



March 23 – April 5, 1978



INTERIM NATIONAL ALUMNI COUNCIL MEETS ON CAMPUS

RIT's new Interim National Alumni Council conducted its first meeting ever March 10-12 on campus. From left are Ron Solomon, Los Angeles area; Dr. Robert Frisina, Institute senior vice president; Mike Morley, Rochester area; Judy Maltby, New York City-New Jersey area, and Bob Adler, Boston area.

Alumni launch new era in RIT involvement

Significant steps toward broadening geographically the involvement of alumni in the life of the Institute were taken at a historically important meeting on campus this month.

More than two years of meetings and planning by Alumni Relations staff and members of the Alumni Association has resulted in the start of a new era of alumni involvement.

RIT's new Interim National Alumni Council held its first meeting on March 10-12, approving a constitution, identifying key areas of concern for itself, and making specific recommendations for dealing with those concerns.

The NAC replaces the Executive Council as governing body of the Alumni Association. The change was made in response to the

changing geographic distribution of RIT alumni.

Robert G. Witmeyer, Alumni Association president, explained that since the Institute moved to the new campus in 1968, the alumni constituency has doubled—there are now more than 35,000 RIT alumni.

A survey of alumni in 1977 revealed that 43 percent are from the Greater Rochester area, 36 percent from elsewhere in New York State, and 21 percent from out-of-state.

NAC members are Robert J. Adler (PR'59), Boston area; Ronald Solomon (PR'60), Los Angeles; Thomas Dougherty (BA'70), Southern Tier; Robert Roperti (PR'66), southeastern states; Robert McIntyre (EL'71) and Judy Maltby (RE'61), New York City. Witmeyer (BA'71), Joseph Jiloty (PH'48), Frank Cicha (PH'61) and Michael Morley (BA'69) represent the Rochester area.

At the "Alumni Weekend," council members heard Dr. Robert Frisina, senior vice president, discuss the Institutional Advancement Commission, with particular emphasis on alumni and RIT as the Institute moves into the eighties.

Richard H. Eisenhart, chairman of RIT's Board of Trustees, welcomed council members to the campus and expressed interest and pleasure in the accomplishment of the council at the weekend deliberations.

John Bodwell, director of Development, and Christine Hall, director of Alumni Rela-

tions, discussed functional alumni programming and organization.

But most of the meeting time was devoted to discussions of the problems of organizing alumni outside the Rochester area, and specific ways of keeping alumni interest in RIT.

Council members identified three key areas of concern for the NAC: RIT to alumni, alumni to RIT, and regional clubs.

Specific recommendations included:

- getting key Institute personnel, such as trustees, to meet with area groups;
- organizing charter trips from areas outside Rochester (this will be tried with a

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CHINA

The third in a series of articles and photographs telling the story of the 18-day visit to the People's Republic of China by eight members of the RIT community appears on page 3 of this issue of *News and Events*.

Subsequent articles in the series will include stories from interviews with other individual members of the delegation and their specific reactions and observations, and more of the thousands of pictures they made during their stay.

Management Convocation April 12

More than 120 employees from Greater Rochester business and industry will be honored next month during RIT's 52nd annual Management Convocation, sponsored by the Business and Community Studies Division of the College of Continuing Education.

The graduation ceremonies will be conducted at a dinner in the Great Hall of the

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'Competencies define education'

"The Meaning of a College Education" in a particular institution of higher learning is best expressed in the competencies which that institution's graduates exhibit.

This was the message of Dr. Paul L. Dressel, University Professor of Institutional Research, Michigan State University, visiting presenter for RIT's "Academic Leadership Workshop Series" last month.

While at RIT on Feb. 22 and 23, Dr. Dressel met with several groups of individuals on the topics of career education, institutional research and long-range planning, and educational goals.

Dr. Dressel, who also was assistant provost and director of institutional research at Michigan State for many years, was invited to and hosted at RIT by Dr. Thomas R. Plough, associate vice president for Student Affairs.

