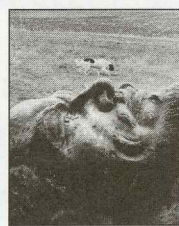




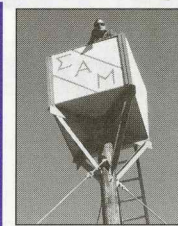
2 Pianist to discuss
Tourette's Syndrome



2 Upcoming SPAS
lectures



3 Women's Council
announces members



4 SAM does Pole Sit
fundraiser

Opening day talks set agenda for busy academic year

Sunny skies prevailed for RIT's opening ceremonies as hundreds of faculty, staff and administrators gathered first for coffee, juice and conversation, then for talks by RIT's leaders. Here's a synopsis of the Sept. 5 opening day speeches.

President Albert Simone. Key challenges for the RIT community in 2000-2001 will focus on retention, the *First in Class Initiative*, the capital campaign, launch of an honors program and continued efforts to grow diversity and assure student success, Simone said during his opening day address Sept. 5.

"We are in the middle of the fifth inning . . . in an important game that is pivotal to our championship run," said Simone, stressing the community's need to work together to succeed on major fronts.

"As an institution of higher learning, we are a special community . . . all working together for a common goal—the education and graduation of our students."

—Albert Simone, RIT president

Citing retention as a significant and grave issue, the president noted results of the report by a special RIT task force that worked last year on data collection and analysis. Primary findings, he said, point to student perceptions of the campus environment as high-pressured and business-like, with too few activities and relationships expected in the college experience. "To improve retention significantly, the task force states three conditions. One is to change from a quarter to a semester calendar," said Simone.

Though an intense summer study group did not find the Retention Committee report to "unqualifiedly establish a calendar change as a necessary condition for significantly improving retention," it points to some advantages, explained Simone. Based on retention data from other universities in the



Left to right, President Albert Simone, Felipe Giraldo, Kim Shearer, Alfreda Brown and Paul Ferber in a moment of levity before presenting opening day talks.

report, the president asserts RIT's retention goal needs a significant boost.

"Given where we are, this goal would appear to require a sea-level change . . . Sea level changes bring upset and discomfort," he said. But if the move to a semester system is needed, "then we shall make the change."

He asked the community to engage in full, campus-wide discussion of the issue over the next two months, "proceeding throughout all of the governance groups," exploring whether poor retention stems primarily from systemic, for example, the calendar, or attitudinal or operational causes. Simone plans to give his decision on the calendar option to the board of trustees in November.

Plans and projects for the *First in Class Initiative* have made major advancements this year, with exciting growth and expansion underway for 2000-2001, related the president. *FIC*, defined by Simone as "a set of academic and applied research programs formed as strategic partnerships with industry and government," has defined three interconnected areas to date: imaging and publishing; information technology; and design, development and manufacturing.

Programs underway include a new laboratory in advanced spectral sensing with partnerships being developed with key industry and government offices.

Another *FIC* effort involves a \$3 million

continuation of a program funded by the Office of Naval Research to develop sustainable design of ships. RIT's National Center for Remanufacturing and Resource Recovery, a part of the Center for Integrated Manufacturing Studies, heads up the work, along with key projects in environmental remanufacturing with Agfa, Detroit Diesel and New York state.

FIC also boasts a new Information Technology Lab that works with companies such as Sun Microsystems investigating networking and integration of IT applications. Along those lines, RIT hosted an IT symposium that drew 120 area business leaders and government officials, and which fueled an idea to centralize computer programs in a new RIT college, said Simone.

The proposal for a College of Computing and Communications Technology (C3T) would create an umbrella for programs that now enroll 3,000 of RIT's students. With an expected shortfall by year 2005 of 1.2 million IT professionals, the data suggests that RIT should consider ways to grow this area and package it in one college, asserted the president.

Proposals for growth and creation of cutting edge facilities hinge on economics. The president outlined plans for a new capital campaign that will begin in a "quiet phase"

this year. The campaign's primary areas for support are scholarships, an honors program, professorships, facilities and programs/equipment. The final campaign goal will be decided at the November 2001 trustees meeting, said Simone.

The president cited support of student success in new ways, such as the First Year Enrichment and Wellness program aimed at helping freshmen adjust to college life, and new grants won to research and reduce binge drinking and to apply social norming theories to teach against violence to women.

To nurture RIT's top students, an 80-student cross-college pilot of a new Honors and Leadership Program begins this fall, said Simone. Also benefiting students will be the new open-market food-court facility and the nearly completed renovation of the residence halls.

Major building proposals under consideration include: "college town", a commercial/residential community for 600 students on 138 acres with 150,000 square feet of commercial space; "RIT residential village," a retirement community for RIT retirees, alumni and friends at the current Racquet Club site; and a multi-purpose field house with seats for 8,000, said Simone.

Across the board, RIT can best succeed on

Continued on page 4

U.S. News ranks RIT among the best

RIT has again been ranked by *U.S. News & World Report* as one of the leading universities in terms of academic reputation and best value.



