



June 9-29, 1975

Marketing Education

"Colleges are at the beginning of a major struggle..."

A few nights ago I received a call from an old friend who lives in California. He's been working for a large, private university and every so often he calls to let me know what's happening on the college scene.

"Hey, you know we're in a war?" He yelled through the static.

"What?"

"Ya." He said. "In fact, there's a good chance this is going to be a good one...you know, an all-out, no-holds-barred, hit-em-where-it-hurts, let-the-buyer-beware sort of thing. The ivory tower is cracking."

"What? What?" I shouted. But to no avail. The connection was lost, and I had to go to bed with my head crackling and with a vague sensation that I wanted to find out what he was talking about.

Suddenly, at three in the morning I got it. He was talking about the college scene...how colleges are battling for enrollment...how they are using sales promotion techniques to "sell" their programs...how this is turning into a war for survival.

Then the pieces started to fit together. The only surprising thing was his chauvanistic tone of voice.

Are things that serious?

It all started about ten years ago when someone realized that during the late 1970s and through the 1980s, there would not be enough college students (in the traditional sense) to fill the elaborate classrooms and dorms built in the 50s and 60s.

The obvious, but, nonetheless, earthshaking conclusion to this fact is that some colleges will be forced to CLOSE.

In fact, groans were sounded as early as in the late 60's by several, small liberal

arts colleges who were the first to suffer from the slings of declining enrollments and the arrows of deficit spending.

To give themselves a quick renewal, some colleges waged advertising campaigns on radio and tv...they gave students currently enrolled a bounty for each new student they personally persuaded to apply...they published fancy, four-color viewbooks...they repealed campus bans on alcohol...they abolished curfews...they hired pr specialists from the aerospace industry to launch national public relations campaigns, and so on.

Most of these last ditch efforts failed to attract students.

Nonetheless, prompted by the fact that high school populations were down, other not-so-bad-off colleges adopted and refined some of these hard-sell promotional techniques. As competition for students increased, more and more colleges increased their advertising and publications budgets.

Today, nearly every college realizes it is in a battle for its survival. In short, the name of the game today is to get and keep students.

Two places where you can get an overview of this phenomenon are at college fairs and in the offices of high school guidance counselors.

At college fairs, admissions recruiters, often from hundreds of colleges, compete for the attention of high school juniors and seniors. It's almost like a carnival. Colorful lights reflect off the glossy, four-color, covers of catalogs and brochures. Some recruiters distribute records and audio-cassettes. Some booths show films and slideshows. Nearly everyone is smiling. Students walk around stopping

at a few booths, listening to recruiters, and picking up free promotional literature and application information.

Colleges like to reach guidance counselors, one of the main identifiable influencers in the college selection process, too. Guidance counselors in any one high school in New York State will annually receive hundreds of college catalogs and other promotional pieces like posters and brochures. The counselor also is contacted directly by dozens of admissions recruiters who travel throughout the state or country "selling" their school. All this in the hope that the counselor will remember to recommend the recruiter's school to some prospective students.

At RIT, the admission department with its staff of six (including the dean) disseminates general information about RIT throughout New York State and in other select areas like New Jersey and Pennsylvania.

Our admission counselors visit college fairs, community/junior colleges, and high schools, and compete head-on with other colleges. Our Admission office also direct mails posters, brochures, booklets, and catalogs to schools and prospective students.

In addition to the work of the admissions staff, each of the nine colleges at RIT spends its own money on recruitment materials (ads, career booklets, newsletters, posters, etc.) and on personal visits by deans and faculty members who go to high schools, community/junior colleges, and industry to recruit students.

The main problem with this set up is coordination. With such a wide variety of publications and with so many people recruiting (each with his own idea of

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what RIT is), many suspect we have a problem establishing and maintaining a consistent, overall RIT image.

Thus, even though our shotgun approach of saturating the marketplace with many publications and many recruiters has helped RIT maintain a steady increase in enrollment (about 5% per year) in the past, the method is now being reevaluated here by several responsible people.

Recently, for instance, the admission office declared it would like to act as a clearing house for all publications used in recruitment. It also wants to set up information guidelines for recruiters, and wants to know the times, dates, and places of all faculty and administration recruitment visits.

This has met with some resistance, for the deans of each college like to spend their money when and how they desire.

Another approach aimed at the problem of how to "sell" RIT in the market place is the result of serious research, discussion and planning by the Publications/Communications Council instituted in March 1974 by Dr. Todd H. Bullard.

