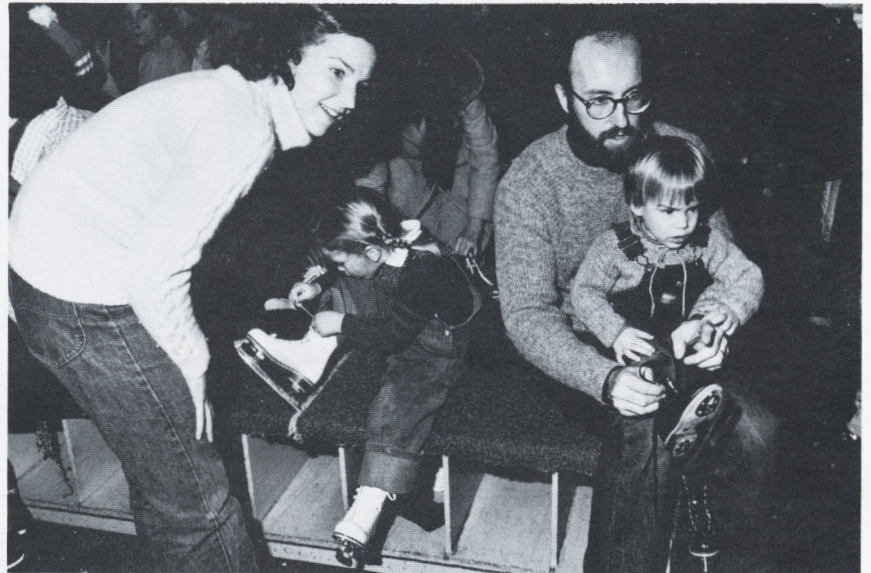


NEWS & EVENTS

Rochester Institute of Technology

Vol. 12, No. 42, December 18, 1980

Happy Holidays!



These scenes from a variety of events typified the holiday spirit at RIT last week. (Clockwise from top left) Lighting up the Administration Circle was this handsomely ample symbol of the season. Professor John Head, a member of the Graphic Arts and Photography support team, helps his son Jordan lace up before the Head family hit the ice last Friday at the Institute holiday party. Susan Head (left) waits while daughter Allison hurries to join the crowd. The Heads were among many families at the rink, while others in the RIT community danced, sang and chatted in the College-Alumni Union. A crafts student demonstrated his wares to a bemused observer during the annual holiday craft sales. And, at Hillside Children's Center, Santa—a member of RIT's Greek Council—posed and shared a ho-ho-ho with one resident of the center while others waited their turn. The Greeks, for the third year, also provided entertainment and gifts of athletic equipment to the 100 children at Hillside.

RIT's CETA Training Wins ARC Award



Presenting the Association for Retarded Citizens (ARC) Employer of the Year award to RIT are, left to right: James Mroczek, executive director of ARC; Edie Siemann, director/coordinator of the ARC CETA program; and Maythorne Winterkorn, president of the ARC Board of Directors. Receiving the award on behalf of RIT is James Papero, associate director of personnel.



These members of a class at the Learning Development Center for present and former CETA clients personally delivered their holiday greetings to President Rose. He's holding their card and short letter that thank him for "making the holidays brighter." Left to right: Ariel Justiniano, Mary Connolly (LDC teacher), Eullie Moore, Ocie Mack, Henry Archer, Dr. Rose, Bill Dause, Steven Kelly, Fred DeCapua, Janet Ashbaugh and Cornelia Brisco.

RIT has been named the 1980 Employer of the Year by the Monroe County chapter of the New York State Association for Retarded Citizens. The award was presented at a recent luncheon, where 40 RIT supervisors were also honored individually for their work with developmentally disabled persons.

RIT has received this award each year since 1977, when the Institute began its on-the-job training program for individuals with developmental handicaps. Since that time, more than 80 persons have been trained at RIT for work in business and industry.

This program has been funded by the Comprehensive Employment and Training Act (CETA). The participants in the program are paid for up to one year of training. After that, RIT may hire them for full-time employment. Those individuals not employed here go on to other jobs outside of RIT. In the past, RIT has hired, for full-time employment, about 50 percent of those who complete their year of training.

One of the key reasons for the success of the program, according to James Papero, associate director of personnel, is that "supervisors really enjoy working with the clients, and the clients enjoy their experience here because of that."

