

NEWS & EVENTS

Rochester Institute of Technology

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Toronto Tour to Enlightenment

Traveling is certainly one of the most interesting ways to learn about anything. It's luxurious education, a time when you are free to indulge yourself intellectually and emotionally in what you are learning.

Compliments of RIT, 49 people have done just that. A three-day jaunt to Toronto turned into a montage of lasting layered impressions and new friendships, all for an incredible purchase price of \$99. The price of the same trip on your own would amount to nearly \$400, according to the trip's organizers.

This is the first chapter in RIT's new "text" on learning—Educational Travel. The brainchild of Greg Emerton and Julie Cammeron, faculty members in NTID's general education department, Educational Travel's pilot project has been hailed by those who were a part of it as an overwhelming success.

The bus to Toronto trundled off from the Administration Circle on a too-early for coffee Monday morning, March 3, but the real experience had already begun a week before.

Organized around the "Vincent van Gogh and the Birth of Cloisonism" show at the Art Gallery of Ontario, two teach-in sessions were offered as part of the tour.

Compared favorably by international art critics and the media with the recent Picasso exhibit in New York City, the show is considered to be a unique educational experience for even the most art-enlightened person.

To prepare tour members for this event, Jack Slutsky of NTID's art department presented two evening lectures bursting with anecdotes and slides of artists involved in the show. It was not an ordinary lecture series (you could tell from the wine and cider graciously offered at the door and the chips and dip on each classroom table), but it was



Tour members huddle together cheerfully in chilly Toronto weather for a group souvenir shot.

hardly an ordinary tour. Entertaining evenings in themselves, Slutsky's well researched and enthusiastically presented sessions were a key part of the concept that Educational Travel hoped to promote.

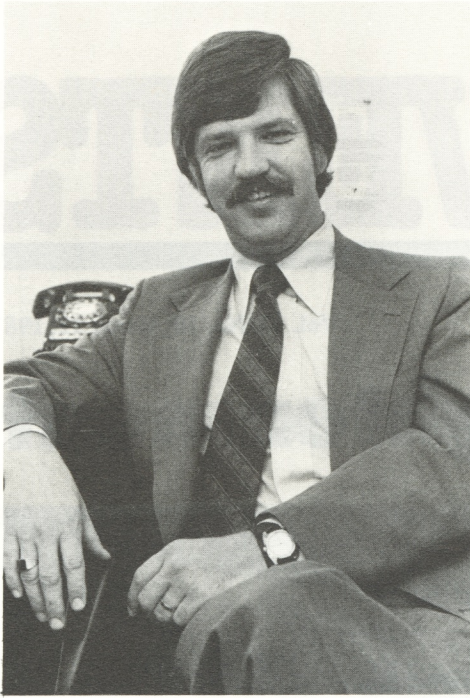
Did it work? "Those two lectures stand as some of the best I have ever heard," reported one tour member. "If I had walked in that exhibit without the teach-in, I would have been lost. I felt like I walked around seeing familiar faces and really looking. I think Jack helped us see the show," said a second.

"I only hope people benefited as much from the teach-ins as I did by preparing and delivering them," Slutsky volunteered. "It was a joy for me to have the opportunity of sharing a very meaningful part of my life."

The exhibit was the first formal item on the trip's agenda. After a morning snack stop and a flash of IDs for Customs, the bus rolled into the Sutton Place Hotel at noon. Baggage was swept away to the rooms and tour members were handed room keys and breakfast meal tickets as they stepped off the bus. After personal excursions to find lunch, the group reassembled and were chauffeured to the gallery, tickets in hand, to meet up with their first, and only, waiting line of the tour.

Most tour members were impressed by the service, and they were even more impressed with the show: "A staggering experience." "Comprehensive and brilliant." "Impressive and overwhelming."

continued on p. 8



JAMES R. SPEEGLE

Speegle Named Personnel Director

Dr. James R. Speegle has been named director of RIT's Personnel Department. Speegle has served as acting director of personnel since July.

Speegle joined RIT in 1969 as director of NTID vestibule (orientation) programs. He later served NTID as assistant dean for Support Education and as assistant dean for advanced studies and student planning. From 1974 to 1977 Speegle was RIT program development coordinator of the Urbanarium project. In 1977 he was appointed director of planning projects.