In the year 2001 edition of the annual survey of American colleges and universities, *U.S. News & World Report*

World Report: America's Best Colleges, RIT ranked fourth overall among the top regional universities in the north and tied for first in academic reputation, with Villanova. In addition, RIT tied for fourth in the nation among top engineering departments whose highest degree is a bachelor's or a master's. Also, RIT's College of Business made the Top 50 list of business programs in the nation.

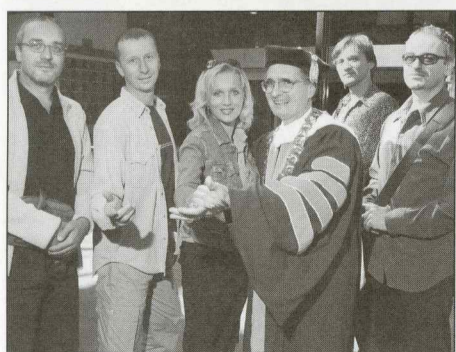
As a best value, RIT ranked third this year—up from eighth last year—among northern regional universities. The value

rankings relate the cost of attending a college or university to its quality.

RIT ranked fourth—up from fifth last year—as the best undergraduate engineering department in the nation, tied with Bucknell, the United States Air Force Academy, United States Military Academy and the United States Naval Academy. *U.S. News* bases its engineering rankings on ratings by deans and senior faculty of peer institutions in their disciplines.

To arrive at the academic reputation rankings, *U.S. News* conducted a survey of officials at more than 1,400 accredited four-year colleges and universities. *U.S. News* bases its regional university rankings on academic reputation, graduation and retention rates, faculty resources, student selectivity, financial resources, and alumni giving.

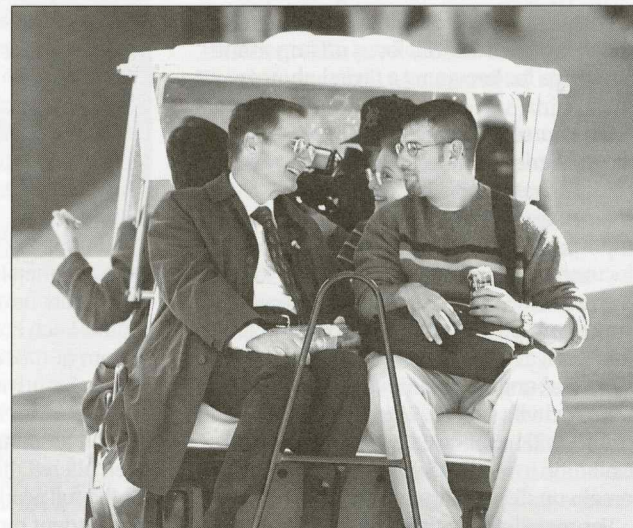
The annual survey appeared in the Sept. 11 issue of *U.S. News & World Report*. The rankings are also available on the *U.S. News & World Report* Web site at www.usnews.com. ■



CONVOCATION 2000 . . . RIT's third annual Convocation for New Students, Sept. 5, featured a keynote presentation by Congresswoman Louise Slaughter, at right, who entertained the new students with a rundown of interesting Rochester facts. She also discussed the increasing problem of credit card debt for today's college students. In addition to Slaughter's speech, a musical interlude was supplied by Vanna Vrdoljak and her band, pictured above with RIT President Albert Simone, center. The Croatian musicians performed a free concert on campus that evening.



HITCHIN' A RIDE . . . Many RIT students arrived to class in style on Sept. 6 by hitching rides with President Albert Simone and Sarah Whiffen, new student orientation coordinator, on the "Presidential Golf Cart." From 9:30-10 a.m., Simone and Whiffen officially welcomed students and gave them the unique opportunity to chat one-on-one as they shared donuts and zoomed around campus. Shown here, Simone, left, talks with students Chris Higby and Christine Borzillari as they head to class.

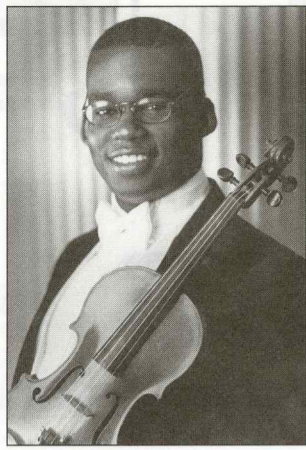


Performing Artist Series welcomes two violin virtuosos, Sept. 29

The first installment of the 2000–2001 Performing Artist Concert Series, at 8 p.m. on Friday, Sept. 29, in RIT's Ingle Auditorium, Student Alumni Union, features selections from two of the most talented young violinists performing today—Derek Reeves and Amadi Hummings.

Billed as "Paganini Plus," Reeves will play violin selections including *Cantabile* and *Caprice No. 2* and *Caprice No. 16* by Paganini, and *Zigunderweisen* by Sarasate. Hummings will play viola pieces including *Caprice No. 24* and *Sonata per la Grand Viola* by Paganini. Together, the virtuosos will perform *Passacaglia for Violin and Viola* by Handel/Halvorsen.