An added benefit for the trainees is five hours per week of instruction in the Learning Development Center. This has turned into real on-the-job training, according to Papero. The trainees get to put their newly acquired skills into action on the job, reading labels and simple instructions while they work.

Program participants have worked in such areas of the campus as the mail room, physical plant, bookstore, shipping and receiving, admissions, College of Science, greenhouses and on the grounds crews.

In addition to the three Monroe County awards, RIT also received the 1978 New York State Employer of the Year Award from the New York State Association for Retarded Citizens.

TIGER SPORTS HOTLINE

The one number to call day or night for RIT sports scores and schedules
475-6180

Which Greeks Are Fastest Talkers on Campus?

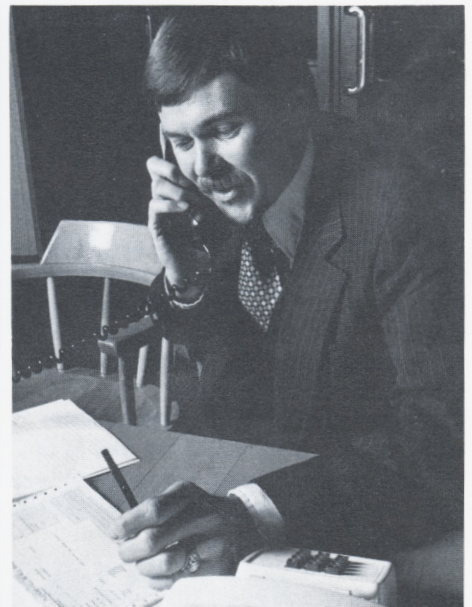
Student enthusiasm coupled with Greek spirit has contributed almost \$45,000 to the RIT 1980-81 Fund Drive.

During the December phonathons, and with one night to go, \$44,529.75 was raised for the fund.

"This is an excellent beginning," said William F. Brunk, senior development officer. "We've raised almost half our goal and have three more phonathons scheduled."

Top money earners were members of Alpha Epsilon Pi, who raised \$9,481 in pledges. Second place in pledges received went to members of Theta Xi, who raised \$7,480 in donations. Members of Phi Sigma Kappa collected pledges amounting to \$6,071 for third place. Phonathon on Dec. 16 will determine final standings.

"The students were efficient, serious and enthusiastic about calling alumni in support of the Institute," said Brunk. "They are particularly persuasive in their statements concerning the need to bridge the gap between Institute expenses and available income."



Frank Cicha (left), 1961 photo graduate and current president of the National Alumni Council, and Bob Witmeyer, 1971 business administration graduate and council member, volunteered time during the phonathon to solicit pledges from other alumni.

Other phonathons are scheduled for February, March and April. "We've invited the faculty and staff, some of

the Greeks and alumni leadership to participate in those phonathons," Brunk stated.

POLICY & INFORMATION

Policy Council Meeting 12/10/80

1) Approved members of the Educational Programs Committee and an ad hoc committee to study the structure of the Policy Council; 2) Approved three academic programs: Energy Technology (B. Tech.), Printing and Applied Computer Science (BS), Materials Science and Engineering (MS). Financial aspects of each program are subject to further study, and approval by President, Board of Trustees and State Education Department; 3) Approved a revision of the policy on the Institute Committee on Effective Teaching as recommended by the Faculty Council and V.P. for Academic Affairs; 4) Received a report from the judicial coordinator on cases processed December 1979 through August 1980. Number of cases of theft has decreased. Vandalism is still a problem. Alcohol is perceived as a major factor in most of the infractions. Students, faculty and administrators expressed

suggestions as to how the use of alcohol might be reduced.

Administrative Actions

1) Beautification Committee will be expanded to include faculty, staff and students (third-year design majors); 2) Review requested of English language competency of foreign students being accepted; 3) Initiated examination of differentials in calendar between Eisenhower and Rochester campus and impact on transfers; 4) John Humphrey has accepted the responsibility for developing the program for faculty exchange in conjunction with present ongoing efforts in faculty development; 4) Have received and generally distributed preliminary report on space and facilities utilization. Requested further examination of methods to combine similar support efforts that now exist separately.