The Council recommended the test marketing program now being conducted for the College of Science.

This is a prototype program that has four basic stages:

- the College of Science first formulated and committed to paper its basic academic, administrative and recruitment goals and objectives;
- a three-pronged market survey was conducted to find out what students, guidance counselors, and parents think about the College of Science and RIT as a whole;
- using results from the surveys, strategies will be outlined for a communications/recruitment campaign that will accomplish the objectives previously determined;
- an evaluation of the whole marketing program will be conducted.

The above approach is interesting because it employs techniques that have proved successful in business; and, after the bugs have been worked out, presents a structure in which to plan further efforts. RIT does not have an identifiable recruitment strategy at the present time. (And, by the way, what is education if it is not a business, and a big business at that!)

As you can see, the process of attracting students to a college is expensive, and chaotic. To do a successful job nearly everyone must cooperate...deans, faculty, admission

recruiters, communications personnel, financial aid staff, et al.

The idea that colleges are at the beginning of a major struggle which will probably take place at the end of this decade is accepted by more and more educators.

How RIT will meet this challenge is still to be decided.

by Bob Elliott

RIT night on WXXI

June 12 will be RIT Night at WXXI-TV-FM with representatives of the Institute faculty and staff operating telephones for a WXXI membership effort.

Programming will include the Figure Skating Spectacular which was filmed at RIT's Frank Ritter Memorial Ice Rink.

At intervals throughout the evening, faculty and staff members will appear on-the-air as they accept calls from new WXXI members.

The June 12 event marks the second time RIT representatives have shown their support for educational television by volunteering their time for a membership night.

Two Science grants

RIT has received two competitive awards from the National Science Foundation to assist in the improvement of the quality of undergraduate science instruction through the acquisition of instructional scientific equipment.

Dr. Richard Cheng of the Computer Science Department was awarded \$7,300, and Professor Pasquale Saeva of the Math Department was awarded \$2,000.

Each grant must be matched by RIT funds.

Dr. Cheng's grant relates to a new instructional method to teach computer programming techniques to students of Computer Science as well as other scientific and non-scientific disciplines.

Professor Saeva's grant will result in an improved presentation of an experimental course in computer oriented calculus.

Attorney here

Bruce Peters, the Student Association attorney, will be on campus during the summer, from 9 a.m. to 12:30 p.m. Monday and Friday. His consultation services are free to all students. Appointments can be made through the SA Secretary, Ann Bubacz, 464-2203.

Works added

Every year for the past four years the Wallace Memorial Library has selected works for the library's collection from the Graduate students show. This year's Purchase Prize Winners are:

Elaine Castiglione, "Etude V" - clay, polyester; Susan L. Hill, "Wall Piece" - clay; Eric Mache, "Sequence 2" - print; and Leslie Ingram Miller, "Flagellum Eddy" - pastel.

Jurors were Louis Goodman, Wallace Memorial Library, Max Lenderman; College of Fine & Applied Arts; and James Thomas - College of Fine & Applied Arts.

Bibliography available

The 1975 Supplement to the 1973 Quality Control Bibliography is now available for \$5 prepaid from the Graphic Arts Research Center at RIT. The 98 annotated entries, together with the 1973 edition, which is still available for \$10, provides a useful package of abstracted information on quality control in the graphic arts, GARC officials said.

One obvious aspect of quality control is its international concern. The entries in the 1975 Supplement have been taken from the publications of the United States, Britain, Germany, Japan, Russia, Spain, Canada, Romania, Hungary, and Czechoslovakia. Although all entries in the 1975 Supplement are in English, some of the original articles are in a language other than English. And many papers presented at the meetings and conventions of international organizations are included.

New Chemistry program

The first Master of Science degree program in Clinical Chemistry in the Rochester region will enroll its initial class in September 1975 at the RIT College of Science.

The program is designed for dedicated technical individuals seeking careers in middle management in clinical chemistry laboratories.

Required courses will be scheduled in the late afternoon or evening so the full curriculum is available to both part-time and full-time students.

Rochester area clinical chemists, who have agreed to be adjunct faculty in the program, and RIT personnel have jointly designed the curriculum to prepare graduates to be considered for laboratory supervisory positions.

Required courses include advanced clinical chemistry, biochemistry, statistics, management, advanced physiology, computer techniques, and an individual investigative, clinically oriented project.

Over a period of time the impact of the new program should be felt in clinical laboratories in several ways.

