harriet Friedstein, director, Special Courses; Richard Fuller, director, Admissions; Rhona Genzel, chair, English to Speakers of Other Languages; Joan Green, director, Instructional Media Services; Claudia Kerbel, Telecourse Coordinator; Glenn Kist, chair, Science and Humanities; Richard Marecki, associate professor, School of Food, Hotel and Tourism Management; Nancy Neville, director, Career Research; Bruce Oliver, chair, Department of Accounting; Jeffrey Porter, assistant dean/director, General Education Administration, National Technical Institute for the Deaf; Margery Reading-Brown, program chair, School Psychology Program; Kathy Ritch, director, Ultrasound Technology, Department of Clinical Sciences; Evelyn Rozanski, chair, Undergraduate Computer Science; Rosemary Saur, chair, Science/Engineering Support, National Technical Institute for the Deaf; Rodney Shaw, director, Center for Imaging Science; Malcolm Spaul, chair, Film and Video Department; Deborah Standardi, director, Government and Community Affairs; Rama Unnikrishnan, associate department head, Electrical Engineering; and Howard Ward, assistant director of Administration and Building Services, Residential Life.

## Artists Receive State Fellowships



Left, "Metaphoric Vessel," plate glass sculpture by associate professor Michael Taylor and right, "Dr. Vermin's Attitude," a yellow-stained curly maple cabinet by RIT artist-in-residence, Wendell Castle



Michael Taylor, associate professor, and Wendell Castle, artist-in-residence in the School for American Craftsmen, have received New York State Foundation for the Arts Awards. They were among 200 to receive the 1986 Artist Fellowship grants in recognition of outstanding accomplishments in crafts.

The \$5,000 awards were presented at the Whitney Museum of Art in New York City in the following categories: architecture, choreography, conceptual and performance art, crafts, fiction, film, graphics, music composition, painting, photography, playwriting/screenwriting, poetry, sculpture and video.

Taylor, head of RIT's glass program, will use the grant to pursue optical effects in sculptural glass fabrication, and Castle will continue his art furniture work.

## Dr. Rose Calls for Pride...

continued from page 4

When objectively compared, we measure up to any other institution in the areas in which we teach and we should reflect this to our students. They should be proud professionals; proud of who we are; proud of what we do; and proud of our institution.

Now is the time when we each must determine exactly what we can do, individually and collectively, to improve students pride at RIT. It is of strategic importance that we accomplish this goal for several reasons. We expect a lot from our students, and we should. And we will be expecting more in the future as the body of knowledge grows in every discipline and profession.

Students who do not feel good about themselves and their school, and who do not feel a real part of their institution, cannot achieve to their potential. I believe we can increase student performance by permitting them to feel better about RIT. If a student lacks pride, then the most minor incident becomes an overwhelming problem in the eyes of that student.

It's a matter of retention. Our attrition rate is too high, far too high. Too many students are leaving RIT for the wrong reasons. True, some should leave and that will always be the case. But our attrition rate is far too high given the measure of selectivity that we exercise in the admissions process.

Beyond the disappointment and heartache students are needlessly going through in transferring to another school, or quitting their education, is the fact that we work too hard to find and recruit capable students to lose them once they get here. Greater pride will be reflected in higher levels of retention.

Enrollment as you know is becoming increasingly important at RIT and other institutions across the country. Faculty marketing specialists in our college of business have told me that the most powerful advertisement for a product or service is user or word-of-mouth endorsement.

Students who lack pride and a feeling of oneness with the Institute will not become supporting alumni. Today's students are tomorrow's alumni. We need alumni support. We actively seek it. It stands to reason that we will gain far more support if student pride is elevated now, while students are attending RIT.

Now I don't have a formula to be applied to this problem. In fact, there probably isn't one in existence. We are decentralized in our delivery of educational services so the approach within each unit of RIT will and should be quite different.

And in the final analysis, it will be most effective when each individual determines to convey to each student, in his or her own way, the very simple but profound

message, "I care about you." Bill Mitchell is the managing partner of a national accounting firm and perhaps he put it best in part of a discussion on this topic in the College of Business. He said, "no one cares what you know, until they know that you care."

I am not given to cliches, but I think his comment is entirely appropriate, and it is fitting here because I know that the overwhelming majority of you care, and care deeply about our students. The problem, as I see it, is that students don't always see that we care.

So this is our primary goal for this year: do what is necessary to permit students to have more pride in their institution, to encourage them to feel more a part of this academic institution. It is an institutional goal that I am asking each of you to think about, and I will be asking each division and college to devise a plan to meet this goal.