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

DOUGHERTY RECOVERING

Andrew Dougherty, executive assistant to the President, was taken ill last week and was admitted to Strong Memorial Hospital for tests. He is recuperating at home.

Cultural Exchange

Perhaps you are planning to host a faculty member from Eisenhower College to speak to your class or group. Possibly you have received an invitation to do the same at the Eisenhower campus. Or there may be other types of interesting exchange between the campuses.

Give a tip to the Communications office, ext. 2337, when you first arrange the activity. "The Communications office would like to share RIT's talented faculty, staff and administrators from Eisenhower with the Rochester area, and vice versa," says Carolyn Rankin, director of media relations.

On Technology, Women and Work that Matters

With a straightfaced sense of humor and a sampling of her own research, economist and former U.S. Secretary of Commerce Juanita Kreps addressed the broad scope of "Choosing Work That Matters" last Thursday as part of Institute Forum.

Sharing her thoughts on where the mixture of technology, work and values will lead us, Kreps was confident that technology actually makes work more appealing. She also claims that technology increases, rather than decreases, the number of jobs available.

Kreps, who has worked in the academic and business sectors as well as in government, encouraged the audience to begin thinking about multiple rather than single career patterns.

"You will discover that finding your first job may not be all that important. The first item is to get started. The second is to bring to your first job the greatest knowledge, enthusiasm and flexibility that you can," she says.

"I think it's good to be specialized to begin with. Between 25 and 35, just learn about everything you're supposed to, to be an authority on the area you've chosen."

After becoming an "expert" in your initial role, Kreps feels that changes into other areas will come naturally, even though these may be hard to visualize at the beginning.

However, Kreps stresses that finding work of value at some point is critical to your self-interest and to society as a whole. "The search for work that matters is not a frivolous pursuit," she says.

She also spoke of women and the changes their role in the work force may bring. "During the decade of the '80s, changes will have to be made to accommodate the two-person working family with children if we continue to value our family and still recognize the centrality of work in our lives," she suggests.

Kreps feels that the humanities give work, as well as life, its meaning and broader purpose. She quotes the chairman of the board of AT&T who feels that today "technology is humanizing." His comment, "Let no engineer escape without some grounding in the humanities," was received with applause.

Kreps also provided her views on how to rate the characteristics of a job, and

how to decide which one is for you. In a question-and-answer session following the lecture, she commented on the country's current economic state, the Reagan ad-

ministration, and her own government experience.

An informal reception in the Fireside Lounge followed.



Dr. Juanita M. Kreps (left) autographs the program of Dr. Rosemary Agonito following Kreps's lecture last Thursday.

Agonito Discusses Women's Studies

Dr. Rosemary Agonito, founder of the RIT Women's Studies Core at Eisenhower College, and several other faculty members involved in the program, came to share ideas last Thursday with Institute Forum speaker Juanita Kreps, who has written extensively on women and work.

Agonito was on campus herself as a speaker early in November to discuss the pros and cons of establishing new women's educational programs and to explain her approach at Eisenhower. Her informal talk was sponsored by the Women's Concerns Group at RIT.

The Women's Studies Core, which enrolls men and women, does not grant degrees. It consists of 15 credit hours that students can choose to complement their major. Agonito sees the program mainly as an early step to help freshmen and sophomores broaden their options.

Supported by a pilot grant from the National Endowment for the Humanities, the Women's Studies Core began this fall, coordinated by Agonito. She believes that the Eisenhower program is a step ahead of most other women's programs across the country.

In addition to an interdisciplinary study of women, the RIT courses stress a cross-cultural view because of Eisenhower's emphasis on World Studies. Extensive bibliographies and detailed course outlines have been compiled, and much research is being done on the latest scholarship to provide a solid academic base for the program.

The program also adds practical goals to the scholarly curriculum. This is the element missing in most women's

cont. on p. 8

On Photography, Commitment and Interest

When Jerry Uelsmann spoke at RIT last week, an overflow crowd gave him a standing ovation.

Uelsmann said it was the first time he had ever received such an accolade. But the honors didn't stop with the standing ovation. Following his speech, Dr. Russell Kraus, director of the School of Photographic Arts and Sciences, presented him with the College of Graphic Arts and Photography's 1980 Distinguished Alumnus Award.

