

Kodak, IBM Provide \$8.3 Million to CIMS

Eastman Kodak Company and IBM Corporation, in a joint corporate sponsorship, will provide contributions valued at \$8.3 million over four years to support projects at the Center for Integrated Manufacturing Studies (CIMS).

"We are very pleased to announce this agreement between RIT and two manufacturing giants — Eastman Kodak and IBM — that will significantly advance manufacturing and manpower training in our home region, state and nation," said President Rose. "This special project support was made possible because of RIT's historic strength in manufacturing-related career programs."

Through the new CIMS facility, now in the planning stage, RIT will be able to both simulate manufacturing lines for testing and train individuals from companies to be more productive.

"Since its founding in 1829," Rose added, "RIT has been known for the applied nature of its programs in such areas as imaging, graphic arts, photography, and business. CIMS is a natural extension of the RIT philosophy."

"We trust that this investment in CIMS and its potential benefits will be a catalyst for support from other companies, as well as further support from the state and federal governments."

Kodak's in-kind and cash contribution of \$1 million per year for four years will fund projects that give New York state small- and mid-sized manufacturers holistic manufacturing experience and top-quality training. The company also has provided RIT \$1 million to endow a director's chair for CIMS and has assigned a senior Kodak executive to work full-time at RIT to coordinate the Kodak-CIMS relationship.

"We highly endorse the mission of CIMS and are happy to play a role in it," said Kay R. Whitmore, Kodak president and chief executive officer. "The United States' leadership in manufacturing has faltered in recent years. CIMS and other



Joining Dr. Rose, center, at the CIMS news announcement were: Paul Hauler, associate director, CIMS; Lawrence J. Matteson, Eastman Kodak; Dr. Rose, James Ryan, IBM; and Dr. Balwant Karlekar, director of CIMS.

institutions like it nationwide can go a long way in helping our country regain a preeminent position in the manufacturing arena."

IBM will contribute up to \$4.3 million in computer equipment, including hardware and software applications designed

specifically for manufacturing, as well as personnel and support. A senior IBM executive has been assigned to work on the project on a full-time basis as liaison between RIT and IBM.

"Computer integrated manufacturing is essential to the survival of American industrial competitiveness," said Edward J. Kfoury, IBM vice president, and president, Industrial Sector Division. "This partnership will help raise the level of expertise for students trained in state-of-the-art manufacturing techniques."

Construction Detours Noted

The RIT campus will look different to returning students, faculty and staff, with a variety of summer projects completed or under way.

Site work for the Campus Life Center began in late August with trees being removed; construction is scheduled for this month.

According to William Mets, director of Physical Plant, "a fence will go up around the construction site and part of the quarter mile will be cut off." Mets says pedestrian traffic will be re-routed through the tennis courts into the Frank Ritter Memorial Ice Arena entrance. "People can then walk through the tunnel and get out upstairs through the gym and pool area, continue through the tunnel and take the stairs in the Student Alumni Union by the Ritskeller, or use the basement elevators."

Regarding other summer projects, Mets says work on the ramp between the James E. Booth and Frank E. Gannett Memorial buildings is partially open to traffic. Work was completed on the east loop road; the road is for construction vehicle use only for work on the Campus Life Building.

Stage Two dorm work was also completed, with the removal of asbestos from the ceiling of Carleton Gibson Residence Hall, along with the installation of new carpeting and the painting of ceilings and walls.

The Wallace Memorial Library construction continues with the project still scheduled for completion by the fall of 1991. Due to the construction and renovation some temporary changes have taken place, according to Lois Goodman, assistant director for information services.

"Some of the book collections and staff have been relocated and the main staircase is in use for the first and second floors only; access to the third and fourth floors is only by the southeast and southwest stairwells," Goodman says. For handicapped access, people are advised to go to the circulation desk. Goodman says these changes will be in effect until January 1991.

Tiger Friends Host Ice Cream Social

All new students and Tiger Friends volunteers are invited to an Ice Cream Social, 3-5 p.m., Tuesday, Sept. 11 in the Fireside Lounge, Student Alumni Union.

President Targets Goals For New Academic Year

Listing retention, research and multicultural awareness as the key issues facing RIT in the coming year, President M. Richard Rose delivered his annual State of the Institute address Tuesday.

