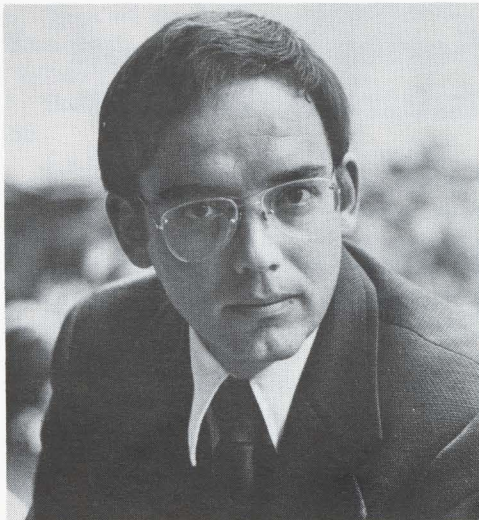




October 3 - October 17, 1977

Career division established



DENNIS C. NYSTROM

Career education will be given a new emphasis at RIT.

RIT has organized a new division of Career Education and named Dr. Dennis C. Nystrom, formerly chairman of the Department of Occupational and Career Education at the University of Louisville, its dean.

"Since the days of Mechanics Institute, RIT has seen itself basically in terms of education for careers and, in more recent times, education for certain professional fields," Dr. Todd Bullard, Provost and vice-president for academic affairs, said in making the announcement.

He said Nystrom would be responsible for leading several existing career education functions at RIT as parts of one central service for the colleges of the Institute.

The new Career Education Division will involve four key areas at RIT, Bullard said:

1. A renewed emphasis on experiential education, or education based on productive work experiences in addition to formal classroom education.

2. Study relating to the establishment of a Career Information Resource Center to provide research on future manpower needs, employment benefits, job entry requirements, and other information from the business,

governmental, and academic worlds on future career and professional field trends.

3. Unified career counseling and academic advisement, to help students make informed career choices based on information about their basic skills, attitudes and educational attainment. Career counseling and academic advising have traditionally been separate functions.

4. Senior placement, to help students make final career plans, identify particular employers and arrange interviews.

"Career education should not only provide job information and skill development, it should help our students develop attitudes about the personal, psychological, social and

economic significance of work," Bullard said.

Dr. Nystrom, who has been heavily involved in research projects and program development in career education, has been at the University of Louisville since 1974. Prior to that he taught various occupational and career education subjects at Southern Illinois University at Carbondale. He has also published widely in the field of career education.

Bullard said it will take up to five years to realize the full potential of the Division of Career Education at the Institute.

Dr. Nystrom's office is located on the mezzanine of the College-Alumni Union, and can be contacted by calling 6644.

Smith assumes post as Communications Director

The executive director of the recently completed White House Conference on Handicapped Individuals, John F. "Jack" Smith, will become director of Communications in mid-October, Dr. Robert Frisina, senior vice president announced today.

Smith, 38, will be responsible for establishing and maintaining the Institute's total public communications program, including directing RIT's relationships with local, state and national constituencies.

Smith was previously employed at RIT, from 1969 through 1975. He held several positions within the Institute's Communications Department, and was director of Public Information for NTID. He was serving as assistant dean for Educational Extension at NTID when he was selected in August 1975 to become executive director of the White House conference.

"Jack's background with a major national program as well as his sensitivity to the needs of higher education in general and RIT in particular make him an excellent addition to the RIT staff," Dr. Frisina said.

"We'll look to him to help us make important decisions about the Institute on the issues confronting higher education in the coming years," he added.



JACK SMITH

Prior to coming to RIT in 1969, Smith held the positions of sports editor for a suburban Pennsylvania newspaper (1968-69); manager of publicity for the Philadelphia Chamber of Commerce (1968); and sports editor for the Montgomery Publishing

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Symposium to explore nuclear radiation

Experts on both sides of the nuclear fence will present their views on *Nuclear Radiation in Our Environment: Energy, Medicine, Power* October 11 at RIT's annual John Wiley Jones Symposium.

The keynote address, Medical Uses of Nuclear Radiation, will be given by Dr. John Laughlin at 1 p.m. in the Ralph Van Peursem Auditorium of RIT's College of Science.

Dr. Laughlin is chairman of the department of medical physics at the Memorial Sloan-Kettering Cancer Center and professor of biophysics at Sloan-Kettering Division of the Cornell University Graduate School of Medical Science.

He is a nationally recognized authority on the application of physics to the use of radiation for treatment and diagnosis in medicine. Through his research in the therapeutic applications of high energy x rays and electrons, Dr. Laughlin has developed procedures for tumor localization and treatment planning, and quantitative scanning methods used in metabolic studies. He has also devised practical radiation measurement and protection techniques for medical use.

