

ROCHESTER INSTITUTE OF TECHNOLOGY  
Rochester 8, New York  
February 28, 1963

STUDENT COUNCIL AGENDA

ROLL CALL

Report by Vice President Davis on the progress made to date on the new  
campus.

MINUTES

DIVISION REPORTS

Social - Report. Move to rescind the motion of 2/21/63 that stated,  
"all members of Student Council who served in the '62-'63  
school year, be given complementary tickets to Spring Week-  
end."

NOTE: Since this motion is hereby announced, it will require  
a simple majority vote.

Internal Affairs

Publicity and Publications

Campus Affairs

Organizational Affairs

COMMITTEE REPORTS

Crest

Retreat

Student Union

Teaching Effectiveness

OLD BUSINESS

1. Move that the By Laws be suspended for the duration of the re-  
treat ( requires a  $\frac{2}{3}$  of majority of members present)
2. Move that no amendments to the Constitution of By Laws be made  
for the duration of the retreat.

ANNOUNCEMENTS

1. There will be an Executive Committee meeting with the Retreat  
Committee and the discussion leaders promptly at 10AM on Satur-  
day, March 2.
2. This is the last meeting of the Winter Quarter. The next sched-  
uled meeting will be March 21 at 6.
3. The Leadership Conference of the Executive Committees of all  
area colleges will be held on Saturday, March 23.

## RATES

MEALS	Youth (High School Students & Under)	Adults
Breakfast	\$1.00	\$1.25
Lunch	1.25	1.50
Supper	1.50	1.75
Dinner	2.00	2.50
Light evening Snack	.50	.50

LODGING	Youth	Adults
1st night	1.25	1.50
2nd & other nights	1.00	1.25
Program Activity Fee	.25 per person per weekend	

### Insurance Coverage —

15¢ per person per 2 day weekend

25¢ per person per 3 day weekend

### One-day Group Outings

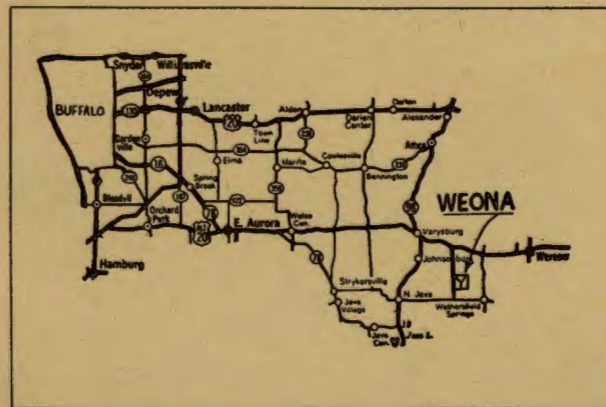
35¢ per youth                      50¢ per adult

(Buffalo YMCA group please check with your local branch "Y" Secretaries for details on "Y" bookings.)

## DIRECTIONS TO CAMP

From Buffalo —

Pick up Route 16 into East Aurora. Take Main St., Route 20A going east in East Aurora and go 16½ miles to Varysburg. Go through Varysburg up a hill and then turn right onto Route 98 and go 6½ miles to No. JAVA. At No. Java turn a sharp left at the corner with the International Tractor Garage. Go 5 miles, turn left at the sign and camp is ½ mile down the road.



# WEONA LODGE

*is the year-round outing and conference center of the YMCA of Buffalo and Erie County. It is part of Weona Camps, Buffalo's "Y" resident camp for boys, which is located in Gainesville, New York on 950 acres of beautiful rolling Wyoming County woodlands.*

## FOR FURTHER INFORMATION

on Weona Lodge bookings, special groups, Boys' camp, and family Camp registrations, please write or call Dan Norte, Director Metropolitan YMCA — 45 W. Mohawk Street, Buffalo 2, New York — TL 3-9350.



*A United Fund Agency*



YOUNG MEN'S CHRISTIAN  
ASSOCIATION OF BUFFALO  
AND ERIE COUNTY





## FACILITIES

The Lodge, which is apart from the main boys' camp is completely winterized and has accommodations to feed and house thirty-eight (38) people. These consist of an attractive wood-paneled Dining Room and Lounge with a large fireplace. There are two dormitories, one with accommodations for fourteen (14) and the other for twenty-four (24). Each has its own bathroom facilities so mixed groups can be accommodated.

There are athletic fields, hiking trails, a lake and a large Recreational Barn which is ideal for barn dances and group games. Sports equipment for both summer and winter use is available. Around the log-fire games such as checkers and chess are also available.



## MEALS

Hearty home type meals are prepared and served family style by Mr. and Mrs. Harold and Katie Flanagan, our year-round hosts at Weona.

## GENERAL INFORMATION

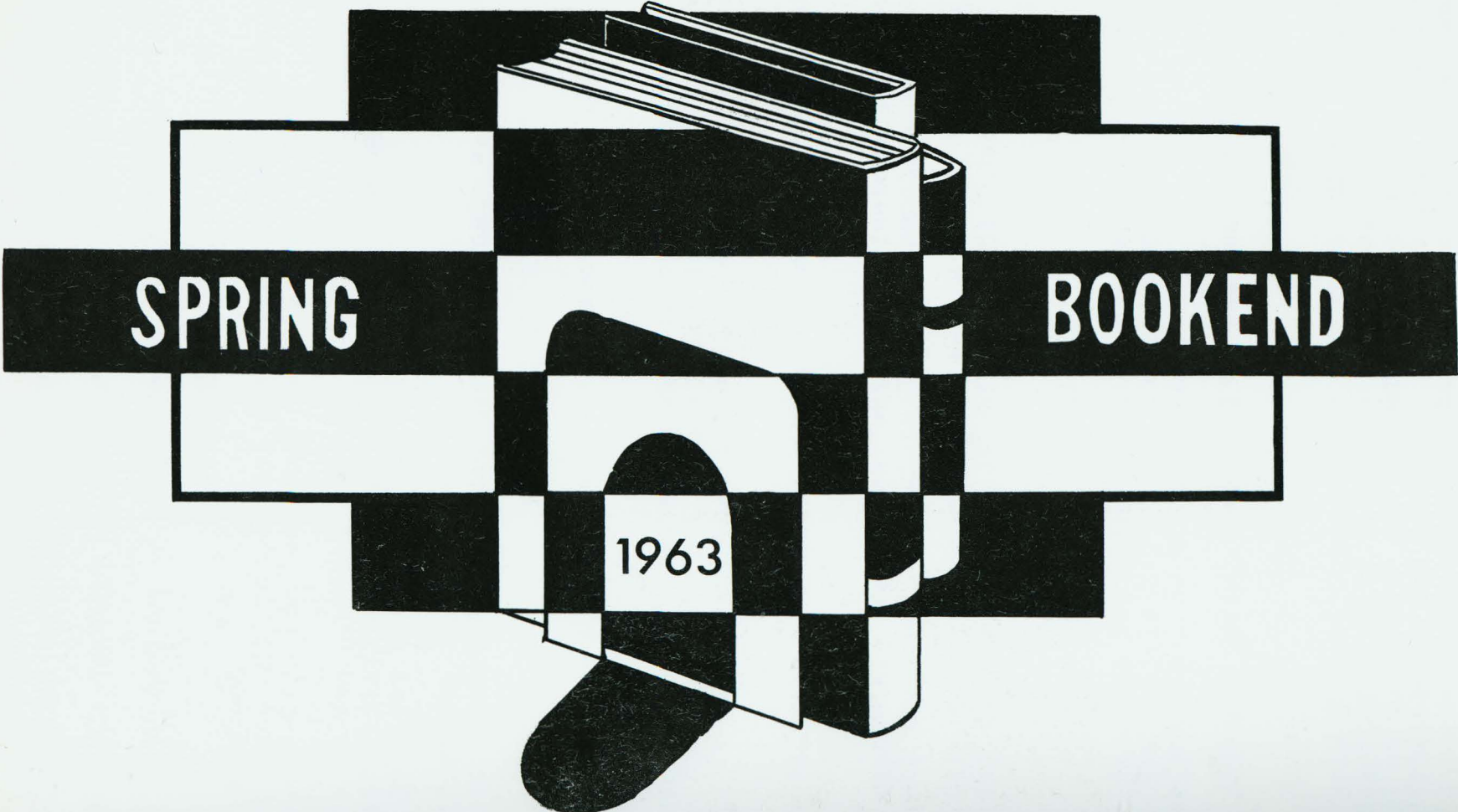
Weona Lodge will supply all necessary bedding for groups using the Lodge. Guests must supply their own towels, soap and personal toilet articles. Within the limits of its facilities, Weona will provide meeting rooms and recreational facilities.