Reeves has been heard in concert extensively throughout the United States and Europe, and is the associate concertmaster of the Charleston Symphony. In the past, he has performed with the New World



Amadi Hummings



Derek Reeves

Symphony in Miami and the Detroit Symphony. In addition, he has appeared at the Aspen, Gateways and Spoleto festivals.

Beginning violin lessons at age two, Reeves pursued his formal studies at Indiana University, where he received both his bachelor's and master's degrees, and was awarded the school's Performer's Certificate.

Hummings, son of accomplished musician Armenta Hummings, has been heard in major recitals in New York, Boston, Baltimore and Washington, D.C., and appeared at the U.S.

Supreme Court. As a concerto soloist, Hummings has appeared with the North Carolina Symphony, the Salisbury Symphony and the Gateways Music Festival Orchestra. His performances have been broadcast

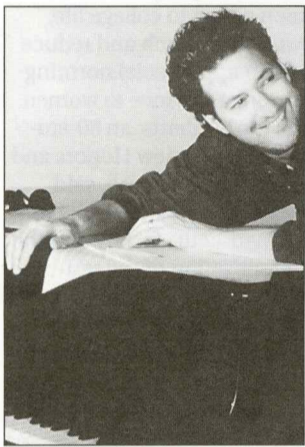
on National Public Radio's *Performance Today* and *St. Paul Sunday*, and he has appeared on television in Israel and South America. Hummings' awards include those from the New York Philharmonic, Concert Artist Guild and the Boys and Girls Clubs of America, with whom he maintains a strong artistic and mentoring association.

After early studies with his mother, Hummings began formally training at the North Carolina School of the Arts. He continued his studies at the New England Conservatory and was also awarded the Performer's Certificate from Indiana University, where he served as an associate instructor and received his master's degree.

Tickets—\$5 for RIT students, \$10 for faculty, staff and alumni and \$15 for the general public—are for sale at the SAU candy counter and game room. Visa and Mastercard accepted. For more information, call the game room at 5-2239. ■

Jazz pianist to talk about Tourette's Syndrome and perform concert at RIT

Michael Wolff, former musical director for *The Arsenio Hall Show* and an accomplished



Michael Wolff will perform at RIT with his band, *Impure Thoughts*, on Sept. 23.

jazz pianist will perform with his band at 7:30 p.m. on Saturday, Sept. 23, in RIT's Ingle Auditorium, Student Alumni Union. Wolff will also present a free talk on Tourette's Syndrome at 7 p.m. on Friday,

Sept. 22, in the SAU music rehearsal classroom. Both events are part of the 2000–2001 Cultural Spotlight Series, sponsored by RIT's Center for Campus Life.

Wolff has performed with jazz musicians including Cannonball Adderly, Sonny Rollins and Jean-Luc Ponty. Together with these artists, he has performed in many of the world's most prestigious jazz festivals including Monterey, Newport, Montreal and Tokyo.

He spent several years as musical director for singer Nancy Wilson, during which time he conducted over 25 symphony orchestras worldwide.

Currently touring with his band, *Impure Thoughts*, Wolff recently composed and recorded the soundtrack for *The Tic Code*, a feature film based on his life which tells the story of a young jazz piano prodigy with Tourette's Syndrome.

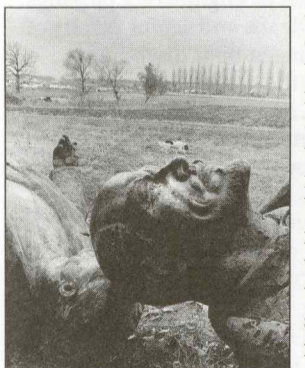
Wolff has recorded five CDs including *Portraiture*, *The Blues Period* and *Pool of Dreams*.

Tickets—\$5 for students, \$8 for faculty/staff/alumni and \$10 for the general public—can be purchased at the SAU candy counter and game room. ■

SPAS lectures feature world-renowned experts

Two separate lectures by internationally known photographers propel the School of Photographic Arts and Sciences into an exciting year of events.

Kevin Foley, a Los Angeles-based digital photographer, starts it off with a presentation



In the Field of the New Gods by Antonin Kratochvil

at 7 p.m. on Sept. 21 in the Center for Imaging Science auditorium. Foley is one of the busiest commercial photographers on the west coast, specializing in fashion and entertainment images. He is currently

doing work for NBC, Warner Brothers, FOX, *Cosmopolitan Magazine*, *Men's Health Magazine* and *Tribune Entertainment*.

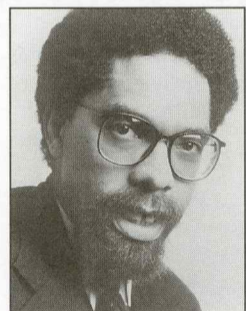
Foley's speech, sponsored by Eastman Kodak Professional, will focus on important career tips for becoming a digital photographer.