Before coming to RIT, Speegle served as dean of students at DePauw University, Greencastle, Ind.; as director of housing at SUNY's Upstate Medical Center, Syracuse; as director of financial aid at Syracuse University, and as an admissions counselor at the University of Rochester.

He earned his bachelor's and master's degree from the University of Rochester

in sociology and English respectively, and received his doctoral degree in higher education from Syracuse University.

Speegle, his wife Elizabeth and their sons Scott and Douglas live in Webster.

Art Film Series

The Art Film Series sponsored by the Department of Fine Arts and Instructional Media Services will resume on March 18 with the showing of Alvin Ailey: *Memories and Visions*. The films are shown on Wednesdays in Webb Auditorium at 1 and 4 p.m.; the program is usually about one hour long. Future shows will be listed in the *News & Events* Datebook.

MATHEMATICS COLLOQUIUM

Title: "Simulation of Physical Models"

Speaker: Dr. Theodore Wilcox,
Department of Mathematics

Date: Wednesday, March 18

Place: Building 08 (Science) 1174

Time: 3 p.m., refreshments at
2:45 p.m.

Institute Forum: Effects of Thinking Machines on Human Mind

Dr. Herbert Simon, the social scientist wizard of "artificial intelligence" and problem solving, comes to RIT next Thursday, March 19, as guest lecturer for Institute Forum's series on Technology and Values. His subject, "Artificial Intelligence: Implications of the Imitations of Mind," is a discussion of the meaning of attempts to reproduce characteristics of human intelligence with machines.

"We are now in the early stages of a revolution in information processing that shows every sign of being as fundamental as the earlier energy revolution," Simon is quoted as saying in *The Techno-Peasant Survival Manual*.

To show that computers can infer patterns in scientific data, Simon invented BACON, a program that subsequently "rediscovered" the rule of planetary motion first described by Johannes Kepler in 1609, as well as the atomic weight principle.

A professor of psychology and computer science at Carnegie-Mellon University in Pittsburgh, Simon earned the

Nobel Prize in economic science in 1978 for his pioneering research in human behavior within economic organizations. With a Ph.D. in political science from the University of Chicago in 1943, he also has been influential in theories of decision-making in the worlds of political science, business administration, psychology, economics and computer science.

His first book, *Administrative Behavior*, published in 1947, is in its third edition, and he has written a number of other books, including *Human Problem Solving* (with Allen Newell), *The New Science of Management Decision*, *The Sciences of the Artificial*, *Models of Thought*, *The Shape of Automation*, and *The Models of Discovery*.

Simon will lecture at 7 p.m. in Ingle Auditorium, College-Alumni Union. Tickets are available at the candy counter in advance. Admission is \$1. The lecture will be interpreted for hearing impaired persons.

NEWS & EVENTS

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Big Month Slated For Nutrition Center

You are what you eat! And March is a good month to think about that, because it is National Nutrition Month.

RIT's resident dining hall manager Craig Neal is working with two senior dietetics students from the School of Food, Hotel and Tourism Management on the Nutrition Awareness Program.

Neal says, "We are not just here to feed the students but to give them knowledge of the food they consume." For the past two years the Nutrition Center has done just that.

This year Lynne Urdianyk and Jane Kornahiens are the promoters of the practice of good nutrition. A new topic related to nutrition is presented each week in the form of handouts and posters. Jane and Lynne are at Grace Watson Dining Hall and Hettie L. Shumway Dining Commons two nights a week to answer any specific questions. They also prepare individual personalized diets for students trying to lose weight.

Starting spring quarter, the weekly handouts of the Nutrition Center will be available at the union cafeteria and Ritskeller.

So give nutrition an extra thought this month (and the next, and the next...).

RIT Ups NDSL Contribution

Under the National Direct Student Loan (NDSL) program, institutions are required to contribute one ninth of the Federal Capital Contribution provided by the federal government. During this academic year, RIT has responded to the increasing number of students needing financial support to continue their education by increasing the Institute's capital contribution by \$200 thousand.