Use of alcoholic beverages are prohibited on Camp property and smoking is prohibited in the Barn and Dormitory Rooms.

## RESERVATIONS

Though the facilities at the Lodge are primarily for use by Buffalo YMCA groups, a limited number of open dates are normally available for use by outside kindred groups. To reserve the facilities there must be a minimum of 20 in the group. Beside overnight groups the Lodge also welcomes weekday dinner groups and one day outing groups.





**SPRING**

**BOOKEND**

**1963**



ROCHESTER INSTITUTE OF TECHNOLOGY  
Rochester 8, New York  
February 28, 1963  
STUDENT COUNCIL MINUTES

The meeting was called to order by the President, Russ Trimble.

Vice-President Davis "set the stage" for the announced capital funds drive.

The minutes of the previous meeting were accepted as read.

DIVISION REPORTS

Social - Dean Crawford

It was moved by Dean and passed that the motion of 2/21/63 to give Student Council representatives complimentary tickets be rescinded.

Internal Affairs - Don Lehmbeck

The present representatives who will be on block Spring Quarter are Gross, Vadas, A. Pilato, Lee, and Scott.

Organizational Affairs - Lloyd Beard

The Constitution of the Student Christian Fellowship was accepted.

COMMITTEE REPORTS

The bus for the Retreat will leave Friday, March 15, at 10AM. The keynote speaker will be Dr. Campbell.

An Inter-Organizational office, which will provide filing space, will be established in #3 at the Student Union. This space will be offered to all organizations. It was passed that the Student Food Service will be provided at the Union.

MSA - Michigan State has requested a copy of Council's Constitution and By-Laws.

The area wide Leadership Conference, which will include the Executive Committees of all the local collegiate Student Councils, will be March 23.

It was passed that \$85 will be allocated to the Social Division for the purpose of financing the Marathon Dance which Student Council will sponsor April 9.

BUSINESS

Old  
The motion to amend the following articles was removed from the table and passed; Article VI and Article XIV of the Constitution; Article I, Article VI, Article IX, and Article X-XV of the By-Laws.

The motion to allocate Spring Weekend \$300 was removed from the table and defeated.

New  
It was passed that Student Council form a Student Public Relations Committee with the Faculty Staff-Public Relations Committee. The purpose of this committee shall be to improve and spread knowledge of the image of RIT students and student activities in the community of Rochester. The chairman of this Committee shall serve on the Faculty Staff Public Relations Committee. This shall be a standing committee and will function under the Student Council Publicity and Publications Division. Denis Boquist will chair the committee.

The constitution of Kappa Phi Omega was accepted.

The Election Board of Controls will consist of LaDuke, Allen, Black, Skillman, H. Howard, Fairbrother, Winters, Sholley, and Saden. Council elections will be in the 4th week of Spring Quarter.

ANNOUNCEMENTS

Please park your cars correctly.

Tuesday, March 5, at 4PM, Mr. Hickman will lecture in the Bevier Building.

The Executive Committee will meet Saturday, March 2, at 10 with the Retreat Committee.

Written reports are to be submitted from all committees.

Respectfully submitted,



kitty Corti, Secretary

Wishing,

Good sense on your exams,

Good thoughts on our Retreat,

and

GOODNESS, on our break!!!



ROLL CALL  
February 28, 1963

It passed to rescind the motion to give complementary tickets to all members of Student Council.

against: Sloan (minor)

R. I. T.

New Campus Fund

ROCHESTER INSTITUTE OF TECHNOLOGY

February 28

*A Preliminary Statement*

**R. I. T.**

**New Campus Fund**

**ROCHESTER INSTITUTE OF TECHNOLOGY**





## FORWARD

The purpose of this Preliminary Statement is to assemble the basic facts pertaining to the present status and future plans of the Rochester Institute of Technology.

This is not a solicitation for financial assistance.

It is meant to give information so that the Trustees of the Institute, its friends and those enlisted to help in the R.I.T. New Campus Fund can speak the same language and work towards the same goal.



Since 1829, when it was organized as the Rochester Athenaeum, the Rochester Institute of Technology has been an important segment of the community life of Western New York.

The history of the Institute indicates that it has been continuously and remarkably receptive to the basic and changing needs of the people of the community. As a response to a felt need it has pioneered many significant educational innovations, not only in New York State but also in the nation.

The Institute has been particularly responsive to changing industrial and professional needs and conditions. Seemingly, by careful design, the Institute has maintained a rather unique position in the educational structure of our nation. It has kept doors open for those who wanted to study one particular discipline or skill and for those who desired a more extensive degree program as a prerequisite to certain fields of endeavor.

In summary, R.I.T. fulfills the traditional role of the school as an educational storehouse and distribution center for the diffusion of accumulated knowledge. Its vitality and value emerge from its role as a teaching institution that has, over the years, offered a balanced program of instruction and research for the undergraduate, graduate, and adults seeking greater occupational competence.



## THE R.I.T. OF TODAY

A non-profit institution governed by a Board of Trustees comprised of outstanding business, industrial, professional, and civic leaders.

The Trustees find their compensation in the knowledge that the Institute contributes vitally to the education of individuals who wish to improve themselves, to become citizens of broader vision, and who wish to develop occupational competence in specialized technical and professional areas. That the Board in its thinking takes the long view is evidenced by its decision to develop a new 1271-acre campus for the Institute.

A private, non-profit college, the Institute for 26 years has met its annual budget without a deficit.

A college that has pioneered in cooperative or work-study education in the United States.

An educational institution that believes there is, in the words of its president, "no moral equivalent for work . . ." R.I.T., through its Evening College, offers educational opportunity for those already employed. Including the work-study degree program, 79 percent of its more than 8600 students hold a job in addition to their studies.

An institution that offers a broad spectrum of education, from the School for American Craftsmen which exemplifies the highest degree of handwork, to the College of Applied Science whose mechanical department has screw machines that epitomize automatic production, to the School of Photography whose graduates work in such advanced fields as photographic computer systems, for example, translating the written message from one language to another.

A college whose alumni attest to the rapport between student and faculty with resulting individual attention given to each student.

A service institution whose roots are deeply imbedded in the industrial and economic life of Rochester, New York State, and the nation.

A college that stands out nationally in certain fields, e.g., printing, photography, retailing, food administration, and American hand crafts.

An institution that through the more than 250 subjects taught in its Evening College, through seminars, courses and degree programs, opens an avenue of personal and career growth to many persons.

## WHY A NEW R.I.T. CAMPUS?

Confinement of a growing institution to a limited geographical area, academic space limitations, and inadequate parking facilities for more than 6,000 commuting students, have long been problems of concern to the Board of Trustees of the Institute.

The present campus is located on 13 acres near the heart of downtown Rochester. Most of its 16 buildings have been reconverted for educational purposes and are located within a four-block area that is bisected by major and feeder traffic arteries. While most buildings are of sound construction it had become evident to all concerned that age, design, and the physical location of the campus, in a deteriorating section of the city, did not provide the setting for the long-range development and expansion of the Institute. (See exhibit "A", Appendices)

Equally important problems evaluated by the Trustees in arriving at their decision to establish a new campus, were:

- a) Student Housing . . . Institutional housing is available for only 28 percent of the single students requiring accommodations. Of the others, four percent are housed by special arrangement in a commercial hotel, four percent in fraternity houses, and 15 percent are accommodated in private rooming and apartment houses. Of the nine percent of students who are married, less than two percent are housed in property owned by the Institute. Although these facilities meet only minimal requirements, they are far superior to area low-rent housing obtained by the balance of the students.
- b) A Divided Campus . . . Plans approved by the State Highway Department for the western extension of the Inner-Loop expressway calls for a depressed highway that will halve the present R.I.T. campus. Even if several campus buildings were not to be eliminated by this action, the division caused by the expressway would make continuation of the present site as a college campus impractical, if not impossible. (See exhibit "B", Appendices)
- c) Expansion on Present Site . . . Much consideration was given by the Trustees to a proposed plan of Urban Renewal whereby 41 acres in the immediate area of the present campus would be made available to the Institute for a new campus. Careful analysis of the proposed plans showed that it would cost a minimum of \$32,450,000 to build a new campus on a site that might cost as much as \$160,000 per acre. On a subsidized urban renewal program the land would have cost an estimated \$35,000 per acre as well as removing 41 acres from the tax rolls and displacing 893 dwelling units.

