



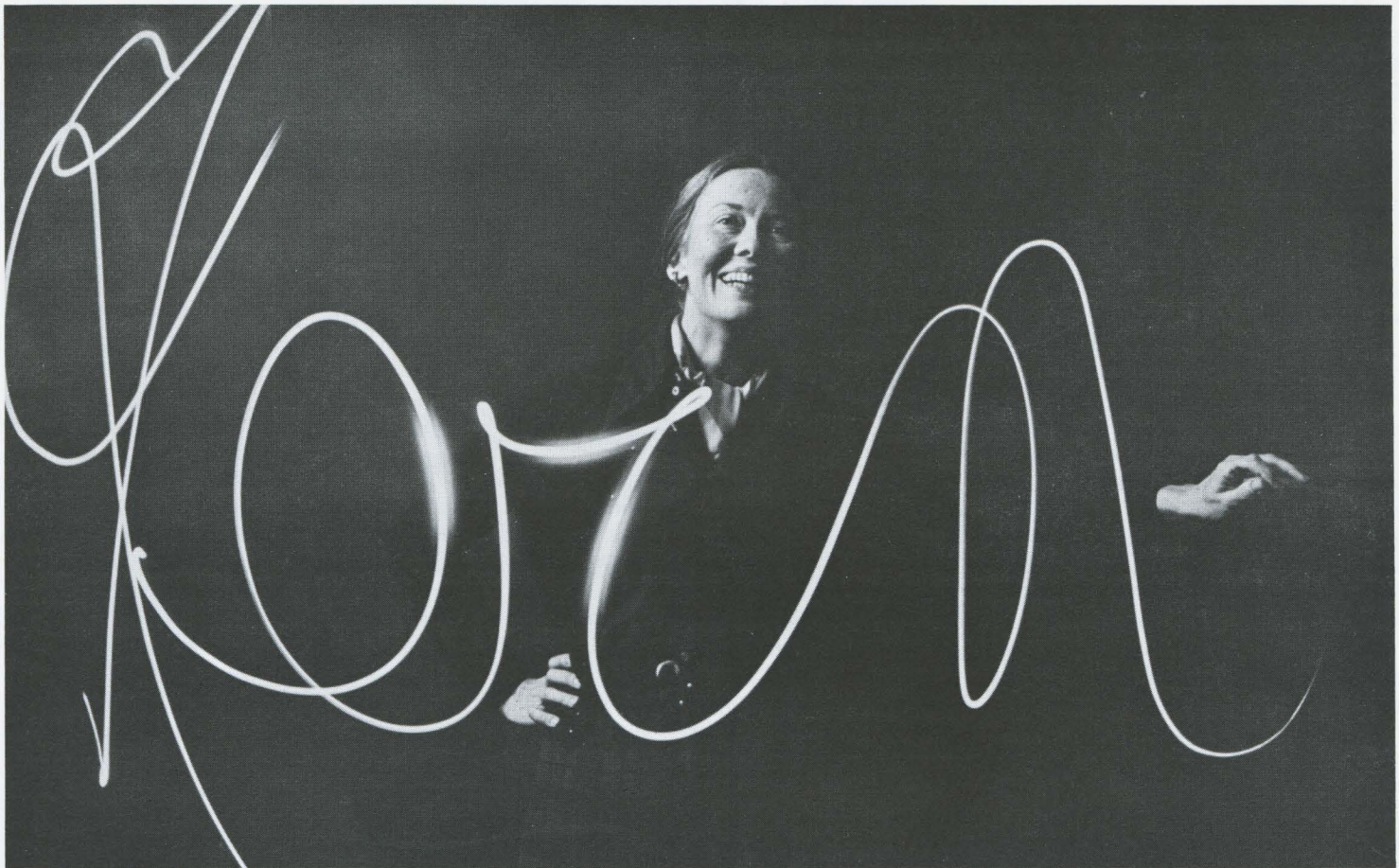
Rochester Institute of Technology

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NEWS
AND
EVENTS

March 28 – April 10, 1977



LIGHT WRITING

Dr. Sarah H. Collins, associate professor of English, College of General Studies, is director of the Kern Program in Writing and Related Skills.