The Academic Leadership Workshop Series (ALWS) is made up of academic leaders invited by the provost from suggestions of the deans. The program purposes are defined as:

a—to assist in the definition of the broad roles and functions of department chairmen and other leaders subordinate to academic deans;

b—to reduce the sense of isolation often expressed by department chairmen and others, and to encourage interaction among such leaders within the Institute, and

c—to provide for department chairmen and others useful information relating to institutional operational principles and day-to-day problems.

In his formal lecture, a part of the workshop, Dr. Dressel set forth six competencies by which the student, as an individual, "will not only have attained a liberal education, but be able to earn a living."

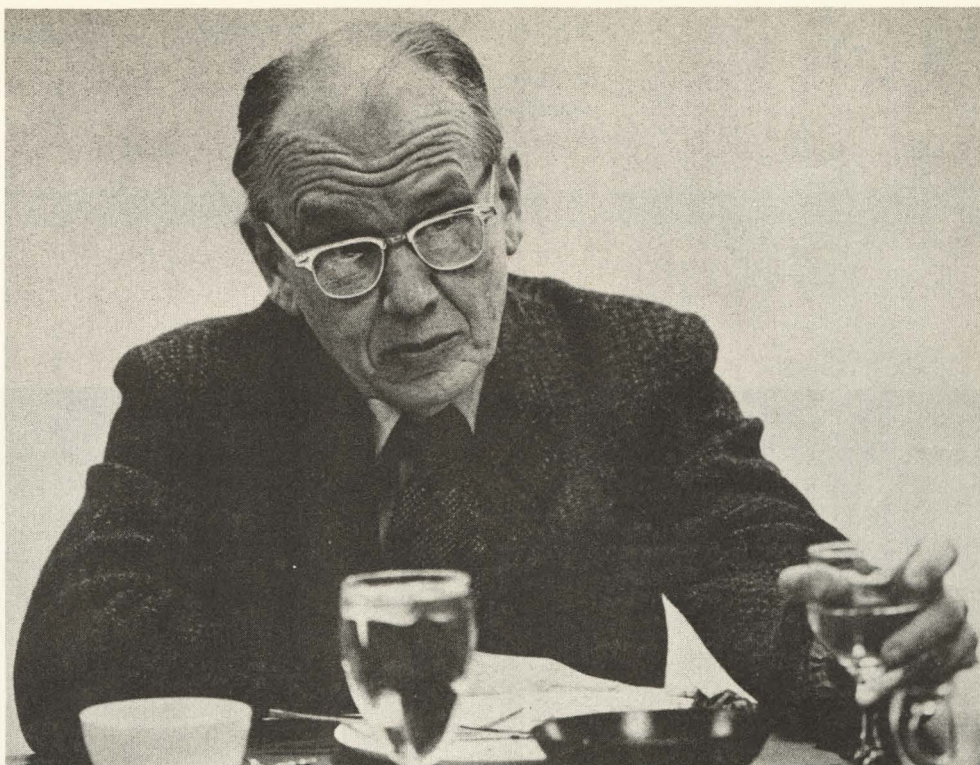
—The liberally educated person should know how to acquire knowledge and how to use it.

—The liberally educated person should have a high level of mastery of the skills of communication.

—A liberally educated person should be aware of his own values and value commitments; and he should be aware that other individuals and cultures hold contrasting values which must be understood and to some extent accepted for satisfactory interactions.

—The liberally educated person should have awareness, concern, and a sense of responsibility regarding contemporary events, issues and problems.

—The liberally educated person should continually seek coherence and unity in his ac-



DR. PAUL L. DRESSEL, visiting presenter at last month's Academic Leadership Series.

cumulating knowledge and experience and use the insights thus achieved to further his development as an individual and to fulfill his obligations as a responsible citizen in a democratic society.

"In a college in which such competencies are emphasized," Dr. Dressel summarized,

"the student will have gotten something out of college besides himself. The faculty can assert confidently that the individual who acquires a baccalaureate degree has done something more than serve time and acquire credits.

