



January 12-18, 1976

David Jones named director of Annual Support, Alumni Relations

David B. Jones has been appointed director, Annual Support and Alumni Relations, within the Office of Development.

Jones has been director, Annual Support, since October 1975 and acting director, Alumni Relations, since Chris Belle-Isle left the office of director of Alumni Programs in September 1975.

His responsibilities include alumni and parent relations programs and alumni/parent/friend/corporate annual giving.

"The alumni relations program, as it has in the past year, will continue to move in the direction of creating more functional relationships between alumni and the Institute, including such programs as alumni involvement in admission and placement, expansion of on-campus activities for alumni, and expansion of alumni/faculty/student programs," Jones said.

The parents' relations program will stress more opportunities for parents to become involved with the life of the Institute, Jones said. Initially that will mean both local and regional social activities to inform parents about RIT, he added.

Jones is seeking more opportunities for alumni to become involved on campus, such as the career guidance seminars, beginning in February, which will allow alumni to share their knowledge of their professions in informal sessions with interested students.

Another emphasis of 1976 will be an expansion of Homecoming. Ten reunions and distinguished alumni awards from each of the RIT colleges are being planned for Homecoming '76 next fall.

Jones will keep his office at 50 West Main Street. The Alumni Office on the Henrietta campus is staffed by Debbie Lane, assistant director, Alumni Relations.

A 1967 business administration graduate of RIT, Jones was an admission counselor and assistant director of Admission from 1970 to July 1974, when he joined the Office of Development as manager,

Development Resources.

RIT's alumni population numbers 32,000, of which 15,000 are in the Rochester area. According to Jones, major concentrations of RIT alumni are developing in all metropolitan areas across the country, with as many as 1,200 in New York City, 600 in Boston and 450 in Los Angeles.

Alumni involvement with the Institute increasingly is taking a service focus. Alumni have been involved in presenting career information to prospective students the past year; more recently alumni have entered the admission and placement processes.

In four regions of the country--Cleveland, Boston, Syracuse and Elmira--volunteer alumni are contacting students who inquire about certain RIT programs. The intent, says Jones, is to personalize the admission process for the prospective student.

The student is matched up with an alumnus who graduated in his field of interest. The alumnus telephones him, identifies himself as an RIT graduate in the particular discipline, talks about the career and the program at RIT, and offers to answer questions. From there it's up to the student to contact the alumnus if he wants further information.

This alumni participation in the admission process is an outgrowth of last year's career information team concept. Volunteer alumni in Boston, Cleveland and Syracuse offer high school students information about what they do every day and how they prepared for it. The program is coordinated through chairmen in the various cities and guidance counselors.

The career information team idea has been expanded to Albany, Buffalo, and Binghamton this year. As in the other cities, the career information teams are expected to develop into direct admission involvement next year.

The latest alumni service activity is placement.

Thirty alumni present at a meeting in New York City in November have been asked to fill out personal profiles to be kept in the Central Placement Office's files. When students come to the office, the counselors will be able to refer them to alumni who might help in a job search or with career guidance.

The profiles will include the alumnus' background and career experiences. Students will be able to contact on-file alumni by mail or phone.

New York City was targeted for the initial effort because it has the largest concentration of alumni working for major corporations, but alumni profiles are welcomed from anywhere in the country.

Energy Institute

The Rochester Area Chamber of Commerce, Inc. has submitted a proposal to the Industrial Science and Technology Division of the New York State Department of Commerce to consider the RIT campus as a site for a projected Solar Energy Research Institute to be established by the Federal Government.

The potential site is 100 square acres at the corner of John Street and Bailey Road, on land formerly used as the Institute's nursery.

The proposal was developed by the Solar Energy Research Task Force of the Chamber's Metropolitan Rochester Development Council.

The proposal was personally delivered by James H. Swanton, Chairman of the Task Force, and Michael P. Vadala, Manager of the Chamber's Economic Development Department.

The selection procedure for the Institute is divided into two stages: selection of a community site within the State of New York, and selection by the federal government of a final site from

Institute

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among various sites submitted by interested states. Governor Hugh L. Carey initiated action toward the designation of a New York State site by asking directors of the New York State Science and Technology Foundation to receive, evaluate and then suggest to him the one New York site which will be submitted to the Federal government. The Federal government will then establish a review procedure to select the single national site.

"We believe that Rochester has many of the community characteristics and resources which the Federal government desires in the determination of where this Institute will be built. Likewise, we believe that the existence of this facility within our community will be a very positive factor to our economic well-being," Swanton said.

The Chamber's proposal relates to those local resources which the U.S. Energy Research and Development Administration has identified as being of the greatest interest, along with the recommendation of a particular physical site in the Rochester community.