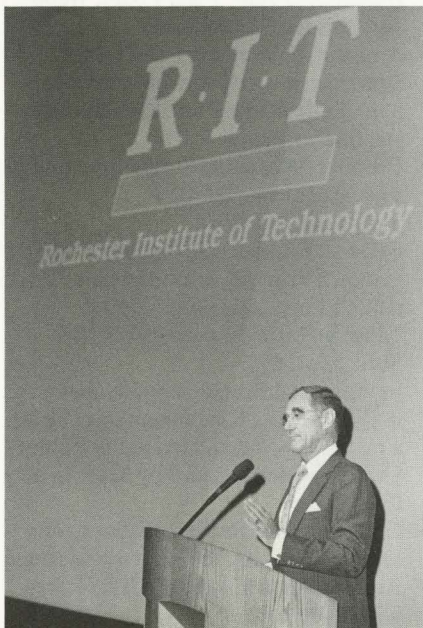
Speaking before a full house in Ingle Auditorium, Dr. Rose spoke to morning and afternoon sessions.

"Retention is the largest variable in the enrollment equation," explained Dr. Rose. "I have set two goals in retention — to increase overall retention by 2 percent each year for five years, and to increase retention of new students by 5 percent over the same period."

Dr. Rose pointed to the new Tiger Friends program as one activity aimed at improving student retention. In addition, he identified the collective role all employees have in shaping student perceptions of the Institute.

In the area of research, Dr. Rose stressed the importance of scholarship and research as complementary activities. "While applied research is important, as is graduate work, both are secondary to RIT's primary mission as an undergraduate teaching institution."

"One of the strengths of American society is its multicultural aspect," said Dr. Rose. RIT, he said, must provide its students with a full appreciation for the multicultural richness of the American culture. He added that all students should feel free and uninhibited on campus. "That is not the case today. We are going to change that simply because it is the right thing to do."



Dr. M. Richard Rose

Dr. Rose also reviewed the success of the recently completed \$120 million capital campaign, Access to the Future, and provided status reports on a number of ongoing Institute projects. He identified the proposed College of Science building as the top priority for fundraising.

Dr. Thomas Plough, provost and vice president for Academic Affairs, introduced the program with a review of campus activities over the summer. Dr. Joan Stone, chairperson of the RIT Faculty Council, also delivered remarks, which will be covered in the next issue of *News & Events*.

Tiger Friends Lend a Helping Paw

New RIT students were welcomed by telephone or personal letter before they even arrived on campus this year by their Tiger Friend, a new program providing a campus mentor for incoming students.

According to Student Ombudsman Barry Culhane, "More than 300 faculty and staff have volunteered to work with incoming students to provide a stronger sense of personal attention." Culhane added, "Many volunteers said they became involved because they were RIT alumni and wanted to give something back to the Institute."

"The response has been nothing short of spectacular," he said. "It is obvious there are a lot of people who work here who care about our new students and are willing to volunteer to improve the quality of their educational experience and to help build a greater connection to the RIT community."

Each volunteer has attended a training session and been assigned up to four students to meet with throughout the year.

Louise Carrese, Tiger Friend coordinator, says a detailed evaluation system has been developed to track the retention rates among students participating in the program and provide an ongoing review of contacts between volunteers and students.

An introductory workshop is scheduled for Sept. 20 in the Chester F. Carlson Center for Imaging Science, room 1125. For information on the Tiger Friends program, call -7200.

Enrollment Picture Looking Positive

Freshman and transfer enrollment at RIT this fall appears to have dropped from the 1989 level, but graduate enrollment appears to be on the rise.

According to James Miller, vice president of Enrollment Management and Career Services, "Overall enrollment will remain relatively steady in relation to the last four years." Overall RIT enrollment in fall 1987 was 13,247; in 1988 it was 13,180. The

1989 enrollment increased slightly to 13,296. Enrollment is expected to reach between 13,100 and 13,200 this fall.

"The enrollment picture at RIT is very positive due to particular strength in recruiting transfer and graduate students," Miller continued. "Also, more students have entered RIT in off quarters than in recent years. In addition, the quality of the freshman class as measured by standardized testing and rank in class is comparable to previous years. The overall enrollment picture reflects recognition of RIT as a high-quality, career-oriented institution."

Students entering RIT this fall represent 41 states, the District of Columbia, and 42 foreign countries.

"This diversity enhances a student's ability to be exposed to a broad array of

students and a living/learning environment that will be beneficial in future employment," Miller said.