"Education in such a college will have some tangible meaning, expressed in the competencies which its graduates exhibit."

8th 'Rap & Produce' conclave 'Stepping into Tomorrow'

The eighth annual Rap and Produce conference will take place on Friday and Saturday, April 28 and 29, at RIT Downtown, 50 West Main Street.

Designed to provide a forum for community persons of all persuasions and backgrounds to come together in meaningful discussion and "road mapping" for change, this year's conference is entitled "Stepping Into Tomorrow by Understanding Today."

The conference will be highlighted by a series of workshops dealing with the needs of youth, the essentials of practical writing skills, education, volunteerism, energy, politics, the development of management skills, women in transition, and housing in the public sector.

William A. Johnson, executive director of the Urban League of Rochester, Inc., will be the keynote speaker.

An added feature of this year's conference will be a series of free exhibits, demonstrations and services designed to promote better health care. These will include, among others, training in breast self-examination, blood pres-

sure checking, tests for diabetes and iron deficiency, and poisoning prevention.

During the Friday session, babysitting will be provided for pre-schoolers, age 18 months and above.

Registration for the conference will be \$5 per person; senior citizens and students, \$1.

Further information may be obtained by calling Grace Law at x2828 or Jessie James at x2201 or 262-2729.

ENERGY HOUSE

Open Monday through Friday 9:30 a.m. to 1:30 p.m. Call 475-2411 for an appointment.

Open Saturday and Sunday noon to 7:30 p.m. No appointment necessary. Park in Lot J; free shuttle bus.

A \$1 donation is requested. Children under 12 free.



MR. AND MRS. RICHARD H. EISENHART



MR. AND MRS. MAURICE R. FORMAN (Photos by Mrs. Gudrun Engelmann)

Eisenhart: China will need our technology

As chairman of RIT's Board of Trustees and a successful businessman, Richard H. Eisenhart brought a slightly different perspective to the Institute group's trip to the People's Republic of China this past January.

Eisenhart views RIT as "a pioneer in career education." Yet as liberal arts enrollments in other colleges throughout the country decline, more and more of them are turning to career education programs for survival.

"We have a tremendous job to do in staying ahead of the pack that is trying to catch up and emulate us," Eisenhart feels.

To accomplish this goal, Eisenhart and other board members are constantly seeking new horizons and avenues of thought to assist them in their struggle to keep RIT in the forefront of career education.

"I think that I bring back a new perspective of the populations of the world by having been in China," he says. "I also add a bit in decision-making, which is basically what our job is as trustees."

Eisenhart says that RIT must broaden its base "throughout the 50 states and internationally beyond where it is now" if the Institute is to meet its Institutional Advancement goals.

On a more individual basis, Eisenhart was curious to see how the Chinese live, work and think. And, as president of his own manufacturer's representatives firm, he had a particular interest in the country's overall industrial advances.

Like many others in the group, he was immediately overwhelmed by China's mind-boggling population, particularly in the capital city of Peking.

"In January in Peking, everybody wears

the same colored costumes, either dark blue, black or dark gray and all you can think of is ants," he recalls. "Just colonies of ants, on bicycles, walking, riding buses, but moving all the time, purposefully."

And yet, he adds, Mao and his successors have been able to keep these 900 million people "with their stomachs full, which is the number one criterion in the world for handling people."

Eisenhart also attributes the Communist government's vise-like hold on its population to the sophisticated development of "Maoism" as a form of state religion and the successful elimination of "the individual" in Chinese society.

"Although there is no organized religion in China, yet, in actuality, their religion is Maoism," he says. "That man developed a following and a way of communicating with all of his people that is almost scary. He has been deified in our estimation."

CHINA PRESENTATION

Dr. Robert Frisina & Dr. Robert Johnston

TUESDAY, APRIL 4

7:30 p.m.