Acknowledging recent awards of additional NDSLs to deserving students, Parvesh Singh, director of Financial Aid, said, "This is an excellent example of the Institute's policy of doing whatever possible to help deserving students obtain an RIT education."

POLICY & INFORMATION

Vice Presidents and Deans Meeting 2/16/81

1) Reviewed recommendations on tuition, fees, wages, salaries, and fringe benefits included in budget presented to Board of Trustees; 2) Announced proposed name change of Institute College to College of Applied Science and Technology; 3) Considered Charter changes that may be necessary for CCE off-campus degree offerings; 4) Discussed proposed student health fee; 5) Received "Regulations for the use of alcoholic beverages at RIT."

Faculty Council Meeting 2/19/81

1) The proposal, "Policies for Support Faculty," was passed; 2) An Ad Hoc Committee was formed with the following charges: to review RIT's existing policies and procedures for reassignment

and/or dismissal of faculty, to propose policies & procedures as necessary, and report back to Faculty Council by 3/12/81; 3) The Academic Affairs Committee was reorganized and recharged to survey the issues of academic standards and possible grade inflation at RIT; 4) A tentative revision of the Outstanding Teacher Award Policy was distributed to provide a basis for a discussion by Faculty Council in March.

Policy Council Agenda 3/18/81

1) General Studies curriculum proposal for discussion and action; 2) Report on administrative reorganization for information and discussion.

Anyone wishing the source of or additional information on any of the above, call 2527.



From left to right, Dr. Robert Desmond, director of the Energy Division of the RIT Research Corp.; Dr. James Berk, deputy program director, Lawrence Berkeley Laboratory (LBL); and Dr. Bruce Bishop, executive director of the New York State Energy Research and Development Authority (NYSERDA) field questions during a recent press conference. Berk and Bishop travelled to RIT to talk with Desmond on an air infiltration study the RIT Research Corp. is conducting. The study, which makes use of an air-to-air heat exchanger (shown on the table next to the panel), measures the air quality inside newer, energy efficient homes in the Rochester area. It is sponsored by LBL, NYSEDA and RG&E.



Graduates of the ARC/CETA one-year training program at RIT display their certificates and their elation or solemnity during their recent graduation ceremony. Some are now employed by RIT, and others have found work off campus. Seated (left to right): Nancy Ras, Carolyn Fiorelli, Sharon Baker, Emmaline Robb; standing: Richard Van Dusen, Ricki Hodge, Mary Coyle, Gladys Bennett, Gary Lessord, Tom Ruf. (Photo by David Naprstek)

NEWS & NEWSMAKERS

Printing Professor Emeritus Alexander Lawson recently received the Sixth Annual American Printing History Association (APHA) Award at the APHA annual meeting in New York City. Lawson, who retired from the School of Printing in 1977, was honored for his contributions to the study of printing history.

Dr. Peter Giopulos, associate dean, CFAA, has recently chaired two accreditation visitations for the National Association of Schools of Art at the University of Bridgeport and Illinois Institute of Technology. He has also been appointed by NASA to chair a Task Force on Standards of Accreditation. The initial meeting, held in Philadelphia, has identified areas for study and established workshops for the national meeting.

Andrea Schaefer, CCE publications coordinator, has been elected to the Board of Trustees of the CAP Book, Inc., a subsidiary of the Council of Adoptive Parents. She has been named secretary to the board and chairperson of the newly formed standing committee on public relations.

Associate Professor William Larsen, School of Engineering Technology, presented a study on solar access zoning and the realities of energy conservation to the New York State Association of Towns, Feb. 17, in New York City. Larsen was also interviewed by *Newsday*, a Long Island newspaper.

James Troisi, associate professor of international relations, Eisenhower College, is presenting a mini-course on International Relations to a group of about 30 high school students selected from six of the nine districts in the Monroe-Orleans BOCES. It is one in a series of programs sponsored by Project ADEPT, A Diversified Enrichment Program for the Talented. The five sessions are being held at the BOCES Center in Spencerport.

Jim Papero, associate director, Personnel, recently spoke to representatives of the State University of New York's Civil Service Employees Association at the Upstate Medical Center at Syracuse University. SUNY plans to implement, state-wide Employee Assistance Program using RIT's program as a model.