The colleges are expected to welcome nearly 2,500 freshmen and transfers, down from the 2,669 for the Fall Quarter last year.

However, early indicators suggest that the number of entering graduate students will be up significantly, with estimates indicating a 25 percent increase, from 355 students last fall to 440 this fall. Overall, the entering population will be approximately 2,940 this fall, as compared to 3,024 last year.

RIT also expects a significant number of part-time students. Of the total enrollment, nearly 4,400 part-time students are enrolled in RIT's undergraduate and graduate programs.

Photo Trade Show To Reveal Industry's Latest Developments

Some of the world's largest photographic companies will display their newest products when RIT hosts its first-ever photographic trade show, PhotoPremiere, Sept. 12.

Agfa Corp.; Canon USA, Inc.; Eastman Kodak Company; Fuji Photo Film USA, Inc.; Focal Press; Ilford, Inc.; Konica, Inc.; Leica USA, Inc.; and Nikon, Inc., are among companies that will display and demonstrate the newest film and photography products on the market.

The event is sponsored by RIT's Technical Photography Student Association (TPSA), and runs from 10 a.m. to 7 p.m. in the Student Alumni Union. The show is free and open to the public.

For information, contact Nancianne Judge, 292-1122, or TPSA faculty advisor Steve Diehl, -2785.

Bevier Season's First Exhibit Will Really Go 'Out on a Limb'

RIT opens its art exhibit season at the Bevier Gallery with an unusual display of pieces in wood. "Out on a Limb: Regional Extremes in Wood," curated by Lorry Parks Dudley, features work of eight artists who have pushed their primary medium to new creative limits. The show opens Sept. 10 and runs through Oct. 5; opening reception takes place 7 to 9 p.m., Sept. 14, at the Bevier Gallery.

The artists, who once were involved

with either RIT's wood programs or the former Wendell Castle School (now a part of the School for American Craftsmen), demonstrate styles ranging from the super-refined, neo-classicism of Richard Newman's furniture through the exuberant energy of Thomas Lagagnina's sculpture. The exhibit — an overview of work born in this well-known crafts region — covers the use of wood in furniture, objects, sculpture and vessels.

Dudley, an independent curator known for her expertise in contemporary decorative arts, has curated, co-curated or edited such exhibitions as "Memphis/Milano; Drawings, Furniture and Objects," which traveled to 10 U.S. museums, and "What Could Have Been: Unbuilt Architecture in the '80s." Recently, she assisted with preparation and exhibition of "The Furniture of Wendell Castle," a Castle retrospective currently touring five U.S. museums.

The artists chosen for the fall Bevier show are Jon Brooks, Graham Campbell, Wendell Castle, Jesse Goode, James Hill, Thomas Lagagnina, Richard Newman and Alan Douglas Winer.

- **Bevier Gallery hours:**
Mon.-Fri., 9 a.m.-4:30 p.m.
Mon.-Thurs., 7-9 p.m.
Sat., 1-4:30 p.m.
Sun., 2-4:30 p.m.

DEATHS

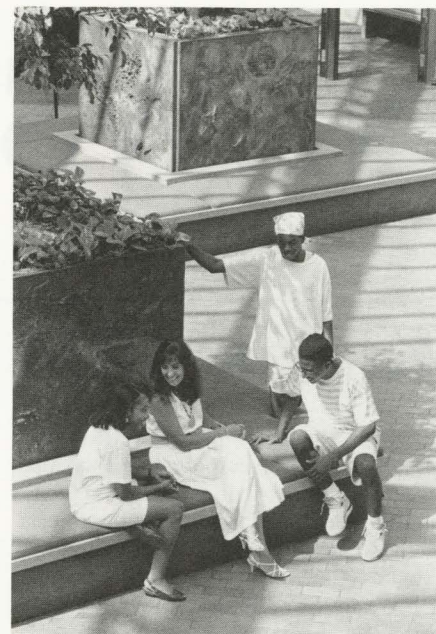
Dr. William L. Mihal, chairman of RIT's Graduate Business Programs, died on Aug. 20, 1990. He was professor of management at the College of Business and a member of the faculty for 20 years.

Under his leadership, the MBA program enjoyed significant growth in enrollment, and became accredited by the American Assembly of Collegiate Schools of Business. The growth in both size and quality "was a credit to Dr. Mihal's strategic vision," said Dr. Robert Pearce, chairman of the Management and Marketing Department. "He set up special arrangements to recruit students with strong technical and international backgrounds."

