



July 18-July 31, 1977

Castle: NTID director



Dr. William E. Castle, dean of NTID since 1969, has recently been assigned broader responsibilities including the NTID directorship.

As director of the only national technical college for the deaf, Dr. Castle will continue the work begun by Dr. Robert Frisina, who was recently named RIT senior vice president. Dr. Castle, in his new capacity, will also continue to report to Dr. Frisina.

In making the announcement, Dr. Paul A Miller, president of RIT, said, "The selection of Dr. Castle to serve as director of NTID, in addition to continuing in his role as dean, will provide important and substantive continuity for NTID in its ongoing growth and development."

As dean, Castle will continue to be responsible for internal management and direction of NTID. Additionally, his expanded role includes responsibilities for NTID relationships with other major divisions of RIT, as well as liaison with educational programs for the deaf nationally, the national deaf community, and professionals engaged in activities that deal with deafness and services to deaf people.

Castle has been with NTID since it enrolled its first students in 1968. He joined the Institute as assistant to the vice president and the following year, became dean.

President Miller said, "In the past nine

please turn to page 2

Library acquires rare book

RIT's Cary Library has received a copy of Giambattista Bodoni's *Manuale Tipografic*, published in 1818, from the Mary Flagler Cary Charitable Trust.

The two-volume work, described by Cary Librarian John Bidwell as "the most ambitious type specimen book of all time," was presented to RIT in honor of Alexander Lawson who retired this spring as the first Melbert B. Cary, Jr. Professor of Graphic Arts.

Bodoni, printer to the Duke of Parma, enjoyed an international reputation for his editions in the new severe "classical" style. But his great interest was the art of type-founding, and he spent more than 40 years preparing types for *Manuale*, conceived as a sort of spiritual and artistic testament. He died while the book was in proof. It was published three years later by his widow and foreman in an edition of only 290.

The first volume of *Manuale* contains 142 roman and italic alphabets. They are shown in so many different sizes and weights that the gradation between them is almost imperceptible. The second volume contains Greek, Hebrew and other exotic types as well as borders, ornaments, mathematical signs and music types.

Another recent acquisition of the Cary Collection is the first book lithographed in England. *Albert Durer's Designs of the Prayer Book* was published by Rudolph Ackermann at his Lithographic Press in 1817.

These and the other fine and rare books on printing are available for public use in the Cary Library.

The library is open from 8:30 a.m. to 5 p.m. Monday through Friday, during the summer. Evening hours are added during the academic year.

To offset an increase in premiums effective August 2, RIT employees may change from their Blue Cross-Blue Shield or Rochester Health Network (RHN) insurance plan to another plan. Members of the Genesee Valley Group Health Plan must maintain their current coverage.

The rate increases will affect August paychecks.

For further information, contact Betty Bianchi at 464-2429 before July 25.

A life amid textbooks

Thinking aloud, Marlene Bokankowitz surveys a shelf in the RIT Bookstore's textbook department.

"Independent Video...Legal Rights of the Convicted...Gravity's Rainbow. I'd be in my glory if I could read them all."

As Marlene well knows, reading all the textbooks sold to RIT students over a single quarter could take several lifetimes. In the Fall Quarter alone, the Bookstore handles 250,000 volumes—and Marlene, recently appointed textbook department manager, is responsible for coordinating the process from teacher request to student purchase.

Her love of reading helps her, she says, to "keep up with the trades," the textbook industry publications that announce new titles and offer tips for coping with the logistical difficulties that chronically confront the textbook manager.

Indeed, her department's work scenario reads like a logistician's nightmare. Ten weeks before a quarter begins, RIT's 480 faculty submit a total of 1200 book orders. These are verified one by one and then placed with over 150 publishers, each with a different "lead time" requirement and delivery schedule.

When the thousands of volumes arrive, each has to be individually inspected, priced, shelved, and regularly inventoried. And for the textbook department, there is no break between academic quarters—two weeks after a quarter begins, the department begins processing orders for the next one.

A textbook coordinator, an assistant manager and two warehouse people help Marlene keep the process under control. The Computer Center helps too by printing everything from shelf tags to the publisher list.

Marlene and staff keep the retail price of a textbook stable throughout the quarter by



MARLENE BOKANKOWITZ

New textbook manager says, "I'd be in my glory if I could read them all."

decreasing the store's 20 per cent markup when a reordered book reflects a wholesale price increase. The RIT student also gets a price break through the store's used book program.

"Every cost associated with manufacturing textbooks is rising rapidly," Bookstore Manager Chuck Bills says. "A paper-making plant that would have cost \$76 million to establish in the sixties now costs \$244 million, and the increase is passed along to the textbook customer."