Technicians aspiring to be supervisors will have a formal training program in which to pursue that goal.

Directors of clinical laboratories will be able to hire trained technical individuals who are well prepared to assume supervisory positions.

Technicians who wish to improve their formal training will have a variety of courses available for part-time study.

Companies serving and developing technology for clinical chemistry laboratories may employ graduates of the program or may choose to enroll their personnel.

Students in the program will have opportunities to work through the various stations in a hospital clinical chemistry laboratory and to obtain experience teaching undergraduate medical technology, nuclear medicine technology, chemistry, biology or a closely related discipline may apply for admission.

Further information is available from the Admission Office or Chemistry Department, RIT.

News and newsmakers

The Adolph G. Kammer Merit in Authorship Award was awarded to **Dr. Kyung S. Park**, Department of Industrial Engineering, and Dr. Don B. Chaffin of the University of Michigan, by the American Occupational Medical Association at their 60th Annual Meeting in San Francisco recently for the paper entitled, "A Longitudinal Study of Low-Back Pain as Associated with Occupational Weight Lifting Factors."

This prestigious award was established by the Industrial Medical Association in 1947 and consists of an embossed scroll, awarded annually, to the author or authors of the best publication in the field of occupational health.

The **RIT Summer Tennis League** will run as usual this year. Please contact Prof. M.S. DiQuilio in the College of Continuing Education or call 464-2122 if you wish to be included in this year's listings. Also, call or write to have your name removed if you played last year but will not play this year. The tentative flight listings are located on the tack board next to the Supply Cage of Clark Building.

C. Douglas Burns, currently director of Property Management will assume a revised assignment as director of Property and Risk Management, effective May 19.

The new assignment will include the responsibility for the development of a systematic safety and risk management program. This effort is in response to the requirements of the Occupational Safety and Health Act of 1970.

Burns will be located in the Central Service Building and will be a part of the new Department of Campus Services.

Continuing events

B.I.D.C.-College Union-8a.m.-5p.m. Contact Colin Monteith at 454-2220 (June 8-13)

Gravure Technical Assoc. - Henry Lomb Room-10:30 a.m.-2:30 p.m. Contact Dr. Guldin at 2730. (June 9)

C.P.A.'s-Estate Planning-Alumni Rm., M-2 Contact Bill Gasser at 2312. (June 9)

Quality Control for Photographic Processing-Gannett Building-all day. Contact: Judy Torkington at 2757. (June 9-13—)

Packaging Institute Bd. of Directors-M-2 8a.m.-4:30p.m. Contact Dorothy Burns at 2278. (June 11)

Campaign Metro Monroe Kickoff-Clark Dining Room, Library A-100, C/U Main Lounge. 2p.m.-9p.m. Contact Chris Di Vincenzo at 262-2749 (June 11)

S.P.S.E.-Alumni Room 4 p.m.-6 p.m. Contact John Fiske at 458-1000 X74389. (June 11)

Youth Cares-College/Alumni Union. 8a.m. to 9p.m. Contact Jim Lardner at 232-7100. (June 14)

Bio-Medical Photo Assoc.-1829 Rm. Clark Dining Room, Library-A-100 Classrooms. 8a.m.-5p.m. Contact Kay Smathers at 2709. (June 14-21)

J.A.W.S.-1829 Room. 7p.m.-11p.m. Contact Shirley Church at 2104. (June 18)

Annual Art Show.-All media. The Cobblestone Church, Rts. 98 and 104, Childs, NY, sponsored by Ontario Plains Unitarian Society. Concurrent with Cobblestone Society Museum. Call (716) 589-9510. (June 13,14,15 from noon-9p.m.)

Country Fair and Family Day-all media. Henrietta Town Park, Calkins Rd., Henrietta, NY. Sponsored by the Arts Council of Rush, Henrietta, and W. Brighton, Inc. Call (716) 334-3748. (June 14, 10a.m.-5:30p.m.)

First Annual Knights of Columbus Arts and Crafts Festival-Harmony House, 58 E. Main St. and K of C Hall, 82 E. Main St., Webster, NY Kiddy Rides, Garden Exhibit, entertainment, food, Father's Day Specials. Call 265-0258. (June 14,15-10a.m.-6p.m.)

Lewiston Outdoor Craft Show and Sale-Academy Park, Lewiston, NY (call 754-8156. (June 21,22-noon till dusk)

Metro Art Gallery-Main Gallery-Drawings and Stained Glass by Tony Petracca and David Lortz. (June 6 to June 27) Call 2237 for more Info.

