



May 5-16, 1976

# Major leadership changes announced at RIT: Stern steps down, Eisenhart elected chairman

One of the most significant changes in leadership in the past decade has taken place at RIT.

Stepping down after 15 years as chairman of the Board of Trustees, Arthur L. Stern has passed the gavel to Richard H. Eisenhart.

Eisenhart, a member of the Board since 1972, has fast become one of the major forces shaping this 147-year-old, career-education oriented institution.

Pride in RIT's past, ambitions for its future development, and a tremendous amount of enthusiasm are all attributes of the new executive.

Eisenhart views his chairmanship as an unusual challenge.

"I think," he stated, "this whole institution is out of the ordinary. Just being a pioneer in career education—which is a hot button across the world—we have a tremendous job to do in staying ahead of the pack that is trying to catch up and emulate us."

The pack that Eisenhart is referring to is the swelling ranks of private and state colleges turning towards career education in the face of declining liberal arts enrollments.

But Richard Eisenhart is not worried.

Citing some of RIT's strengths, he called attention to the international reputations of the College of Graphic Arts and Photography, School for the American Craftsmen and the National Technical Institute for the Deaf.

"We have programs at a quality level in these areas that are second to none," he noted.

NTID, for example, is the only national technical college for the deaf. Established by Congress in 1965, it provides technical and professional educational programs which enable deaf young people to become productive citizens, and offers them the opportunity to go to school in a hearing environment, making their transition to a hearing society easier and more effective. Located on the RIT campus, NTID is the



**EISENHART: "INNOVATIVE"**—Richard H. Eisenhart, new Chairman of the Board of Trustees, sees RIT as an innovative institution. "We were the pioneers in career education and we've got to continue to be the leaders," the new executive remarked.

only place in the world where large numbers of college-age deaf students are going to school with hearing students.

Although enjoying an international stature, RIT is viewed by former board chairman Arthur Stern as a "very much down-to-earth, shirt-sleeve institution."

Looking back over his service to the Institute since his election to the Board 26 years ago, Stern has seen enrollment quadruple. In 1950, RIT had approximately 4,600 students. Today, the school boasts a student body of 19,350 and an operating budget that has increased from less than \$1 million to better than \$50 million yearly.

The rapid growth and expansion presented Stern with numerous financial and physical problems during his chairmanship since 1961.

One of the largest ones was moving RIT from a downtown Rochester location made up of a scattered melange of buildings to its present \$100 million campus in suburban Henrietta.

The massive construction project, along with tremendous increases in faculty and staff size, culminating with the opening of the Henrietta campus in 1968, presented RIT with a financial dilemma.

"We incurred very substantial financial obligations," Stern recalls, "and for a time on the new campus, we were operating at a very large deficit."

Deficit spending was new to RIT, and Stern credits President Paul A. Miller for bringing the institution into the black.



## Leadership changes

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Miller has been quick to share the plaudits, and in announcing the change in officers of the Board, praised Stern for his efforts.

"Art Stern's contributions have helped make RIT a success in terms of quality education and financial management," the chief executive said.

Stern, a partner in the law firm of Nixon, Hargrave, Devans and Doyle, found it necessary to resign from the chair because of increased time spent out of town on business. The 65-year-old attorney will remain a board member.

Both Stern and Eisenhart see RIT's future as promising.

"With the kind of leadership that RIT has had, we have fought the trend," Stern remarked, while comparing RIT to other schools.

"Many, many of the universities and colleges," he said, "have lower applications and even lower enrollments. We have had constantly increasing ones, and I think that when the 1980s hit and enrollments fall around the country, ours will bust the trend again and continue to be up."

The two men share one word in common when discussing RIT . . . innovative.

"The name of the game," stated Eisenhart, "is innovative—providing programs that meet the needs of young people to get along.

"We were the pioneers in career education and we've got to continue to be the leaders."

There's more to Dick Eisenhart's commitment than rhetoric. RIT's past and present academic leadership have proved it.

"We seem to mean what we say when we speak of helping students prepare for meaningful careers in a technological society," President Miller said in a recent annual report. "We know, better than most places, that what happens in the classroom must be tested and refreshed by real experience."