The Chamber's Task Force, in concert with the Monroe County Department of planning and Genesee/Finger Lakes Regional Planning Board, explored several possible Rochester area sites, from which RIT was selected as the best location for the proposed Solar Energy Research Institute.

The Federal government will establish a Solar Energy Research Institute somewhere in the United States, under provision of the Solar Energy Research Development and Demonstration Act of 1974.

The Solar Energy Research Institute will investigate the broad areas of alternative power sources, including solar, wind, bioconversion, photochemical and ocean-thermal. The Institute will serve as the administrative, research and coordinative center for solar energy research programs established by the U.S. Energy Research and Development Administration. It will become a leading center of expertise in the technology and economics of all matters utilizing solar energy. Supplementing the work of the Institute will be the establishment of a number of small field stations throughout the United States specializing in and located optimally for the exploration of individual solar resources (solar, thermal-electric, wind energy and ocean-thermal gradient).

The amount and reliability of sun light is not a concern in choosing a site for the Institute, although it is of leading importance in the choice of locations for field sites.

Vice-President for Business and Finance James Buchholz said the Solar Energy Institute would "simply be a neighbor" to RIT, although "It's likely there would be some highly beneficial relationships that would develop over the years" between the two institutions.

The Solar Energy Research Institute will have an estimated annual budget of \$50 million and employ a professional staff of 634, in addition to a support staff for a total personnel complement of 1,427 when in full operation. The physical structures will be built over a three year period.

International students

On Thursday, January 15, there will be an important meeting for all international students to meet with officers from the U.S. Department of Immigrations. The meeting will be held at 2 p.m. in Room 201 of Lattimore Hall at the University of Rochester River Campus. After the meeting refreshments will be served from 4 p.m. to 5 p.m. "This is your opportunity to meet other international students studying in Rochester and to ask questions of the Immigration officers," said Mrs. Vicki Gary of the Registrar's Office at RIT.

Students needing transportation to the U. of R. should contact Mrs. Gary, Foreign Student Advisor, as soon as possible.

All international students are invited.

Student grants

The endowment fund at RIT has been given \$5,000 to assist students who volunteer to help deaf students. The money is a gift from the New York State Federation of Home Bureaus in honor of former federation official Martha L. Perry of Holley.

Quality seminar

The next seminar on Quality Control for Printing UPC (Universal Product Code) will be held at RIT March 11-12. The seminar deals with some of the start-up and quality control problems of printing consistently acceptable UPC symbols.

The RIT seminar includes subjects that will help people in printing, packaging and the converting industries who must establish printing specifications and/or guide quality control programs. Designers involved in preparing products using the UPC symbol will also gain useful information.

Sampling plans, printability ratings, plotting production data, and monitoring quality are explained and participants are provided with specimen

printed press sheets on which to work out some of the steps in a quality control program.

In addition to RIT staff and faculty, speakers from industry and demonstrations of equipment are included in the program.

The seminar begins at 1 p.m. on the first day and concludes at noon the second day. Following the conclusion of the formal program an optional field trip to a store with functioning UPC checkouts is planned, ending at 3 p.m. The \$125 cost includes tuition, dinner, supplies, and reference material. Payment should accompany application.

Contact William Siegfried, training director, Graphic Arts Research Center 464-2758, for more information.

Gardner speaker

Frederick P. Gardner of the College of Continuing Education was invited by the Association for Continuing Education to be a panelist at its 37th Annual National Convention in Salt Lake City recently.

Gardner, academic administrator for Humanistic Affairs, and two other panelists from Syracuse University discussed "Issues and Strategies in Counseling the Adult Student."

The emphasis of Mr. Gardner's speech "Counseling the Adult Who Also Works," stressed that people in colleges need employers in contact with the schools in order to be of benefit to the student.

"Approximately 75% of the 4½ million students in continuing education are subsidized by employers who place great emphasis on the value of a college degree. In the process of a corporation's promoting individuals, the student can get crushed between the conflict of employers versus schools," he noted.

Mr. Gardner was a panelist at last year's Regional Association for Continuing Education Conference in Hamilton, Ontario.

Study-tour set

RIT will be offering a study-tour of England this summer. The course, called "England: Architecture and History," will run for four weeks beginning June 22 and will award participants five quarter credits for academic work.

The course begins with one week of intensive lectures and film presentations on the RIT campus and then moves to England for further study on the spot. Students may plan to concentrate their studies in either architecture or history or both. Graduate and undergraduate credit will be awarded.