Archive Gallery, - 343 East Ave. - A Thesis Presentation by Paul Cava, RIT graduate student in Photo. (June 7-20)

Positions available

Listed below are the current openings at RIT as of 5/29/75. For further information please check the current job list in your college or administrative department.

General & Hourly

Secretary-Public Information-NTID,
Receptionist/Proofreader NTID (P.T.)
Secretary-Division of Comm. Prog. (P.T.)
NTID
Secretary-Office of Prof. Dev. (Temp)-(P.T.)
Secretary/Receptionist-Reporter Magazine-(P.T.)
Payroll Clerk-Payroll
Secretary/Special Campaign
Interlibrary Loan Clerk-Library
Art Assistant-(P.T.)-NTID
Secretary-Photography (P.T.)

Administrative

Coordinator of Residential Life & Prog.-Residence Halls/Food Serv.
Coordinator of Adm. Serv.-Residence Halls/Food Serv.
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
Coordinator of Career Development-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 openings)
Dept. Chairperson-Computer Applications-Curr. Dev. & Eval./NTID
Faculty-Bus. Tech./NTID
Manual Comm. Instructor-Comm. Ctr./NTID
(3 positions)
Dev. Ed. Spec.-Tech. Ed./NTID
Coordinator of Aduiology 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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Photo by Bruce Cook

Tender loving care for 800 pies each day

Maxwell Hill is an American Indian whose culinary philosophy places him in the moccasins of those who pass RIT pastry counters each day. "Would I pay 35 cents for a piece of this pie?" he asks himself as he pours filling into the raw crusts. "If it's not good enough for me, how can I expect them to buy it?" is a question that sums up his feelings about his work.

Starting at five each morning, the manager of the Institute's Bake Shop combines hundreds of pounds of flour, sugar and shortening, tens of gallons of berries and other homemade fillings with a lot of tender loving care for the 800 pies students, faculty and staff are served at five locations on campus each day.

In one year over 15 tons of flour pass through Hill's fingers and when one multiplies that by the six years Hill has been at RIT, you can tell he's seen more wheat than a lot of farmers.

After the hundreds of pies and cakes are baked in enormous ovens, they are transported to the Dining Commons, residence hall cafeterias, Ritskeller, Union cafeteria and Served Dining Room to be served that evening and the following day.

All the pies and cakes are individually made and until about a month ago, Hill rolled the dough and mixed the batter and filling alone with the help of a part-time student. He now has an assistant who helps make the cakes. In addition to all that, Hill does all his own ordering and bookkeeping.

Maxwell, a Seneca Indian, spent many of his childhood years on the Seneca reservation at Cattaraugus, New York and on the six-nation reserve in Canada.

The son of a professional lacrosse player who was a member of the original Rochester team called the Iroquois, Hill got his first taste of food business in the family-owned restaurant when he was

called upon to fill in for an absent cook or dishwasher.

He spent some time in college and then joined the Marine Corps where among other things he traveled around the world three times on the SS Fargo's goodwill missions. "One day I got off the ship and was sent to the kitchen where I've been ever since," Hill says. Initially he was sent to the Cook's and Baker's School in North Carolina where he graduated first in a class of 200.

During ten years of military service, Hill served such noted guests as President Eisenhower and Vice President Nixon along with numerous cabinet members as manager of the officer's club at Quantico, Virginia.

The time came when Maxwell Hill felt his six children needed the stability of a permanent home so he left the military and moved to the Rochester area. He has worked as food service director at Roberts Wesleyan College, executive chef and production manager at Brockport State and now manager of RIT's Bake Shop. Two of his sons attend the Institute and another is in graduate school after completing undergraduate work at Harvard last year.

Hill's life has been dotted with many fascinating experiences. He appeared in two Hollywood movies, "Retreat Hell" and "Battle Cry" while in the military. Two years ago he wedged a lot of travel among his baking duties as a speaker for the National Congress of American Indians. That assignment took him around the world speaking on the past and present life of the Indians, including details about their beliefs, customs and religious ceremonies. His grandfather many generations back was among the Indians who signed the Pickering Treaty giving land to New York State for settlement.

When not over the mixing bowl or behind the rolling pin, Hill likes to travel. Although he's been around the world on several occasions, he says, "I enjoy seeing America."

by Susan Dwyer