On Thursday, Sept. 28, the Charles Arnold Lecture Series resumes with guest speaker Antonin Kratochvil. Named by *American Photo* magazine among 100 of the most important people in photography, Kratochvil documented years of upheaval in the former Communist countries of Eastern Europe. His work has appeared in international publications such as the *New York Times*, *Life*, *Newsweek* and *Rolling Stone* magazine.

Kratochvil's speech, 7 p.m. in the CIS auditorium, will be followed by a reception and exhibition in the SPAS gallery. His work will remain on display through Oct. 27.

For more information, call 5-2770. ■

Analyst Cornel West to lecture on race relations



Cornel West

Author, scholar and social analyst Cornel West will discuss race relations as part of RIT's 2000–01 Caroline Werner Gannett Lecture Series. West's lecture, "Race Matters in the New Millennium," begins at 7:30 p.m.

on Thursday, Sept. 28, Ingle Auditorium, in the Student Alumni Union.

West is the author of 14 books, including the ground-breaking and best-selling *Race Matters*, *Restoring Hope*, *The War Against Parents*, and the most recently published, *The Cornel West Reader*. He is a professor of religion and African-American studies at Harvard University.

The lecture, free and open to the public, concludes with a reception. The event will be interpreted for the deaf. Call 5-2929 for more information. ■

Residence Life welcomes record number of students

RIT's Center for Residence Life has met the challenge of housing the largest freshman class to date as well as hundreds of returning students.

Throughout a 4-year period of record enrollment growth, the residential system has been undergoing renovations to its facilities. At opening this year, Sol Heumann residence hall, with approximately 448 spaces, was closed for renovation. In addition, 58 apartment units have been removed from use over the past two years.

According to residence life officials, temporary hotel space typically is used at the beginning of fall quarter to house overflow students, but this year it is likely that some students will remain at hotels for the duration of the quarter.

Additionally, 41 first-year students have been assigned to residence hall lounge spaces that have been converted into bedrooms. Each converted space has been given a room number, keyed door locks, window shades for privacy, student-room furniture, ethernet jacks, a telephone line and cable TV service. Students assigned to lounges have been offered the option of remaining there for the full academic year or moving to a regular student room when space is available. ■

Lecture series kicks off 2000–2001 on Sept. 14

RIT announces its 2000–2001 Caroline Werner Gannett Lecture Series featuring 12 talks, free and open to the public, exploring citizenship in the new millennium.

Part of RIT's mandatory Senior Seminar in the College of Liberal Arts, the lecture series kicks off at 7:30 p.m. tonight, Sept. 14, in Ingle Auditorium, Student Alumni Union, with "Citizenship in the New Millennium, I" by Lee Quinby, RIT's Caroline Werner Gannett Professor and series director. Quinby is a Fulbright scholar and author of *Anti-Apocalypse* and *Millennial Seduction*. In her lecture, Quinby will focus on what she calls "netizens" or citizens in a network society, and modes of thought that block "the formation of citizens capable of living freely in today's techno-society."

Following is a brief summation of the fall lectures:

- Cornel West will present "Race Matters in the New Millennium," 7:30 p.m., Sept. 28, in Ingle Auditorium in the Student Alumni Union.
- Elayne Rapping will present "Aliens, Nomads, Mad Dogs and Road Warriors:"



Lee Quinby

Changing Images of Crime and Criminality at the Millennium," 7:30 p.m., Oct. 12, in Webb Auditorium in the James E. Booth Building. Rapping is a media critic and professor of women's studies and cultural stud-

ies at the University of Buffalo, State University of New York.

- Alan Wolfe will give a talk on "Citizenship in an Age of Moral Freedom," 7:30 p.m., Oct. 26, in Ingle Auditorium, Student Alumni Union. Wolfe is professor of political science and director of the center for religion and American public life at Boston College. He is author or editor of more than 10 books including *Marginalized in the Middle* and the widely acclaimed *One Nation, After All*.
 - Ralph Nader will present "Democracy and Big Business," 7:30 p.m., Dec. 7, in Ingle Auditorium in the Student Alumni Union. Consumer activist and presidential candidate, Nader has written numerous best-selling books, including *Unsafe at any Speed*, which began his public career, and his more recent *Why Women Pay More* and *No Contest: Corporate Lawyers and the Perversion of Justice in America*.
- Winter and spring speakers will include Quinby, Patricia Morris, James Buchanan, Bessie Dendrinis, Eric Liu and Joy Harjo. Each lecture begins at 7:30 p.m. and concludes with a reception. Sign language interpretation is provided. ■

Top 40 band Nine Days performs at RIT Sept. 22

Nine Days, the five-man band from Long Island, best known for their Top 40 hit *Absolutely (Story of a Girl)* from their latest album *The Maddening Crowd*, will perform at 8 p.m., Friday, Sept. 22, in RIT's Clark Gymnasium. The concert is sponsored by RIT's College Activities Board.