Appointments Announced

Dr. Walter McCanna, dean, College of Business, has announced several new appointments in the administrative operations of the college.

Gary Bonvillian has been named director of administrative services. He will coordinate the functions previously carried out by the late Ray Von Deben.

Bonvillian is a 1974 RIT business graduate and completed his master's degree last fall in career and human resource development in the College of Applied Science and Technology. He served in the registrar's office for four and a half years in a number of positions, including assistant registrar and acting registrar.

Dr. Janet Barnard, who previously coordinated the undergraduate programs, has been named associate director of graduate studies.

Other changes include the appointment of Anne Slaight Nowell as coordinator of registration and scheduling and Carol Confer as coordinator of undergraduate programs.

Weekly Printing Seminar Begins

A speech by Robert Krefting, president of CBS Publications, this week kicked off a School of Printing lecture series on magazine production and management. The Tuesday morning lectures will focus on various aspects of magazine production and management, and are designed to further School of Printing students' knowledge of magazines.

Krefting spoke to the students on "The Past, Present, and Future of Magazines." The 36-year-old president of the consumer publishing division of CBS, Inc. has held that position since 1979.

The lectures will continue through mid-May. Other planned speakers include William Mackey, vice president and director of media planning, Rumrill-Hoyt; Coleman Hoyt, vice president for distribution, Reader's Digest Association; and Shirrel Rhodes, director of consumer marketing, Charter Publishing Co.

The lectures are offered as an elective course in the School of Printing.

Women's Club Activities

The RIT Women's Club will hold a chocolate bake sale on Tuesday, March 17, from 10 a.m. - 2 p.m. in the College-Alumni Union lobby. A hand-crocheted afghan will be raffled; proceeds will go to the Women's Club scholarship fund.

Dr. Francena Miller will present a talk and travel on an information gathering trip in South America, which was undertaken by Dr. Miller and her husband to gather information on world hunger for the Kellogg Foundation. The meeting will be held March 18 at NTID, conference room 1510, at 7:30 p.m. All are welcome. Further details can be obtained obtained from Donna Spiotti, 621-2825.

President Suggests TAP Improvements

President Rose is taking a leadership position with the Commission on Independent Colleges and Universities and four area college officials in discussion of the future of the New York State Tuition Assistance Program (TAP).

Rose; Robert Kidera, president of Nazareth College; George A. Angle, vice president for public affairs of the University of Rochester and Deborah Stendardi, coordinator of Government Relations for RIT, talked about possible improvements in the state-funded financial aid program. TAP currently provides direct grants, based on family net income, to New York residents enrolled in postsecondary institutions within the state.

The grants provided by TAP range from \$1,800 (or tuition, whichever is less) for the lowest income students to \$200 for a family with up to \$20,000 in net taxable income. The program's dual purposes are to lower the "tuition gap" between independent colleges and universities and the State Universities of New York, and to preserve the existing enrollment balance between independent and public institutions.

The problem, as Rose and the other officials see it, is that the tuition gap between the independent and the public colleges is steadily increasing and is not offset by TAP. Also, because of the growing cost of education enrollment growth at public institutions exceeded that of independent institutions for the first time in 1980. Should the trend continue, far more students may enroll in public institutions, thereby increasing the cost of education that taxpayers will have to absorb.

To solve these problems, Rose joined in proposing two potential improvements in the TAP program: first, a 30 percent increase in the maximum TAP award, from \$1,800 to \$2,300, and second, an extension of TAP eligibility to families with up to \$30,000 in net taxable income.

Rose and the others are suggesting that these improvements be included in the New York State budget that will be enacted before April 1.

Postal Notes



A well-addressed envelope saves delivery time. Inter-office envelopes should show the individual's name, department and building number.

A complete return address should be an integral part of any out-going U.S. Post Office mail processed through mail service. Use of the correct ZIP code is of great importance (National ZIP Code directories will be available through Central Supply starting March 16.)

Remember to mail early in the day, and separate and identify City Center, Eisenhower campus, inter-office and U.S. Post Office mail. This helps considerably when deadlines for delivery couriers are close.

