Rochester Institute of Technology

Published by
Communications Services

NEWS AND EVENTS

June 14-July 11

"Beginnings '76": 3005 degrees awarded

Ten thousand plus people converged on 20 acres of gently rolling hills and red brick in Henrietta last Saturday. They attended one of the nation's most colorful college commencements.

Unlike most graduation exercises, there were no main speakers or honorary degrees awarded.

In explaining the difference, Dr. Todd H. Bullard, provost and vice president for Academic Affairs, remarked, "We wanted to make this a day dedicated to recognizing our students. It's their day and their parents' day. It provides that personal relationship missing at many commencements."

Called "Beginnings '76," RIT's ceremony combined the traditional awarding of degrees with the fanfare and festivities of a medieval celebration.

The ultra-modern nine-year-old campus of brick and glass geometric buildings were covered with a kaleidoscope of colored banners, pennants and balloons for the occasion. More than 30,000 yards of fabric went into the eight- to 12-foot banners that lined the walkways under which 3,005 graduates paraded.

Although this was RIT's 91st annual commencement, "Beginnings" got its start four years ago when the school decided to move its graduation activities from Rochester's War Memorial Auditorium to the new $120 million campus.

In 1973 a committee composed of students, faculty and staff came up with the idea of patterning some of the commencement activities of this contemporary technological institution around those held in medieval days.

"Our intent is to make this a celebration of our students' accomplishments," noted Donald A. Hoppe, commencement coordinator and dean of Administrative Services.

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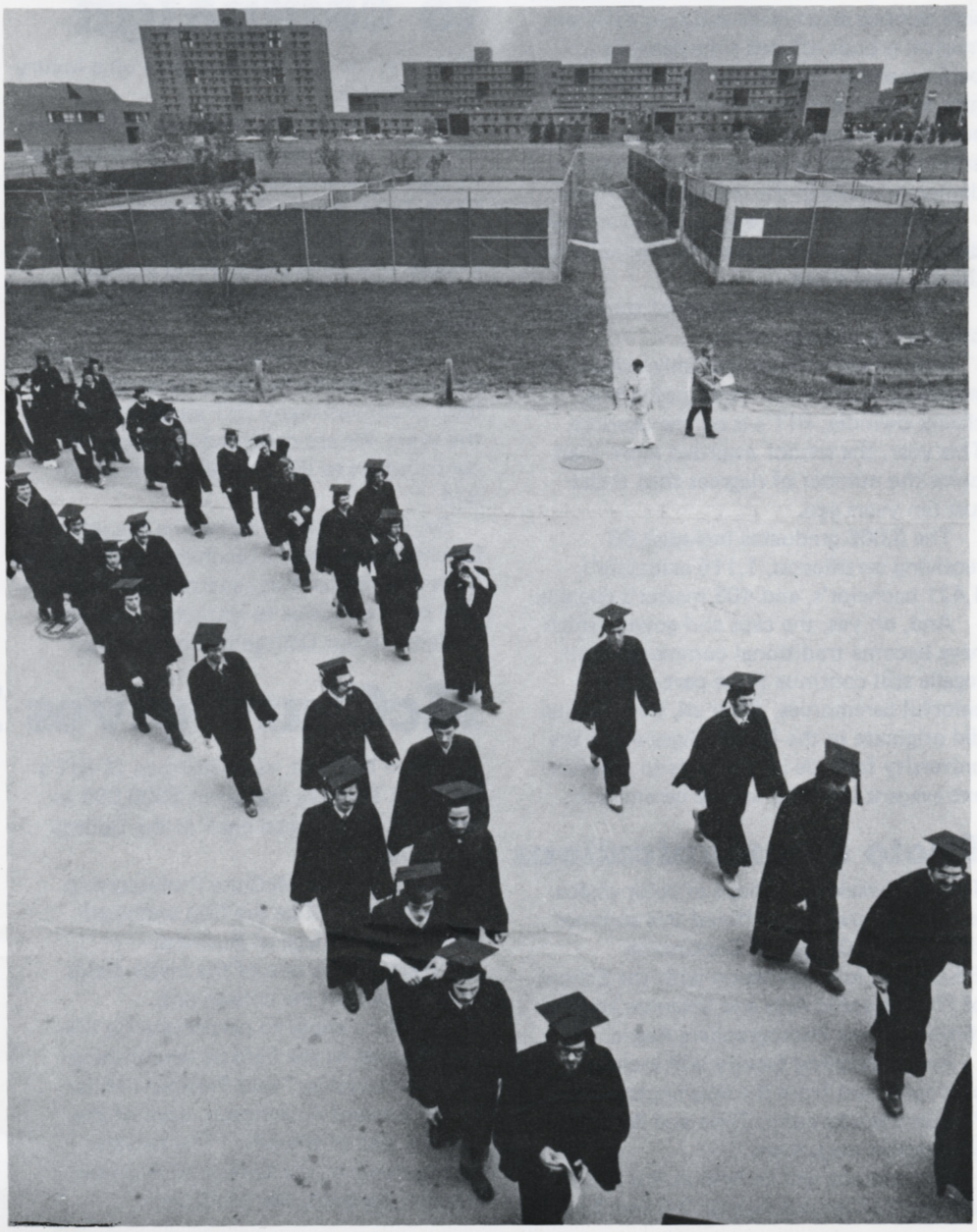