Miller cites Institute policies on political involvement

President Paul Miller recently reminded faculty and staff that RIT shouldn't be used as a political arena during this fall's campaign.

In a statement, Dr. Miller said: "With the candidates for City Council already selected by the political parties, and others being nominated for positions in the towns, it is once again appropriate to remind the members of the Institute community that RIT has specific policies concerning political activity on its premises or by RIT faculty and staff members.

"For many reasons, including the Institute's tax-exempt status, it is once again important to point out that while individuals are entirely free to support candidates of their choice, to run for elective office, and to express their views of the political scene, the Institute as such, must refrain from any suggestion of endorsement of a candidate or partisan position.

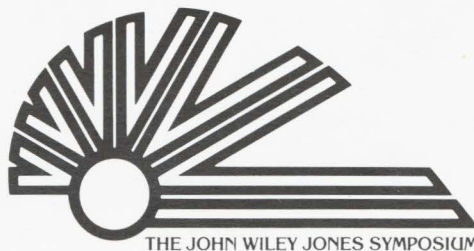
"The Charter of the Institute states that the Institute shall not "participate in, or intervene in, any political campaign in behalf of any candidate for public office." The Faculty and Staff Policies and Procedures manual and the Educational Policies and Procedures manuals have clear statements on

At 8 p.m., Dr. Laughlin will participate in a panel discussion of Nuclear Power: Risks and Benefits. Dosimetry, reactor design and safety, risks of nuclear power, government policies and waste disposal are among the subjects to be covered.

Other panel members will include John E. Arthur, chief engineer, Rochester Gas and Electric Corporation; Laurence S. Tye, Union of Concerned Scientists; and Richard E. Cunningham, acting director of the Nuclear Regulatory Commission's Division of Fuel Cycle and Material Safety.

The symposium is free and open to the public.

For additional information, contact Robert G. Witmeyer, College of Science, 464-2944.



the use of Institute facilities. These statements do *not* infringe upon the obvious right of free speech and advocacy by faculty and students, but do preclude the use of Institute letterheads, telephones or other instrumentalities in behalf of a political party or candidate for public office. Under certain circumstances the use of Institute classrooms for political discussion with appropriate faculty or organization sponsorship is, of course, permissible. The Institute and its employees may not respond affirmatively to requests by candidates or political parties to hold functions, meetings or press conferences on campus.

"I am sure you will realize the important distinction between institutional commitment and individual advocacy of a particular cause. It is most important that the distinction be maintained and I earnestly solicit your cooperation in avoiding any linkage of RIT to a political party or candidate.

"If you have any questions, do not hesitate to call Mr. Jon L. Prime at 464-2386. He can advise you on specific areas of involvement that are sensitive."

Smith cont'd from p.1

Company, which then published 10 newspapers in Pennsylvania.

As executive director of the White House Conference on Handicapped Individuals, Smith was charged with assessing the problems and potentials of the nation's 35 million handicapped individuals. He accomplished this by developing and administering a special national White House conference based on local meetings and seminars, regional meetings, and state conferences.

Smith has a degree in journalism from the University of Pittsburgh.

Series focuses on future of film, tv

This year RIT's Kern Program and Institute Forum have combined forces to bring to campus a series of speakers and seminars on film and television. Organized by Dr. Robert Golden, professor in the College of General Studies, the program is called "The Moving Image" and will present a wide range of views on the state and future of film and television. All events are open to the entire RIT community.

Edith Gilson, a vice president of the largest advertising agency in the world, J. Walter Thompson Company, opened the series on September 22 by discussing "Consumer Value Changes" and their effect on marketing and advertising. She will be followed by five other Fall Quarter events including: a speech by Nicholas Johnson, former head of the Federal Communications Commission on October 6; a seminar with local television news directors entitled "Television News: Reality or Drama?" on October 13; addresses by George Gerbner, dean of the Annenberg School of Communications on October 20; and Jerome Barron, law professor at George Washington University on October 27; and a seminar with local television reporters on November 3 called "Television Journalists: Just Another Pretty Face?"

During the Winter Quarter, The Moving Image program will focus on the aesthetics and technical features of film and television. Starting with a lecture by Rudolph Arnheim, the famed theoretician of the visual arts, the program will include a visit by a well-known film director.

Capping off the year-long program will be a Spring Quarter schedule of events on the educational uses of film and television. Among the issues to be discussed will be media education versus the classroom teacher, media instruction with the handicapped, and the economic and efficiency aspects of media instruction.

RTS offers evening service to RIT

It is now possible to get to your evening classes at RIT by bus.

By special arrangement, the Regional Transit Service (RTS) has agreed to extend its evening schedule to include three round trips from Main and Clinton in downtown Rochester to RIT's Henrietta Campus.

