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New President Named



Dr. M. Richard Rose

(stories inside)

New President Named

Dr. M. Richard Rose, currently the president of Alfred University, has been named to succeed Dr. Paul A. Miller as RIT's seventh president.

The Institute's Board of Trustees formally chose Dr. Rose at a special meeting yesterday that culminated a six-month search. Some 127 candidates had applied for the position through the special presidential search committee.

Following the board meeting, Dr. Rose introduced himself to the RIT community with a brief address to a jammed Ingle Auditorium audience.

Trustee William J. Maxion, the chairman of the presidential search committee, ran down a long list of Dr. Rose's strengths in introducing him to the audience. At one point, he joked about Dr. Rose's exercise habit of running two and one-quarter miles daily in 24 minutes.

"I've got horses that can't run that fast," said Maxion, a horse breeder himself.

Dr. Rose then addressed the gathering, saying that he "was very pleased, very proud, and yet very humble" to have been chosen the next RIT president.

"I don't believe there's an area of higher education that's more valuable to this nation than the solid technological skills emphasized at RIT," he said.

The educator added that RIT "plays a critical role in the assessment and teaching of those skills" on a national basis.

He concluded his brief remarks with a request for assistance from the entire RIT community as he begins his new position, and then added:

"I hope and I pray that I'll command your respect and admiration next year at this time."

Dr. Miller announced earlier, in March of this year, that he would step down from the presidency by Jan. 1, 1979. Following a sabbatical, he will return to RIT in a teaching capacity.

A native of Fredonia, Pennsylvania, Dr. Rose obtained his undergraduate degree in 1955 from Slippery Rock State College. He later earned a master's degree in counseling from Westminster College and a Ph.D. in higher education administration from the University of Pittsburgh.

The former U.S. Marine Corps officer began his academic career as a teacher and guidance counselor in Pennsylvania. In 1962, he joined the University of Pittsburgh administrative staff. During his ten years at that university, he held a variety of administrative and academic positions, including assistant provost.

Dr. Rose had primary responsibility for the initial construction study and eventual administration of Pittsburgh's four regional campuses, and also was responsible for academic planning, curriculum development and implementation of a master plan for those campuses.

In 1972, Dr. Rose was appointed a Deputy Assistant U.S. Secretary of Defense for Education. In that capacity, he oversaw a sprawling educational establishment operated by the Defense Department.

He had responsibility for policy and fiscal direction of programs relating to the military academies, Reserve Officer Training Corps, overseas dependent schools, and professional military education and off-duty education, adult and management education funded or directly operated by the military.

In addition, his responsibilities included fiscal guidance in the preparation of the Defense Department's multi-billion dollar annual operating budget.

Two years later, in 1974, Dr. Rose returned to the academic world as Alfred's president. At Alfred, Dr. Rose concentrated on strengthening the university's economic position and improving the general academic climate, primarily through raising admission standards.

"My years at Alfred have been among the most enjoyable and meaningful of my career. I'm proud of what we accomplished there, and I will leave with memories of a fine institution. As I look back to the challenges met at Alfred, in the past four years, I also look forward to new challenges at RIT. I welcome the opportunity to carry on the exceptional work of Dr. Miller and his predecessors that has given RIT the outstanding technological reputation it so strongly deserves."

Among his many professional and community organization affiliations are memberships on the boards of Strong Memorial Hospital in Rochester; the Bethesda Community Hospital of Hornell, New York; Anderson College of Anderson, Indiana, and the Servicemen's Opportunity College. He also is president of the Alfred University Research Foundation, Inc., vice chairman of the Board of Trustees of the Commission of Independent Colleges and Universities in the State of New York; president of the Steuben Area Boy Scout Council in Bath, New York, and member of the Secretary of the U.S. Navy's Advisory Board on Education and Training in Pensacola, Florida.

His long-time interest in military affairs has resulted in Distinguished Civilian Award presentations from the Department of Defense, the U.S. Army and the U.S. Air Force. As a colonel in the Marine Corps Reserve, he also is active as an educational consultant.

"I see many challenges ahead both for the Institute and myself as we approach the 80s, and RIT will find itself in lively competition with other institutions of higher education for a decreasing pool of potential students," Dr. Rose said. "But I believe that RIT's tradition, firmly rooted in its ability to provide relevant technological training leading to meaningful jobs for thousands, will enable it to meet this challenge and overcome it."

Dr. Rose and his wife, Clarice, have three children: Scott, 21 a senior at Alfred; Eric, 20, a sophomore at Anderson College, and Craig, 10, a fifth grade student.