After more than two years of intensive study by various committees of the Board of Trustees and surveys by nationally known consultants in many fields, the Board passed a resolution at its November 20, 1961 meeting that the Institute move its campus from its present location to a new 1271-acre site.

The decision to move was made only after the following questions were resolved to the satisfaction of the Trustees:

- . . . Where can the Institute do the best educational job?
- . . . Where can the Institute best serve industries and businesses?
- . . . Where can the Institute attract the best faculty and students?
- . . . Where can the Institute best build flexible facilities that will take advantage of the most recent technological developments?
- . . . Where can the Institute best thrive, grow and prosper for the foreseeable future?

Following the Trustees decision to move R.I.T. to a new campus site, Dr. Ellingson, Institute president, said, "The board made no mistake, and history will bear out its wisdom. A new and attractive environment will help R.I.T. attract the best students and faculty and take advantage of the most recent technological developments, thus increasing the effectiveness of its program."

WHAT SHOULD AN URBAN COLLEGE DO WHEN ITS BUILDINGS ARE GETTING OLD, SHABBY AND CROWDED? The answer, given in a recent report of Educational Facilities Laboratories, established by the Ford Foundation, was "move".

"Colleges, unlike college presidents, rarely move from campus to campus," the report said, but "throughout the United States there are colleges imprisoned on campuses, often surrounded by decaying neighborhoods. Their buildings are frequently old, dilapidated, poorly located, and expensive to maintain."

The EFL report details the decision of four institutions to leave their crowded city quarters and move to open country and the study was made to help Skidmore College, Saratoga Springs, N.Y., decide whether to move to a new 1,000-acre site outside of town.

The four are Harpur College at Binghamton, N.Y., Colby College, Waterville, Me., Goucher College in Baltimore, and Trinity University in San Antonio, Texas. The four, which moved from 2½ to 7 miles, maintained double campuses for from 1½ to 14 years. But despite this expense, the colleges found it cheaper to buy open land than built-up downtown lots.

In summary, EFL stated that the new campuses heightened the prestige of the colleges. Also, the new quarters provided fresh opportunities for new designs for teaching and a feeling of "excitement" among the faculty and students.



## THE NEW R.I.T. CAMPUS SITE

Located approximately five miles from the present campus, the new site is mostly farmland and woods stretching back from a low ridge over-looking the Genesee River, just south and east of Ballantyne Bridge. It consists of most of the land between Jefferson Road, Maple Street, East River Road and John Street. The new campus site is easily accessible from the New York Thruway and the Monroe County Airport. (See Exhibit "C" Appendices)

It has been estimated that the new campus will provide approximately 900,000 square feet of educational and administrative space, compared with 386,871 square feet in the present plant.

The new campus site is a long-range solution to the growth and expansion problems of the Institute. An immediate result will be the provision for increasing enrollment from its present 2,470 day student body to a projected enrollment of 4,700 in 1970-71. It is expected that the Evening College will increase from its present 6,000 enrollment to over 10,000 within the same period.

Existing men's dormitories house 490 occupants and women's dormitories 179. The new campus will ultimately provide housing for 2,000 men and 850 women students as well as adequate facilities for married students.

Recreation areas and athletic fields, a long time R.I.T. need, are included in the campus development plans.

## THE \$53 MILLION NEW CAMPUS DEVELOPMENT PROGRAM

An \$18,800,000 New Campus Fund has been authorized by the Board of Trustees as the minimum amount required to establish and develop a new campus for R.I.T. The amount to be raised is approximately 35 percent of the total of \$53,000,000 to be invested in educational buildings and facilities and additions to the Institute's endowment program.

The \$18.8 Million New Campus Fund was determined by the Trustees after a careful study of the total capital construction needs, estimated at \$43 Million. This sum reflects the additional funds which will be used from self-liquidating loans for student housing and the anticipated amount to be recovered from the sale of existing facilities.

Concurrently with the drive for the New Campus Fund, but extending over a 10-year period, is a \$10,000,000 endowment program to establish sixteen Professorships, increase faculty salaries, and provide general operating funds for the new campus.

Included in the over-all planning is the establishment of a College of Health Sciences . . . first of its kind in the world. The college would combine under one academic roof the education of young people for the medical and dental supportive professions. \$4,030,000 will be sought from foundations and manufacturers of products connected with the health field to establish the College of Health Sciences as an integral part of the R.I.T. academic program and administrative organization.

The New Campus Fund Campaign, now being organized, will culminate in a public appeal for funds in the fall of 1964.

### SUMMARY OF NEEDS

Estimated Cost of New Campus*	
Campus Acquisition, Development, Moving, etc.	\$ 4,488,500
Buildings and Facilities	34,265,000
Special Equipment	4,246,500
	<u>\$43,000,000</u>
The Endowment Program	
Endowed Professorships (16)	\$ 8,000,000
Unrestricted Endowment	2,000,000
	<u>\$53,000,000</u>
TOTAL DEVELOPMENT PROGRAM	
	\$53,000,000

### ANALYSIS OF NEEDS

The following are the estimated minimum requirements needed to relocate and reconstruct the Institute on a new campus site. All present educational programs will be given expanded facilities to provide for a projected increase in enrollment.

Site Acquisition, Planning, Development, etc.	\$ 4,488,500
Educational Buildings	10,890,000
COLLEGE OF APPLIED SCIENCE	
COLLEGE OF BUSINESS	
COLLEGE OF FINE & APPLIED ARTS	
COLLEGE OF GENERAL STUDIES	
COLLEGE OF GRAPHIC ARTS & PHOTOGRAPHY	
Related Buildings	3,520,000
LIBRARY	
ATHLETIC FACILITIES	
BUILDING & GROUNDS	
Specialized Laboratory Equipment	2,746,500
Campus Services	655,000
PARKING	
RECREATION AND ATHLETIC FIELDS	
College Union	2,420,000
Residence Halls	14,250,000
College of Health Sciences	2,530,000
Laboratory Equipment	1,500,000
	<u>\$43,000,000</u>
Construction & Equipment Costs	
	\$43,000,000
ENDOWMENT	
Professorships (16)	8,000,000
Unrestricted	2,000,000
	<u>\$53,000,000</u>
Total Development Program	
	\$53,000,000

\* Cost estimates are preliminary and may be subject to change as detailed architectural plans are developed.

## SOURCE OF ANTICIPATED FUNDS

Estimated proceeds from sale of present campus		\$ 3,500,000
Borrowings from New York State and Federal Housing Agencies (self-liquidating loans)		
	COLLEGE UNION	\$ 2,420,000
	MEN'S RESIDENCE HALLS	10,000,000
	WOMEN'S RESIDENCE HALLS	4,250,000
		<u>16,670,000</u>
<u>Capital Funds Solicitation</u>		
<b>R.I.T. NEW CAMPUS FUND CAMPAIGN</b>		18,800,000
<i>Solicitation of corporations, businesses, foundations, selected individuals, faculty, alumni and parents.</i>		
<b>College of Health Sciences</b>		4,030,000
<i>Funds to be sought from foundations and manufacturers of products connected with the health field.</i>		
<b>Endowment Program</b>		10,000,000
<i>A 10-year program to strengthen the endowment fund of the Institute.</i>		
		<u>\$53,000,000</u>

<b>1963-66 CAPITAL FUNDS NEED \$18,800,000</b>
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## CAMPAIGN TIME TABLE

The campaign to raise \$18.8 million for the immediate needs of R.I.T. will be conducted in three stages: (1) Challenge or pace-setting gifts solicitation of Trustees, foundations, and close individual and corporate friends of the Institute, March 4 to June 28, 1963; (2) Continuation of the first stage and solicitation of Institute staff, faculty, students, corporations and alumni outside the greater Rochester area, September 16 to November 15, 1963; and (3) General solicitation of corporations, businesses, Rochester area alumni, parents, and friends, beginning September 14 and concluding November 6, 1964.

## BLENDING OF THE PAST AND PRESENT FOR TOMORROW'S R.I.T.

What kind of campus is envisaged for the R.I.T. of tomorrow?