Empty inter-office envelopes should be returned to Mail Service if they have accumulated in your area. They should not be stored in any quantity beyond a normal supply needed for day to day operation. If you do run out, call Mail Service for more.

Highly publicized rate increases are anticipated in the very near future. It is expected that these could become effective in mid-March, but the Postal Service has not officially announced any new rate structure at this time.



Anton Marc, second from left, receives the first annual Festina Lente Outstanding Student Scholar Award from Dr. Mark Guldin, director of RIT's School of Printing. Also present are Carol Johnson (left), assistant to the director, and Dr. Herbert Johnson (right), the Melbert B. Cary Jr. Professor of Graphic Arts. Marc, a graduate student in RIT's printing technology program, received the \$500 award for his paper "The Making of Flatlands with Notes on the Accordion Fold."

Cap & Gown Deadline

Reminder to all faculty members: All orders for cap and gown rentals for graduation are due by March 13. Please contact your departmental secretary for details.

Getting Published

"Writing for Publication," the topic of the third Faculty Council Seminar in 1981, will be discussed next week by Karen Caviglia, Wallace Memorial Library; Richard Curwin, NTID; Andrew DuBrin, College of Business; and Richard Zakia, College of Graphic Arts and Photography. They will describe their own experiences with publishers and answer questions from the audience.

The seminar will be held from noon to 1:30 p.m., Tuesday, March 17, in Room A100, Wallace Memorial Library. A box lunch will be available for \$2.

Future topics in the series include "HAL, R2-D2, IBM and You: Computers in Education," April 1; and "Early Retirement Strategies," April 13. For further information, phone Joan Green at 2556.

RIT Students' Movie Preferences

As a group, college students are the most frequent movie-goers. According to a study conducted by Bruce A. Austin, an assistant professor in the College of General Studies, they prefer R- and PG-rated films.

Austin surveyed 383 RIT students, and concluded that they showed a significant preference for R and PG rated movies over those with G or X ratings. "The students may associate the G-rated films with kiddie content and the X rating with socially disapproved or deviant film content," Austin hypothesized. He also suggested that the public perception of these ratings may influence the students' attendance.

The study used three measurements to gauge the influence of the Motion Picture Association of America's (MPAA) movie ratings on student attendance.

That R- and PG-rated films proved most popular is "probably indicative that the menu equals the diet," Austin said. These are the most frequently assigned ratings. Between November 1979 and October 1980, 86 percent of all movies rated received either an R or a PG rating.

Austin concludes that if the results of the study hold true for the general public, producers may be motivated to add stronger language or more nudity or

sex to increase the likelihood of receiving an R or PG rating. Or producers may shy away from themes and stories that might earn a G rating for their films.

Austin's study is the first to explore the effect of movie ratings on college students' movie attendance. He has done extensive research on movie ratings, and has published many articles on the subject, the most recent appearing in *The Journal of Psychology*, September 1980.

Stearns Addresses SME Conference

"In the next five to 10 years the Japanese will have less impact on manufacturing in the west and more impact on management areas," said Ralph Stearns.

Stearns, coordinator of experiential education for the College of Engineering and an associate professor of industrial engineering, spoke recently at a one-day conference sponsored by the Rochester Chapter of the Society of Manufacturing Engineers.

"The Japanese will begin trading on their management skills and go into contracting and consulting with U.S. corporations," he said. Stearns also believes Japanese investments in the U.S. and other western nations will increase.

One reason for the high rate of productivity in Japan, according to Stearns, is the patience the Japanese have when putting out prototypes. "When a Japanese prototype is ready to roll, it has been tested and retested, and there's a stockpile of spare parts." He contrasted that method to the U.S. style of racing into production with a prototype. "The design people know there should be a lot more testing," he said. He believes lack of testing often leads to numerous engineering problems.

More than 250 manufacturing engineers from Rochester area companies attended the conference. Other speakers were Joji Arai, head of the Japan Productivity Center, Washington, D.C., and Martin Fanning, president of Auburn Steel, Auburn.

CUP Student Wins Scholarship

RIT student Sharlet Anderson is one of five dietetics students in the nation selected to receive the American Dietetics Association Foundation's Beulah A. Hunzicker Scholarship.