WEBB AUDITORIUM

This will be the first report of the RIT mission to China. Presentation will include a series of slides, which can give the viewer a current glimpse of segments of life in the People's Republic of China.

If you plan to come we would suggest that you come early as the seating in Webb Auditorium is limited.

Working hand in hand with "Maoism" in the Chinese plan to keep its people in line, Eisenhart adds, is the emphasis on group activities and peer pressure.

"There is no place for the individual in China," he says. "Everything is done in a group."

These factors help the average Chinese to conform more easily to a predetermined set of goals and avenues by which to reach those goals.

Eisenhart also was a bit unnerved by the Chinese reaction to the RIT group on the streets. The number of foreign visitors to mainland China is increasing, yet the average person there apparently is still surprised to come across a Caucasian.

"Caucasians, I guess, are an oddity and the Chinese stand and stare at you until you are embarrassed," he says. "Everywhere we walked, down the street people would stop and stand in their tracks, men and women, just looking at you. We'd go into a store and to a counter, and all of a sudden you'd look around and within a reasonable distance, six feet, there may be 50 people standing around watching you shop."

Eisenhart apparently was more impressed by the personalities and friendliness of the average Chinese than he was by their manufactured goods.

As a former long-time employee of Bausch and Lomb, the locally based optical firm, Eisenhart was very interested in the Chinese eyeglass industry.

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'Moving Image' program resumes with spring series

Roger B. Fransecky, a pioneer in the visual literacy movement and consultant for a number of educational television programs, will lead off the spring Kern "Moving Images" Program today (Thursday, March 23).

Fransecky will discuss "Learning and Living by Remote Control," at 4 p.m., in Room A-100 of the library. His presentation will include a discussion of what instructional television can do to and for students. It will be followed by a question and answer period when students can find out how to get better instruction through media.

Fransecky is president of Roger B. Fransecky and Associates, Inc., a consulting company with special concerns in the areas of communications policy research, television program planning and the design and development of broadcast materials for children. The Princeton-based firm serves several principal clients, including the CBS/Broadcast Group, the Corporation for Entertainment and Learning, and Fish Communications, Inc. Fransecky is also actively involved in the program activities of the Center for Action Research in Princeton, and the National Council for Children and Television.

Fransecky's articles and books on media, film, visual literacy, children's television and urban telecommunications have appeared in the United States, Canada, France and Great Britain. A recent *New York Times* story noted that "Dr. Fransecky's television credits are beginning to rival his publishing credits." The *Times* article pointed out that Fransecky was consultant and advisor for two major children's program projects, "Max B. Nimble," a program for pre-schoolers produced by Taft Broadcasting Company and winner of the 1976 Action for Children's Television National Award, and "America: The Young Experience," produced by the Avco and Meridith Broadcasting Companies.

Admission office joins Institutional Advancement

The Admission office has joined the Institutional Advancement Division, Dr. Todd H. Bullard, provost, recently announced.

Previously, the office, under Dean John Humphries, had reported directly to the provost.

"Having the Admission office as part of Institutional Advancement, which includes Communications, Development, and Alumni Relations, offers RIT a unique educational opportunity to emphasize the Institute's national and international character," said

Fransecky also chairs the Program Advisory Panel and serves as principal consultant and advisor for "Kidsworld," a children's news program produced by the Behrens Company.

Fransecky was on the faculty of the University of Cincinnati from 1969 to 1977. Prior to that he was supervisor of the English language arts program in an experimental school system at Sodus, N.Y. and taught English in both junior and senior high schools in Hilton and Sodus.

Fransecky holds BS, MA and MS degrees from the State University of New York and an interdisciplinary Ph.D. from the University of Cincinnati.

The spring Kern Program continues the theme of the moving image and the learning experience. Future speakers will be Robert Heinich, "Teaching and Technology: Cultures in Conflict," March 30; Vivian Horner, "Let Your Fingers Do The Talking," April 6; Frank Withrow, "Access to the Moving Image for Handicapped Students," April 12; Susan Sontag, "The Image-World," April 20.