Writing: needed skill

Culminating a year-long effort to improve student writing skills, RIT's Kern Program in Writing will conduct a conference April 18-23, Program Director Dr. Sarah H. Collins, associate professor, General Studies, has announced.

The conference, called **Writing in a Technical Institute**, will give RIT faculty an opportunity "to exchange ideas with writing specialists, with business leaders, with teachers from other segments of the educational system, and with each other," Dr. Collins said.

The conference will cover three areas related to student writing: pre-Institute training, the kinds of writing required of RIT

students, and the employer's demands for writing expertise.

Robert Butler, a professor in the Department of Zoology at Pennsylvania State University, will open the conference Monday, April 18 with a day-long seminar for faculty and students, "Writing Reports in English." Both the morning session for faculty and the afternoon session for invited students will be held in the College of Science.

The following day's programs will focus on how teachers and employers can combine efforts to improve student writing. Faculty, students and area employers will explore the topic in small group meetings at individual colleges.

Edward P.J. Corbett, professor of English at Ohio State University, will deliver an address, "Is Composition Decomposing?," Thursday, April 21 at 9 a.m. in Ingle Auditorium. Dr. Corbett is editor of the journal *College Composition and Communication* and author of *Teaching Freshman Composition* and *Classical Rhetoric for the College Student*.

Following the address, Dr. Collins will report on the Kern Year's projects and announce the names of RIT faculty members who have been granted \$1000 to execute projects aimed at improving student writing.

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Writing skill cont'd from p. 1

At 10:30 a.m., conference participants will be able to pick up printed information—assignments, tricks and techniques that have proved useful in teaching students to write well—at “Writing Fair” booths in the 1829 Room.

Professor Donald N. Murray, chairman of the English Department at the University of New Hampshire, will open the April 23 proceedings with an address, “Teaching the Composing Process,” oriented toward teachers outside the English curriculum. As a member of the Boston *Herald* staff, Dr. Murray won the Pulitzer Prize for editorial writing in 1954. He later was on the staff of *Time* magazine.

A series of small group workshops in the James E. Booth Memorial Building classrooms will run from 10 a.m. to noon and resume at 1 p.m. Through the Rochester English Council and the Rochester Area College consortium, area high school and college teachers have been invited to participate.

Future Kern Program plans call for the publication of the major addresses of the conference and a handbook for evaluating student writing at RIT. Lois Goodman, head of Public Services in the Wallace Memorial Library, is assembling a bibliography on teaching composition.

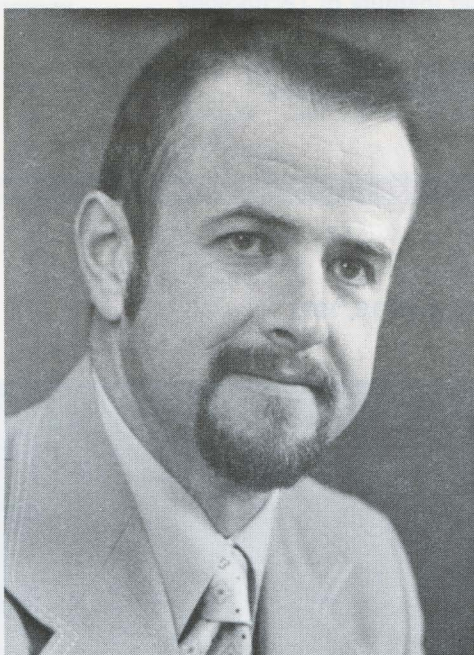
The Kern Program plans also to offer a series of writing workshops at the College of Continuing Education’s “Rap and Produce” Conference in April, and to continue work on a number of specialized programs developed within individual RIT colleges, Dr. Collins said.

Earlier in the Kern Year, local publishing industry representatives met with faculty in the School of Printing, and Xerox Corporation representatives talked with faculty and students in the Department of Computer Science about the company’s specific needs for writing skill.

The Rochester Telephone Corporation established the Kern Chair in communications at RIT in 1971. Named for the late William A. Kern, president of the company from 1959 to 1964, the professorship was designed to stimulate creativity in all areas of the communicative arts.

Originally chartered to bring a distinguished professor to visit for a year, the Kern Chair was redefined for 1977 as the Kern Program in Writing and Related Skills.