Founded in 1829 with the stated goal to prepare its students for "the making of a living and the living of a life," RIT has become a national model for post-secondary education specializing in professional and technical areas.

One of RIT's major strengths is its ability to adapt quickly to changes in society by revising existing academic programs and developing new ones.

"This ability," according to Eisenhart, "is essential for an institute of technology in one of the most rapidly changing technological eras the world has known."

President of his own manufacturer's representatives firm, R.H. Eisenhart, Inc., he resides with his wife, Virginia, at 85 Buckland Ave., Rochester.



**CHAIR CHANGES**—RIT's leadership changes hands as Arthur L. Stern (left), Chairman of the Board of Trustees for more than 15 years, passes on the gavel to Richard H. Eisenhart. Stern will remain an active member of the Board.

## Deaf education meet co-sponsored by NTID

The biennial meeting of the Conference of Executives of American Schools for the Deaf (CEASD) is being co-hosted by NTID and the Rochester School for the Deaf this week in Rochester.

Executives from schools and programs for the deaf throughout the United States and Canada are meeting at the Holiday Inn Downtown, 120 Main St. East.

CEASD, founded in 1868, is an organization of the executive heads of schools for the deaf in the United States and Canada, and is dedicated to "promote the management and operation of schools for the deaf along the broadest and most effective lines and to further and promote the general welfare of the deaf."

Choosing the theme, "Spirit of '76 Renewed," the conference is discussing topics such as "Public Education for all Handicapped Children by 1980," "Education and the New Challenge to Adulthood," "New Thrusts in Career Development for the Deaf," and "Future Impact of Technology on Speech and Language Training in the Education of the Deaf."

Dr. Edward W. Martin, deputy commissioner of education and director, Bureau of Education for the Handicapped, U.S. Office of Education, is the featured guest

at the conference.

Dr. Martin presented the opening address at the professional session at 10:30 on Monday, May 3. Other guest speakers include: Dr. Bernice Kipfer, assistant commissioner of special education, New York State Education Department; Dr. Miller of RIT; Dr. Boyce R. Williams, Chief, communications disorders of deafness, Department of Health, Education and Welfare; and Dr. Richard Brill, superintendent, California School for the Deaf at Riverside, and president of CEASD.

Dr. Martin is the chief administrative officer for federal education efforts to aid handicapped persons, which in 1975 included 13 separate programs distributing more than \$325 million in grants and contracts to education agencies and institutions. In addition, the director has responsibility for monitoring other federal efforts affecting handicapped persons amounting to more than \$100 million in such programs as Vocational and Adult Education, Higher Education and Operation Headstart.

Besides attending the regular conference sessions, the more than 200 participants attended special programs at the Rochester School for the Deaf on Monday, May 3, and will be at NTID on Thursday, May 6.



## 'Photo' editors to hold program at RIT

Editors from *Popular Photography* will be at RIT May 5 for a day-long program which will include slide presentations, question/answer sessions and portfolio reviews.

They will also be seeing Photo '76, the annual student photography exhibit in the College/Alumni Union.

The program, open without charge to all photography and cinema students, will start at 10:30 a.m. with a slide presentation in Webb Auditorium. Topics to be covered include:

Still photography vs motion picture  
Photojournalism: Is it dead? Where should it go?

Marketing of photographs - making your pictures pay

Need for a multi-faceted approach to your photographic studies

What does an editor do all day . . . and why a photographer needs to know

After the presentation students will have an opportunity to quiz the editors about these and other topics.

At 2 p.m. the editors will review student work in the Fourth Floor Illustration Studio.

## 6% tuition increase scheduled for 1976-77

RIT has announced a six per cent increase in full-time undergraduate tuition for the 1976-77 academic year.

Although tuition will increase by \$159, bringing the yearly cost of an education at RIT to \$2,940, room and board charges will advance by only \$126 per year.

Charges in RIT's College of Continuing Education are also scheduled to rise to \$50 per credit hour for undergraduate study, and to \$70 per hour for graduate level programs.

In making the announcement, RIT President Paul A. Miller reviewed the needs for increases.

"RIT, like other service agencies throughout the American society, continues to feel substantial inflationary pressures in virtually every area of operation," Miller said.