The series will conclude May 4 with a summary of the year's Moving Image events by RIT professors Bruce Austin, Charles Werberig, Clint Wallington and Art Taylor, and student Charles Ratigan.

REEDY LECTURE

Designer/filmmaker Morton Goldsholl will give the William A. Reedy Memorial lecture in Photography tonight at 7:30, in the NTID theatre.

He'll talk about his experimental design work and show how it can result in innovative graphics.

His talk originally had been scheduled in January, but was canceled because of a snow-storm.

The Reedy series will conclude for the year with a lecture by photographer Carl Fischer on April 14.

Dr. Robert Frisina, senior vice president.

"Effective programs for the recruitment of students and communications with RIT publics is essential to the continued growth and vitality of the Institute," Dr. Frisina added. "We look forward to helping Dr. Humphries advance many of the admission programs he has initiated."

The organizational change was among those recommended by the recently concluded Institutional Advancement commission.

PHONE BOOK CHANGES

Corrections:

Benjamin, Jacqueline asst. coordinator, Administrative Services	2396
Bidwell, John	2408
Bodwell, John	475-2917
Boudakian, Lita	424-1244
Carpenter, Wendy	2572
Cocola, Frank	2117
Donadio, Mary	2794
Dymza, Gerda	424-1244
Goodman, Daniel	2338
Horton Center	424-1244
NTID Vista Phone	2027
Periello, John	424-1244
Raphael, Harold	2278
Ritskeller	2860
Saeli, Mattie	2076
Student TV Systems	6512
Weber, Pamela	2306

Additions:

Bouton, Mary, Residence Halls, mail clerk	6148
Fischbeck, Sally, HEOP	2221
Grooms, Sandra, Residence Halls, mail clerk	6148
Hedman, Irene, Residence Halls, sec./file clerk	2021
Photo Proc. & Finishing Info.	2197
Riley, Denise, HEOP	2221

Deletions:

Barrows, Lauren
Berends, Helen

(To have Phone Book changes published in *News & Events*, submit material to Vicki Saulitis in Communications, x2341).

Management convocation

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Rochester Chamber of Commerce, on Wednesday, April 12.

Paul A. Volcker, president and chief executive officer of the Federal Reserve Bank of New York, and former U.S. under secretary of the Treasury for monetary affairs, will be the guest speaker.

An attendance of nearly 500, including employer representatives from industries concerned, graduates and guests, is expected, according to Robert M. Way, CCE associate professor and program coordinator for the Management Convocation.

The graduates will be receiving Management Certificates, which will be presented by Gerald E. Collins, president and group executive of General Railway Signal Corp., and vice-president of Rochester's Industrial Management Corp. Dr. Paul A. Miller, Institute president, will chair the convocation program.

Begun 51 years ago, with only one course offering and 10 students enrolled, the RIT Management Program has expanded today to include more than 1,200 students in nearly 100 course offerings. The program is one of the largest, continuously operating ones in management education, and has during its 51-year history, graduated nearly 7,000 area supervisors.

Eisenhart outlines search procedure

A Search Committee is being formed to choose Dr. Paul A. Miller's successor as president of RIT.

Dr. Miller announced on March 14 that he was stepping down by next Jan. 1. Following a leave of absence, he and his wife, Dr. Francena Miller, will take on teaching duties at the Institute. He has served as RIT's chief executive since October 1969.

Following Dr. Miller's announcement to a packed Ingle Auditorium audience, Board of Trustees Chairman Richard H. Eisenhart outlined the steps that are to be taken in selecting members for the Search Committee.

Eisenhart said that trustee William J. Maxion, chairman of the board and chief executive of Case-Hoyt Corp. will serve as chairman of the Search Committee.

In addition, six other trustees were named to the committee. They are: Harris "Bud" Rusitzky; George S. Beinetti; Mrs. Julian Fitch; John D. Hostutler; Alfred M. Hallenbeck; and Russell McCarthy.