In an informal talk with MFA photography students on Friday morning, Uelsmann discussed his art, growing up and dealing with people.

A 1957 graduate of the School of Photographic Arts and Sciences, Uelsmann told the group of students that one of the most important things for them to do was to photograph until they lost consciousness of the mechanics of taking pictures. "You hope for more imaginative moments, but you can only create conditions when they might occur," he says. To help create these moments a photographer can't be bogged down by technical details.

Currently Uelsmann is a professor of photography at the University of Florida at Gainesville. One thing that disturbs

him about his students and students in general is their lack of commitment. "I'm not referring to a long-term commitment but, say, six months. Young people have a tendency, when something gets difficult, to try something else. That's not good. You have to work through these things. When you get out in the world, you have to stick with something. A lot of growth only occurs under duress."

At the same time, he believes, students should take advantage of a university setting to try many things. "It's important to stay on solid ground, but reach out from there."

Uelsmann attended Indiana University after his graduation from RIT. "When I came to RIT, I thought I wanted to be a portrait photographer. That was what I thought photography was. When I was at IU, I thought I might like to try photojournalism."

Uelsmann tells how he went out to photograph a slum section of Bloomington, Indiana. After his professor saw the photos, he made Uelsmann go out and take a photo of each house on the block. "What I had done was to photograph only the houses that fit into my idea of what a slum looked like. If a house was

neatly painted with a nice yard, I skipped it. I was angry at my professor at the time, but I realized that photojournalism wasn't for me."

In his teaching, Uelsmann says he tries to start students out photographing evidence of man or evidence of self. "It's my job to see that they keep running with an idea. There are no uninteresting things. There are only uninterested people," he asserts.

Social Work Luncheon

The Dept. of Social Work hosted a luncheon for members of its Community Advisory Board last Thursday (Dec. 11) in the 1829 Room of the College-Alumni Union.

Members who attended included Gabriel Russo, director, Dept. of Human Services for Monroe County; James Cotter, director, Hillside Children's Center, Inc.; Dr. Sidney Koret, director, Convalescent Hospital for Children, and representatives of the Urban League, Ibero-American Action League, Planned Parenthood and the local office of the N.Y. State Dept. of Vocational Rehabilitation.

President Rose addressed the group and called upon the advisory board to be "as objective, open and honest as possible about the strong points and weaknesses of the social work program, so that changes can be made as necessary to insure a realistic curriculum for RIT social work students."

According to Art Berman, director of the Dept. of Social Work, the advisory board meets quarterly and provides advice on the current needs of agencies for trained social work professionals as well as assistance in updating the curriculum in response to the changing needs of the profession.



Dr. Richard Zakia, MFA photography coordinator, and Jerry Uelsmann pose for a photograph following Uelsmann's talk with the MFA students. In the background are several members of the MFA class and Professor Charles A. Arnold (back left).



The first "recognition tour and luncheon" for the Roger K. Fawcett Fund for Education in Publishing Production Management at Rochester Institute of Technology (RIT) was held recently on the RIT campus. Guests in attendance for the occasion were (l. to r.): John R. Fawcett, son of the late Roger Fawcett, Fawcett Publications; George H. Allen, senior vice president, CBS Publications; and Dr. Mark Guldin, director of RIT's School of Printing in the College of Graphic Arts and Photography. The Fawcett Fund was established in May 1980 by a major contribution from World Color Press, Inc., and will support scholarships, fellowships, lectures and, ultimately, a distinguished professorship in magazine publishing production.

Photo Course

RIT is starting a new course for people interested in studying photography. Beginning spring quarter, faculty member James McMillion will teach "Basic Photography for Non-Photo Majors."

"The only pre-requisite is an adjustable, hand-held camera," says McMillion. Students will photograph in black and white and color and will have experience developing and printing their work. McMillion also says there will be an opportunity to learn techniques for displaying, mounting and framing photos.

Offered through the College of Graphic Arts and Photography, the course begins March 9. Registration information is available from Mary Maher, Bldg. 07, Room 2262, ext. 2749.

Appreciation Expressed

The New York State Occupational Therapy Association presented a Certificate of Appreciation to RIT at its annual conference recently held at the Genesee Plaza Holiday Inn, in Rochester.