Customer relations is Marlene's favorite aspect of her job, and her education and previous employment prepared her well for it. A native of Pittsfield, Massachusetts, she received an AA from Berkshire Community College in business careers, a major that encompasses marketing, management, merchandising, accounting and other business skills.

In Virginia Beach, where her husband Steve was stationed in the Navy, and later back in Pittsfield, she worked for banks that emphasized "polite customer relations and service." On a part-time basis she distributed soft drinks and copper crafts products.

When Steve began studying electrical engineering technology at RIT last fall, Marlene took a job as cashier in the Bookstore. "I worked during the two-week book rush, so I'm familiar with the pressure at that phase of our operation," she says. For the past six months, she has worked as assistant textbook manager.

Marlene still enjoys performing every task in the textbook department, from shelving books to answering phone calls from faculty members. She says she would like to get to know each RIT professor, "but that could take as long as trying to read all their books."

Castle: NTID director cont'd from page 1

years, Dr. Castle has worked closely with Dr. Frisina and others in formulating, implementing and refining NTID's programs in technical and professional education, research, and training. I am confident that, in his broadened role, Dr. Castle will continue to provide the quality of leadership and insight that is necessary to the Institute as it becomes fully operational."

Castle is widely known, both in the United States and internationally, in the fields of postsecondary education of the deaf and speech and hearing. His professional endeavors have been concerned with the deaf and deafness for the past 15 years.

Prior to joining NTID, he was associate secretary for research and scientific affairs

for the American Speech and Hearing Association (ASHA). In that capacity, he served for two and a half years as project director for the Joint Committee on Audiology and Education of the Deaf—a cooperative project of ASHA and the Conference of Executives of American Schools for the Deaf (CEASD). During that period, he met with and gathered information from nearly every superintendent and many principals of schools for the deaf throughout the nation; and he worked closely with teachers of the deaf and audiologists working with deaf people. Since then, he has remained active on that committee as a member representing CEASD.

Since joining NTID, Castle has represented the Institute at several international congresses

concerned with education of the deaf and with audiology. He has also represented NTID as a member of the Council on Education of the Deaf's Subcommittee on Certification for Vocational Teachers of the Deaf.

Since he entered the field of communications in the mid 1950s, Castle has directed major attention to working with people with hearing and speech impairments.

In 1963, he earned his Ph.D. at Stanford University, where he concentrated his studies in the broad area of speech perception among both people with impaired hearing as well as those with normal hearing. His studies there also included linguistics with special relevance to the speech and language problems of the deaf.

New counselor appointed

David F. Finney will join the Admission Office August 1 as a counselor, E. Louis Guard, director of Admission, announced recently.

Finney, who will report to Guard, will be responsible for high school and community college recruitment throughout Pennsylvania and New England. His duties will include interviewing students, handling general correspondence and processing requests for admission.

A native of Cortland, Ohio, Finney received a BA from Westminster College, New Wilmington, Pennsylvania, in 1974. He is working toward an MA in college student personnel work at Bowling Green State University, Bowling Green, Ohio. He has held graduate internships at Northwest Technical College, Archbold, Ohio, in student activities, placement services, admissions and financial aid.

RIT, UR set grid contest

RIT and the University of Rochester (UR) will meet in football for the first time Saturday, October 14, 1978. The contest was jointly announced by the institutions' athletic department officials—Louis A. Alexander, Jr., RIT and David R. Ocorr, UR.

The teams have previously met in pre-season controlled scrimmages, but the 1978 game at UR's Fauver Stadium will be the first regular season football contest in history between the schools.