MATRICULATED MARCHERS—A proud Class of '76 leaves RIT.

Degrees awarded

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In recognizing their accomplishments, RIT held six separate ceremonies for the nine individual colleges. The commencements ran concurrently, two at a time, in the Frank Ritter Memorial Arena and the George H. Clark Memorial Gymnasium.

RIT President Paul A. Miller and Frank M. Hutchins, vice chairman of the Board of Trustees, presided over the ceremonies in the gym, while those in the arena were officiated by Board Chairman Richard H. Eisenhart and Todd Bullard.

In keeping with custom, the processions were preceded and concluded by fanfares in the Elizabethan mood by the Rush Henrietta Brass Ensemble.

Feasting, which was very much a part of the medieval commencement services, also was carried out at RIT, although to a lesser extent. Food booths were set up in the outside campus courtyards and four different musical groups offered simultaneous performances. Guests also had an opportunity to catch a glimpse of the Institute's activities through exhibitions of students' artwork, special projects and laboratory demonstrations in the individual colleges.

Hundreds of local leaders in government, business and industry were invited to attend the day-long event.

They were watching a school that has bucked the national trend.

While most colleges and universities are watching the ranks of their graduating classes dwindle, RIT's is on the upsurge. This year, the school awarded more than twice the number of degrees than it did just ten years ago.

The 3,005 graduates included 66 receiving certificates, 1,115 associate's, 1,421 bachelor's, and 403 master's degrees.

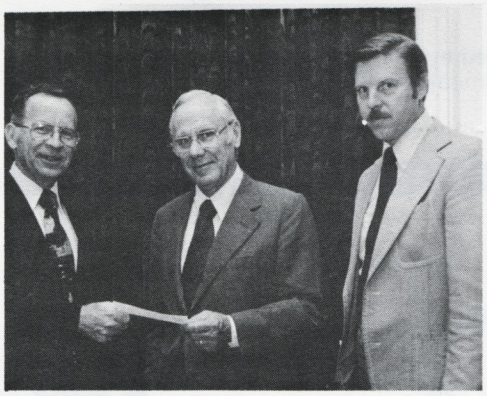
And, oh yes, the caps and gowns which have become traditional commencement regalia still continue to be part of the colorful ceremonies. After all, the practice did originate in the Middle Ages when the university forbade its students to purchase extravagant clothing for the ceremonies.