The conference, entitled "Blueprint for Today and Tomorrow," included a special seminar sponsored by RIT and the Rochester District of the N.Y. State Occupational Therapy association on "Sensory Training Techniques: Training for Reliving."

The certificate was presented by association president Patricia DeRitter to RIT "for contributions to the furtherance of the profession through strong advocacy and support in public and professional activities." It was accepted by Robert Way of the College of Continuing Education, who served as program coordinator for the seminar.



Student Film Serves Dual Purpose

When Laura Gruenther, David Leifer, Elizabeth Jurodis, Joe Gold, Kevin Juergensen and Jeffrey Davis enrolled in advanced graphic film production last spring, they didn't realize they would be delving into the annals of RIT.

These students, with their teacher, graduate photography student David Carnochan, made a film on the history of the School of Photographic Arts and Sciences as their class assignment. With producer Erik Timmerman, an assistant professor in the school, and script writer Sam Abrams, visiting assistant professor in the College of General Studies, they spent that quarter, the summer, and part of the fall researching, compiling, and editing their contribution to the 50th anniversary celebration of the photo school.

Entitled "The First 50," the film documents the past and present of the School of Photographic Arts and Science.

It was commissioned by the photo school's 50th Anniversary Committee to reflect the spirit of the school.

The film made its debut Oct. 17, in conjunction with the opening of the photo faculty's 50th anniversary exhibition. Since that time, it has been shown at the annual convention of the Society of Motion Picture and Television Engineers in New York City.

What did the students learn from their experience? "That film making doesn't look as glamorous as it did before," Jurodis said. "That Mark Ellingson, former RIT president and head of the School of Photographic Arts and Sciences, was once a wrestling coach, and that Carrol B. Neblette, former dean of the College of Graphic Arts and Photography, was always available to the students," Juergensen said, and "That I want to stay involved with film making after I leave here," Gruenther said.

PROFILE

Ferrante: Epitomizing Vitality, Seeking Variety

Students, parents, residence hall staff and campus visitors alike are greeted with a sparkling smile, soft humor and a friendly handshake in Jeanne Ferrante's office. As coordinator of administrative services for residence halls, Ferrante is enthusiastic about working with the variety of people she meets during the course of her day.

In fact, diversity and energy seem to be Ferrante's catchwords. "I've always been involved in a variety of directions. I find I have a high level of energy, and I enjoy a variety of interactions with people," she says.

Ferrante began her diverse career in her hometown of Binghamton as a program administrator for a government agency set up to promote the development of human resources. With her characteristic boost of extra energy, she also put together a big-brother-and-sister-type program called CITY, an acronym for Community Interest Towards Youth.

"My roots are in Binghamton, but my spirit's in Colorado," Ferrante smiles. She grins, remembering Colorado's mountains and her stint as a public relations specialist for a ski resort.

Colorado, however, wasn't just an opportunity to live in the mountains. In addition to promoting tourism, she managed to find time to volunteer as a career counselor for women at a resource center in Denver.

Ferrante graduated from the University of Northern Colorado with a double major in psychology and sociology, interning at the Youth Service Bureau and working part time at the university as an assistant information specialist.

When she moved to Rochester in May of 1978, she joined the Central Placement Office at RIT. For two years she helped civil and mechanical engineering students plan their careers. In a way, they also seemed to be planning hers.

With her engineer husband, Ferrante is planning to establish an engineering consulting firm in addition to her work at RIT and her master's program in career information. With a long career still



JEANNE FERRANTE

ahead of her, Ferrante's options appear limitless. She seems at home in any field, easily mixing engineering terms with human resources shop talk.

Ferrante feels she "may dabble in industry one day," but would miss the chance to work with students. "You can retain your vibrancy through students, your energy level. Their idealism, the changing environment—it's catchy," she says.

She has only been in the residence halls for about a month, but she is quick to appreciate her co-workers. "I consider myself blessed with the staff that I have—they make my job easier."

That job, as she sees it, is to tie together all of the operating aspects of the residence halls and to manage the system. She also sees herself in a position to draw the academic and residence sides of campus together, paving the way for a continuous flow of RIT's "living and learning" concept.

"A small step is to build relationships with faculty," Ferrante says, when asked how she would set about bridging the alleged quarter-mile gulf on campus. "One specific way is through forums where we may bring faculty, students and

staff together—just to talk. The small steps will have a ripple effect," she says, conjuring up visions of casual conversations over lunch in Gracie's.