The new schedule began September 12. Buses now leave Main and Clinton at 5:48, 7:48 and 9:20, arriving at the Administration Loop at 6:15, 8:15 and 9:47 p.m. Departure times from the loop will be 6:30, 8:30 and 9:50 p.m.

Stops are scheduled enroute at Main and State Streets, Southtown Plaza and the RIT dormitories.

One-way fare will be 55¢ or 10 rides for \$5.

For further information, call Regional Transit Service at (716) 288-6050.

ID assigns faculty fellows

Six RIT faculty members will be involved in a new learning experience this year—they'll be the first Faculty Fellows in the Office of Instructional Development (ID).

The purpose of this new program, explains ID Director Dr. Lawrence Belle, is "to establish at the local college and department level, faculty members with experience and expertise in instructional development, through an internship participation in this office."

Two faculty fellows will be assigned to ID each quarter. They'll work on projects related to their own area of teaching as well as general ID projects.

Professors Julian Yudelson (retailing) and Robert Kerr (communication design) will be working in ID Fall Quarter.

Yudelson is looking forward to having the time and freedom to devote to curriculum and course development.

"Teachers at the college level tend to be area specialists," he says. "The faculty fellowship will help my teaching from the educational point of view."

Among projects he's planning is an instructional design for a new major course, Problems of Store Image and Site Selection, including teaching methods which will meet the varying needs of his retailing students. He'll also be working out an evaluation scheme relating to productivity grants.

Kerr will be looking at some alternatives for critiquing student work.

"Traditionally," he explains, "fine arts and graphic design have been taught under



GOUDY LECTURER

Laurance B. Siegfried, professor emeritus of graphic arts at Syracuse University, will deliver the Frederic W. Goudy Distinguished Lecture in Typography Friday, October 14, at 8 p.m. in Webb Auditorium. Siegfried, former editor of *The American Printer*, will highlight his talk with personal anecdotes from a 60-year career and association with leading figures in the graphic arts, including Goudy.

a master-pupil, apprenticeship system. But with increased class size and productivity goals, we have less time to interact with students on a one-to-one basis."

One solution may be to involve students in critiquing.

"I'll be looking at various critique methods, testing them and sharing them with other faculty members," Kerr says. "In general, I'll be looking for anything to make studio courses more effective."

A vital aspect of the program is the faculty fellow's impact when he returns to his "home" area.

The fellowship is intended to yield a well-rounded "para" instructional developer who will serve as an indigenous resource for his or her department. The person will become an ID Faculty Associate after completing the fellowship.

"We could expand the impact of ID by adding to our staff," says Belle. "But we believe we can do more to improve efficiency and productivity, to the ultimate benefit of the student, with a program like this."

"What we expect to get is more joyful and powerful instruction."

NEWS & NEWSMAKERS

Milo E. Bishop, assistant dean, Career Development Programs, NTID, delivered the keynote address to the European Federation of Teachers of the Deaf in Bordeaux, France on September 1. The title of the address was "Integration: Some Critical Issues to be Faced."

Dr. Bishop also lectured on integration and on deafness and speech development at the University of Stockholm, University of Lund Medical School and schools for the deaf in both Norway and Sweden.

David Engdahl, acting director of the School of Photographic Arts and Sciences recently delivered a lecture on photographic education in the United States to a group of Finnish photographers who are combined under the name "Finnfoto." The lecture was in Pori, Finland, and included a group of about 60 people.

Norman Flannigan, assistant dean in the College of Continuing Education, has been reelected to the Board of Directors, New York Association for Continuing Education (NYACE). Flannigan will serve as NYACE regional representative for Monroe County.

The association provides leadership in continuing education for secondary and post-secondary schools, as well as for government, business and industry.

Eugene Fram, College of Business, was a featured speaker at the American Society for Training and Development (ASTD) Region III Annual Conference on September 19. Dr. Fram's topic was "Marketing Training Services—What to Do Before and After the Budget Cuts!!"

Thomas Wallace, dean of the College of Science, organized and chaired a symposium on Physical Chemical Properties of Colloidal Particles at the National American Chemical Society Meeting in Chicago, September 1. Dr. Wallace also presented a paper "Size Distribution Analysis of Polymer Latex by Preparative Centrifugation" at this meeting.

David Passmore, research associate in NTID's Division of Management Services presented a paper on the estimation of net occupational supply at the Seminar for Research in Vocational Education held at the University of Minnesota and at a colloquium sponsored by the College of Education at the Virginia Polytechnic Institute. While at the Virginia Polytechnic Institute, he assisted in the design of a nation-wide evaluation of federally-reimbursed vocational education.