Photo communications

Two one-week workshops in color photojournalism are being offered this summer through the College of Continuing Education, in cooperation with the School of Photographic Arts and Sciences and the National Press Photographers Assoc.

An outstanding faculty will include photographers from the *Washington Star, Popular Photography, Time* and *National Geographic* magazines.

The sessions will be held at the Hilton Inn -on-the-Campus August 2-6 and 23-27.



SPANISH SACRIFICE—Donald Berchtold, president, Crosman Arms Co., foregoes prize trip to Spain; instead gives Dr. Paul Miller (left) $5,000 check. Dr. Richard A. Kenyon, dean of College of Engineering, acknowledges gift to his school.

$5,000 gift to campaign

When was the last time you gave up a luxury trip to Spain?

Donald Berchtold, president of Crosman Arms Co., has converted the trip he won to its cash value and donated the $5,000 to RIT's 150th Anniversary Campaign.

The gift establishes the Crosman Arms Endowment Scholarship Fund and will assist enrolled students in the College of Engineering.

"I have been a long-time admirer of RIT and our company has been fortunate to have employed many RIT students over the years. We are delighted to make this contribution to the Institute," Berchtold said.

Dr. Paul A. Miller, accepting the gift from Berchtold at a recent luncheon, said, "We are most grateful for this generous gift. It will help us to continue to attract outstanding students to our College of Engineering."

NEWS & NEWSMAKERS

Frederick A. Benson, coordinator of records systems, Records and Institutional Research, will assume the position of student services coordinator for Computer Services on July 1.

An RIT employee since July 1972, Benson will be working directly with user management and other Institute personnel to provide technical and analytical assistance in the solution of systems problems concerning student services.

Robert F. Iannazzi, NTID photographer and cinematographer, was awarded the Bader Brothers Award for the best wedding photograph at the convention and print competition of the Professional Photographers of Ontario, London, Ontario.

Ralph Stearns, PE, specialist in cooperative education and lecturer in Industrial Engineering, attended the American Institute of Industrial Engineering 27th annual conference in St. Louis, Mo., May 16-22. Stearns is serving as director of the management division of the national AIIE.

Francine Shuchat Shaw, School of Photographic Arts and Sciences, has completed requirements for the PhD degree at Ohio State University. She has specialized in curriculum theory for arts and humanities education.

Three RIT students, **Aaron Jennings, Leonard Parker** and **Stephen Hayduk,** have been awarded the Ralph P. Kepner Memorial Scholarships.

The Kepner Scholarships are given by the Rochester Chapter of the Society for Technical Communications to encourage good technical writing among students in local colleges.

Dr. Kingsley F. Elder, professor of physics, College of Science, has been appointed to participate in the three-week summer program "Energy Sources for the Future," presented at Oak Ridge, Tenn.

McClure gives RIT $600,000

J. Warren McClure, vice chairman of RIT's Board of Trustees, has given $600,000 to establish an endowed chair in the College of Business.

The J. Warren McClure Professorship in marketing will be the first endowed chair in the College of Business.

"Marketing is one of the major fields of study within the college and Mr. McClure chose to perpetuate his lifelong interest in the field by establishing the professorship," said President Miller.

Dr. Edward A. Johnson, dean of the college, said of the gift: "The faculty and students of the College of Business greatly appreciate Mr. McClure's generosity. The chair will provide significant support to one of the college's most vital academic areas."

The gift was announced by Walter A. Fallon and Maurice R. Forman, co-chairmen of the Institute's $42 million 150th Anniversary Campaign.

McClure, of 85 Country Club Drive, Pittsford, is a former newspaper owner and publisher. He retired in 1975 from Gannett Newspapers as vice president/marketing. He is a director of Gannett Co., Inc., and is president of McClure Media Marketing Motivation Co., Rochester-based newspaper service organization.

8th graders take business course at RIT

There are so many different ways to go about making a buck these days, and so much more opportunity, that it's really become a task for a young person trying to decide which way to go. You've got to go to school till you're 16—but then what?

