



June 2-8, 1975

# The Endowed Chair

"sometimes irritating, hopefully catalytic..."

Rob Roy Kelly is living through the growing pains of RIT's first Institute-wide chair.

He's the second William A. Kern Professor in Communications at RIT.

"A penalty for being an early recipient of the Kern Chair is the agony of finding a role for the chair and defining 'communications,'" says Kelly, who assumed the one-year appointment last September.

The document detailing the nature and responsibilities of the professorship allows great latitude for the holder to shape the position.

Kelly, a nationally known graphic designer, has taken a broad view of communications. He sees his purpose as a catalyst who effects change.

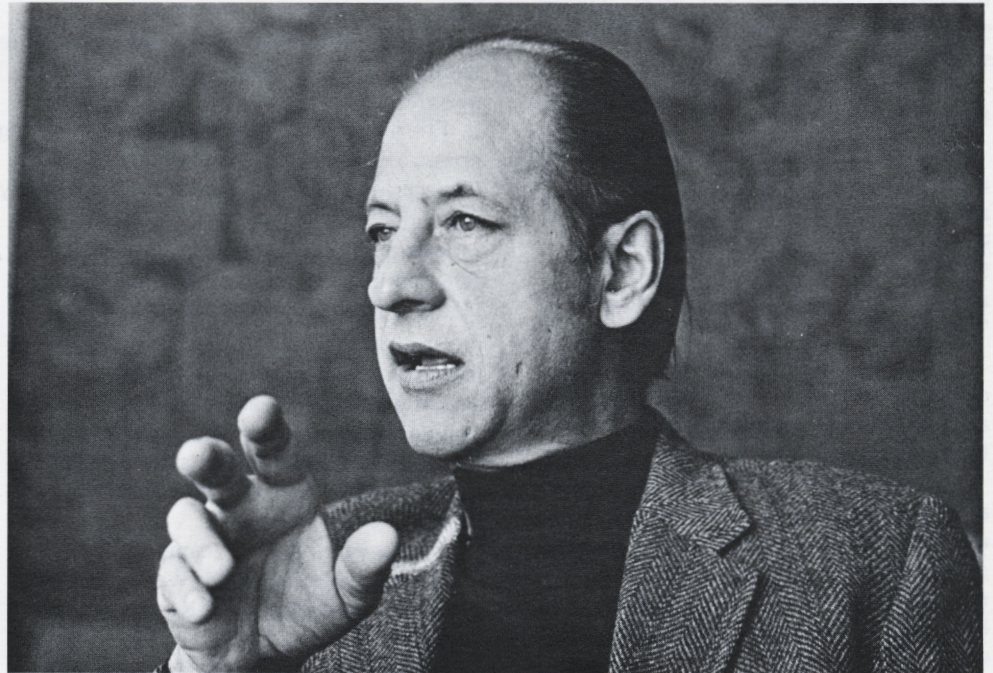
"This position must inevitably contest the status quo at RIT...this is an exact view of the Kern Institute Chair to RIT--an outsider questioning, sometimes irritating, hopefully catalytic, but helping those in the institution to see themselves differently," he says.

Kelly has taken a low profile, attacking grassroots problems rather than attracting attention through a major communications conference.

At the same time, however, he has labored to increase the visibility of the chair, especially with faculty. His first act on campus was to introduce himself to every dean and then to initiate contacts with faculty members.

He has been invited to share his professional expertise in perceptual and visual communications to a number of classes and to interested faculty and students on a less formal basis.

He has written and researched reports on the communications design program in the College of Fine and Applied Arts and is working on an audiovisual report for RIT.



He has sponsored an interdisciplinary lecture series which brought in William Katavolos, and industrial designer from Pratt Institute, and Alvin Eisenman, a Yale University professor.

Kelly chaired the Kern Task Force, an institution-wide committee of students, faculty and administrators. No other aspect of the Kern Chair better demonstrated the need for clarification than the task force, Kelly comments. "But this year's efforts were more than an exercise in futility," he adds, "in that they pointed up alternative uses of the task force and the need to relate its composition to its objectives."

He has spent a good amount of time making contacts in all the colleges and working with faculty regarding their role and responsibility.