About Alfred . . .

In accepting the RIT presidency, Dr. M. Richard Rose is leaving behind a small but respected independent university tucked away in upstate New York's Finger Lakes region about 70 miles from Rochester.

Founded in 1836, Alfred University is the oldest coeducational college in the state, and the second oldest in the nation. Its 49 buildings spread out over the 232-acre campus adjoining the village of Alfred.

Like RIT, it offers both privately and publicly-financed programs. It has a College of Liberal Arts, Nursing and Health Care, a School of Business and Administration, and a Graduate School. Also on campus is the publicly funded and highly respected New York State College of Ceramics. The nearby State University of New York College at Alfred, a two-year agricultural and technical school, is not affiliated with Alfred University.

Alfred University offers a wide range of programs leading to bachelor of science degrees in nursing, business administration, public administration, and health administration, ceramic engineering, ceramic science, glass science; bachelor of arts degrees in the liberal arts disciplines; bachelor of fine arts degrees in art, and the graduate degrees of master of arts, master of science, master of fine arts and doctorate in ceramics.

The university has about 2,000 students enrolled full- and part-time this year.

Search Committee Thanked

The entire RIT community owes a great deal of gratitude to the 15-member presidential search committee for its many hours of work that led to the appointment of Dr. M. Richard Rose as the Institute's seventh president.

The search committee was headed by William J. Maxion, chairman of the board and chief executive officer of Case-Hoyt Corp. and an Institute trustee since 1970 as chairman. Other members included:

Trustees Harris "Bud" Rusitzky, George S. Beinetti, Mrs. Julian Fitch, John D. Hostutler, Alfred M. Hallenbeck and Russell McCarthy; John Prime, RIT vice president, Finance and Administration; Dr. Roy Satre, dean of Institute College; Chris Hanna and Debra Hartzfeld, students; Albert D. Rickmers, Geneva Miller and Robert F. Panara, faculty, and William Buckingham, president of Manufacturers

Hanover Trust Company—Central New York, representing the alumni.

Several members of the search committee had the following to say about the selection process and the choice of Dr. Rose:

William J. Maxion—"During six months of search, we studied 127 applicants and nominees from 88 colleges in 23 states; 34 of these were college or university presidents. Our committee of 15 represented all constituencies of the RIT campus—students, staff, faculty, alumni and trustees.

"We had been told how difficult it is to find someone who is willing to be president of an independent college, yet we had so many qualified people wanting the position, this made us realize the strengths and capabilities that are ahead for this one-of-a-kind Rochester Institute of Technology.

"Richard Rose is an outstanding leader and academician. The search committee felt his broad range of qualifications made him the best choice for RIT at this time."

Geneva Miller—"I am pleased to have had the opportunity to participate in the selection of Dr. Richard Rose for RIT's president. Dr. Rose brings to RIT a wealth of experiences, as well as a long list of successful accomplishments. Also, he is known by many for his fine personal qualities. RIT, I believe, will continue to thrive under his leadership."

Roy I. Satre—"The Presidential Search Committee has completed a monumental task, not only in the final recommendation to the Board of Trustees of a single candidate for the position of president of
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'A Bold Decision . . .'

Shortly after assuming the Alfred University presidency in 1974, Dr. M. Richard Rose came face-to-face with a steadily worsening problem that was afflicting most small, independent colleges and universities throughout the country.

His bold solution to that problem raised eyebrows in academic circles everywhere and attracted nationwide media attention, but, at first glance, it seems to be working.

Dr. Rose was concerned with the sharp drop in the academic qualifications of incoming Alfred students. He attributed this situation to "economic pressures" caused by rising costs and the more vigorous competition among colleges and universities for a dwindling pool of students.

As a result, most institutions of higher education were continually lowering their admissions standards in an effort to maintain enrollment figures.

But Alfred University took a different course. Instead, Dr. Rose ordered that admission standards be raised.

"We decided we were going to turn that situation around. We simply could not be all things to all people," Dr. Rose said. "We had to concentrate our energies and resources on providing a superior education to students who had demonstrated they possessed the ability to profit from the collegiate experience."

The decision was a risky one. With higher entrance requirements, Alfred was isolating itself from a significant portion of the potential student pool.

As expected, Alfred did suffer an immediate and sharp drop in freshman enrollment following Dr. Rose's decision. Total

enrollment slipped from about 2,300 to 2,000. Yet the drop seems to have leveled off and officials hope to see the university's enrollment begin to increase again in the near future.