Leading the group will be Dr. Paul Bernstein, professor of European history

and dean of the College of General Studies at RIT, and Houghton Wetherald, associate professor of fine arts and chairman of the College of General Studies Fine Arts Department.

Dr. Bernstein was in England recently to finalize travel and accommodations. The itinerary will include trips to Westminster Abbey, Canterbury Cathedral, and Stonehenge.

"We will be studying English history through the lives of great personalities in England's past, and will trace the development of English architecture from medieval times through the 1970s," explains Dr. Bernstein.

The course is open to all interested students and has no prerequisites. Questions regarding the course should be directed to Dr. Bernstein, RIT, One Lomb Memorial Drive, Rochester, NY 14623.

GARC seminar

A four-day seminar on Basic Quality Control for Graphic Arts Applications will be held at the Graphic Arts Research Center February 10-13, 1976. The seminar deals with quality considerations related to printing operations and the printed product.

There is a high degree of quality consciousness in the printing industry. Printing suppliers and their customers, in increasing numbers, are taking advantage of statistical quality control methods. However, the ability to handle technical data as efficiently as, for instance, financial statements is not as developed as in many other industries. These other industries make use of statistical methods and have learned to make data "talk" to them. It is important that middle and upper management become acquainted with such tools.

While this seminar will introduce the participants to some of the fundamental concepts of statistical quality control, there will be a number of "practical" sessions dealing with raw materials testing, densitometry, paper and process color ink relationship, and color control strips. One of the final sessions will be a discussion about "people problems."

Participants need no previous statistical training, and "heavy mathematics" will not enter into the course.

The cost for this four-day seminar is \$300. This includes tuition, supplies and reference material. For more information contact William Siegfried, Training Director, Graphic Arts Research Center, 464-2758.

Processing seminar

The College of Graphic Arts and Photography will hold an intensive five-day seminar on Quality Control for Photographic Processing February 16-20, 1975.

Presented in cooperation with the McGhee Professorship, the program will provide specialized knowledge in statistical, chemical, and sensitometric methods for control of black-and-white and color photographic processes. It is intended for photographic dealers and finishers, professional photographers, and individuals involved in the processing of photographic materials. It is also for engineers, scientists, and other professional persons who are engaged in areas where photography is being used as a research tool.

Subjects include fundamental statistical methods, measures of variability, interpretation of data and statistical inference, control chart techniques, control limits, statistical decision-making techniques, quality control and people problems, sensitometry, reflection and transmission color densitometry, chemistry of processing solution, troubleshooting techniques, and other related areas.

Cost of the program is \$300 and includes tuition, supplies and reference materials.

For more information about registration contact William Siegfried, Training Director, Graphic Arts Research Center, 464-2758.

Web workshop

The Graphic Arts Research Center will conduct a Commercial Web Offset Workshop on February 2-4, 1976. This three-day workshop is for management-level personnel, people in supervision, sales, service, mill management, research and sales management in all areas of graphic arts.

The workshop will cover current information on the lithographic process, offset plates, inks, paper, equipment, and paper/ink/press problems. Under these major categories, over two dozen subject areas will be discussed e.g. other processes, stripping and plate-making techniques, dryers and drying problems, web stocks, press adjustments, fountain solutions, web tensions, and other aspects of the offset operation.

These popular workshops are limited in number of participants in order to provide individual attention and to permit hands-on experience with RIT's production 4-unit web offset press.

The cost of the workshop is \$265, which includes the tuition, supplies, and reference materials.

Positions available

Listed below are the current openings at RIT as of 1/6/76. For further information please check the current job list in your college or administrative department.

Full-Time General Staff Positions

Student Account Delinquency Analyst-Bursar's Office

Part-Time General & Hourly Positions

Learning Environment Specialists-NTID
Interpreter-Support Services-NTID-Temporary

Full-Time Administrative Staff Positions

Librarian-Graphic Arts & Photo-Printing
Resident Director-Housing
Superintendent of Maintenance-Campus Services
Financial Analyst-NTID
Systems Analyst/Programmer-Program Analysis

Part-Time Administrative Staff Positions

Occupational Research Assistant-NTID

Faculty Positions

Research Assistant-DIEP, Research & Dev.
Chairperson-Instructional Television
Coordinator of Interpreting Service Section
Associate Ed. Specialist-College of Science Support Team
Instructor-Data Processing
Instructor-Technical Science-Optical Finishing Technology
Instructor-School of Printing
Chairperson-Computer Applications-NTID
Research Associate-Audiology Dept.-NTID
Associate Ed. Specialists-Pre-Professional Programs, NTID, Div. of Advanced Programs, Ed. Support Services for Institute College of Engineering.
Coordinator of Audiology Service Section-Communications Center.