Kern Program Committee members are Dr. Kathleen Crandall, chairperson, Department of English, NTID; Harvey Edwards, assistant professor in the Learning Development Center; Dr. Eugene Fram, professor in the College of Business; Dr. Robert Golden, assistant professor, General Studies; and Dr. Harvey Rhody, associate professor of electrical engineering.



DR. PHILIP R. TYLER

RIT has loaned Dr. Tyler to the 1977 United Community Chest/Red Cross Campaign.

RIT loans Tyler to Chest drive

Dr. Philip R. Tyler, associate professor in the College of Business, has been selected to serve as RIT’s Loaned Executive to the United Community Chest/Red Cross Campaign.

Beginning March 14, he’ll be working for 10 weeks to help the Community Chest meet its \$16 million target for the year. His specific responsibility will be helping companies with 50 to 100 employees achieve their campaign goals.

Tyler is excited about his assignment and looks forward to the challenge, as well as to the opportunity of working with the other business and community representatives making up the loaned executive corps. This year a record 46 loaned executives are representing 25 organizations.

Last year, RIT loaned Placement Director Judith Vollmer. She was named Outstanding Loaned Executive at the conclusion of the campaign.

James Buchholz, vice president, Business and Finance, is also working on the campaign.

As chairman of the board of Rochester Red Cross, he serves as overall vice chairman.

“In terms of dollars of support,” Buchholz says, Rochesterians are number one in the country in support of the Community Chest. No metropolitan area does a better job.”

He attributes much of the success of the local drive to the loaned executive program which originated here five years ago.

“This outstanding record of support reflects the quality of life here,” Buchholz says, “and helps untold thousands of people with a sustained commitment.”

Kern gives \$1000 for best ideas

The Kern Program in Writing and Related Skills invites members of the RIT community to submit proposals for individual or group projects aimed at improving student writing.

The Kern Program Committee will review the proposals and grant \$1000 to those whose projects show the most promise.

Proposals may be submitted to Program Director Dr. Sarah Collins at her office in the Wallace Memorial Library through April 4. Results of the grant competition will be announced Thursday, April 21 at 9 a.m. in Ingle Auditorium.

In addition, anyone who has “learned a trick or two” about teaching composition to college students is invited to share it by running his or her own information booth at the Kern Program’s Writing Fair in the 1829 Room April 21 at 10:30 a.m., Dr. Collins said.

For further information about the grant competition or the Writing Fair, call Dr. Collins at 464-2507.

Institute, NSF sponsor program

A month-long summer program in mathematics for secondary school students is being set up by RIT’s College of Science under the sponsorship of the National Science Foundation (NSF).

According to Dr. Neil Bromberg, assistant professor of mathematics at RIT and the program director, 20 high-ability students from across the state will be selected by April 15 to participate in the program.

Primary attention will be focused on the application of probability to the natural and social sciences. Students will also participate in experiments in biology, chemistry and physics, as well as computer simulations of mathematical models.

“NSF funds are allowing talented high school students to gain academic experience in a variety of scientific and technical areas at the college level,” said Bromberg, “and we are planning a program that will be both demanding and rewarding. The students will gain an appreciation for the interplay between mathematics and real-world phenomena.”

Participants in this summer’s program will have access to RIT laboratories, equipment, and computer terminals, Bromberg noted, as well as all campus recreational facilities.

“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.

INSTITUTE FORUM

A Good Beginning for a New Program

Institute Forum, in its first full year on campus, sponsored 11 major events, ran a series of films on RIT-TV, and inspired four faculty student projects. It offered students an opportunity to view this year's topic -- the energy crisis -- from social, environmental, political, economic, and aesthetic perspectives.

Many faculty members contributed hours of their time to make Institute Forum events successful. They participated in panel sessions, attended lectures and colloquia, related the energy question to their coursework, and aided students in energy projects.

The Wallace Memorial Library prepared and distributed bibliographies of available books on energy and expanded its own holdings in the energy area.

As the topic of energy became a greater national concern, the local news media became interested in the Forum and covered several events on campus.