R.I.T. is not a candidate for membership in the Ivy League. It has always stood for hard work and learning by doing and the Trustees and Administration are determined to continue the policy of extending educational opportunity as widely as possible among those who can profit by it regardless of economic situation.

Every effort will be made to maintain the Institute as an effective, dynamic institution, sensitive to and relating its educational programs to the ever-changing needs of the local and national business, professional and industrial communities.

The Institute will be maintained as a strong, gift-supported institution of higher learning, free to chart its own course.

The Trustees and Administration are resolved to make the R.I.T. of tomorrow a leading example among educational institutions, and an inspiring environment for living and work in the tradition of its founders.

The R.I.T. of tomorrow will reflect originality, personality, sensitivity, ingenuity, restraint, and functionalism.



- Appendix A Board of Trustees
- Appendix B R.I.T. Growth Chart
- Appendix C R.I.T. Enrollment Growth
- Appendix D Exhibit A (present campus)
- Appendix E Exhibit B (new campus site)
- Appendix F Exhibit C (expressway route)
- Appendix G Rochester Institute of Technology  
... a description
- Appendix H R.I.T. Facts Sheet
- Appendix I Tentative Building Schedule

**BOARD OF TRUSTEES**

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Vice-President, Pfaudler Permutit, Inc.  
and General Manager, Pfaudler Division  
of Pfaudler Permutit, Inc.

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Chairman of the Executive Committee,  
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Technology  
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Attorney, Moser, Johnson and Reif

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**Verner C. Kreuter, Sr.\***  
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Council of Rochester

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President, General Signal Corp.

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**Robert J. Strassenburgh, II**  
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Board of Trustees,  
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General Manager,  
Rochester Products Division  
General Motors Corp.

**Clarence L. A. Wynd**  
Vice-President, Eastman Kodak Company,  
and General Manager, Kodak Park Works

\*Member, Honorary Board of Trustees

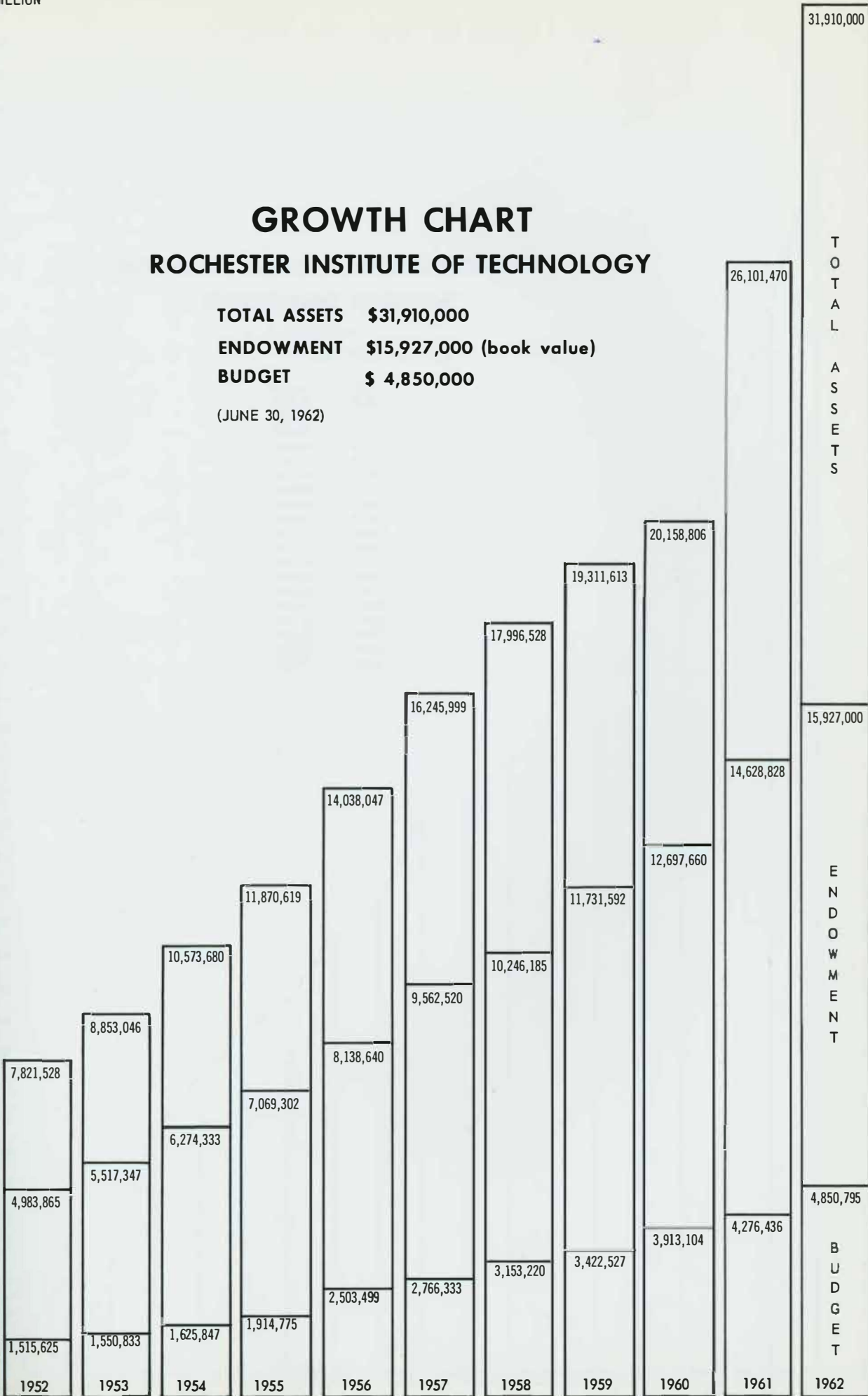


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# GROWTH CHART

## ROCHESTER INSTITUTE OF TECHNOLOGY

**TOTAL ASSETS**    \$31,910,000  
**ENDOWMENT**    \$15,927,000 (book value)  
**BUDGET**         \$ 4,850,000  
(JUNE 30, 1962)