Jon Prime, vice president, finance and administration, will represent the RIT administration on the Search Committee, Eisenhart said, while Dr. Roy Satre, dean of Institute College will represent the Institute's deans.

Three faculty members also will be chosen to serve on the Search Committee, Eisenhart said. Dr. Todd Bullard, Provost, Dr. Austin Bonis, chairman of the Faculty Council, and several members of the Council's Executive Committee have been asked to submit the names of ten prospective candidates to the trustees, who will choose the final three.

Dr. Fred Smith, vice president of Student Affairs, will work with student leaders in drawing up the names of eight members of the student body as candidates for the two student openings on the Search Committee, Eisenhart continued. The trustees also will then make the final decisions for those positions.

And finally, Eisenhart said, RIT's new Interim National Alumni Council will choose the 15th and final member of the Search Committee from among the Institute's graduates.

Eisenhart added that he would serve the committee "in an ex-officio capacity in order to keep the Board of Trustees informed."



CAREER AWARENESS LUNCHEON

Mrs. Julian Fitch, an RIT trustee, (left), hosted a brunch at her home on March 18 to honor a group of about 40 women students who have been involved in the Institute's Career Awareness Program. The students work with the program's director, Dorothy Lowe (second from left) in visiting area junior and senior high schools to discuss career opportunities for women. The program has reached nearly 2,000 teen-age women since it was begun about a year ago.

'Students in Free Enterprise' awarded \$10,000 for project

An RIT student program has been awarded a \$10,000 educational grant by the Shelby Cullom Davis Foundation to continue its work on a project designed to promote a better understanding of the free enterprise system.

The Institute's "Students in Free Enterprise" group, consisting of about 15 undergraduate and graduate students, is entered in an intercollegiate competition with 19 universities and colleges in New York and New Jersey.

Shelby Cullom Davis, a New York City-based foundation, awards grants ranging generally from \$5,000 to \$40,000 to universities and colleges which develop programs "for improving understanding and communication between the academic and business communities."

The student group's six-part project includes a resource library of materials pertaining to free enterprise, a competitive program for local high schools, an assessment of the cost of governmental regulation on small businesses, a publication outlining the economic and social contributions of various Rochester business leaders, a series of short films on local entrepreneurs for possible airing on television stations and a speakers' program on current business issues.

RIT and its 19 rivals in the SIFE program are competing for three cash gifts, which

will be awarded next month. The contest is being sponsored by seven large corporations and public utilities and National Leadership Methods, a management consulting organization.

In a related matter, the free enterprise group is sponsoring a March 28 lecture by Stanley Fulwiler, president of the locally based Tapecon, Inc. The talk, entitled "The Impact of Regulation on Small Business," will be held at 3 p.m. in Room 2000, second floor of the Administration Building. It is open to the public.

WINS PHOTO AWARD

Robert Iannazzi, media specialist, NTID, received the top award for his photograph, "Winter Storm Watch" at the recent Talent Exchange Program sponsored by the Greater Rochester Professional Photographers.

Iannazzi also received a blue ribbon for another of his photographs entitled "Phonetics on the Ball." This photograph was produced at NTID to illustrate a specially designed type ball which permits the typing of diacritical markings along with the conventional alphabet.

Diacritical markings are used at NTID to aid students in word pronunciation and speech.



IS IT HISTORY?

With the arrival of Spring as this edition goes to press, these students hope this type of dress is a thing of the past for this year. Top to bottom are Ken Daigle, printing; Cindy Solin, social work; Gary Brophy, computer engineering. But in Rochester, who knows?



ROTC SCHOLARSHIPS

Three RIT engineering students have received scholarships of \$250 each from the New York City Post, Society of American Military Engineers. The awards, for outstanding ROTC cadets studying in the field of engineering, were presented to Michael Piersante, Clark Johnstone and Thomas Quinn. On hand for the check presentation were James Forman, director of Engineering Technology programs; Piersante, Johnstone, Dr. Richard Kenyon, dean, College of Engineering; Quinn, and Major Richard Comiso, professor of Military Science.