## NEWSMAKERS

- **Dr. Richard Morales**, Liberal Arts, presented a working paper on the first segment of a three-part series on personal growth and development titled "The Mind and the Spirit" at the 1986 Annual Conference of the Gabriel Richard Institute at Borromeo College, Cleveland, Ohio. He also participated in the development of video tapes on the positive use of anger.
- **Dr. Margery Reading-Brown**, chairman of the College of Liberal Arts' new graduate degree program in school psychology, recently was invited to the Chautauqua Institute to review Harvard psychologist Robert Coles's book *The Moral Life of Children* for the Chautauqua Literary and Scientific Circle, the oldest continuing book club in America. Next month Reading-Brown travels to Ossining, N. Y., to conduct a training program on stress management for managers at General Electric.
- **Dr. Marshall Smith**, chairman of the College of Liberal Arts' social work degree program, will deliver an address titled "A High Quality BSW Program on \$18,000 a year" to directors of baccalaureate social work programs from across the nation at the fourth annual Council on Social Work Education/Baccalaureate Program Directors conference, September 20-23 in San Antonio, Tex.
- **Dr. Sandra Saari**, professor of literature in the College of Liberal Arts, delivered a paper entitled "The Color Red: Ibsen's *Ghosts*" in May at the Scandinavian Studies conference in Decorah, Iowa. In June at the Canadian Scandinavian Studies conference in Winnipeg, she delivered a paper entitled "The Matter of

Iceland in Ibsen's *Vikings at Helgeland*." In August she presented a paper, "Ibsen the Realist: *The Lady from the Sea*," at the International Scandinavian Studies Conference in Gothenburg, Sweden. Her article, "On Translating Silence: *Hedda Gabler*" appeared in *Scandinavian Literature in a Transcultural Context* (1986).

- **Dr. Frederic P. Gardner** College of Continuing Education, has published two articles this summer. "Codes of Conduct," which details findings based on a survey of 32 corporations, appeared in the June issue of *Organizational Ethics*. "Higher Education and Boards of Education" appeared in the August issue of *Journal of the New York State School Boards Association*.

- **Dr. Robert Morgan's** book *Robert Barry*, about the American conceptualist was released this month by the Karl Kerber Press in association with the Gallery of Art in Bielefeld, West Germany. The book is a bilingual edition (German and English), hardcover, with several plates in color. Morgan's review of the John Chamberlain retrospective at the Los Angeles Museum of Contemporary Art appeared in the *Village Voice* (August 26, 1986). His essay, "The still and Narrative Image," appears in the *Light Impressions Review #18*.

- A presentation by **Marilyn Enders**, senior captioning production specialist at NTID/ITV, and **Chris Pruszynski**, manager of ITV & Media Services at NTID, "Adapting Instructional TV Programs for the Hearing Impaired," was delivered to a meeting of the Central New

York Chapter of the International Television Association (ITVA) in June.

- **Dr. William Nowlin** published "Employment Woes Develop at Kodak" in the summer issue of *Business and Society Review* and "Sexual Harassment: Employers Beware" in the July issue of *Rochester Business Magazine*.

- **William L. Mihal**, associate professor of organizational behavior, has been named the new chairman of Graduate Business Programs within the College of Business.

- **Bruce L. Oliver**, professor of accounting, has been named chairman of the Department of Accounting, College of Business.

- "Brick Beat," a Campus Safety newsletter for RIT residence hall students, received the Campus Safety Newsletter Award of Excellence in June. A plaque was presented to the department at an awards banquet held during the 33rd National Conference on Campus Safety at Concordia University, Canada.

- **Dennis Nystrom**, dean of the College of Applied Science and Technology, was featured in the August issue of *Rochester Business Magazine*. In the article Nystrom discussed the increasingly close relationship between education and business.

## CALENDAR

**Sept. 13**—sports: Men's soccer hosts Alfred, 1:30 p.m.

**Sept. 13**—sports: Women's tennis hosts St. Bonaventure, 1 p.m.

**Sept. 15 & 16**—workshop: Chrysler-Plymouth Career Workshops; hosted by Office of Cooperative Education and Career Placement

**Sept. 18**—conference: "The Communications Revolution," sponsored by College of Liberal Arts, will explore the effects of changing communication technologies, 9 a.m. to 2:30 p.m.

**Sept. 19 & 20**—conference: "Making A Difference in Third World Development," College-Alumni Union. Seminars, international dinner, panel discussions and celebration of the 25th anniversary of the Peace Corps

**Sept. 19 to Oct. 26**—exhibit: "Contemporary Furniture: Collaboration Between Designer/Craftsmen and Architect," Bevier Gallery

## Campus Safety Revises Auto Registration Procedures

To make vehicle registration fast and easy, Campus Safety has introduced an experimental program allowing employees to register by telephone or interoffice mail.

Employees using the same vehicle as the one registered with Campus Safety in 1985-86 should call the traffic office between 9 a.m. and 4 p.m. at 475-2074. The traffic office staff will ask callers a series of questions to verify and update existing information on the vehicle and themselves. A parking sticker and a copy of the department's campus map and parking regulations will be sent through interoffice mail.

Those who register the same plate number, but a different vehicle, may follow the same telephone procedure, and parking stickers will be sent through interoffice mail.

Employees who register a new license plate number can send a copy of their state registration to Campus Safety through

interoffice mail or may register in person. An Institute ID is not required if the vehicle was registered in 1985-86.

For those who did not register a vehicle in 1985-86, Campus Safety must see a copy of an employee's Institute ID and state registration. The documents can be sent through interoffice mail, or employees can stop by the Campus Safety office.



**ALL WORK, SOME PLAY....** Blowing bubbles is one way to avoid moving boxes, as one carefree RIT student (top) discovers despite a luggage train full of move-in work yet to be done. More than 2,700 freshmen and transfer students moved into campus housing last week, assisted by volunteers with the Student Orientation Services (SOS).

# NEWS & EVENTS

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