Mihal received his doctorate from the University of Rochester, and his master's and bachelor's degrees from Clarkson College of Technology, now Clarkson University. He published numerous articles in the areas of human resources, career decision making, management development, and, most recently, top management leadership.

He is survived by his wife, Lou Ann Mihal, a son, David W. Mihal, and a daughter, Karin M. Mihal, all of Fairport; a sister and brother-in-law, Helen and Howard Ginnegaw of Fairport; a brother-in-law, Larry Ginnegaw of Chicago; and two nieces.

Contributions to the William L. Mihal Scholarship Fund may be made through the College of Business.



IT'S ALL IN A SUMMER'S PROGRAM... fun and friends, that is, for IOP (Institute Opportunity Program) pre-freshmen at RIT. Selected and sponsored by RIT, seven students from New York State areas participated in six weeks of classes and activities on campus and in Rochester. The RIT program, in its third year, aims to prepare qualified students for college life. Pictured are IOP tutor and counselor Sherri Simmons, fourth-year criminal justice student; IOP mentor Elaine Spaul, associate vice president, Student Affairs; and pre-freshmen Malik Simmonds, College of Business, and Raynald Leveque, College of Applied Science and Technology. The IOP program parallels state-funded Higher Education Opportunity Programs, which also concluded a six-week orientation program at RIT in mid-August.

Chinese Magic Review, Amigo To Headline Tiger Weekend '90

Fall is in the air. Can you smell and hear the leaves underfoot, waiting to be run through, raked, and jumped in? Can you taste those steaming hot dogs at Buffalo Bills games, a mug of cocoa clutched in hand? Those crisp fall days are coming and, with them, RIT's annual Fall Weekend, "Tiger Weekend - 1990," Sept. 13-16.

This year brings the excitement of the Orient with the Chinese Magic Review, to appear Sunday for two shows in Ingle Auditorium at 3 and 6 p.m. The review, on its 15th national U.S. tour, features acrobats, kung fu, chi kung, dancing, and comedy. Tickets are \$5 for the public, \$2 for faculty and staff, \$1 for children under 12, and free for students with ID.

Amigo, "an international touring sensation" from Mexico City, joins the entertainment roster on Friday for one show only, 8 p.m. in Ingle Auditorium. The dancing and singing group blends international and Latin-American favorites. Admission is \$5 for the public, \$2 for faculty and staff, \$1 for children under 12, and free for students with ID.

"We invite everyone in the RIT community to join in the activities," says Dorothy Brown, coordinator of Greek Affairs and Student Activities. "The events, the shows, are all planned with young and old in mind. Children, parents — everyone is welcome."

Tickets for Tiger Weekend events — presented by the Major Weekend Committee — are available at the Student Alumni Union candy counter and the Student Activities office. As needed, events will be interpreted for the hearing impaired.

SCHEDULE:

Thurs., Sept. 13:

- Sunshine Batik & Tie-Dye, handcrafted items by Marta; 10 a.m. to 4 p.m., Union lobby
 - Caricatures by Gene Mater, free; 11 a.m. to 3 p.m., Union lobby
 - Photo Star, back by popular demand, your photo on a national magazine cover; 11 a.m. to 4 p.m., Union lobby
- Fri., Sept. 14:**

- Photo Star, same place, same time
- Caricatures by Gene Mater, same place, same time
- TGIF with the Park Avenue Band; 4 to 7 p.m., Union cafeteria; \$1 cover includes food, surprises
- Talisman Movies, *My Left Foot* and *The Handmaid's Tale*; 7 and 9 p.m., Webb Auditorium; \$1 admission
- Amigo — international and Latin-American musical and dance group; 8 p.m., Ingle Auditorium; \$5/\$2/\$1 tickets; free with student ID
- Fall-Out '90, annual Sol Heumann-Gibson Quad event, TBA
Sat., Sept. 15:
- Fall-Out continues, inter-floor contests, games, and prizes; noon to 6 p.m.; 9 p.m. to 1 a.m., Air Band Contest
- Talisman Movies, same as Fri.
Sun., Sept. 16:
- International Brunch with Laotian flutist Oothong Khammanivong; 11:30 a.m. to 1:30 p.m., Clark Dining Room; \$4, reservations needed by Sept. 13 in CAB Office
- Chinese Magic Review, features acrobats, magic, kung fu; 3 and 6 p.m., Ingle Auditorium; admission \$5/\$2/\$1; free with student ID



TRUSTEE AWARDS ... RIT trustee emeriti were presented the RIT Presidential Medallion at the July trustee meeting. Dr. Rose presented the award to E. Kent Damon, board member from 1966-89.