"The single most rewarding thing is what I feel I gave the faculty," says Kelly, who explains that, being a professor, his primary identification is with faculty and not the administration. "I think in two years the faculty will realize the effect of my having been here."

He was concerned, he says, that RIT's faculty, like those in many other institutions, was suffering from a malaise that comes from not defining its relationship to the administration and to educational responsibilities, and not having the confidence to assert itself once realizing its goals.

"He helped us define the role of a faculty in an institution of higher education, that we should have professional responsibilities in all academic areas," said Dr. Richard Lunt, associate professor in

## Endowed chairs

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the college of General Studies and past president of the Faculty Council.

"RIT's faculty has not played the strong role in academic affairs that faculties in other institutions traditionally have," Lunt continued. "Kelly came at just the right time for us. We were in the midst of trying to become more assertive. He helped us acknowledge that by the nature of their position, trustees and top administrators and faculty do look at education from different perspectives, and creativity can develop out of that tension."

Many of Kelly's views were taken from his research for a paper he recently completed, "After the Academy: Post-Atelier Art Schools in the Academic World: Educational Management, Governance and Teacher-Institutional Relationships in the Arts Schools." He found many similarities between RIT's colleges and the art schools, as both did not emerge from being trade schools until the 1950's.

Kelly described his reception by the faculty as excellent.

"I've been impressed that he's made such an effort to see as many people as he could and bring them together," said Dr. Earl Krakower, professor in the College of Science, who got feedback from Kelly about his audiovisual technique called "lap-dissolve."

"Kelly certainly left his mark on this campus. He really made an effort to go around and get a feel for the place," Krakower added.

"I was pleased to have Rob Roy Kelly around to give us a new perspective," said Nile Root, assistant professor, School of Photographic Arts and Sciences. "He managed to put things about graphics in a little different light and made us look at our whole program differently."

"He was helpful in giving my class an introduction into the study of woodtype," said Ruth Gutfrucht, professor in the School of Art and Design. "He's been a great asset to the communication design program and an interesting person to talk with. He's always willing to help."

Such feedback makes Kelly glad he accepted the job, but he's still lobbying to make it even better for his successors.

Although Kelly relishes the flexibility of the position, there are procedural matters that need clarification, he feels. One of the most pressing in his mind is working out the relationship with the two colleges in which the Kern Professor, although occupying an

Institute-wide chair, has appointments.

"In the two colleges where I held appointment, I was never formally introduced to the department heads and faculty. I was left to make contacts on my own," Kelly relates. "The deans in those colleges were never prepared to work with the Kern Professor. Since the Kern Professor reports only to the provost, this alone must have created some anxieties within the college administration."

Kelly also suggests the appointment be for two years instead of one.

"It takes the better part of a year to get to know the people and the place and identify problems," he says. "I made a lot of false starts because I didn't know about people or operations at RIT."

The position does have its advantages, Kelly knows.

The greatest of these, in his mind, is its temporary status. "The expendability of the Kern Professor should permit him to speak and act from conscience," Kelly says.

Another advantage is "the rare opportunity to cut across all the colleges and get an overview few others can."

From that perspective he sees many strong points of the Institute: extremely efficient management, zealous administrators, a timely mission, a magnificent physical plant, industrious students, a great number of talented faculty, and the presence of the National Technical Institute for the Deaf.

He also sees what he calls weaknesses: the heretofore weak role of the faculty in educational matters, and a lack of accountability of deans and department heads to their constituencies, "creating extreme paternalism and a real lack of responsive management."

The 49-year-old Kelly came to RIT from Kansas City, Mo., where he was a professor and instructor of design at Kansas City Art Institute.

Highlights of his 20-year teaching career are department head of printmaking and later of graphic design at Kansas City Institute and chairman of the design division at KCAI.

A pioneer in using graphic design as a communications tool within the community, he developed a city identity program for Kansas City which was the only one of its kind in the country.

by Mariann Teuber

## Southworth cited

Miles F. Southworth, professor of Reproduction Printing in the College of Graphic Arts & Photography was a recipient of the Elmer G. Voigt Award, given for outstanding work in the field of graphic communications education in the service of a national graphic arts organization. The award was presented for the Technical Association of the Graphic Arts, Rochester, NY through the Education Council of the Graphic Arts Industry, an affiliate of the Graphic Arts Technical Foundation, Pittsburgh, Pa.