Among the high points in the series was Senator Daniel Patrick Moynihan's visit to campus, an event which drew a capacity crowd in Ingle Auditorium. Some weeks later more than 75 students sat in a room chilled due to the natural gas shortage and questioned a Texaco vice president. This substantive meeting was another significant event in the Forum programming.

The Forum will continue to choose a yearly topic and develop a program of events to spark discussion. Next year's topic will be co-sponsored with the Kern Chair, an endowed chair dedicated to the subject of communications. The topic for discussion will be "The Implications of Film and Television."

The following is a detailing of this past year's events. Chronology of Institute Forum Events 1976-77.

- September 27 - October 1 . . . Continuous showing on RIT-TV Channel 3 "Power to the People," "The Seamless Web," "Waste Not," "Nuclear Energy" - Debate
- September 28 - "What Are the Issues and Choices?" - Gabriel Tiberio, Director, Energy Management and Plant Engineering, General Motors Corporation*
- September 30 - "Faculty Perspectives on the Energy Problem" - RIT Faculty Panel*
- October 13 - "Are We Ready for a Nuclear Accident?" - Ginna" - Panel of State and Local Authorities*
- October 27 - "What if Another Oil Embargo Occurs?" - Panel of Federal, State and Local Authorities

December 2 - "International Politics and Energy" - Senator Daniel Patrick Moynihan, former U.S. Representative to the United Nations*

December 16 - "National Politics and Energy" - Representative Frank Horton, 34th District, New York*

February 4 - "The Impact of Governmental Action on the Energy Crisis" - Dr. John E. Tessieri, Vice President for Research and Development, Texaco, Inc.*

March 9 - "Energy Options for the Future" - RIT Faculty Panel

March 17 - "The Architects' Response to the Energy Problem" - Discussion and slide presentation by Rochester architects Martha Gates, John A. Fayko, and Ronald E. Sattelberg*

Projects

"Circuit Research with Implications for Motor Transportation" - Robert G. Beaman and Robert Snyder, Electrical Engineering students. Dr. Raman Unnikrishnan, faculty advisor on the project

"Energy Situation Room" - Carlo Piech, Communications Coordinator, Campus Services

"Energy Exhibit Using Bicycle Power" - Dr. Robert E. Lee, Electrical Engineering faculty member

"Communication Design Audiovisual Projects" - R. Roger Remington, Department of Communication Design faculty member, in conjunction with Communication Design students

Coming up

March 29 - "Energy Consumption and Marketing" - Professor David Fritzsche, College of Business, a brown bag discussion, coffee and dessert provided, 1829 Room, Noon - 2 p.m.

April 26 - "Urban Transit in Transition" - Professor Andrew Malcolm, National Technical Institute for the Deaf, a brown bag discussion, coffee and dessert provided, 1829 Room, Noon - 2 p.m.

*Audio cassette of presentation available. Contact: Betty Doyle, X2267. Note: The January 1 issue of *Library Journal* has a comprehensive bibliography on energy related publications.



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Admission Office arranges RIT--Chin-Yi College 'link'



The Office of Admission has been exploring ways of building enrollment—and RIT's international image—by forming links with foreign sources.

An initial period of testing for meaningful exchanges between select colleges and universities of Taiwan and RIT has led to the preparation of a formal letter of affiliation with Chin-Yi Technical College. The formal letter is expected to be signed in April.

"This is the first such linkage the Institute has ever established," said Dr. John Humphries, dean of Admission. "Technologically, Taiwan has been developing at a rapid pace, and is in need of trained professionals in many fields that align with RIT's programmatic offerings. We hope to attract to RIT the most promising Taiwanese students."

Representatives from Taiwan, including the Republic of China's Cultural Attache from Washington, D. C., arrived at RIT March 7. They met with Dr. Paul Miller and were taken on a tour of RIT and NTID facilities.

Conceivably, RIT could gain more than just students. "If we look at this from the long-range point of view, we can envision student and faculty exchange programs; perhaps even witnessing a 'sister institutional relationship' for general consultative purposes. Everyone stands to reap the cultural benefits from such a program.

"An additional development might be our transmittal of educational materials via tape and television, which would be helpful to students and faculty in Taiwan," Humphries claims.