Called fresh and original, Nine Days has sought to bring their own sound to the music industry combining the melodies of

'80s rock with the soulful sounds of songwriters like Bob Dylan, Bruce Springsteen and Neil Young. Other hits on their album include *Revolve*, the acoustic/electric *If I Am* and the ballad *Bitter*.

Tickets—\$5 for RIT students, \$10 for faculty/staff/alumni and \$15 for the general public—are for sale at the Student Alumni Union candy counter and game room. For more information, call 5-2239. ■



Nine Days performs at RIT, Sept. 22

Viewpoints

RIT's First Year Enrichment program: What took us so long?

This column presents opinions and ideas from your peers on issues relevant to higher education. We welcome response and hope "Viewpoints" inspires discussion amongst you, the RIT community. To suggest an idea for a column, e-mail to newsevents@rit.edu.

by Robert Rothman, professor, College of Science



Robert Rothman

The biological sciences department calls it "Freshman Symposium." Student Affairs calls it "Freshman Year Enrichment" or "FYE." Regardless of what it's called, FYE, which was hotly debated on campus last year, has become a reality at RIT.

The concept of a freshman-year-experience program is not new and by offering FYE, RIT is catching up with what most other universities have already been doing—supporting new students, easing them into the campus community, and encouraging their personal and academic success.

A 1995 survey found that 78 percent of U.S. colleges had implemented programs to improve the freshman experience. For a campus that aggressively seeks to be

Greek service achievements

During the last academic year, RIT's Greek men and women exhibited the true spirit of giving. Last year, RIT's campus fraternities and sororities logged over 5,500 hours of volunteer service, averaging nine hours of service per Greek member. In addition, the Greek community raised and donated over \$28,000 to Rochester-area charitable agencies last year.

In national sorority news, RIT's Alpha Sigma Alpha sorority took the top prize for being one of only two chapters in the United States recognized for raising a significant amount of money for Special Olympics.

The sorority also received honorable mention for most improved grade point average. And Kristy Mooney, a member of Alpha Xi Delta sorority, was honored with the Quakenbush Award, a national leadership award. ■

Photo student recognition

A national magazine will focus on the talents of three RIT photography students following their success in a prestigious competition. *American Photo* magazine will honor participants in the 10th annual "New Views" student contest.

Karutera Usudu received the silver prize, including a \$500 scholarship. Hyosub Shin and Anna Jonsson were selected as finalists. Each received high-performance camera equipment in recognition of their efforts.

The three were chosen to participate by a panel of RIT faculty judges. RIT students competed with student photographers from Brooks Institute in Santa Barbara, Calif.

Photographs by each of the "New Views" contestants will be featured in the magazine's September/October issue. ■

Self-Instruction Lab open

The Self-Instruction Lab, in room 3205 of the Lyndon Baines Johnson Building, offers members of the RIT community videotapes, videodiscs and CD-ROMs on basic sign-language modules, finger-spelling practice, American Sign Language lessons, short stories signed in English and ASL, deaf culture, and technical signs to support their sign-language learning. The lab is open Monday and Friday from 9 a.m. to 6 p.m., Tuesday through Thursday from 9 a.m. to 8 p.m., and Saturday from 9 a.m. to 1 p.m. For more information, contact Bonnie Mumford at 5-6336 V/TTY or bsm5558@rit.edu. Visit the Web site at www.isc.rit.edu/~482www/sil/index. ■

first-in-class, RIT has been lagging far behind in this area.

Last February I attended a conference on the First-Year Experience at the University of South Carolina. An extensive body of scholarship extends over 19 years documenting the pivotal role that freshman year plays in college success. The present body of research clearly demonstrates that students who participated in freshman-experience courses improved their academic performance, felt a greater sense of connection with their faculty and schools, and had a higher rate of

persistence to graduation.

At RIT, biological sciences has offered Freshman Symposium in each of the 16 years that I have been on campus, and I've been involved with it in many ways. The course eventually partnered with Student Affairs. For the past five years I have been the coordinator of Freshman Symposium. The curriculum combines the student transition issues addressed by Student Affairs with departmental content.

Two years ago President Albert Simone asked Stan McKenzie, provost and vice-president for academic affairs, and Linda

Kuk, vice president for student affairs, to appoint a committee, with John Weas, assistant to the vice president for student affairs, as chair, to develop an Institute-wide freshman seminar course. Faculty interests and concerns were represented at every step of the way.

Many of my colleagues find teaching freshmen to be a frustrating experience. They complain that today's freshmen lack the background, motivation and skills that we possessed at that age. A recurrent theme of the conference I attended pointed to the profound change in the way faculty teach after participating in freshman-experience courses.

Before I became involved in Freshman Symposium, I typically only saw students during their third and fourth years, and found myself wishing that those relationships had lasted longer. For the past two years, we have been graduating students whom I have known since their first day at RIT—a richly rewarding feeling.

It is painfully clear to me that our first-year students need help. I see it when I work with students who crash academically and when I listen to students explain why they are leaving their program or RIT.

Student Government has expressed concerns over the freshman experience and has developed a task force to try to deal with the problem. Robin Diana, program coordinator, has held extensive meetings with students and faculty, who all tell her the same thing. Twenty years of research documents the difficulties and points to a solution.