"News and Events" is published every other Monday by Communications Services at Rochester Institute of Technology and distributed free of charge to the Institute community. For information, call 464-2750.



Rochester Institute of Technology

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COLLECTION



UPCOMING PRODUCTION

The National Theatre of the Deaf (NTD), this year's Tony winner for Theatrical Excellence, is presenting its 24th major production, "The Three Musketeers," in the NTID theatre on Friday and Saturday, October 7 and 8 at 8 p.m. Tickets for performances are \$2 for all students, senior citizens, and RIT faculty/staff; and \$4 for others. For tickets and information, call NTID Theatre Box Office X6254.

RIT chapter of Magic Kingdom Club

You wondered why the increase in your July paycheck was hardly noticeable? Take heart, RIT employees, you're eligible for a new benefit in lieu of salary increase.

RIT now has a chapter of Walt Disney's Magic Kingdom Club for its personnel.

Membership entitles you to special ticket books for Disneyland in California and Walt Disney World in Florida, as well as discounts on accommodations and car rentals, and special vacation plans at Disneyland, Disney World and other popular resort areas.

You can get your membership card at the Personnel Office. It's free.



Most Blue Cross contracts do not provide coverage for routine nursery care of newborn infants.

A claim may be possible for employees enrolled in our TIAA Major Medical Plan.

Please call Betty Bianchi at 2429 for information.

Homecoming '77

That familiar time when old friends meet again is right around the corner. RIT's homecoming celebration this year is October 14 and 15 and there's quite an assortment of activities scheduled. Centered around the theme of Humphrey Bogart and his films, the weekend will be topped by a performance of Bogey Impersonator Robert Sacchi.

Check the campus bulletin boards for a complete schedule of events, or pick up a brochure from Alumni Relations on the 4th floor of the administration building.

EVENTS

Mathematics Colloquium—"Use of Random Walk Theory in Industrial Problems," Dr. Harvey Scher speaking. October 3, Room 08-3178, 2 p.m.

Memorial Service for Professor William Gasser—October 4, Ingle Auditorium, 1 p.m.

Color Seminar for Pressmen at GARC—October 4-7. Contact: William Siegfried, X2758.

Moving Image—"Improving Television for a Healthier Tomorrow," Nicholas Johnson speaking. October 6, Mezzanine Lounge College-Alumni Union, 4 p.m.

Needs Assessment for Continuing Education—NTID Alumni—October 11, NTID Dining Commons, 7:30 a.m. - 10 p.m. Contact: Eileen Biser, X6288.

John Wiley Jones Symposium—"Nuclear Radiation in Our Environment: Energy, Medicine, Power," Dr. John Laughlin speaking. October 11, College of Science, 1 p.m.

Estate and Gift Tax Seminar—Barber Conable speaking. (Invitation only). October 13, Ingle Auditorium, 2-9 p.m. Contact: Chris DiVincenzo, 262-2749.

Moving Image—"Television News: Reality or Drama?" seminar with local television news directors. October 13, Room 1829, College-Alumni Union, 12 noon.

Sports Hall of Fame Banquet—Induction of Bill Lamoureaux (basketball), Tom Connelly (basketball and track), and Vern Titus (athletic committee). October 14, Logans Party House, 6:30 p.m. cocktails, 7:30 buffet. Tickets \$7.50. Contact: Athletic Dept. X2614.

Goudy Lecture in Typography—Laurance Siegfried speaking. October 14, Webb Auditorium, 8 p.m. Contact: Al Lawson, X2725.

University and College Designers—October 14, Webb Auditorium, 9:30 a.m. Contact: John Massey, X2309.

Homecoming Weekend—October 14-16. Contact: Chris Hall, X2320.

Talisman Film Festival—Ingle Auditorium

Fantastic Planet—October 7, 7:30 & 10, \$1.25

Lt. Robinson Crusoe—October 8, 2 p.m., \$.25

Logan's Run—October 8, 7:30 & 10, \$1.25

The Milky Way—October 9, 7:30 & 10, \$1.25

The Creature From the Black Lagoon (3D version) October 11 & 12, Webb Auditorium \$1.50

Casablanca and Play It Again Sam (double feature) October 14, 7:30, \$1.25

Charley and the Angel—October 15, 2 p.m., Webb Auditorium, \$.25

The Last Tycoon—October 15, 7:30 & 10, \$1.25

Captain Blood and The Sea Hawk (double feature) October 16, 7:30 p.m. \$.50

Carey Graphic Arts Collection—"Laurance Siegfried Printer, Editor and Educator." School of Printing, through October 28, 8:30 a.m. - 5 p.m.

Bevier Gallery—"Some People Who Draw" through October 21, 9 a.m. - 4 p.m.