Recipients of the \$500 award were chosen on the basis of scholastic achievement, performance in work situations and involvement in activities related to the dietetics field.

Last year Anderson received a \$1,000 scholarship from the R.T. French Company for her participation in a recipe development contest.

She is a student in the Coordinated Undergraduate Program in Dietetics, part of the School of Food, Hotel and Tourism Management in the College of Business.



SHARLET ANDERSON

PROFILE

Bob Shafer: Quantity, Quality and Style

At every institution there are a few behind-the-scenes people who seem vital to the well-being of the whole organization. Bob Shafer is one of those people at Eisenhower College.

It's not only because, as head of the Service Bureau, he prints all the mounds and mounds of paper it takes to go about the business of knowledge. He does that. But it's the way he does it that makes him such a luminary in the Eisenhower landscape.

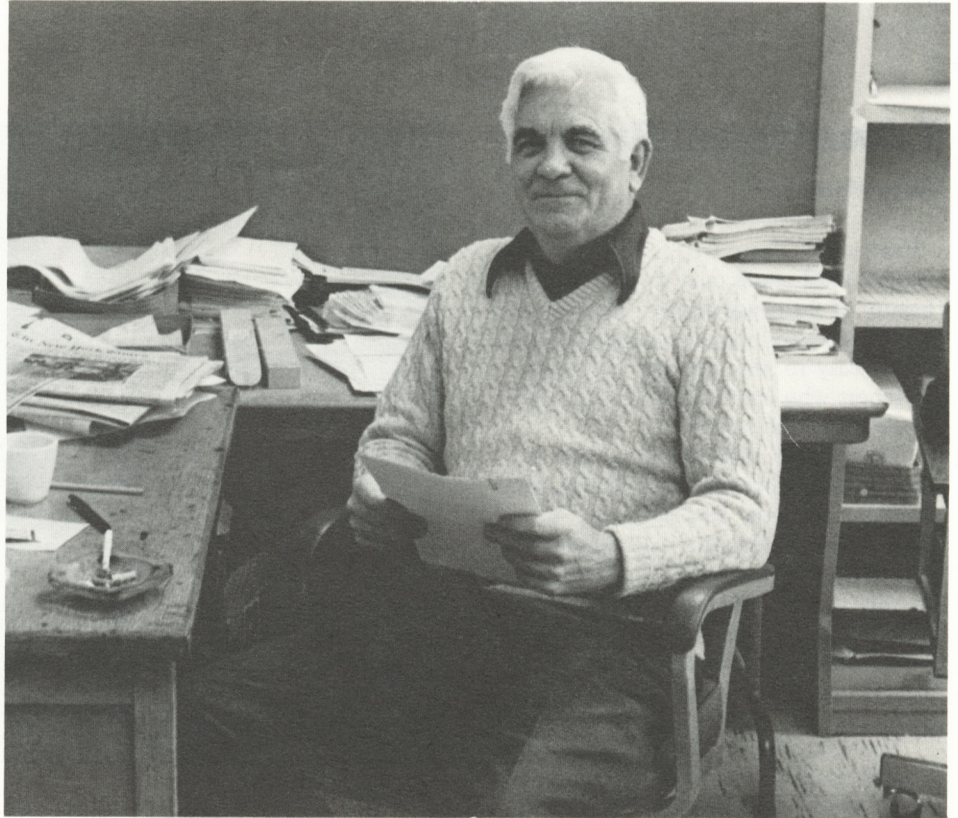
"When I came to Eisenhower in August of 1970, I joined a small group of dedicated people who were working 12 hours a day, seven days a week to make a success of the struggling college. Everyone pitched in and worked hard and everyone got along great," Shafer reminisced. "I really enjoyed—and still do enjoy—all the people here."

For the last 10 years, Bob has been a dependable source of good humor and optimism.

Things aren't sent to the print shop through interoffice mail at Eisenhower because taking something to Bob for printing is almost a social event. You'll get a friendly smile, a cup of coffee and, if you're so inclined, the daily racing results. Bob, an avid sports fan, has been known to take a chance on the ponies now and then, and he's a regular subscriber to *The Daily Racing Form*.