That's the critical question that many teenagers are asking themselves—after they graduate.

But Henry Cassia, associate professor of marketing at RIT, and Michael Fici, guidance counselor at Brighton's French Road Middle School, believe that something can be done to stop the floundering.

A chance meeting at a local coffee shop got the two talking, thinking and eventually planning a remedy for their mutual concern. Months of work produced a detailed, well-mapped project whose prime objective is to create awareness among younger students of their own personal interests, and of how they might apply them to a more clearly defined set of career possibilities.

The pilot project was conducted this quarter, and 12 eighth graders from the Middle School have been attending Cassia's regularly scheduled classes twice a week in the library.

Since Cassia's field is advertising/marketing, he and Fici decided to use the communications cluster as the group of professions with which the youngsters would be acquainted in this trial run.

They were involved to the same extent as the RIT students: they heard lectures given by local advertising executives, and devised an advertising campaign for an imaginary product—the same things the RIT students were doing for a grade.

The imaginary product is another story. The younger students came up with an idea that seems an obvious moneymaker—facial tissues imprinted with comic strips.

Once that germinal idea was adopted by the whole class, the RIT students split up into groups, each developing its own marketing campaign. The Middle School students also represented one group, working under the direct supervision of five of their own teachers back in Brighton.

Each group named the product (Kartoon Kleenex, Sniffies), decided who to sell it for (Scott, Kimberly Clark), researched the market, wrote newspaper, TV and in-store ads, and designed the box.

Some of the groups used syndicated comics; "Peanut Blowers" feature Snoopy and Charlie Brown. The French Road people created their own characters—Super Sniffer and his cohorts, Peter Pelican, Filmore Fish, Marvin Mouse, Billy and the Beetle Band, to name a few.

The project is over two months old now, and it looks as though it has a long life ahead of it. Positive input pours in.

Joseph Sproule, director of instruction of the Brighton Central School District, received "only the most positive possible response to this project."

He added, "I would like to talk about building on the adventure. . . . It is fertile ground to be plowed."

One RIT student remarked, "The younger kids brought in fresh insights, and it was fun learning to work together incorporating ideas."

"It was really a rush to have them here," added another RIT student. "What's really freaking me out is that they know what I know now, and they're only in the eighth grade!"

To watch the eighth graders in class, you'd think you were on the TV studio set for "Little House on the Prairie." There's none of the yawning, slouching, or drooping eyelids that characterizes the attitude in most classrooms. They listen attentively, and ask some of the most intelligent questions.

"We got so absorbed in what we were learning that we forgot to be scared of college kids who we'd thought might beat up on us," David Itkin grinned.

"It really expanded my consciousness of the world outside school," Adam Komesar said.

Was it necessary to bring the material down to an eighth grade level?

"Not at all," Cassia said. "They've had no trouble grasping the concepts."

"We tried to choose them with an eye to creative ability and a sense of responsibility," explained Fici. "They are all of average or above average intellectual levels."

But that doesn't mean that only the hot-shots can be involved in a career education program. The basic concept behind the co-op project can be applied to any field, from auto mechanics to the health professions.

All that's really needed to run a similar project is the willingness of a college or vocational training program—even one in a high school—and of the business community to serve as classrooms for younger students.

CONTINUING EVENTS

CPA - Pension & Profit Sharing. June 14, 9 a.m. - 5 p.m., 1829 Room. For information, call Bill Gasser, 2312.

CPA - Physicians and Dentists. June 18, 9 a.m. - 5 p.m., Room M-2. For information, call Bill Gasser, 2312.

Environmental Task Force - June 19, 8 a.m. -noon, 1829 Room. For information, call Nancy Dowling, 381-4279.