The apparent success of the joint arrangement so far is encouraging, Humphries contends. "Our initiation toward linking RIT with overseas colleges and universities is an important step in the further evolutionary development of our institution," he said.

Buchholz to leave Institute

James R. Buchholz, RIT's vice president for Business and Finance, has been appointed vice president for Administrative Affairs for the University of Missouri system.

The appointment of Buchholz, approved by the University of Missouri Board of Curators at its meeting in St. Louis March 18, is effective May 1.

RIT President Paul A. Miller said, "The selection of Jim Buchholz for this important new post is a reflection of his outstanding professional capabilities as well as the quality and depth of leadership at RIT. We are gratified that this month Jim has successfully concluded an important assignment involving economic analysis and projections related to RIT directions through the next 15 years. Beyond his service to RIT since joining us in 1970, I personally have valued and greatly benefitted from his knowledge, counsel and consistent support."

The appointment of Buchholz was announced by University of Missouri Interim President James C. Olson. Buchholz initially will assume the duties of R. H. Bezoni, U.M. vice president for Finance and Treasurer, who announced several months ago his plans to retire.

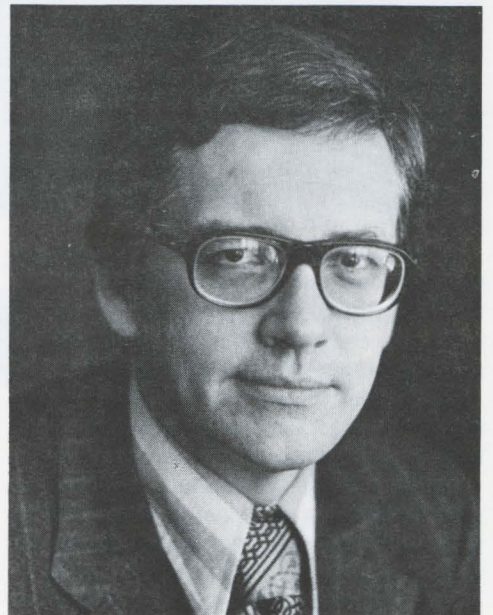
A 1957 graduate of Drury College in Springfield, Missouri, Buchholz has held his



THE TAIWANESE CONNECTION

Above, the Taiwanese educators inspect RIT computer science hardware. Looking on are Dr. John Humphries, dean of Admission (far left); Dr. James Foreman, director, School of Applied Science; and Dr. Richard Cheng (far right), director, School of Computer Science and Technology, in Institute College.

At Left, Chin-Yi Technical College officials, Mrs. K.S. Chang and Dr. Paul Chao tour NTID Engineering Technologies facilities. Pictured left to right are Dr. Edward Maruggi, department head; Mrs. Chang; Dr. Chao; and Dean William E. Castle.



JAMES R. BUCHHOLZ

RIT vice president has accepted a post with University of Missouri.

position at RIT since August 1970. In addition to his duties in finance and business, he has been in charge of computer activities, long range planning and other administrative areas.



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NEWS & NEWSMAKERS

Ruth Gutfrucht, professor of communication and design, College of Fine and Applied Arts, gave a slide-illustrated talk, "Designs in Nature," to the Burroughs-Audubon Nature Club at the Garden Center of Rochester.

RIT Food Service Department hosted the National Association of College and University Food Services (NACUFS) Sub-Regional Conference in the NTID Dining Commons. Nine Upstate universities sent representatives to the conference. RIT was represented by **James L. Fox**, director, Residence Halls/Food Service; **James Bingham**, assistant director of Food Service; **Joan Johnson**, administrative assistant; and **Gene Lawless**, production manager.

Eighty RIT Food Service staff members toured the food service facilities of the State University College at Brockport over winter break. The staff also received Length of Service Awards.

Health care programs open

Permanent full-time and extended part-time RIT employees again have an opportunity to enroll in the Group Health and RHN alternative health care programs.

Employees desiring information about the programs may talk with representatives in the 1829 Room, April 4, between the hours of 11 a.m. and 2 p.m. Enrollment in the plans becomes effective May 2.

Group Health, an affiliate of Blue Cross and Blue Shield, is a comprehensive prepaid medical group practice program. It offers, virtually complete medical coverage 24 hours a day, seven days a week at the Joseph C. Wilson Health Center, 800 Carter Street. Plan members may choose a personal physician from among the staff of specialists at the center.