But for all his affable and easy going nature, the work does get done, well and quickly. He estimates that he prints about 3 million pieces a year on his small offset machine. He prints, collates, folds, punches, binds and staples everything from the campus newsletter to the winter term catalog. "I figure I do about 80 percent of the college's printing," he notes. "If a big project comes up, such as this 200-page World Studies guide I'm doing now, I'll work nights and weekends to get it done."

His arrival at Eisenhower fulfilled one of the Peter Principles: Work expands to fill the time allotted to it or, in this case, to fill the equipment allotted to it. He reflects, "As soon as the staff knew I was here, the demand for printed material grew tremendously. At first I had this tiny table-top machine, and the



BOB SHAFER

college was using about 40 cases of paper a year. I'm on my second machine since then and I've added a plate maker so I can make reproductions from typed copy. We now use approximately 400 cases of paper a year, and we have about the same number of students." In addition to managing The Print Shop, he also sells office supplies and oversees the mailroom.

Bob learned the printing trade at Sampson Air Base in Seneca Falls, formerly an Air Force training base. When the base closed, he joined the staff at Hobart College and managed the print shop there for 14 years before coming to Eisenhower.

"It sounds kind of strange, but I left Hobart, where I had a lot more equipment and a staff to work for me, to come here to operate a one-man shop with very little equipment. I did it because I wanted to be able to get to know the people I was doing the work for, and that's the kind of situation I found at

Eisenhower. I've never been sorry I made the change," he said.

Bob and his wife have three grown daughters and a three-year-old granddaughter. "Talk about domination," he laughed. His daughter Deborah is a 1977 Eisenhower graduate now pursuing her MBA at RIT. Of the other two, one is a designer and buyer for Ralph Lauren in New York City and the other is a social worker at Geneva Hospital.

The sign outside Bob's shop reads "Office Gossip Exchanged Here." That may or may not be true, but there's a definite feeling that if you want to know what's really happening at Eisenhower, Bob Shafer would be the one to ask. And one also gets the feeling that as long as Bob's press keeps humming, the coffee keeps flowing, and the conversation keeps buzzing, the process of education at Eisenhower is running along smoothly.