At an awards banquet, held in conjunction with the 1975 GATF Annual Members Conference in St. Louis, the Honorable Thomas F. McCormick, Public Printer of the United States, presented the Voigt Award Plaque to Professor Southworth for his contributions to graphic communications education.

The award was established in 1962 in memory of Elmer G. Voigt, former Education Council president. Mr. Voigt was associated for over 50 years with Western Publishing Co., Inc., Racine, Wis., and was considered the "Father" of the Western Technical Institute, which has prepared hundreds of young men and women for various careers in graphic communications.

## Photo seminar set

The College of Graphic Arts and Photography will conduct a seminar on Still Photographic A-V Production for Education, Government, and Industry on September 15-19. This 5-day program is for production personnel who want to expand their comprehension of the photographic process and learn time-saving techniques. It is designed for the person who has had A-V production experience and now wishes to improve the quality and quantity of his production. Participants become actively involved in production and are encouraged to bring their production problems to the seminar.

The seminar includes such areas as Title and Graphi Slide Preparation, Slide Duplicating for Quality (both B&W and Color), and general Photographic Problem Solving. Under these categories are such subjects as methods of lettering, legibility, lith exposure/development, adding color, exposure control, contrast control, color control, superimposing images, and others.

The tuition is \$335 for the week and includes supplies. Contact William Siegfried, 464-2758, for more information.

## Commencement set

Although RIT's 2,730 graduates will be in the spotlight this Saturday, Beginnings '75, like its predecessors, will be a day of celebration for the whole RIT community.

Everyone is invited to wander around campus to enjoy the entertainment, refreshments and open houses in the individual colleges during the official festival from 10:30 a.m. to 2 p.m.

The commencement ceremonies are open only to ticket holders.

## Photo Science seminar

The College of Graphic Arts and Photography will conduct its seminar, the Photographic Process as a Scientific Instrument on September 15-19. This intensive five day program is designed to assist engineers, scientists, and technicians in applying photographic technology to the acquisition of data, and to provide information on the photographic process and image necessary in the employment of photographic technology. Registration is open, although a B.S. degree or equivalent experience in physics, engineering, or chemistry is desirable.

## Three promoted

Three professional staff members at NTID have received major promotions.

Dr. Jack Clarcq, former assistant dean for Technical Education, has been named to the new position of associate dean for Technical Education.

Dr. Donald D. Johnson, former director of the NTID Communication Center, was promoted to assistant dean for the Division of Communication Programs.

Jack E. Smith, director of Public Information and the Office of Career Opportunities, has been named to a new position of assistant dean for Educational Extension.

## News and newsmakers

**Dr. Carol Whitlock** of the faculty of the Department of Food Administration and Tourist Industries Management at Rochester Institute of Technology received the American Oil Chemists' Society's Bond Award medal and certificate at the group's recent meeting in Dallas, Texas. The award is for her having presented the best overall research paper from 188 papers by scientists from the United States and other countries at the society's meeting in October.

The following promotions within the College of Science will be effective with the beginning of the 1975-76 academic year:

**William Bigler**, associate professor;  
**Margaret D'Ambruso**, associate professor;  
**Norman Goldblatt**, associate professor;  
**Earl Krakower**, professor; **Terence C. Morrill**, professor; **Pasquale Saeva**, associate professor; **Gerald Takacs**, assistant professor; and **Jack Tishkoff**, associate professor.

Supervisory responsibility for the Ice Rink has been transferred to **Jon L. Prime**, director of Business Services.

On April 22 **Mary Burnet** of the College of Business spoke to the Rochester Chapter of the American Society of Women Accountants on "The Challenge of Teaching Accounting."

## Continuing events

Wallace Memorial Gallery-Pottery by Aaron and Viluna Jennings. May 12-June 8, daily, 2nd floor gallery.