TOTAL ASSETS

ENDOWMENT

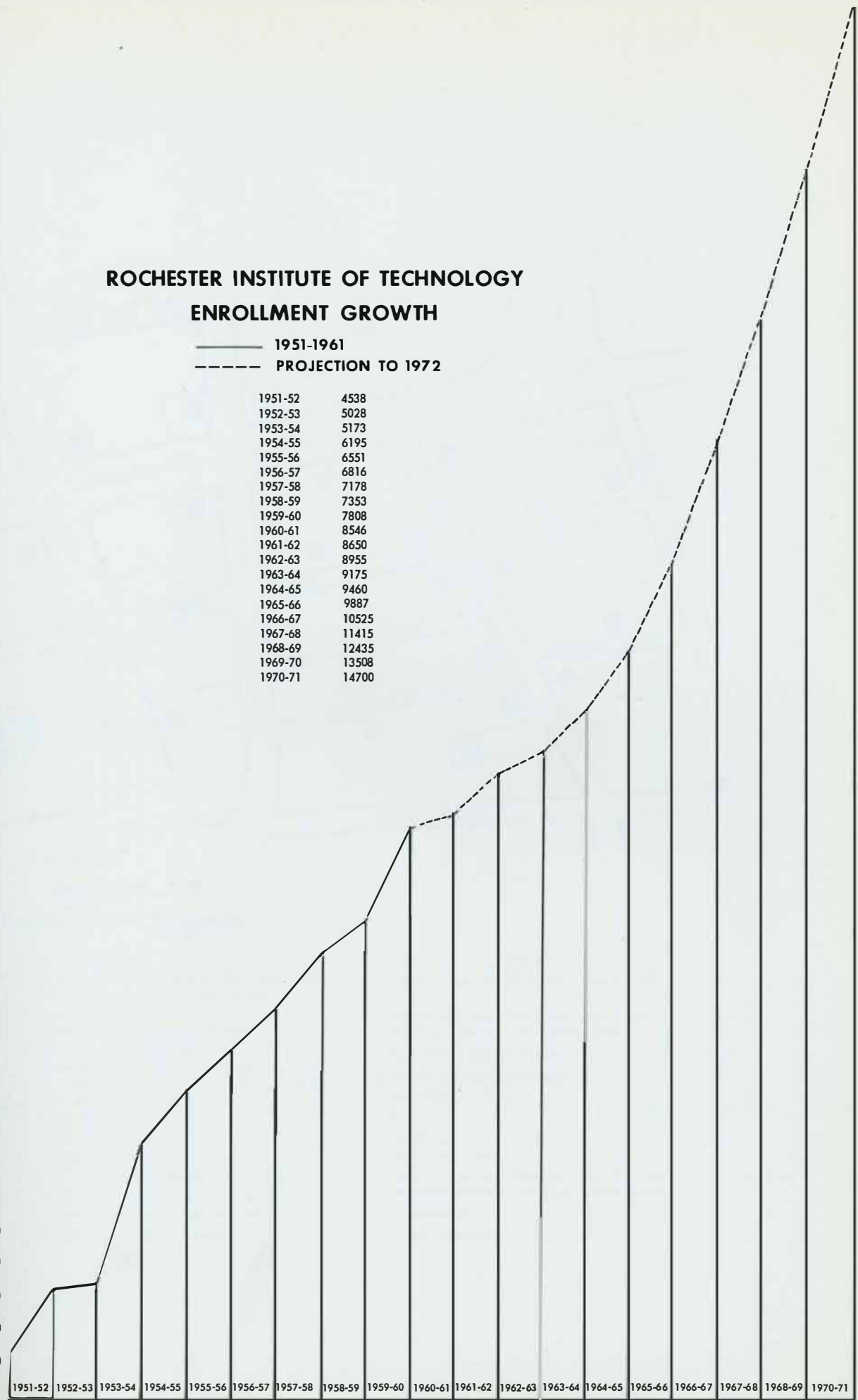
BUDGET

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## ROCHESTER INSTITUTE OF TECHNOLOGY ENROLLMENT GROWTH

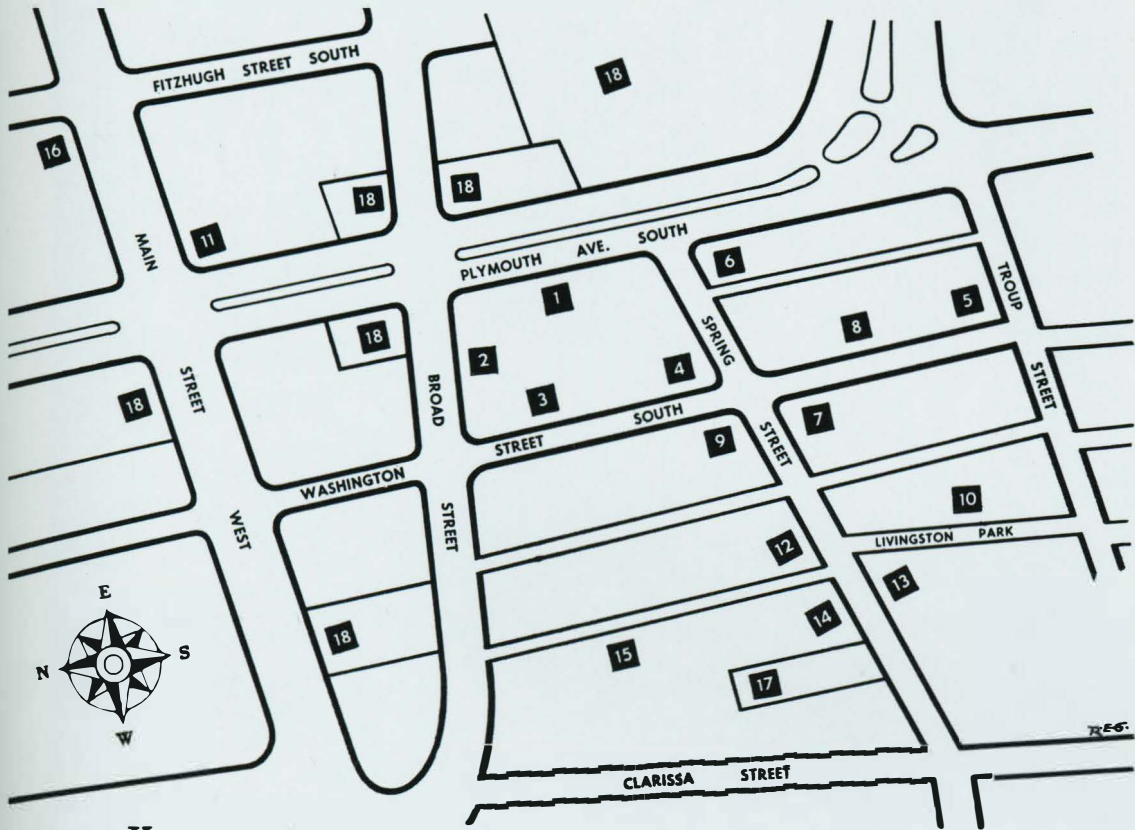
——— 1951-1961  
 - - - - PROJECTION TO 1972

1951-52	4538
1952-53	5028
1953-54	5173
1954-55	6195
1955-56	6551
1956-57	6816
1957-58	7178
1958-59	7353
1959-60	7808
1960-61	8546
1961-62	8650
1962-63	8955
1963-64	9175
1964-65	9460
1965-66	9887
1966-67	10525
1967-68	11415
1968-69	12435
1969-70	13508
1970-71	14700



1951-52 1952-53 1953-54 1954-55 1955-56 1956-57 1957-58 1958-59 1959-60 1960-61 1961-62 1962-63 1963-64 1964-65 1965-66 1966-67 1967-68 1968-69 1970-71