So what does a woman with all that energy and all those plans do to relax? An outdoorswoman, Ferrante skis, bikes, hikes and plays tennis, although she jokes her game may look a lot like baseball if she doesn't pick up a racquet pretty soon.

Summing up her private life, the soft-voiced humor returns. "I live in Chili with my friend of 12 years, a golden retriever named Shane, and my husband of three years, named Steven," she quips.

LIBRARY SCHEDULE December 15-January 5, 1981

Dec. 15-18—Mon.-Thurs., 8 a.m.-11 p.m.
Dec. 19—Friday, 8 a.m.-9 p.m.
Dec. 20—Saturday, 9 a.m.-1 p.m.
Dec. 21—Sunday, closed
Dec. 22-24—Mon.-Wed., 8:30 a.m.-
4:30 p.m.
Dec. 25-Jan. 4—closed
Jan. 5—normal hours resume



Rochester Institute of Technology

One Lomb Memorial Drive
Rochester, New York 14623

First Class

RIT Travelers: Clip and Save

Many RIT faculty, staff and students stay in hotels and motels during their travels, sometimes several times each year. After the two recent and tragic hotel fires, RIT travelers may want to clip out and carry with them the following, possibly life saving, travel tips:

- Know where your room key is. Keep it on your bedside table.
 - Know where the fire exit is. (If your room is at the end of a long hallway without a fire exit, insist on being moved.)
 - Remember that smoke and panic are far more lethal than flames.
 - Take along a smoke detector.
 - If you smell smoke, call the fire department, not the desk. The desk might send a security guard. The fire department will send firemen. Tell the fire dispatcher what room you are in.
 - Feel your door knob. If it is hot, don't open the door. If it isn't, peek outside. If it is not too smoky, go to the fire exit.
 - Never use the elevator. Never.
 - Always take your key with you. You might want to get back in your room, where it could be safer.
 - If you go to the stairwell, walk, don't run, and close the door behind you. Smoke in stairwells is caused by people leaving the fire door open. If the stairwell is too smoky going down, turn around and go up. A fireman will greet you on the roof.
- If you are forced to stay in your room, do this:
- Open the window if there is fresh air outside. Do not break the window. If there is smoke outside, you will need to close the window.
 - Fill the bathtub with water. Wet towels and sheets and stuff them around the door. If the bathroom vent has a motor, turn it on; if not, block it with wet towels, too. Block all vents.

- If the door and walls are hot, bail water on them with your ice bucket. Keep everything wet. Swing a wet towel around the room to clear the smoke. Put a wet cloth over your nose and mouth.

- Keep fighting. Don't quit. (From an article by Jules Loh, Assoc. Press, in the *Democrat & Chronicle*, Dec. 7, 1980)

Agonito ...

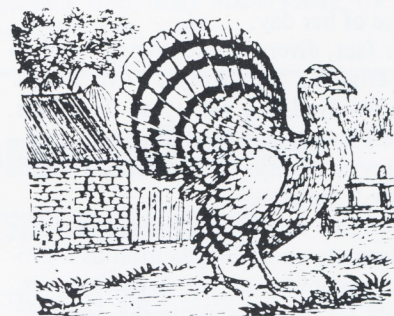
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studies programs, Agonito feels. A math clinic, career counseling programs, and internships are three specific projects on which she is currently working.

Agonito hopes that a similar program can be developed on the Rochester campus. She feels the program is critical in recruiting more women, particularly in traditionally male-oriented, math-related and technical fields.

EVERGLADES PHOTO SAFARI

During spring break, photograph the Florida Everglades. Walk on untraversed beaches. Lessons and equipment will be available for beginning photographers. The price (\$249) includes local guides, all transportation, food, camping, and equipment. Sign up by January 11. For information contact Barb ext. 6381 or Tom ext. 6379.



HOLIDAY REMINDER

Holiday turkeys will be given out tomorrow (Friday, Dec. 19) at 1:30 and 3 p.m. in the Administration Circle. Campus Services, Food Service and other employees who must leave early will receive turkeys at the earlier time; all others will receive theirs at 3.

First News & Events of 1981 January 8 Happy New Year!