I am pleased to see FYE finally become a reality at RIT and I am proud to have had a small role in its development. It can only benefit our students and what, after all, can be more important to us? ■

RIT freshmen experience First Year Enrichment

Cutting edge. One of a kind. Revolutionary. These are the words being used by Student Affairs administration and staff to describe RIT's newest addition to the university curriculum—the First Year Enrichment/Wellness Program.

RIT's Division of Student Affairs, supported by the offices of the president and provost, has created a non-credit course designed to assist first-year students in

making healthy decisions and choices to support their academic and social integration into college. Heavy emphasis will be placed on holistic wellness and lifestyles believed necessary for success in the collegiate environment.

All first-year students—more than 2,350—are required to take the course which explores theme areas such as introduction to college, high-risk behaviors and survival skills, personal awareness and interpersonal relationships, intercultural awareness, mental and social wellness and physical well being.

Robin Diana, associate director, Center for Student Transition and Support, heads the program. "The purpose of this program is to support our first-year students in their adjustment to RIT by helping to create connections with faculty and staff members; giving them the knowledge students need to make responsible decisions, live healthy lifestyles and avoid high-risk behaviors; and assisting them every step of the way in making that often difficult transition into collegiate life."

Over 60 instructors from Student Affairs departments and across campus, including eight full-time instructors/coaches, have been hired to help achieve the goals of the program.

According to Diana, the uniqueness of the coaching component is just one reason RIT's FYE program is cutting edge.

"FYE programs have existed in colleges

and universities across the country for over 20 years," explains Diana. "However, we are the only institution in the country that assigns each first-year student a performance coach for one academic year to individually assist the students with transitional issues, goal setting and fostering connections to the Institute."

Course sessions run for 10 weeks during fall quarter, and students are encouraged to participate in freshmen interest groups during winter quarter to discuss teamwork, leadership and social dynamics. Nicole

"The well being of our students is the bottom line. That's why we're here. A program like this is successful because of the people, not only the curriculum."

—Nicole Boulais

Boulais, one of the newly hired full-time instructors/performance coaches and a doctoral candidate, came to RIT from the University of Mississippi.

"This program is not only innovative and cutting edge, but there is a real Institute-wide commitment to this initiative and its philosophies," she says. "The well being of our students is the bottom line. That's why we're here. A program like this is successful because of the people, not only the curriculum. I knew immediately that I needed to be a part of this."

And Boulais says that students are already buzzing about the program on campus. "This whole experience is new for them, too, and there are still a lot of questions being asked. But, they're discussing the program and finding out what their peers are doing in other sessions. It's definitely the talk of the RIT student body."

Diana adds, "Thanks to key individuals like Linda Kuk, vice president for student affairs, John Weas, assistant to the vice president for student affairs, and President Simone and Provost McKenzie, RIT has developed an FYE model for academic institutions across the country to follow."

The FYE program is hosting an open house from 2 to 4 p.m. on Tuesday, Sept. 19, in Grace Watson Hall, with Simone, McKenzie and Kuk cutting the ribbon officially opening the FYE/Orientation office at 2:30 p.m. ■

Joint program to examine online learning strategies

RIT has joined forces with five other highly respected universities to help pioneer advances in online learning, through a project sponsored by the Department of Defense. The effort, known as the Wisconsin Advanced Distributed Learning (ADL) Co-Laboratory, will research, develop, and assess the latest in learning technologies and standards.

"Through the Co-Lab, RIT will be at the forefront of developing high-quality Web-based materials using the emerging standards," says Chris Geith, director of RIT's e-learning initiatives.

RIT ranks third among universities in terms of its online enrollment. It also offers more degrees online than most universities.

"This is one of our strengths," says Don Boyd, director of *First in Class* and associate provost for outreach programs. "We will continue investing in online learning to position ourselves for the future."

That commitment makes the school a valued partner in the ADL Co-Laboratory along with the University of Wisconsin, Pennsylvania State University, the University of California-Berkeley, the University of Nebraska and the University of Washington. Timothy Wells, professor in Software Development and Management, represented RIT at the recent partnership announcement in Madison, Wis.

Geith says the biggest obstacle facing the ADL team is that multiple companies are producing multiple versions of software without any standards in place.

"We're trying to form a better understanding of the global learning environment," she explains. "In the end, we're hoping to get all these players together and come up with a worldwide standard that works for everyone."

Developers of the Wisconsin ADL Co-Laboratory are negotiating with additional institutions. They're expecting that others will join the project in the near future. ■



VOLUNTEERING TO ENRICH RIT... RIT's Women's Council spreads its talents and support across campus, from scholarships to library books to Margaret's House, RIT's daycare center. Executive board members for 2000-2001 shown here are, left to right: front row, Carol Mulford, Brunhilde Knapp, Barbara Elliott, Nancy Burke, Norma Snyder and Gwen Conners; back row, Betsy Clark, Barbara Riethmeier, Cici Beutel, Carolie Simone, Nancy Staples, Louise Carrese, Betty Altier, Anne Marie Leonardi, Peg Gowen and Anne Marie Sevier-Buckingham.