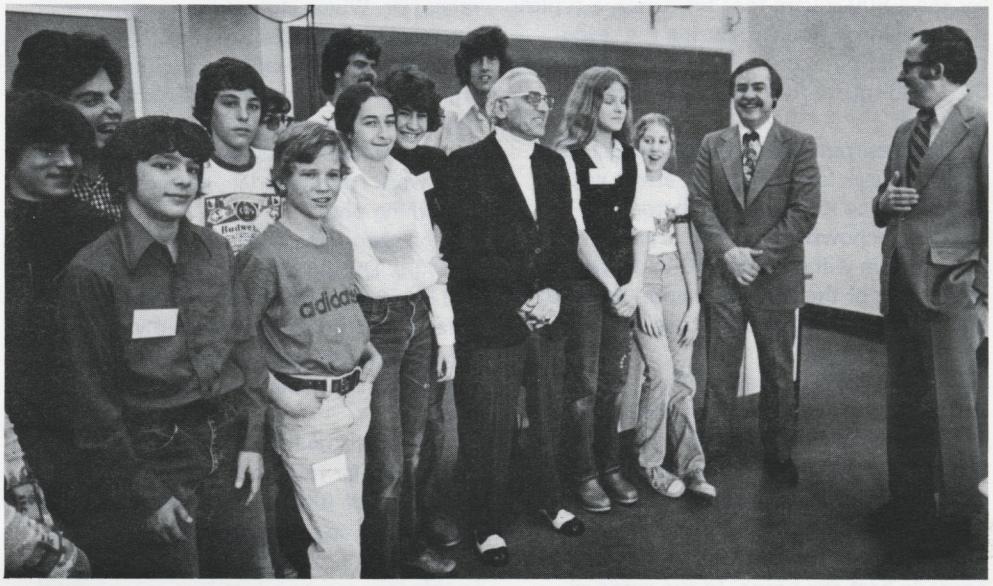
Youth Cares - Program honoring outstanding high school youth in our community. June 19, 7 a.m.- 7 p.m., Ingle Auditorium, Main & Aux. Gyms. For information, call Jim Lardner, 232-7100.

Genesee Valley Cycling Club - Practice for cycle racing. June 25, roadways surrounding lots G & H. For information, call Bob DeRoo, 442-8200.

Rochester Telephone Marketing Conference - June 25 & 26, 8 a.m.-5 p.m., M-2 & Alumni Rooms. For information, call Pam Blank, 921-2802.

Math Course Reception - Reception for math students & their parents. June 26, 1-5 p.m., C-A/U Lounge. For information, call Neil Bomberg, 2517.

ERISA - Internal Revenue Course. June 26, 8 a.m.- 6 p.m., Webb Auditorium. For information, call Joseph Emmarling, 1-842-3390.



MADISON AVE. BRIGHTON—Dean Edward A. Johnson (right) addresses faculty and students from Brighton's French Road Middle School during a recent meeting of co-op project that gave them an overview of careers in advertising.

Rochester Institute of Technology

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RIT's solar energy house

RIT is going to have the first solar energy residence in New York State northwest of Albany.

Dr. Paul H. Wojciechowski, an assistant professor of mechanical engineering, is going to build and move his family into a solar energy house on the RIT campus.

Two sites are being considered—along John Street to the north side of Perkins and the southeast side of Riverknoll. Construction will start this fall. After the completion, expected around the end of summer 1977, Dr. Wojciechowski, his wife Susan, and their two sons, ages 7 and 6, will move in.

The sun's energy will supply 50 to 65 per cent of the heating and cooling requirements of the 1,800-square-foot dwelling. A heat pump will provide auxiliary heat.

Rochester's notorious lack of sunshine is less a reality than sun lovers think.

"The prospects of building and operating, on a cost-effective basis, a heat-pump assisted solar residence in upper New York State are quite feasible," Dr. Wojciechowski comments. He points to a study which showed that to supply 50 to 65 per cent of the space heating and hot water requirements for the 1,800-square-foot residence, a typical size in Monroe County, during the seven-month heating season of October 1 to April 30, a 700-square-foot solar collector is required.