RHN, a comprehensive health care program underwritten by Blue Cross and Blue Shield, provides services through nine medical centers in and around Rochester. RHN Plan physicians affiliate with one or more of Rochester's hospitals.



FUNDSTERS

N. James Bovay (left) and Herbert L. Ingersoll have been named 1977 Alumni Fund leaders.

Fund heads chosen

Herbert L. Ingersoll, president of Webaco Oil Co. of Webster and a 1964 business administration graduate of RIT, has been named National Chairman of the 1977 RIT Alumni Fund.

Named Rochester Regional Coordinator is N. James Bovay, an industrial engineer at Eastman Kodak Apparatus Division and a graduate of RIT's master of business administration program.

The annual Alumni Fund has grown significantly since launched three years ago, Jones said. It started in 1974 with a goal of \$25,000. Last year the fund received \$70,000 in alumni contributions. The goal for 1977 is \$85,000.

Policy Council

The Policy Council will hold its next meeting on April 13. The agenda is as follows:

1. Recommended Five Day Add Period— for discussion and action.
2. Interim Report of Educational Programs Committee for information and discussion. Action on request of the Committee to delay final report to Fall Quarter.
3. Report of the Priorities and Objectives Committee for information and discussion.

CONTINUING EVENTS

Public Affairs Gallery—"Downtown Rochester: Circa 1894." black and white prints from glass plates by Jim Castlelein, through March 31. "An Environmental Design Solution (YWCA Building)." graphic patterns by Shelley Magnaghi, March 31—April 21. Administration building, rm 4000.

Bevier Gallery—"An American Inspiration: Danish Modern and Shaker Style," through March 31. RIT Graduate Thesis Show, April 9—29. Reception April 8, 8-10 p.m. Gallery hours Mon.-Fri., 9 a.m. to 4:30 p.m.; Mon.-Thurs., 7 to 9 p.m.; Sat. 1 to 5 p.m.; Sun. 2 to 5 p.m.

Cary Graphic Arts Collection—"The Letterforms of Eric Gill," lecture by James Mosley, librarian of the St. Bride Printing Library, London, April 5, 1 p.m., Webb Aud. Exhibition, "The Life and Work of Eric Gill," March 28—May 6, School of Printing.

Blue Cross—Public information meeting with Group Health and RHN Plan representatives, 1829 Room, April 4, 11 a.m. to 2 p.m.

Children's Theatre—*Kings and Things* and *The Fixit Machine*, music, mime and comedy sketches for children ages 5-11. NTID Laboratory Theatre, April 1, 7 p.m., and April 2, 2 p.m. and 7 p.m. Small admission charge. Creative dramatic workshop for limited number of children follows April 2 matinee. Workshop registration and performance tickets available at NTID Box Office, or call 464-6254.

Cancer Clinic—Free screening clinic for females includes pelvic examination and breast self-examination. March 30, 31 and April 7, 5:15 to 7:15 p.m., Health Service office. For specific appointment call Kelly, 464-2268. Interpreters for deaf available at all clinics. Sponsored by Health Service and American Cancer Society.

Spring Concert Series—Bach (Brandenburg Concerto No. 2 in F), Stravinsky and Brahms. Mozarteum Orchestra of Rochester, Paul Phillips conducting. Ingle Auditorium, April 1, 8 p.m.

Harry Chapin Concert—Ice Rink, April 13, 8 p.m., to benefit world hunger relief organizations. Tickets on sale in College-Alumni Union, \$5.

RIT Sports—

Lacrosse—Albany, April 9, 2 p.m. home
Track—Penn State Relays, State College, PA, April 8-9.

Talisman Film Festival—

Freebie and the Bean—Webb Aud., April 1, 7:30 and 10 p.m., \$1.25.

The Adventures of Sherlock Holmes' Smarter Brother—Ingle Aud., April 2, 7:30 and 10 p.m., \$1.25.

Pollyanna—Munchkin Matinee, April 2, 2 p.m., Ingle Aud., \$.25.

The Mother and the Whore—Ingle Aud., April 3, 7:30 and 10 p.m., \$.50.