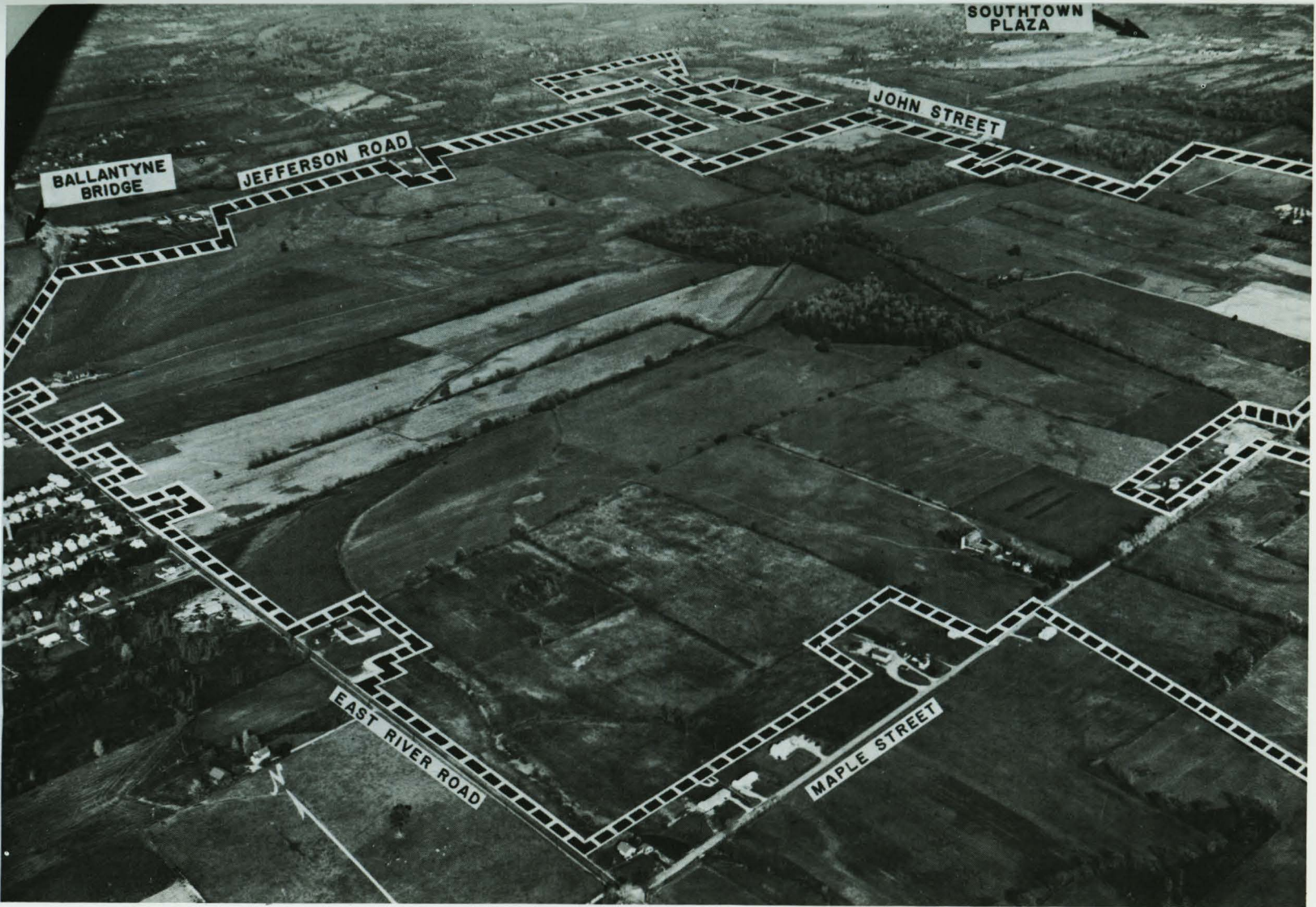
## EXHIBIT A



### Key to Map of R. I. T. Buildings and Grounds

- |  |   |
|--|---|
| <p>1. Eastman Building<br/>General Offices; Chemistry, Electrical, Food Administration; Cafeteria, Snack Bar</p> <p>2. Eastman Building Annex<br/>Chemistry Offices, General Studies</p> <p>3. George H. Clark Building<br/>Mechanical, Photography, Printing, Web Offset Laboratory; R.I.T. Reporter, Techmila; Bookstore</p> <p>4. Bevier Building<br/>Art; Bevier Gallery</p> <p>5. Student Union</p> <p>6. R.I.T. Chapel (First Presbyterian Church)</p> <p>7. Kate Gleason Hall (Women's Residence)</p> <p>8. Frances Baker Hall (Women's Residence)</p> <p>9. Graphic Arts Research Department</p> | <p>10. Medical-Counseling Center<br/>Testing, Vocational Guidance, Reading Laboratory</p> <p>11. Nathaniel Rochester Hall (Men's Residence)<br/>Admissions, Housing, Student Personnel</p> <p>12. School for American Craftsmen</p> <p>13. Ritter-Clark Memorial Building<br/>Gymnasium, Ice Rink</p> <p>14. Library</p> <p>15. Maintenance</p> <p>16. 50 Main Street West<br/>College of Business: Business Administration, Food Administration, Retailing; Alumni Office</p> <p>17. Visitor Parking</p> <p>18. Commercial Parking</p> |
|--|---|



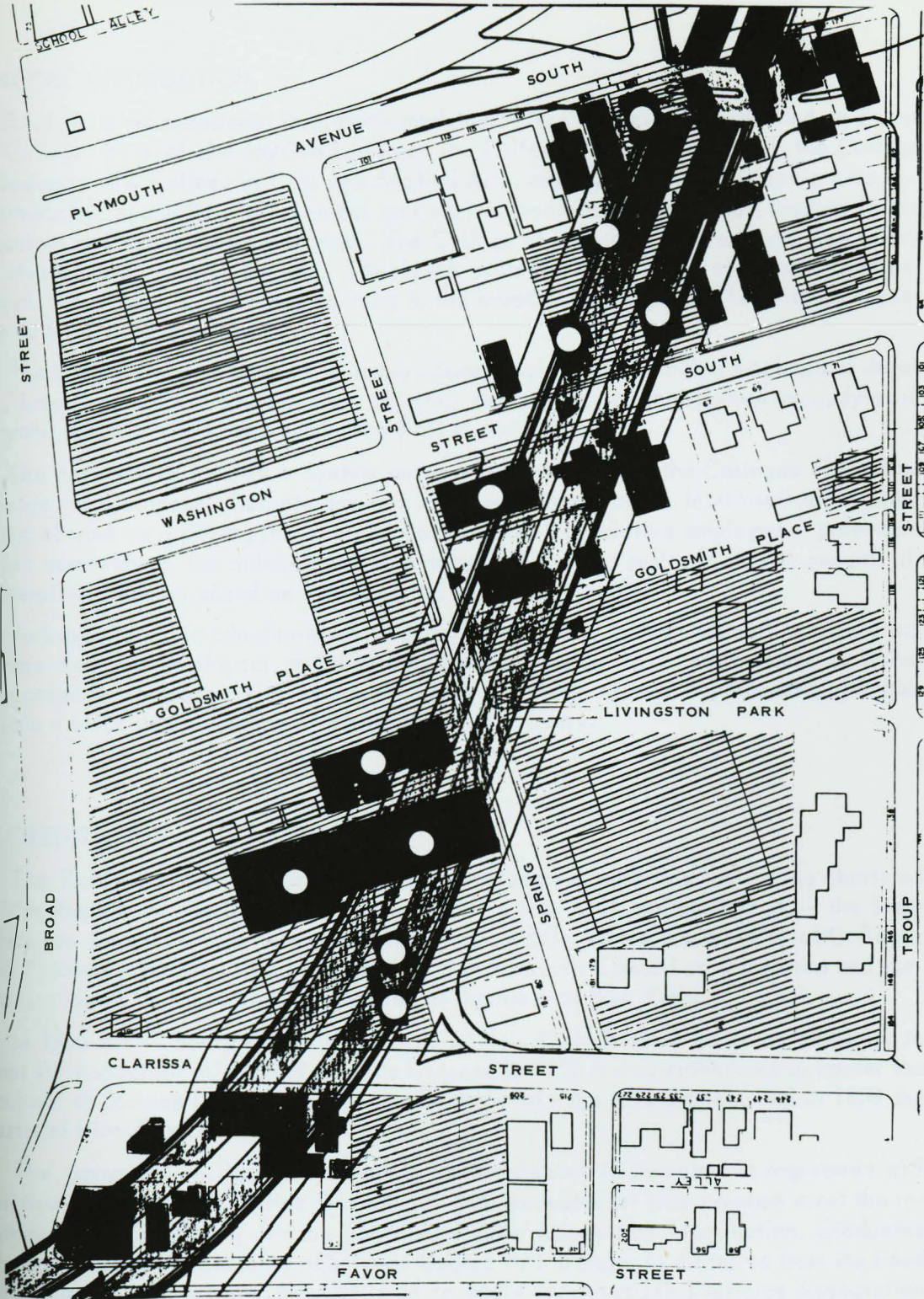


**NEW CAMPUS SITE**



**EXHIBIT B**



# EXHIBIT C



**ROUTE OF INNER-LOOP EXPRESSWAY**

-  R. I. T. Campus
-  R. I. T. Buildings to be Eliminated

# ROCHESTER INSTITUTE OF TECHNOLOGY

## GENERAL INFORMATION

R.I.T. is a coeducational institution made up of five daytime colleges and an Evening College. Four of the daytime colleges, the College of Applied Science, the College of Business, the College of Fine and Applied Arts, and the College of Graphic Arts and Photography, specialize in technical and professional courses of study leading to the associate and baccalaureate degrees. The College of Fine and Applied Arts also offers the Master in Fine Arts Degree. The fifth college, the College of General Studies, serves the others by offering courses in the broad areas of general knowledge necessary to a well rounded education.

The Institute has pioneered in many educational fields including mechanical drawing, home economics, photography, printing, and crafts. Its cooperative or study-work program, begun in 1912, was among the first in the nation.

The cooperative plan is a system under which students in the Colleges of Applied Science and Business alternate between a period of study at the Institute and an equal period of work on a paying job in their chosen field. Cooperative employment procedure varies somewhat in the schools and departments of the two colleges, but in general all cooperative students spend an initial period in full-time study.

Work experience is coordinated with school instruction through special assignments, reports from the employers, and visits to the employer by R.I.T. staff members. Whenever possible, students are given opportunities to work in several departments, and thus to gain a broad understanding of the business or industry.

## ACCREDITATION

The Rochester Institute of Technology is a degree-conferring institution chartered by the Regents of the University of the State of New York and registered by the State Education Department. It is accredited by the Middle States Association of Colleges and Secondary Schools. It is a member of the American Council on Education and the Association of Colleges and Universities of the State of New York.

In 1950 R.I.T. became the first school in New York State to be given authority to grant the Associate in Applied Science Degree. In 1953 it was authorized to confer the Bachelor of Science Degree, in 1954 the Bachelor of Fine Arts Degree, and in 1959 the Master of Fine Arts Degree.