"Happily," the chief executive commented, "the double digit inflation of the recent past seems to be behind us and we have, therefore, been able to limit expenditure increases."

Besides the upward spiraling cost for educational materials and maintenance of the residence halls at RIT, Miller noted the need to increase academic salaries.

"We have found it necessary," he continued, "to increase faculty salaries substantially in order to permit us to retain and attract what we think to be a first-rate group of professionals."

RIT will not be alone in rate increases when it opens its doors next September.

According to Executive Editor Ed Meyers, "We want to see lots of student work in the past and plan to continue to do so."

In addition to Meyers, the guest editors will be Editorial Director Art Goldsmith, Picture Editor Charlie Reynolds, Associate Editor Richard Busch and Jim Hughes, editor of special market publications.

Mr. Goldsmith is the former president of Famous Photographers School and author of "The Photography Game" and "The Eye of Eisenstadt"; Mr. Reynolds is a well-known author, photographic critic and past photography chairman of New York's School of Visual Arts; Mr. Meyers is an instructor at the School of Visual Arts, professional photographer and graduate of RIT; Mr. Busch is a former staff reporter for *Life* and free-lance journalist; Mr. Hughes is a journalist and editor of "America: Photographic Statements," "Personal Pictures, and W. Eugene Smith's memorable "Minimata" essay on industrial pollution.

*Popular Photography* has a circulation of approximately 700,000, largest in the field of photography.

A recent edition of the *Chronicle of Higher Education* projected even higher costs for education to be a nationwide trend.

"The cost of a college education, at both public and private institutions, will increase an average of 8 per cent next year, according to a survey of more than 2,500 colleges, universities and proprietary schools," the *Chronicle* reported.

## Knowledge 2000

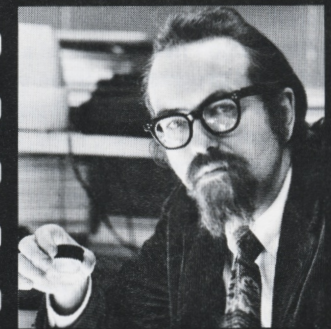
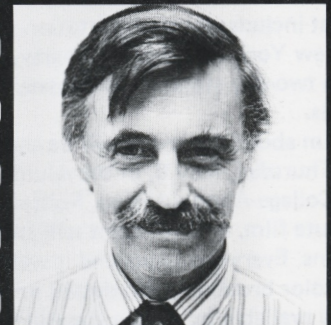
RIT President Paul Miller recently participated in Project: Knowledge 2000, a bicentennial program exploring the country's knowledge needs for the next 25 years.

Miller took part in the forum April 25 to 28 at the Xerox International Center for Training and Management Development in Leesburg, Va.

Some 350 leaders from a variety of fields in the United States and other countries took part in the project in a series of three-day forums.

The goal of the project was to stimulate thinking and discussion about the generation, transmission and uses of knowledge in the years to come. After each forum, videotapes and guides for group discussion were distributed to communities throughout the nation.

The project was sponsored by the National Science Foundation, the American Revolution Bicentennial Administration and Xerox Corporation.



**FIGURES IN PHOTOGRAPHY**—Five editors from *Popular Photography* will participate in the photography workshop seminar for RIT students. Above (from top to bottom) are Executive Editor Ed Meyers; Editorial Director Arthur Goldsmith; Picture Editor Charles Reynolds.

The program is part of a college communications series being conducted by *Popular Photography* on selected campuses throughout the country. The editors will present a slide show, answer questions, and review student work.





## Alumni cruise: Nassau

The Alumni Association's cruise to Nassau in August is open to alumni, faculty, staff, students and parents.

The one-week cruise will be August 21 to 28.

For those departing from Rochester, there are two price options: \$609 for an inside cabin and \$689 for an outside cabin. The cost includes jet transportation to and from New York City, cocktail party, port taxes, a two-day stopover in Nassau, and all meals.

A film about the cruise will be shown at noon, Thursday, May 6, in the Alumni Room in the College-Alumni Union. Following the 20-minute film, a travel agent will answer questions. Everyone interested is welcome. A full-color brochure with details on the cruise is available by calling the Alumni Relations Office 464-2601.