Educational Travel

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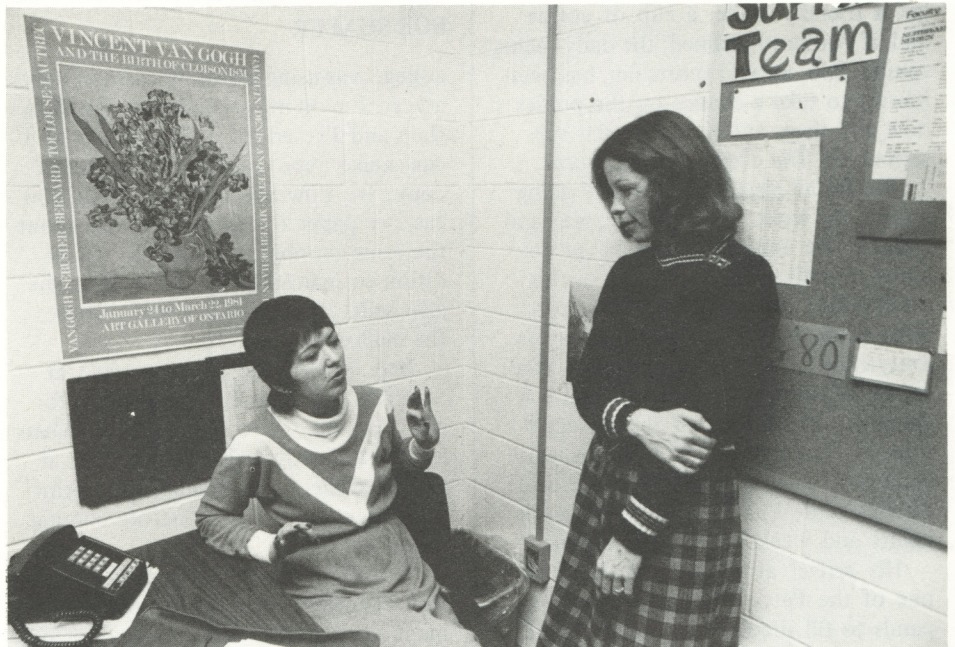
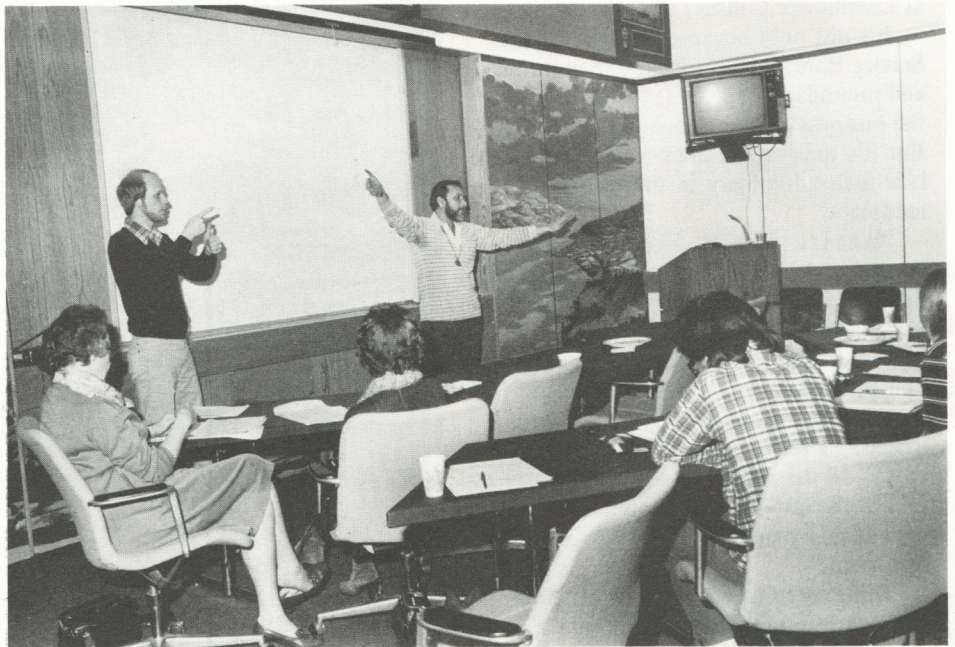
“Fantastic!” There were sighs over van Gogh’s vivid aquas, and surprise at the beauty of the brush strokes. In the crowd of 400 allowed into the exhibit that hour, it was easy to pick out the RIT tour members who had done their art homework before they came.

That night, tour members had a chance to talk over the show with several experts. Ramone Santiago, one of Rochester’s leading international artists, casually joined the group at a reception, sharing banter and art. At a specially arranged dinner that followed, Jan Marsh, promotional director at the gallery, shared behind-the-scenes stories of the show that was 10 years in the making.

Tuesday, after a full breakfast in the hotel’s classy coffee shop, was “on your own.” Most people trekked off to shop, others just wandered and took in the sights—both groups pleased to find out that Toronto is a marvelously walkable city.

Though the registration roster had divided itself neatly into one-third each of students, faculty/staff and community people, the tour was a hodge-podge of ages and occupations, of hearing people utterly fascinated by the NTID contingent. RIT faculty and community friends sat up in the wee hours of the morning earnestly discussing issues with students in one of the hotel rooms; next evening they migrated to the hotel’s 33rd floor disco for a lighter but just as sociable time.

“In addition to the show itself and the opportunity to see Toronto, it was the interaction of the people that gave this trip such a positive aspect. Fresh minds setting aside daily responsibilities allowed conversations to occur that would not have happened otherwise. I had more good conversations these two days than in the previous six months,” observed a satisfied tour member.



Top photo: Jack Slutsky, NTID art, emphasizes characteristics of cloisonism during one of his teach-ins before the tour to Toronto while Mark Schmitz interprets. Schmitz provided both formal and informal interpreting on the tour. Lower photo: Julie Cammeron, head of Educational Travel, discusses her follow-up plans for the Toronto tour group with Lorna Mittelman, NTID general education. Mittelman was notetaker for the pre-tour teach-ins.