Dr. Rose believes that many smaller independent colleges and universities could fall victim to economic problems and the drop in the college-age population in the coming decade. Most independent institutions will need solid, uncompromising academic reputations to survive in the troublesome decade ahead for higher education.





Search . . .

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RIT, but also in the careful screening of dozens of applicants with the finest credentials. The Institute should be proud that it attracted persons of such calibre.

"Dr. Rose will be a dedicated administrator who will, I am sure, be given the support of the total RIT community as it has been given to President Paul Miller in his tenure as chief executive officer of the Institute."

Chris Hanna—"I am very confident he will do the job. Both Debbie and myself felt the selection process was very fair and that our opinions were given equal consideration with those of faculty, administration and trustees. As a member of the Policy Council I look forward to working with Dr. Rose."

William Buckingham—"I headed the initial team which met with Dr. Rose. I was excited about his qualifications then and I am even more so now. I feel he has potential to be great and to make RIT great.

"He exemplifies the kind of leadership needed by RIT as it moves into the 1980s.

"As representative of the alumni I was impressed with the use Dr. Rose has made of the alumni at Alfred. I am confident he will do the same in utilizing the alumni at RIT to an even greater extent than it has been used in the past."

Debbie Hartzfeld—"Dr. Rose impressed not only the entire search committee, but also the group of student leaders that met with him for many reasons. Among them were his outstanding intelligence, his genuine concern for students, his excellent understanding of the potential use of the computer, and his overwhelming desire for belongingness.

A Man of Many Interests

Dr. M. Richard Rose, RIT's next president, is a man of many talents and interests.

Although most of his career has been devoted to the academic world, he has been able to maintain his strong interest in military affairs. And, if there's a little spare time, he's also been known to jump on his 900cc BMW motorcycle for a cross-country trip.

The Alfred University presidency presented a special problem for Dr. Rose, a man accustomed to confronting problems head-on during his years at the University of Pittsburgh and the U.S. Defense Department.

He was determined to place Alfred on a more solid fiscal footing, and, at the same time, strengthen the university's academic standards. (A separate story on the academic standards issue is included elsewhere in this edition.)

With his decision to raise Alfred's entrance requirements, Dr. Rose knew that the university would be in for several years of decreasing freshman classes.

Therefore, in an effort to offset the revenue loss stemming from lower enrollments, Dr. Rose concentrated on other possible areas of funding for the university.

His leadership paid off handsomely. The university's 1973-74 Annual Fund, Alfred's only unrestricted fund-raising campaign, produced \$266,576. The 1977-78 Annual Fund turned out to be Alfred's most successful campaign ever, bringing in more than \$371,256. That is a 39 percent increase over the 1973-74 figure.

Dr. Rose also saw the need for a special one-time fund-raising campaign to help cover some much needed expenses. He successfully led Alfred through a \$2 million capital campaign during the 1976-77 academic year. The funds were used for a library expansion, energy conservation projects, the endowment and a few other areas.

In addition to his attempts to solidify Alfred's economic underpinnings, he also wanted to take advantage of some of the university's excellent programs. He found the perfect vehicle for this in the establishment of the Alfred University Research Foundation, Inc.

It is a full service corporation which can fulfill contracts and grants with industries, foundations and government as a separate group or in conjunction with Alfred. Primarily through the organization's ceramic pilot plant, AURF can allow others to test new technologies and concepts to see if they are feasible and profitable at a relatively low cost to the client.

In fact, the ceramic pilot plant has recently produced a special bread pan from special Alfred shale dug from the banks of a local stream. Discussions are under way with a private manufacturer to have the pan produced in Upstate New York.

During his Alfred tenure, Dr. Rose also has been able to serve the needs of independent colleges and universities throughout the state. In 1977, he was elected to the board of trustees of the Commission on Independent College and Universities (CICU), and was chosen vice chairman of that body earlier this year.

CICU represents the interests of 101 private colleges and universities in the state. They have a combined total of about 250,000 students in their graduate and undergraduate divisions.

As a former Marine Corps officer, Dr. Rose has retained his military ties through twenty years' participation in the Marine Corps Reserve.

He is in great demand as a speaker and consultant for the nation's military operation. His outstanding reputation as an expert in the field of military education resulted in his Defense Department job in 1972.

For relaxation, Dr. Rose runs, not jogs, daily some two and one-quarter miles at a brisk 24-minute pace. And when he wants to go even faster, he turns to his motorcycle.

In fact, Dr. Rose went on a three-day trip to Maine this past summer via his motorcycle, and would like to make a similar trip to Virginia this fall.