CPA's Unaudited Financial Statements, Alumni Rm., M-2, 9 a.m.-5p.m. Contact Bill Gasser at 2312.

IMC-OSHA, Ingle Aud. 8 a.m.-2 p.m. Contact Don Barry. (June 4)

JAWS-Alumni Rm. 7-11 p.m. Contact Shirley Church at 2104. (June 4)

CPA's - Managing Today's Tax Practice, Alumni Rm. M-2, 9-5p.m., Contact Bill Gasser at 2312. (June 6)

1975 Commencement-June 7

Brighton High School Swim Party - 12:30 a.m.-5 a.m. Herbert Carlberg at 442-1500 call for more information. (June 8)

MFA Gallery - "Little Italy" Antonio Toscano (Graduate Student) A MFA Thesis Celebration (June 1-7)

Scotsville road from the bridge east to Paul Rd, will be closed for repairs June 2-7.

Annual Park Art Festival - June 14,15. All media. \$5 entry fee, no commission. 10' space. Location: Courtland House Park. Sponsored by Cortland Art League. No jury, cash prizes. Will provide snow fencing. Must be 18 years, original work. Contact Harry N. Davis, 39 N. Church, Cortland, NY 13045. (607) 756-8215.

Country Fair and Family Day. June 14, 10 a.m.-5:30 p.m. All media. \$5 entry fee, no commission. 7' X 7' space. Location: Henrietta Town Park, Calkins Rd., Henreitta, NY. Sponsored by the Arts Council of Rush, Henrietta, and W. Brighton, Inc. Entries due

June 1. No jury no prizes. Will provide length of fence. Original work only. Concurrent with

Bicentennial celebration, exhibits and demonstrations of the Colonial Crafts are encouraged and it is requested the exhibitors wear clothing of the 1776 era. Contact Joan Kalsbeck, 3849 E. Henrietta Rd., Henrietta, NY 14467. (716) 334-3748.

## Positions available

Listed below are the current openings at RIT as of 5/27/75. For further information please check the current job list in your college or administrative department.

### General & Hourly

Secretary-Public Information-NTID  
Secretary-Division of Comm. Prog. (P.T.)-NTID  
Secretary-Office of Prof. Dev. (Temp)-NTID  
Secretary/Receptionist-Reporter Magazine-P/T  
Secretary-Curriculum Dev. & Eval. (P.T.)-NTID  
Interlibrary Loan Clerk-Library  
Art Assistant-(P.T.)-NTID

### Administrative

Coordinator of Residential Life & Prog.-Residence Halls/Food Serv.  
Coordinator of Adm. Serv.-Residence Halls/Food Service  
Applications Programmer/Analyst-Program Analysis-NTID  
Web Press Asst.-G.A.R.C.  
Engineering Co-op Coordinator-Central Placement Admin. Asst.-Office of Prof. Dev.-NTID

### Instructors/Faculty

Media Specialists-Curriculum Dev. & Eval./NTID  
Audio Vis. Tech.-A.V. Services  
Research Associate-Advanced Prog./NTID (2 openings)  
Associate Ed. Specialists for Pre-Professional Prog. In Eng. & Comp. Sci.  
Associate Educa. Spec.-Fine & App. Arts/NTID  
Instructor-Biology/Chemistry-Tech. Sci./NTID  
Instructor of Photo-Processing-Visual Comm./NTID  
Instructor-Engineering/NTID (2 positions)  
Dept. Chairperson-Computer Applications-Curr. Dev. & Eval./NTID  
Faculty-Bus. Tech./NTID  
Lecturer-College Fine & App. Arts  
Asst. Prof. -Dept. Environmental Design-College of Fine & App. Arts  
Manual Comm.Instructor-Comm. Ctr./NTID (3 positions)  
Dev. Ed. Spec.-Tech. Ed./NTID  
Coordinator of Audiology Service Section-Comm. Ctr./NTID  
Speech Pathologist-Comm. Ctr./NTID  
Manufacturing Proc. Lab. Tech.-Eng. Tech./NTID  
Curriculum Dev. Spec.-Curr. Dev. & Eval./NTID (2 positions)  
Instructor-Industrial Drafting/NTID  
Instructor-Manual Language Dept.-Comm. Ctr./NTID (P.T.)