"With current energy prices, about 700 to 800 square feet is the cost effective optimum size for a solar collector," Dr. Wojciechowski says. The price of that solar system will be about 10 to 12 per cent of the cost of the $60,000 house. At today's energy prices, the payback time will be about eight years.

The flat plate collector, which will be situated on the south roof of the house, will convert sunlight into heat energy for heating and cooling. When more than enough sun is striking the solar collector, excess heat energy will be stored in a large water tank. Stored heat will be used during non-sunlight hours to heat the house. In the event of total depletion of stored energy during non-sunlight hours, the auxiliary heat source, a vapor-compression heat pump, will be automatically switched on to meet the heating load.

The house is being designed to conserve energy during both the heating and the cooling seasons. Architect John Fayko is considering efficient construction materials and energy-conservation design techniques wherever economically possible. These include extra-thick wall and roof insulation; minimal window area on north- and west-facing walls; and large insulatable glass panels on the south-facing walls which allow in the sun's heat during winter days and block it during winter nights and summer days.

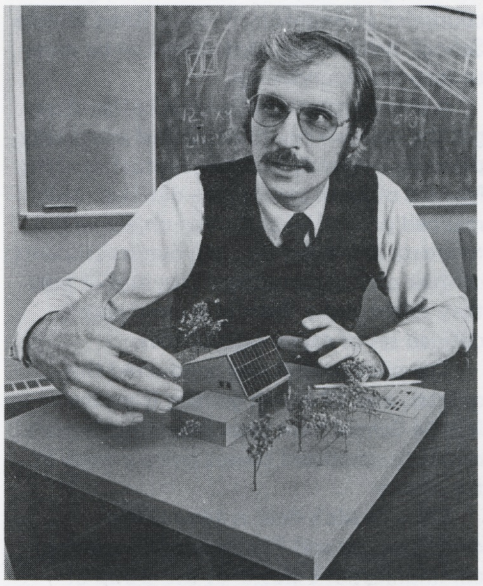
An elaborate data logging system will provide information for future design and construction of residential dwellings. The data will be used to define how solar energy can supplement conventional energy sources and thereby help alleviate energy shortages.

A criterion of the design is that it meet the needs of the Rochester housing market in size, cost, and appearance.

The design can be easily duplicated within the $40,000 to $60,000 home price range, Dr. Wojciechowski says. Aside from the steeply sloping south roof, on which the solar collector will be situated, the house will look like a conventional modern dwelling. It will be a cubical two-story, with three bedrooms, two baths, kitchen, guest room, den, work room, garden, garage, and swimming pool.

The swimming pool will supply more than pleasure. During the months of November and December, when solar collection will be at its lowest point, pre-charged water from the pool will be used as a heat source to supplement the solar collector and heat pump.

Although the house is the first fully designed solar residence in New York State northwest of Albany, it is not an unproven concept. Its solar energy design has been successfully used elsewhere; the challenge in this case was to adapt it to a cold-weather climate such as Upstate New York's.



SOLAR STUDY—Dr. Paul H. Wojciechowski explains concept of solar energy house to be built on RIT campus next year.

Once Dr. Wojciechowski demonstrates the feasibility of solar energy for residential heating and cooling in this area, he expects many solar houses to be built. There's already talk of a faculty row of solar energy houses at RIT.

"A solar energy house can be built anywhere," Dr. Wojciechowski contends. "The front of the house can face in almost any direction as long as the solar panels face south. A lot of people who have a long-term commitment to a location will see that in a decade they can have as much as 70 to 80 per cent of their heating bills taken care of."

Future designs may be capable of obtaining up to 80 to 90 per cent of their space heat from sunlight, he says. That would require a 1,300-square-foot collector, which could become economically feasible, depending on the increase in the cost of energy. In such a system, the remaining fraction of heat required could be obtained from the power utility during night hours when excess power is available.

"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 464-2344.