Web site of the month

RIT's English Language Center recently translated its Web site into several languages including Korean, Turkish, Chinese, Japanese, Russian, German, Spanish and French. According to Rhona Genzel, director,



English Language Center, this service not only helps students but allows parents who may not speak English to learn about the program. "The Web site also reflects on RIT's image as a technological institution which uses cutting-edge technology to assist its students." Access the site at <http://www.rit.edu/~370www>.



ACADEMIC SENATE LEADERS . . . Senators were elected last April to serve on the Executive Committee for the 2000-2001 academic year. They are, front row, left to right, Carl Lundgren, operations officer; Jo Cone, communications officer; and Seshavadhani Kumar, treasurer. In the back row are Paul Ferber, chair, and Joyce Hertzson, vice chair.

Gray wins service award from Special Olympics

Cindee Gray, director of community relations and special events at RIT, received the Outstanding Contribution to Committees award from the Monroe County Special Olympics during the 13th Annual Volunteer Recognition Dinner, Sept. 7.

As a member of the Corporate Advisory Council, Gray has been involved with Special Olympics for eight years in coordinating activities at RIT for the Monroe County Special Olympics track-and-field competitions and the 1998 and 1999 State Summer Games. She also serves on the gala committee and has been a member of the reception hospitality and invitation committees.

At RIT, Gray serves as a liaison between RIT and local government, community groups and organizations, and is responsible for the coordination of special events that take place on campus. ■

Opening day speeches

from page 1

all fronts as a team, said the president. "As an institution of higher learning, we are a special community . . . all working together for a common goal—the education and graduation of our students. Along the way we will advance the frontier of knowledge and enrich and serve the greater community . . . Thank you for your forthcoming effort and congratulations for the success that I know awaits you."

Alfreda Brown, chairperson of the Commission for Promoting Pluralism. Drawing on Mahatma Gandhi's wisdom, Brown urged members of the RIT community to look inwardly for the courage to change. "Each of us must be the change we want to see in the world," she said, quoting the Indian nationalist.

A team of campus members committed to diversity and change has unified its efforts to develop a diversity-training plan, Brown said. Individuals from the Division of Student Affairs, the Office of the Provost for Diversity, the Center for Professional Development and the Commission for Promoting Pluralism are working together to create systematic, strategic initiatives, she said.

"We have begun to integrate our efforts and centralize the focus of the diversity agenda," Brown said. "These efforts will bring about a major change in the culture of RIT, and implement a greater awareness and understanding of the needs of our diverse community."

Brown emphasized that a diversified campus will have a "direct bearing" on student retention, a major institutional objective at RIT.

Brown urged the campus community to open itself to change and to take ownership of the diversity training initiatives.

"Success will ultimately be measured by

the increased credibility of our Institution as we become the model for the true spirit of diversity," she said.

Academic Senate Chair Paul Ferber. There is a growing trend to regard higher education as a business selling a commodity, said Ferber, associate professor, College of Liberal Arts. "This is one trend that should be resisted."

Ferber acknowledged that tuition remains a university's major source of revenue. While that makes student satisfaction a top priority, he warned against treating students as customers.

"We want them to be members of the university during their time here and the subsequent lifelong association they maintain as alumni," Ferber explained. "Calling them customers turns that relationship into a short-term business transaction that denigrates the larger relationship which we seek to establish."

He conceded that the university can not ignore practices of sound financial management, saying it is important to identify new sources of revenue that are consistent with the institute's values and principles. Ferber believes that e-learning is another significant trend in higher education, and he praised RIT for responding appropriately to developments in this area. Still, he cautioned against negative impacts that e-learning may pose to the campus community.

"There are aspects that I find disturbing, especially the unbundling of teaching," he said. "We risk turning the faculty into professors who don't profess anything and instructors who don't instruct. In turn, we will be robbing students of the opportunity to work with a professional who specializes in the area that they are trying to learn, and it suggests the same effect can be achieved by exposing them to content in a can. This is not my vision of a university experience."

Ferber closed by reflecting upon the fundamental qualities of higher education. He called upon faculty, staff and administrators to think about why they chose this vocation.

"We're here for the pursuit of knowledge for the public good," he commented. "Recognize what we have and why it is special. We need to protect it for future generations of students and future members of the faculty and staff."

Staff Council Chair Kim Shearer. "Welcome to the beginning of a new academic year." That was Shearer's greeting, but no one actually heard the words from her mouth—that's because she signed them.

In remarks introducing her presentation, "The People Behind the Bricks," Shearer emphasized the power of the human element in today's technology-focused world.

"The strength of RIT is the people," she said before showing a series of photographs and little-known facts about dozens of RIT staff members. Photos flashed by while the song, "Getting To Know You," played.