News and newsmakers

Judy Glading, engineering librarian at Wallace Library, has had published a bibliography by the Council of Planning Librarians, "Alternative Transportation Modes: Bikeway Planning and Design." It was published Dec. 1975.

Richard E. Anderson, formerly assistant director of Student Aid, has been appointed director of Student Aid.

Continuing events

Bevier Gallery - The Faculty Show

Jan 10-30.

College Union - Photo Exhibit by the student employees of the Photo Cage.

Jan. 5-18.

Wallace Memorial Library Gallery - The political cartoons of John Scott Clubb.
2nd floor, daily, until Jan. 16.

"News and Events" is published every other Monday during the academic year by Communications Services at Rochester Institute of Technology and distributed free of charge to the Institute community. For information, call 464-2330.



NTID students enhance their education through work in tour center

Whether you're visiting the Louvre, the Smithsonian Institution, or the National Technical Institute for the Deaf (NTID), the people who make your trip more enjoyable and worthwhile are the tour guides.

At NTID, three students are enhancing their education through their jobs as student tour guides for the Visitors' Center.

On the average, more than 250 people per month tour the facilities, and a great number of these people are conducted on a 45-minute tour of the academic building by enthusiastic and informative student tour guides. Other visitors are toured by Colleen Gilfilian and Keitha Boardman, the Visitors' Center full-time staff. They coordinate all the tours and provide an in-depth orientation of NTID's history, purpose, and programs prior to the tour.

"We feel that by employing students to assist in the Visitors' Center, we are helping them develop good personal and communication skills that will stay with them a lifetime," said Ms. Gilfilian.

Each trainee must go through an orientation program set up by the Visitors' Center. At the end of the training session, the trainee gives a "test" tour to insure consistency and correctness of information given to the visitors.

Michael Bienenstock (North Plains, N.Y.) is a four-year veteran tour guide who is in his fifth year of study as a chemistry major cross-registered into RIT's College of Science.

A teaser, Mike has the ability to entertain as well as inform. His sense of humor and easy-going manner make people feel right at home.

"I've had other part-time jobs as a golf caddy, a waiter, and a parking lot attendant, but being a tour guide beats them all! I volunteered for the job because I like meeting different people; I didn't even realize I was going to be paid for it," he smiles.

Mike feels that the job is especially important to prospective students because "what I tell them influences their decision to come here, and as a student myself, I know that's a big decision to make."

In the course of his job, Mike's had the opportunity to talk with professionals, educators in the field of deafness, families, prospective students, and to the Governor of New York State, Hugh L. Carey. "That was really something to write home about," he smiles.

"The first thing I do is greet the visitors with a warm welcome," grins Jim Jones (Shawnee Mission, Kan.). Jim heard about the job from Mike, who also helped to train him.

Jim has been a tour guide for a little less than a year, and his enthusiasm for the job is still growing. A real charmer, Jim will cater to any request within his power. His pleasure comes from pleasing others.

An architectural drafting major, Jim was fascinated by the new facilities when he was given a tour as part of his Summer Vestibule experience before entering NTID. He is very proud of showing people around the facilities and takes particular interest in discussing the drafting lab.

Many visitors who attended the World Congress of the Deaf convention held in Washington, D.C., last summer came to see NTID. During this time Jim was able to meet people from all over the world. "Some of my visitors couldn't speak English very well, and some didn't know sign language, but we managed to communicate through gestures and had a good time doing it," he remarks.

A soft-spoken attractive blonde, Terry Blakeslee (Kenmore, N.Y.) is a fourth-year hearing student in communications design at RIT. She feels that her Visitors' Center training will be a big asset when she graduates and must be

able to communicate ideas to clients.

Terry has spent the last two summers as a tour guide. During the academic year she attends classes, is a student interpreter for deaf students who enroll in RIT's other colleges, and also holds a job as a resident advisor in the dorm.

Her chief enjoyment is the reactions of the people on the tour. "I get a good feeling when they show enthusiasm for the building and programs. Most people are overwhelmed by the architecture, the color, and the media we have. And when they compliment NTID, I feel like they are also complimenting me personally. It makes me feel like I'm really a part of a great place," she admits.

Although she enjoys all the visitors, Terry admits to having favorites. "I especially like the families who come, because I know they are genuinely interested in what I have to say. And the older deaf people always sigh and wish that NTID would have been built 30 years sooner, so that they could have come here," smiles Terry.

"Jim, Mike and Terry are very conscientious, and many times have acted above and beyond the call of duty to meet the requests of the visitors. They're invaluable, and we don't know what we'd do without them," concluded Colleen and Keitha.

--Barb Wagner