Measles Vaccine A Student Must

Measles still lurks as a potential danger to insufficiently vaccinated students, claim New York State lawmakers. To prevent the disease and outbreaks such as the one that occurred recently at SUNY Geneseo — during which the entire campus endured quarantine — the state now mandates verifiable vaccinations against the disease.

First- and second-year students born after Jan. 1, 1957, who carry 12 or more credit hours, must comply with the new law before the 1990 Fall Quarter or risk registration denial, says E. Cassandra Jordan, director, Student Health Service. Beginning in Sept., 1991, all students born after Jan. 1, 1957, must comply with written verification.

"The key thing we want to emphasize is anyone with questions about their immunization status should call Student Health," she says. For many students, the law means a second vaccination and getting written verification from their physician or former school official.

Specifically, students born after Jan. 1, 1957, need verified vaccinations against measles (two doses required), mumps and rubella, including first measles shot (rubeola) with live virus after Jan. 1, 1968, and after the student's first birthday, and second vaccination with live virus one month or more after the first shot. One dose each of mumps and rubella vaccines suffices.

Faculty and staff born after Jan. 1, 1957, also should check their immunization records and, if necessary, update their vaccines against the disease, says Nancy Wallace, benefits manager. In the event of an outbreak, faculty and staff born after Jan. 1, 1957, would be required to demonstrate their immunity.

Sign Language Course Deadline

Courses are offered in sign/simultaneous communication for faculty and staff members (and interns) for instruction during Fall Quarter. Registration deadline is September 7. Courses run September 17 - November 9. If you have any questions, contact Susan Shifley at the voice or TDD number -6497.

Wondering What Happened on Campus This Summer?

Here's Your Refresher Course on Appointments, Innovations

If you spent the summer away from the RIT campus, here's a brief refresher course on what took place since graduation:

Nearly 50 RIT students from 12 departments devoted their time, talent, and energy to building Spirit, the durable solar car that finished 12th out of 32 in "GM Sunrayce USA."

The solar car cross-country road race and its futuristic participants captured America's attention as they covered the 1,800-mile course along secondary state and county roads. Sunrayce, which ran from July 9-20, began at Disney World in Florida and ended at GM's Technical Center in Warren, Mich.

While Spirit encountered rainy weather and early technical difficulties during the race, the 21 traveling team members worked out the kinks and brought the car from 20th place after the first day to 12th by the final day.

According to Dr. Alan Nye, professor in the Department of Mechanical Engineering and faculty adviser, the students showed remarkable resourcefulness in addressing problems.

"We had some linkage difficulties with the transmission during the first couple of days of the race," says Nye. "However, the students were able to find a machinist to make us the parts we needed. I don't know how they found him because he was literally in the middle of nowhere!"

Spirit was built over the course of one and a half years. The approximate \$130,000 cost was partially offset by contributions from 35 companies and organizations, among them Gleason Memorial Fund, Inc., Mary Mulligan Charitable Trust, New York State Energy Research and Development Authority, and Bausch & Lomb Sunglass Division.

The total elapsed time it took Spirit to complete the Sunrayce was 104 hours, 21 minutes and 18 seconds. The University of Michigan, which won the race, rolled in at 72 hours, 50 minutes, and 47 seconds.

South Africa's leading and oldest organization of black business and industry leaders has named Professor **S. Prakash Sethi**, RIT's Benjamin Forman Chair in International Business, its first economic policy adviser. For more than 25 years the National African Federated Chamber of Commerce (NAFCOC) and industry have been primarily involved in promoting black business in South Africa and are committed to playing a dominant role in the restructuring of the post-apartheid South African economy.

"Dr. Sethi will work with NAFCOC on the economic issues that South Africa faces in meeting the expectations of its people and in raising their living standards," said President Rose. "RIT has made a firm commitment to working with developing countries, particularly South Africa, and toward improving the technical and managerial skills of its people."