Many of the heretofore "secret" bits of information about fellow staffers brought laughter from those in the audience. For example, few likely knew that James Maddison, senior research administrator, once ran in the Empire State Games, placing 11th out of 12—but only because the 12th-place finisher left on a stretcher.

Other tidbits highlighted the caring nature of many RIT staffers—people like Karen Wagner Beck, staff assistant with intercollegiate athletics, who thrice weekly cooks dinner for priests at St. Pius X Church in Chili; and, Ramona Akpo Sani, senior systems analyst, who volunteered for the Peace Corps from 1971 to 1973.

Did you know that Dan Brubaker, coordinator of leadership development with NTID, once bicycled 4,220 miles over 70 days, traveling from Yorktown, Va., to Victoria, British Columbia? Or that, as a 12-year-old, Cindy Gary, senior research analyst, was the first girl to hit a little league home run in Wellsville?

You probably didn't know that Scott Lawson, institute architect, once sang on television with the late Burl Ives and sailed across the Atlantic ocean in a 117-foot schooner (on separate occasions, of course) or that a lifelong dream of Albert Simone, RIT president, was to play second base for the Boston Red Sox.

"We're here for the pursuit of knowledge for the public good. Recognize what we have and why it is special. We need to protect it for future generations of students and future members of the faculty and staff."

—Paul Ferber, chair, Academic Senate

"These are only a few of the many members of the RIT community who . . . meet the daily challenges of integrating tremendous changes into their jobs and their lives to keep RIT at the forefront," Shearer concluded.

Felipe Giraldo, Student Government president. Newly elected Student Government president Felipe Giraldo welcomed students to campus during the afternoon convocation ceremony. He

assured students that Student Government will represent them well and is open and available to answer questions about RIT policy and procedures.

"It's our attempt to create a friendly environment in which you will be willing to say what you like and dislike about RIT—so that we can correct it."

Giraldo, a third-year electrical/mechanical engineering technology student elected to the position last April, also stressed the importance of participating in the First Year Enrichment program, a groundbreaking initiative designed to help students feel more comfortable in their surroundings during their first year on campus, and getting involved in activities outside of the classroom.

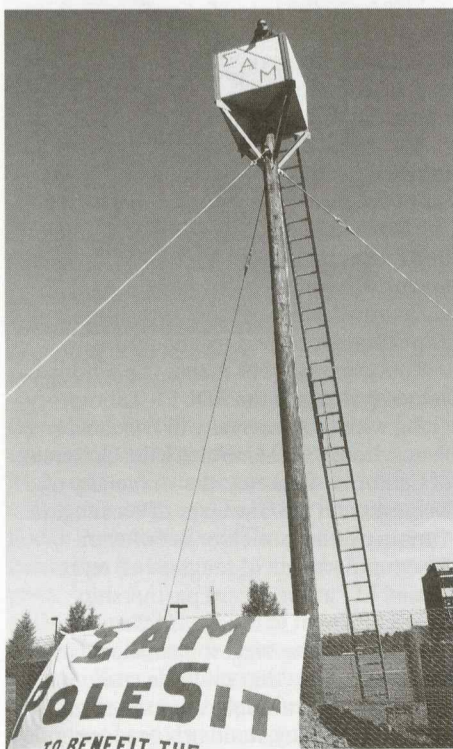
"Realize that we are not here just to develop engineers, mathematicians, artists, hotel managers or graphic artists," he said. "We need social individuals looking to get involved and have fun. Excel in your academic career, but more importantly, live a healthy lifestyle."

Lastly, Giraldo offered some words of wisdom to RIT's newest students: "Use all the clubs that we have as a resource to develop yourself into a student leader, so that later in life you will be able to help others in their journey through RIT." ■

News & Events is produced biweekly by University News Services/University Publications. Please send comments to *News & Events*, University News Services, Eastman Building, or call 475-5064 or fax 475-5097. **Editor:** Vienna Carvalho-McGrain **Layout:** Brenda Monahan **Copy Editor:** Susan Murphy **Contributing writers:** Pam Carmichael, Vienna Carvalho-McGrain, Neil Fagenbaum, Laurie Maynard, Susan Murphy, Michael Saffran, Paul Stella

When calling any campus number referred to in *News & Events* articles from off campus, use the 475-prefix.

Look for *News & Events* at RIT On-Line: <http://www.rit.edu/NewsEvents> on the World Wide Web. Send us e-mail at newsevents@rit.edu.



POLE SIT 2000 IS HISTORY . . . Students and alumni from Sigma Alpha Mu fraternity continued their back to school tradition by sponsoring the sixth annual Pole Sit fundraiser to raise money for the Make A Wish Foundation, an organization granting wishes to children with life-threatening illnesses. Fraternity members sat atop a 40-foot pole along RIT's Quarter Mile from Sept. 5-8 and hosted events such as the car smash, dunk tank, cookout, musical performance by Tripping Billies and a fireworks display and bonfire.

News & Events

R.I.T

Rochester Institute of Technology

One Lomb Memorial Drive
Rochester, NY 14623-5603

0001.00000
University News Services
Bldg 01
Pitoniak, Susan M