The curriculum in Public Accounting in the School of Business is registered with the New York State Education Department and graduates of this program meet the requirements for candidacy for the Certified Public Accountant examination. Graduates who have earned the Bachelor of Science Degree with a major in dietetics from the Food Administration Department are qualified to apply for American Dietetics Association internships. The curriculum in medical technology has been accepted by the Board of Registry of Medical Technologists of the American Society of Clinical Pathologists as fulfilling the requirements for taking the Registry examination, which is prerequisite to registration.



# THE COLLEGES

## THE COLLEGE OF APPLIED SCIENCE

The College of Applied Science consists of the Chemistry, Electrical and Mechanical Departments – offering five-year cooperative programs in their respective fields. The Chemistry Department also offers a four-year full-time program in Medical Technology. Students in this program spend their fourth (final) year at the hospital approved for training medical technologists.

The Bachelor of Science Degree is awarded upon successful completion of these four and five-year programs. In addition, two-year full-time programs are offered in Industrial Chemistry Technology, Electrical Technology, and Mechanical Technology – leading to the Associate in Applied Science Degree.

## COLLEGE OF BUSINESS

The College of Business is composed of the School of Business Administration, the Food Administration Department, and the School of Retailing. Programs in the College are two or four years in length, leading to the Associate in Applied Science and the Bachelor of Science Degrees.

Cooperative employment is an integral part of the program in the College of Business. Under the direction of the Coordinators of Employment of the College, each student obtains four quarters of practical work experience in varied phases of his major field.

The four programs offered in the School of Business Administration are in two fields, Business Administration and Secretarial Studies.

The Business Administration programs include majors in Public Accounting, Private Accounting, and General Business. The Secretarial Programs are two years in length. Students may choose to follow either the Executive Secretarial program or the Medical Secretarial program.

Since 1885, the Institute has offered courses in the scientific preparation and service of food. Two four-year programs of study are offered in the Department of Food Administration: Food Management and Hospital Dietetics.

The Food Management major is designed as a basic course in food administration and is selected by students who have interest in and aptitude for positions as managers of commercial restaurants, private clubs, school and college food service, and industrial cafeterias.

The Hospital Dietetics major is planned to meet the specialized need of hospitals in the use of diet to treat disease. This curriculum is built on a thorough background in food management as well as knowledge of diet therapy.

The School of Retailing offers two four-year programs of study leading to the Bachelor of Science Degree: (1) Retail Management, and (2) Retail Management with specialization in Interior Design and Fashion Merchandising.



Established in 1923, the School of Retailing offered one of the first undergraduate programs in the country to prepare young men and women for positions of responsibility in the retail field.

At the end of six academic quarters, the Associate in Applied Science Degree is awarded if the student has completed the approved A. A. S. program.

## COLLEGE OF FINE AND APPLIED ARTS

The College of Fine and Applied Arts offers programs in arts and crafts through curricula in the School of Art and Design and the School for American Craftsmen. Concentrations, or majors in the School of Art and Design are given in advertising design and illustration. In the School of American Craftsmen concentrations are offered in ceramics and ceramic sculpture, metalcrafts and jewelry, weaving and textile design, and wood-working and furniture design.

The degrees awarded upon the satisfactory completion of the various curricula in the School of Art and Design and the School for American Craftsmen are the Associate in Applied Science, granted at the end of two years of study, the Bachelor of Fine Arts, at the end of four years, and the Master of Fine Arts, granted after the satisfactory completion of a program of graduate studies totaling 45 quarter credit hours.

## COLLEGE OF GRAPHIC ARTS AND PHOTOGRAPHY

The College of Graphic Arts and Photography consists of two academic areas, the School of Printing and the School of Photography, and the Graphic Arts Research Department.

The School of Photography offers four-year courses of study in: Photographic Science (B.S.), Professional Photography (B.S.), Illustrative Photography (B.F.A.). The degree of Associate in Applied Science is offered in each of these upon successful completion of the first two years program. R.I.T. is the only educational institution in the United States that has recognized photography on the same basis as engineering, architecture, and the other specialized fields of knowledge.

The course of study in Photographic Science is concerned with the materials and processes of photography with particular reference to (1) product development, research and the manufacturing of photographic materials and (2) the application of photography in science and engineering. This specialized program is the only one of its kind in the United States.

The course in Professional Photography has been planned with the object of providing a sound balance in (1) general studies, (2) photographic technology, (3) practical photography, (4) preparation for specific professional careers, and (5) the fundamentals of business management.

The Illustrative Photography program stresses the creative development of the individual in the use of photography as a means of expressive communication. Career outlets are advertising photography, fashion photography, magazine illustration, picture editing, magazine and advertising layout and photo reportage.

The School of Printing of R.I.T. is the largest and best equipped in the United States. It serves the graphic arts industry, including letterpress printing and lithographers, newspapers and magazines, typesetters, bookbinders, engravers, stereotypers, and allied industries such as paper, ink, equipment, and container manufacturers.

The School offers two- and four-year programs of study in Printing Technology, Production, and Management. Courses in journalism are available for those who wish to enter careers which require preparation in printing production and various journalistic activities.

The two-year program, which leads to the Associate in Applied Science Degree, serves two purposes. It is a terminal program for those who wish to enter employment after two years of college study. It also comprises the first half of a comprehensive baccalaureate program. The four-year program leads to the Bachelor of Science Degree. It consists of two additional years of study carefully integrated with that of the first two years. This program prepares graduates for a wide variety of technical and management positions in the printing and allied industries.

The Graphic Arts Research Department is part of the College of Graphic Arts and Photography. It maintains a full-time professional staff for research in printing and graphic arts. The Department is engaged in development and research designed to bring about reduction of cost, more efficient production, and improvement of quality in printing.

Research activities are grouped in two classifications: Applied Research, Science and Technology. Projects in the former category include the development of a stereotype mat and study of web offset for newspaper color reproduction. Research work in the Science and Technology Section is devoted to studies of color reproduction and offset lithographic press performance.

In addition to research, GARD makes available a four-unit perfecting web offset press for testing purposes and for trial runs. Other direct services to industry by the Department include web offset training courses, consulting, testing, and development research.

## COLLEGE OF GENERAL STUDIES

The function of the College of General Studies is to provide a program of general education to all students registered in the various technical and professional curricula of the Institute. The aims of general education are to provide experiences which, together with those of his professional studies, will assist the student to gain insights and skills, and to develop mature interests essential to realizing his unique potentials and necessary for effective adult living in a free society. These experiences are organized into four broad areas of inquiry – Communications, Humanities, Natural Sciences, and Social Sciences.

## THE EVENING COLLEGE

The purpose of the Evening College is to help adults of all ages discover new ideas, achieve greater occupational competence, acquire new skills, and live a more rewarding life. The more than 6,000 Evening College students represent 900 different employing organizations of the greater Rochester area.

Students may enroll in one of the 250 courses, one of the 28 diploma programs, or an A.A.S. or B.S. curriculum. Qualified high school graduates who are unable to spend the time and money for a daytime college program find the solution to their problem in the Evening College.

Programs leading to the A.A.S. Degree are offered in Business Administration; Industrial Management (Personnel, Production, and Transportation and Distribution options); Industrial Technology (Chemistry, Electrical, Mechanical and Science options); and Photography (Illustrative and Photographic Science options).

The B.S. Degree may be earned through the following programs: Applied Science (Chemistry, Electrical, and Mechanical options); Business Administration; Industrial Management (Personnel, Production, and Transportation and Distribution options); and Photographic Science.

Extended Services of the College adapt the resources of R.I.T. to meet special educational needs of industrial, business, governmental, professional and technical organizations. Courses from the general curriculum are also offered at suburban locations convenient for students.

### THE R.I.T. COUNSELING CENTER

The Institute's interest in each student as an individual has made counseling one of the most important elements of the R.I.T. educational program.

In addition to the normal student-faculty counseling relationship, R.I.T. has a professional service and research division that offers counseling and psychological testing in connection with educational and occupational planning or personal problems.

The Counseling Center, with its own facilities and staff, is also open to persons outside the Institute for aptitude testing and counseling. Its programs are designed to (1) help individuals plan their careers, and (2) provide employers with a scientific evaluation of the aptitudes and abilities of applicants and employees.

### THE READING LABORATORY

The Reading Laboratory offers instruction in reading and study skills and consultation on special reading problems. Diagnostic and advisory services are provided for R.I.T. students who have questions about reading or study techniques.

For the community there are reading courses for high school students, college students, industrial groups, and adults generally.