Sethi has worked closely with South African and American organizations to restore political and economic rights of black and other mixed-race South Africans. Among his duties as NAFCOC's economic policy adviser, Sethi will provide technical and strategic planning guidance to promote greater black participation in the South African economy and will help NAFCOC secure financial and technical support from the U.S. and international business community to create training programs, entrepreneurial activity, and other projects.



SOLAR POWER. ... RIT's Spirit team returned from the GM Sunrayce to a warm welcome from faculty, students and staff. After finishing 12th out of 32 competitors, the Spirit team is looking ahead to the next competition in Hawaii.

One of the nation's outspoken leaders of business education has been named dean of the College of Business. Dr. **Richard N. Rosett**, former dean of the University of Chicago's Graduate School of Business, assumed the post July 1. Rosett was dean of faculty of arts and sciences at Washington University in St. Louis, Mo., from 1984 to the present, heading the university's undergraduate and graduate programs in the liberal arts.

For innovative leadership in business education and important contributions to scholarship and teaching, Rosett received the 1982 Wilbur Lucius Cross Medal from Yale University's Graduate School Association.

Dr. **Paul Petersen**, an industry expert in research and development, was named dean of the College of Engineering. Petersen formerly was head of the Electrical Engineering Department.

Petersen, who earned a doctorate in physics from Michigan State University and a bachelor's degree in mechanical engineering from Iowa State University, began his tenure at RIT in 1989 after 22 years at Honeywell, Inc., Corporate Science and Technology in Minneapolis, Minn. His most recent position at Honeywell was director of the sensors and signal processing laboratory.

Elaine O'Neil, a photographer and educator with The School of the Museum of Fine Arts in Boston since 1975, was named director of the School of Photographic Arts and Sciences.

O'Neil is a graduate of the Philadelphia College of Art, where she earned a bachelor's degree in photography, and the Illinois Institute of Technology's Institute of Design, where she received a master of science degree in photography.

Following 20 years of leading the College of Fine and Applied Arts to international recognition and technological advancements, Dean **Robert H. Johnston** is stepping down to become a special assistant to the president, working with Dr. Rose and provost Thomas R. Plough on a number of assignments involving the arts and technology and the feasibility of several overseas ventures.

Johnston also will continue his research using electronic enhancement of Dead Sea Scroll fragments to allow proper translation.

A search committee will be formed and Dr. **Peter Giopulos** will serve as acting dean.

Professor **Donald Bujnowski** has been named chairperson of the School for American Craftsmen.

Bujnowski, known as "Mr. B" to his students, joined the RIT faculty in 1961. His background includes teaching positions at two other universities, numerous

private and corporate weaving commissions, and design positions with Continental Knitting Co., Gloversville, N.Y., and Dorothy Liebes Studios, New York City.

Dan Shelley was named director of the Office of Admissions. The appointment was announced by James Miller, vice president of Enrollment Management and Career Services.

Formerly director of undergraduate admissions at Drexel University in Philadelphia, Shelley also served as assistant and then associate director of admissions at Bowling Green State University from 1978 to 1988.

Professor Named In Applied Ethics

Encouraging students to be more reflective about their own morals and values and to think critically about the values involved in public policy decisions are goals of Dr. **Wade L. Robison** as the new Ezra A. Hale Professor in Applied Ethics in the College of Liberal Arts.

Professor and chair of the philosophy department at Kalamazoo College, Michigan, Robison begins the three-year endowed professorship this quarter. During his first year as Hale Professor Robison will teach philosophy courses, while establishing a research agenda and planning seminars and other special events for the next two years.

Robison has extensively researched and published on David Hume, the 18th-century British historian and philosopher, and has examined questions of reason and moral value in fields ranging from waste management, business, and law to social policy and medicine.

Robison's ability to state ideas clearly, combined with his expertise in grant writing, has led to more than 20 fellowships, research grants, and academic conferences since 1963. This summer he has been director of an institute, "David Hume and the Enlightenment," at Dartmouth College, funded by the National Endowment for the Humanities. He served as the 1964-65 Ford Area Foundation Fellow in Comparative Philosophical Studies at University of Wisconsin and received a fellowship from the National Endowment for the Humanities in 1988.

"We are pleased that a respected scholar of Wade Robison's caliber will inaugurate the endowed chair in honor of Ezra A. Hale," said Dean William J. Daniels. "Ethical education for our students, who will become professionals, will encourage them to probe and to always search deeper for ethical premises on which to base professional behavior."