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**Editor: Rick Kase;**

**Editorial Assistant: John Alibrandi;**

**Designer: John Massey**

**Phone-464-2330**

Rochester Institute of Technology  
One Lomb Memorial Drive  
Rochester, NY 14623

## Loma Allen: after a career based on community service, she plans "to go right on learning"

At an age when many people start to think about retiring, Loma Allen gets promotions.

A year ago Mrs. Allen received a special assignment as assistant to RIT President Paul A. Miller.

Her selection recognized, in Dr. Miller's words, "the exceptional job" she had done in three years as director of Community Relations.

"Much of the work she has been doing has been of direct benefit to the President's office, and I look forward to having her assistance and counsel," Dr. Miller said.

"I plan to go right on learning with Dr. Miller," says Mrs. Allen in discussing her way to perpetual youth. "I learn something new every day. That keeps you from getting stagnant."

During her first year as Dr. Miller's right-hand person, Mrs. Allen has served as Liaison between the office of the president and the RIT Inter-froup Relations Committee, the Urbanarium, and the Affirmative Action Committee, as well as worked with Dr. Miller with such community organizations as the United Community Chest of Greater Rochester. She has also worked with the president in strengthening the relationships between top corporate management of Rochester industries and key deans, department heads, faculty, and administration through informal discussion sessions on how RIT can better serve them. This past year they have covered 14 key industries.

In her former position as director of Community Relations, Mrs. Allen was responsible for acquainting the Rochester community with the programs, facilities and personnel at RIT, as well as familiarizing the students and employees with community facilities and programs in the Greater Rochester area.

When Mrs. Allen came to RIT in 1971 to start the Community Relations program, it was her first paying job in more than a decade. She had chosen not to work full time so she could accompany her husband



on his business trips. That was the start of the world travels which have found for her the jewelry which adorns her person and the art which decorates her office and home in Rochester's Twelfth Ward.

But Mrs. Allen did more than travel during the Sixties. She also distinguished herself in community service as a member of the Advisory Council on Public Welfare for the Department of Health, Education and Welfare (1964-66), the Monroe County Youth Board (1966-69), and other activities.

Such service earned her the Ethel H. Wise Special Merit Award from the Columbia University School of Social Work, the Distinguished Service Award from the National Conference on Social Work and the Forman Flair Award for Distinguished Community Service in Rochester. She is also an honorary member of the Baden Street Settlement Board of Directors.

Mrs. Allen's first full-time job was in the 1950's, after her younger daughter entered high school. Mrs. Allen spent four years full time and two part time as conference coordinator at Colgate-Rochester Divinity School. Just as she would when she came to RIT, she converted knowledge and skills from volunteer work into an employed position.

Recognizing there is a debate in the women's movement about volunteer work, Mrs. Allen says, "I believe there are certain segments in a woman's life when she cannot have a full-time job, but needs the opportunity for growth and development. I can think of no better way than through good volunteer jobs."

Before revival of feminism gave women support to pursue interests other than home and family, Mrs. Allen bucked tradition on her own. "My own father couldn't figure figure out why I wanted to go to college."

Although she is aware of changing attitudes today, she believes, "There is still a carryover of the old attitudes. Professional women do face special difficulties because of those built-in attitudes."

By "Professional" Mrs. Allen means more a mode of performing rather than a job classification. "It's a striving to do the best job with high standards and ethics," she says.

"Whatever you're doing, do it the best you can," she advises. "I get nervous about some young people who are so intent on getting to the 'top' that they're sloppy where they are. They more or

less go through the motions because they're just passing through."

In many cases, women can make better managers than men because they've been through the ranks and know the inner workings of the office down to the file cabinets, Mrs. Allen believes.

She is concerned that women who have "made it" not separate themselves attitudinally from those who have not. "Divisiveness won't happen in a person who's sure enough of her professional competence that she's not afraid someone else will grow into her job."

Mrs. Allen's security is apparent in her modesty. Describing herself as "flattered" about being the subject of this article, she said, "It's more important in many ways to be accepted by one's peers than by the outside world."