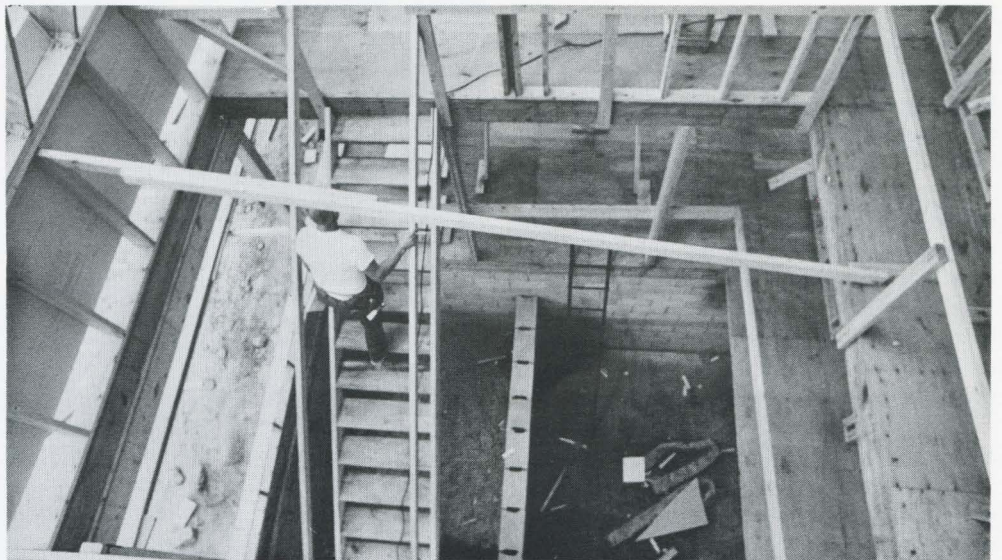
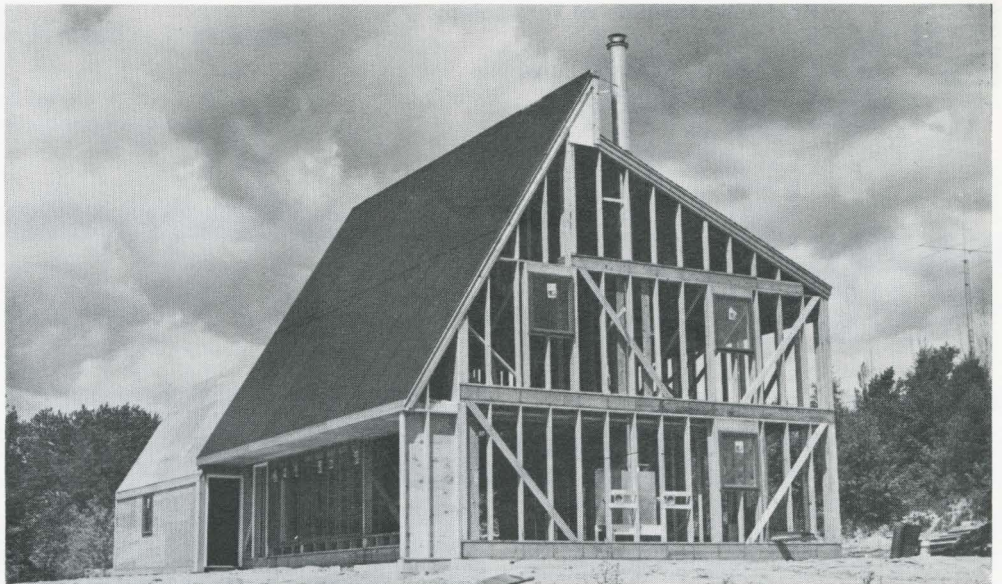
"This is a natural addition to our growing football program," Alexander said. "Dave and I have discussed the possibility in the past and a mutually agreeable date in 1978 became available. I am delighted we will be able to get together."

"In the relatively short time that RIT has been playing varsity football, its program has improved rapidly," Ocorr said. "Recent scrimmages have shown that the teams are competitive and the local interest in such a contest should be a boost to college football in this area."

RIT played club football until 1971 when it moved up to varsity competition. UR has been playing football since 1889.

A sidebar to the local rivalry is the fact that RIT Head Coach Lou Spiotti served as an assistant coach under UR's Pat Stark, now in his ninth season as UR head coach. Spiotti is in his fourth year at RIT.

Alexander is a 1951 graduate of UR. His father, the late Louis A. Alexander, Sr., began coaching at UR in 1931 and was director of Athletics from 1945 to 1966.



THE VISIBLE HOUSE: CHAPTER II

Two features of Energy House, the solar-powered home under construction on campus, are its steep roof (top) of solar collectors, and its atrium (bottom) which facilitates the flow of heat and light.

Adult ed careers will be 'lateral,' Drs. Alford, Satre tell conference

People preparing for careers in adult education are going to have to revise their notions about what constitutes professional advancement, according to Dr. Harold Alford, dean of the College of Continuing Education.

"The opportunity for upward mobility is probably not going to be available to great numbers of new people in the field, because there isn't going to be room at the top," said Dr. Alford. "A lot of people are getting to be deans and college presidents at relatively early ages, and that's going to put a lid on upward mobility."

Dr. Alford was speaking on a panel concerned with career development in continuing and higher education at the Region II Spring Meeting of the Association for Continuing Higher Education, held April 21 and 22 at the Hilton Inn-on-the-Campus in Rochester.

Sharing the panel with him were Dr. Roy

Satre, dean of Institute College, and Dr. William Barton, associate dean of Continuing Education, University of Tennessee.

Rather than conceiving of a career in continuing education in terms of upward movement, suggested Dr. Alford, the professional should think of his or her career as a series of lateral steps within the field.