The permanently endowed Hale Professorship in Applied Ethics was created in December 1989 through generous gifts from William B. and Patricia F. Hale and Lawyers Co-operative Publishing Company. The professorship honors a former president of Lawyer's Co-op and a long-time member of RIT's Board of Trustees.

United Way Set For '91 Drive; '90 Goal Passed

The RIT United Way Campaign set an ambitious goal for 1990: to raise contributions by 10 percent.

Once again, RIT stood behind United Way and achieved its goal for another record-setting contribution to the greater Rochester campaign: \$160,098.82.

"The continuity by the RIT faculty and staff reflects Institute sensitivity and commitment to those less fortunate in the Rochester community," says President Dr. Richard Rose. "I thank each of you for your generosity."

RIT has a long record of support for United Way, particularly in the past five years, during which campus contributions have increased significantly.

From Joseph Calabrese, president of United Way of Greater Rochester: "The RIT community has served as a model for other organizations interested in charitable involvement. Its leadership, caring, and innovation are unprecedented, and its enthusiasm is contagious."

Highlights of this year's campaign include:

- An 8 percent increase in the average gift per contributing employee.
- An increase in contributions and participation among retirees and Athenaeum members.
- A 34 percent increase in Run Day proceeds, this year netting more than \$5,900. More than \$2,300 of that total was raised by two staff members: Barb Capierseo and Tracey Brown.
- Student participation was critical to the success of the campaign. Events such as the Kappa Phi Theta Third Annual Trike-a-Thon, raising \$3,100, significantly affected the campaign.
- The Buffalo Bills-Noontime Warriors raised \$3,000. There are plans for a rematch.

This year's RIT United Way Campaign will be coordinated by Cindee Gray, community relations specialist in Government and Community Affairs. The campaign's Steering Committee will be chaired by Sue Provenzano, assistant to the dean of the College of Fine and Applied Arts. Vice chair will be Manny Contomanolis, associate director of Cooperative Education and Career Placement.

The 1991 campaign will tee off with the Third Annual Golf Tournament on Sept. 24. To be held at Shadow Lake Golf and Racquet Club in Penfield, the tournament will begin with a shotgun start at 12:30 p.m. and will feature a four-person scramble on the 18-hole course. Registration forms have been mailed to all employees. For more information, call Government and Community Affairs at -4987.

Increase in Minority Faculty Is Goal of Diversity Grant

The Office of the Provost has begun a new program that's designed to encourage RIT colleges to sponsor activities that may lead to an increase in the Institute's minority faculty representation.

The Cultural Diversity Grant program makes available to deans and faculty up to \$1,000 in matching funds to sponsor appearances, lectures, workshops, etc. by African-Americans, Hispanics or Native Americans.

"Guests can include those who have excelled in their fields, whether they be an astronaut, actor or author," says Dr. Cynthia McGill, assistant to the provost and administrator of the funds. "The most important factor in allocating these funds is that guests be African-American, Hispanic, or Native American and represent disciplines offered by RIT."

The Cultural Diversity Grant program is expected to increase visibility for prominent minorities, present role models for minority students, and help the Institute establish important contacts with members of the minority community.

"These contacts will enable the Institute to pursue new and broader avenues for recruiting minority faculty to RIT," says Dr. Thomas Plough, provost and vice president for Academic Affairs.

The Cultural Diversity Grant program is just one of several initiatives RIT is undertaking to increase minority representation

on the faculty. Another example is the Institute's Grow Your Own program, whereby the Institute literally sponsors current undergraduates as they complete their master's degrees at RIT and then remain as faculty.

Deans and faculty who wish to take advantage of the Cultural Diversity Grant program should contact Dr. McGill in writing to request the matching funds.

Talk to Cover Environment

U.S. environmental policy, like the fabled unicorn, has been defined in clear terms over the years, yet never has been realized, says a Clemson University environmental economist.

"The unicorn is a very elusive creature — the same is true of the goal of environmental quality," says Dr. Bruce Yandle, director of Clemson's Thurmond Institute for Government and Public Affairs. He will discuss "The Search for Environmental Unicorns" at 3 p.m., Sept. 19, in room A205, College of Liberal Arts, as the first speaker in RIT's Gosnell Lecture Series. The talk is free and open to the public.

The author of *The Political Limits of Environmental Quality Regulation and Regulation and the Reagan Era*, Yandle will examine why U.S. policy makers can clearly articulate environmental goals, yet cannot seem to accomplish those goals.