### INSTRUCTIONAL RESOURCES LABORATORY

Unique in educational institutions is the R.I.T. Instructional Resources Laboratory whose sole function is to research, develop and test audio and visual teaching techniques and presentations.

# CURRENT FACTS ABOUT R.I.T.

(as of June 30, 1962)

## Enrollment by Colleges

Applied Science		
Chemistry Department	183	
Electrical Department	313	
Mechanical Department	<u>304</u>	<u>800</u>
Business		
School of Business Administration	377	
Food Administration Department	48	
School of Retailing	<u>225</u>	<u>650</u>
Fine and Applied Arts		
School of Art and Design	173	
School for American Craftsmen	<u>66</u>	<u>239</u>
Graphic Arts and Photography		
School of Photography	288	
School of Printing	<u>393</u>	<u>681</u>
Total Day Colleges		2,370
Evening College		5,636
Summer Session		<u>304</u>
Total Enrollment		8,310

## Geographic Distribution of Students Enrolled in Day Colleges

Rochester and Monroe County	37%
Other New York State	41%
Other States and Foreign Countries	22%

## Operating Budget

Educational Services	\$4,061,652
Auxiliary Services	<u>789,143</u>
Total Budget	<u>\$4,850,795</u>

Endowment (book value) \$15,927,000

Total Assets \$31,910,000

## Number of Degrees Awarded

Associate in Applied Science	562
Bachelor of Science	255
Bachelor of Fine Arts	49
Master of Fine Arts	7
Evening College Degrees - Diplomas	96
Management Diploma	<u>137</u>
Total Degrees and Diplomas	<u>1,106</u>



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FUNDS

PUBLIC RELATIONS

CONTINUING PROGRAM

SPECIAL APPEALS (FOUNDATIONS)

CONTINUING PROGRAM

SPECIAL PROJECTS

INTENSIVE CAMPAIGN FOLLOW UP

TRUSTEES

INTENSIVE CAMPAIGN FOLLOW UP

INST. FAMILY & ALUMNI

INTENSIVE CAMPAIGN FOLLOW UP

MAJOR GIFT DONORS

INTENSIVE CAMPAIGN FOLLOW UP

GREATER ROCHESTER AREA ADVANCE SPECIAL GENERAL

ORGANIZE INTENSIVE CAMPAIGN FOLLOW UP

UTILITIES/SERVICES

TRUNK SEWERS

STATE & US. AP. PLANS & SPECS. APR. & BIDDING CONSTRUCTION

WATER MAINS

PLANS & SPECS. APR. & BIDS CONSTRUCTION

GAS MAINS

PLANNING CONSTRUCTION

STREETS

PLANS & SPECS. BIDS & AWARDS BASE CONSTRUCTION

SIDEWALKS

PLANS & SPECS. BIDS & AWARDS CONSTRUCTION

LANDSCAPING

PLANS & SPECS. BIDS & AWARDS GRADING & PRELIM. CONSTRUCTION

BUILDINGS

EDUCATION

PROGR.

STUDENT SERVICES

PRELIMINARY FINANCE ARRANGEMENT FINANCING

ADMIN. & MISC.

P

MASTER

MASTER PLAN & BUDGET

PRELIMINARY

PRELIMINARY DESIGN

CONTRACT DOCUMENTS

CONTRACT DRAWINGS & SPECIFICATIONS REVIEW APPROVE

ADVERTISING AND BIDS REV. & APR

BUILDING CONSTRUCTION PERIOD

COMPLETE INSIDE WORK

RIT TENTATIVE BUILDING SCHEDULE

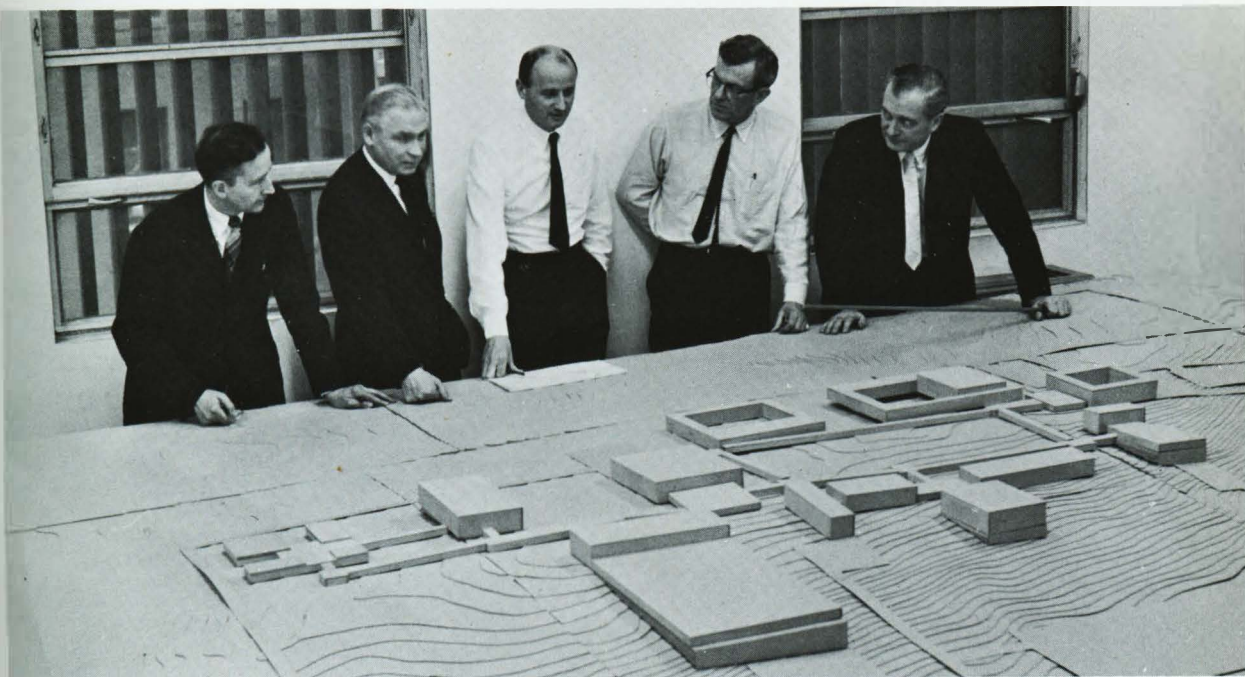
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O - ORGANIZE P - PROGRAM A - AWARDS

OCCUPY NEW CAMPUS START ACADEMIC YEAR

22

Appendix I



Viewing preliminary layout of the academic complex of the new R.I.T. campus are, L to R: David R. Johnson of Anderson, Beckwith & Haible, Boston, Mass.; David R. Campbell, president, American Craftsmen's Council, New York City; Keven Roche, partner, Eero Saarinen & Associates, Hamden, Conn.; Hugh Stubbins, Hugh Stubbins & Associates, Cambridge, Mass.; and Laurance B. Anderson, Head of the Office of Architecture at MIT and coordinator of the R.I.T. new campus project.

The Board of Trustees, through its Building Committee, has approached the building of a new campus in a manner unique in the annals of educational institutions. In the first place, the preliminary planning was allocated to outstanding experts. Dan Kiley, nationally-known site designer was engaged to do the site planning. In addition to Mr. Kiley, the Board retained Laurance Anderson, architectural consultant and Head of the Office of Architecture at MIT; David R. Campbell, president, American Craftsmen's Council; and Nelson Wood, consultant of the engineering firm of Wood and Tower.

In the second place, five nationally-known architectural firms were retained to collaborate on the program. The decision to pursue the multi-firm approach was based on the committee's belief "that a vital, pluralistic institution like R.I.T. will have a richer framework if we can combine in it, works by different creative minds working in sympathy with the problem, and with each other's contribution."

The architects involved are: Edward Larrabee Barnes, New York City; Anderson, Beckwith & Haible, Boston, Mass.; Keven Roche, partner, Eero Saarinen & Associates, Hamden, Conn.; Hugh Stubbins, Hugh Stubbins & Associates, Cambridge, Mass.; and Harry M. Weese & Associates, Chicago, Illinois.

Mr. Anderson will coordinate the endeavors of the architects and final approval of architectural plans will be made by the planning and design subcommittee of the R.I.T. Building Committee.





## NEW CAMPUS FUND

**ROCHESTER INSTITUTE OF TECHNOLOGY**

CAMPAIGN HEADQUARTERS:

65 PLYMOUTH AVENUE SOUTH ■ ROCHESTER 8, NEW YORK