"There is a whole range of opportunities available in continuing education," he said, "opportunities to move from one exciting and challenging area to another, including instruction, operations, administration and research."

"Removing the pressure to rise," he concluded, "is going to make for some really great lives for people, particularly in continuing education, where they can involve them-



Careers cont'd from page 3

selves in all the kinds of activities that are available."

Dr. Satre took a somewhat more traditional view of career development. Speaking of professional advancement in terms of "moving up the administrative ladder," he said:

"The key element in advancement in higher education hinges upon the ambitions, goals and worth of the individual to the organization in which his or her future is at stake."

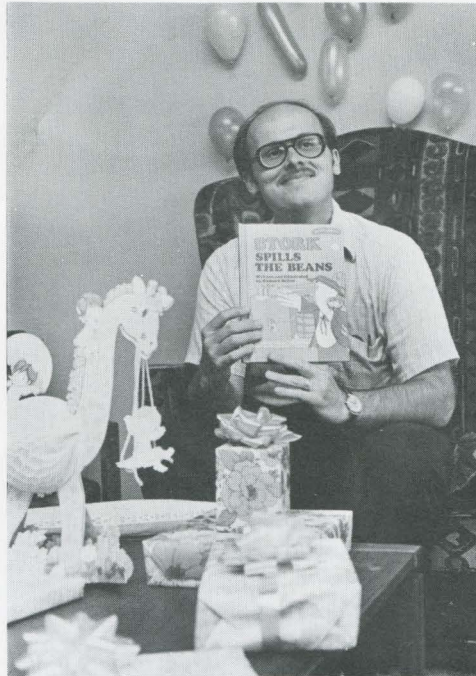
He pointed out that "the highest positions are often filled by those who have not gone through the academic hurdles of professional education, but who, because of other attributes and factors in their life experiences, have met a set of personal and professional criteria which brought recognition to them in very specific and meaningful ways."

Citing the personal attributes of those who advance in higher education, he pointed to such things as "personality, a minimum level of academic achievement and experience, good grooming, basic integrity and intelligence, and a willingness to start where the position is."

"The applicant who does not possess all of these personal traits," he added, "will just not be advanced. As administrative positions become more strictly defined, are fewer in number, and attract more applicants, these traits become increasingly important."

Dr. Barton addressed himself to a slightly different aspect of career development.

"It really bugs me," he said, "when I find out some administrator is trying to prevent employees from keeping themselves in the job market. I think administrators develop a great amount of loyalty and honesty in their people when they allow them to see if the grass really is greener somewhere else. Often, they find out that it's only astro-turf."



FATHER'S FETE

Placement Office threw a surprise baby shower for Counselor Chuck Dispenza, whose wife Bernie is expecting to deliver later this month.

CONTINUING EVENTS

Public Affairs Gallery—"Me, the Designer," posters, identification systems, and other examples of graphic design by David E. Barringer, through August 5. Administration building, rm 4000.

Bevier Gallery—Student Honors Show, through September 22. Gallery summer hours Mon.-Fri., 9 a.m. to 4:30 p.m.

Talisman Summer Cinema—*Mother, Jugs and Speed*—Ingle Aud., July 20, 4:30 and 8 p.m., \$1.25.

2001: A Space Odyssey—Ingle Aud., July 27, 4:30 and 8 p.m., \$1.25.

NEWS & NEWSMAKERS

D. Robert Frisina, senior vice president for institutional advancement, was elected president of Frank Gannett Newspapercarrier Scholarships, Inc. (FGNS), succeeding William E. Hawley, who had been president since the carrier scholarship program began 25 years ago. The FGNS board of directors annually awards more than 90 four-year scholarships worth \$4,000 each to carriers for most Gannett Group daily newspapers.

Richard Giandana, coordinator for employment development, NTID Career Opportunities, will conduct a workshop at Southern Illinois University on strategies for job development and placement of handicapped students.

Clint Wallington, chairperson, Instructional Technology, was co-author and editorial and production coordinator of the Association for Educational Communications and Technology's new definition statement and glossary of terms. He also conducted a workshop, "An Educational Technologist's Perspective," at the Catonsville (Maryland) Community College.

Five students of **Henry J. Cassia**, associate professor, College of Business, received prizes ranging from \$50 to \$350 for designing a national advertising campaign for Zahn Dental, Inc., Taunton, Massachusetts.

Jim Papero, associate director of Personnel and administrator of Affirmative Action, was cited by the Health Association of Rochester and Monroe County for "outstanding community service" in connection with his efforts in RIT's Employee Assistance Program. **Ellen Wolf**, medical nurse practitioner and coordinator of Special Health Programs and Services, was similarly cited for her involvement in the Monroe County Association for the Hearing Impaired.

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