U.S. policy developed to protect the environment is flawed, Yandle contends, since policy makers continue to make the same mistakes. He proposes the use of economic incentives to shape environmental policy. When economic incentives are used, goals are defined, projects are monitored, and costs are minimized, he said.

"If you are truly an environmentalist, then you are truly concerned about outcomes, not rules and regulations," Yandle said. "And if you're focused on outcomes, then you should focus on the cost-effective ways to clean up the environment."

"Therefore environmentalists should favor economic reasoning as a solution to clean up the environment — but that's not the case."

The Gosnell Lectures are organized by the College of Liberal Arts Gosnell Professor in Economics, Thomas Hopkins. The series is designed to give students a better picture of how economics is applied to current topics of interest.

Academic Computing Has New TDD Service

Academic Computing and User Services, a division of Information Systems and Computing, now has a 24-hour TDD phone service. TDD calls are answered during office hours (8:30 a.m. to 4:30 p.m.). After hours, callers may leave a TDD message. The TDD telephone number is -7123; the voice number is -2810.

Policy Council Meetings Set

Listed below are the dates for 1990-91 Policy Council meetings. Meetings will be held Wednesday afternoons from 2 to 4 p.m. in room 1275 of the Chester F. Carlson Center for Imaging Science.

September 12, 1990
October 10, 1990
November 14, 1990
December 12, 1990
January 9, 1991
February 13, 1991
March 13, 1991
April 10, 1991
May 1, 1991



A photograph by Reedy Lecturer Sheila Metzner

Fall Reedy Lecture to Feature Photographer Sheila Metzner

Acclaimed fine arts photographer Sheila Metzner will present the Fall William A. Reedy Memorial Lecture in Photography, 7 p.m., Sept. 27, in NTID's Robert F. Panara Theatre.

Known for her pictorial soft-focus approach, Metzner seems to look back to another era's photographic style. Primarily using a 35 mm camera and old lenses, she focuses on family, friends, and familiar subjects to people her impressionistic pieces.

Metzner merges photographic art and commercial intent for clients such as *Vogue*, *International*, *Elizabeth Arden*, *Daimare* (Japan) and *Conde Nast* Magazines. Her first job was shooting the space shuttle for *Rolling Stone*; her favorite, a fashion shoot for *Vogue* with Kim Basinger in Africa.

Her sources of inspiration spring from her surroundings, as well as other admired photographers. Alfred Steiglitz: "(H)is photography had an appropriate place in his existence. Steichen and Man Ray: They had a broad scope inclusive of other arts and crafts with recognition of the literary and the spiritual," she writes.

But Metzner's family is paramount to her. She dedicated her 1986 book, *Objects of Desire*, to her husband and seven children.

The SPAS Gallery will offer "Images that Stir the Soul," a free exhibit of Metzner's work, from Sept. 24 to Oct. 10. Gallery hours will be noon to 8 p.m., Monday through Friday, and noon to 5 p.m. on Saturday.

Sponsored by Eastman Kodak Company, the Reedy Lecture will be telecast live nationwide. Free and open to the public, the annual lecture series has brought such photographers as Yousuf Karsh, Mary Ellen Mark, Jerry Uelsman and Jay Maisel to RIT.

CALENDAR

Sept. 10-12 — auditions: "Adam and the Experts," 6:30 p.m., Panara Theatre

Sept. 11 — ice cream social and photo premiere: Tiger Friends, 10:00 a.m. - 7:00 p.m., Fireside Lounge

Sept. 13-14 — Fall Weekend (Tiger Weekend)

Sept. 20 — lecture: First Gannett Lecture on "Liberty & Equality in America: The Bill of Rights," by Professor Theodore Lowi, 7:30 p.m., Webb Auditorium

News & Events is produced biweekly by RIT Communications; Jack F. Smith, vice president. Please send comments to *News & Events*, Communications, City Center. **Editor:** Trudi Marrapodi **Designer:** Monica Guilian **Contributing writers:** Sarah Breithaupt, V.J. Dollard, Roger Dykes, Neil Fagenbaum, Jack Kinnicutt, Laurie Maynard, Karen Miller, Diane Zielinski, NTID Public Affairs **Photographers:** Sue Weisler, Bruce Wang

NEWS & EVENTS

Rochester Institute of Technology

One Lomb Memorial Drive
Post Office Box 9887
Rochester, NY 14623-0887