Future alumni trips will also be open to faculty, staff, students and parents. The Alumni Association has sponsored a successful travel program for three years. Past trips have offered Mexico, Russia, Hong Kong, London, Hawaii, Paris, Munich, Ireland, Greece, Rome, Florida, and other destinations at group travel rates.

## Weinbach appointed

N. Phillip Weinbach, formerly of St. Louis, has been appointed director of public information for the National Technical Institute for the Deaf.

Prior to joining NTID, Mr. Weinbach was director of communications for the St. Louis Regional Commerce and Growth Association, the St. Louis metropolitan area's nine-county civic and economic development organization.

Mr. Weinbach earned his master's degree in public relations and communications from Boston University's School of Public Communication and his bachelor's degree in journalism and English from Washington University, St. Louis.

"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 464-2234.



**GIFT ACCOUNTED FOR**—A check for \$500 has been presented to the RIT 150th Anniversary Campaign by the Rochester accounting firm Coopers and Lybrand. Accepting the check from Mr. William R. Monteith (left), Partner-in-Charge, Coopers and Lybrand, is Dr. E. James Meddaugh (center), Chairman, RIT accounting department and Stanley Dye, distinguished accounting lecturer.

## CONTINUING EVENTS

**"Photo '76"** - runs from May 2 through May 15 in RIT's College-Alumni Union. This annual show will present 145 photographic images judged by three noted professional photographers from more than 1,000 entries.

**Bevier Gallery** - "Graduate Thesis Show I, May -1-14; "Graduate Thesis Show II," May 22- June 4, Mon.-Thurs., 9 a.m. - 4:30 p.m. and 7-9 p.m.; Friday, 9 a.m. - 4:30 p.m.; Saturday, 10 a.m.-5 p.m.; and Sunday 2-5 p.m.

**Color Seminar** - The emphasis is on color control in the pressroom rather than the production of color separations and plates. For more information contact William Siegfried, Director of Training, at 464-2758. June 22-25.

**Bosses Recognition Hour**, sponsored by the Professional Businesswomen's Association, will be held May 12. College Union Lounge from 3:30 - 4:30 p.m. Please contact Elly Cyrkin (CCE) at ext. 2062 for tickets and flowers.

**Art of the Film** - The Director - Film study series with highlights from the world's cinema masterpieces. Tues., May 11, 1-2 p.m. and 6-7 p.m. Room A100, Library .

**"Dark of the Moon"** - American folk drama with music. NTID Theatre, May 20,21,22, 1976, 8 p.m. All students - 50 cents, Adults - \$1.50. Call 464-6254 for reservations.

## NEWS & NEWSMAKERS

Russell Norton, associate dean of the College of Continuing Education, was elected Chairman of the Association of Continuing Higher Education (ACHE), Region II.

This includes the province of Ontario, New York State, exclusive of New York City and Long Island, and the northern area of Pennsylvania.

Dr. Harold J. Alford, dean of the College of Continuing Education, will assume responsibilities as editor of the journal of the National University Extension Association, the "NUEA Spectator." Dean Alford was awarded the position for a four-year period.

Andrea Walter, head of English in CCE, and Dr. Kathryn Crabbe, a member of CCE's adjunct faculty, gave two of 34 presentations at the international Adult Education Research Conference in Toronto on April 7, 8 and 9.

Also attending was Dr. David E. Hooten, executive director of CCE's Non-Traditional Studies, who served as chairman and first panelist of a symposium entitled "Connaitre and Savoir: Scholarship and Workmanship."

Dr. Richard Zakia, professor of instructional research and development and director of Instructional Development, and Dr. Eugene Fram, professor of marketing and director of the Center for Management Study, served as second and third panelists respectively of the same symposium.

Carl Gross has joined the faculty of RIT's School of Printing. He will be teaching courses in typography and book design.

A 1973 graduate of the school, Gross was formerly a production assistant at The Press of A. Colish, Mt. Vernon, and a book designer at C.V. Mosby, St. Louis.

Dr. George T. Georgantas, visiting assistant professor in the Department of Mathematics, has an article on group theory published in the February issue of The Journal of Algebra, the most prestigious algebra journal in the world.

Marlene Ledbetter, public relations coordinator for the College of Graphic Arts and Photography, published three photographs in "Photomethods," photographic trade publication.