'A Fighting Chance'

RIT, in cooperation with several local, state and federal agencies that work with handicapped students and job applicants, will offer an awareness workshop called "A Fighting Chance."

Dr. Todd H. Bullard, provost, who announced the workshop for RIT administrators and supervisors, noted that six sessions have been scheduled on Tuesdays at 2 p.m.—March 28, April 4, 11, 18 and 25, and May 2.

Dr. Bullard said the general purpose of the workshop is threefold:

1. to develop an understanding and awareness of individuals with handicapping conditions
2. to understand the employment potential of handicapped persons
3. to help RIT comply with the requirements of law under Section 504 of the Rehabilitation Act of 1973.

"Although RIT has a history of working closely with various agencies in the recruitment and employment of the handicapped, I am told this workshop will offer us some new insights regarding the handicapped," Dr. Bullard said.

The workshops will comprise two hours,

from 2 to 4 p.m., followed by an invitation coffee hour to give participants an opportunity to visit with agency representatives.

Those participating in the workshop, which has been designed especially for RIT include:

Rochester Rehabilitation Center—Camelia Joseph, job placement supervisor; Phyllis Johnson, public relations specialist; Julie Mikolenko, job placement specialist; Bernice Laws, public relations assistant.

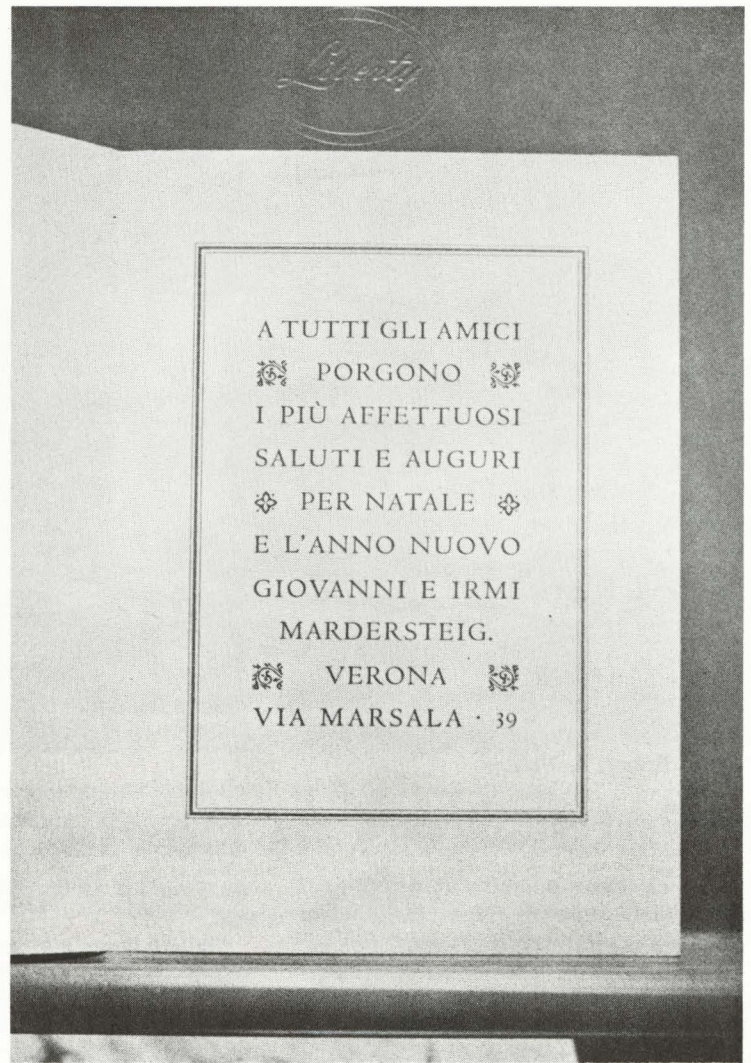
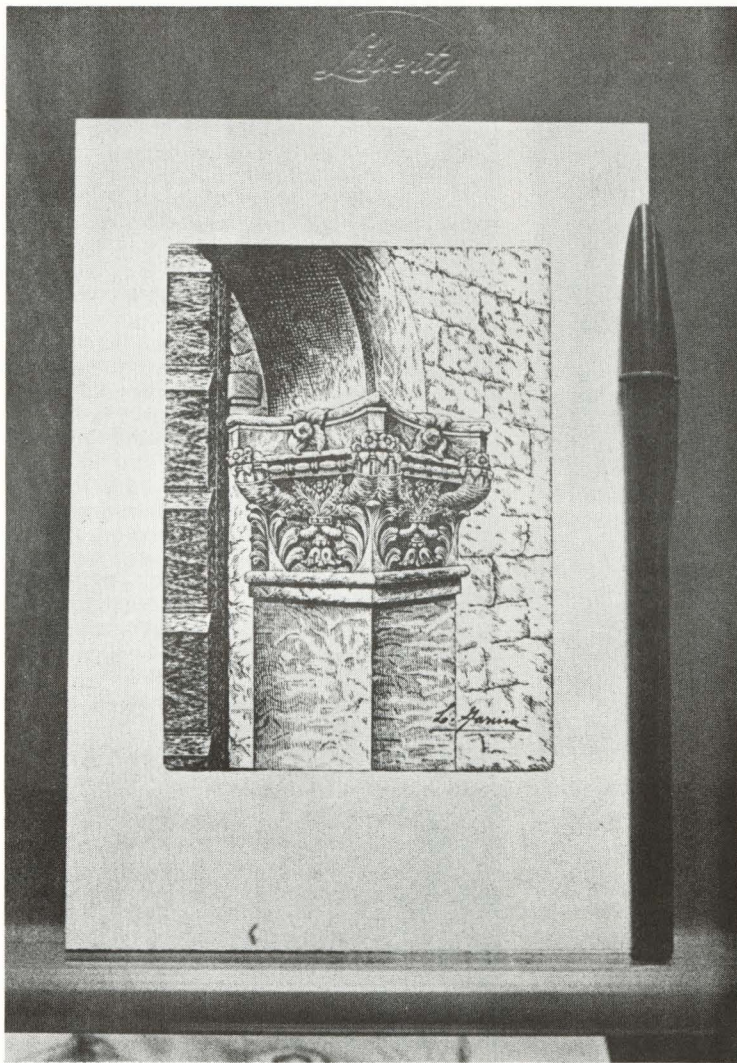
Association for the Blind—Bill Vickery, placement specialist.

BOCES No. 1, Foreman Center—Terri Capozzi, work-study coordinator.

Association for Retarded Children—Frank Beatty II, employment counselor placement specialist; Maggie Butler, assistant.

Office of Vocational Rehabilitation (OVR)—Gerri Gobili, rehabilitation counselor; Glenn Miller, certified rehabilitation counselor.

RIT/NTID workshop coordinator, Cecelia Horwitz, coordinator of Leadership Development Program; Debbie Veatch, employment opportunity specialist; James Papero, administrator of Affirmative Action and associate director of Personnel.



Christmas cards featured in Cary exhibit

Several Christmas cards, printed in very limited editions for his close friends, are included in an exhibit of the work of Giovanni Mardersteig now at RIT's Cary Library.

Mardersteig, who died last December, was internationally recognized as a type designer, typographic scholar and master of hand-press printing.

The card at the right, sent in 1973, makes use of the first printers' ornaments. They

were originally cast and used by the Alvisse brothers who worked in Verona, Italy more than 500 years ago.

Mardersteig's research turned up the ornaments and his use of them revived their popularity among modern printers.

One of the treasures of the Cary Collection, says Librarian John Bidwell, is the original book, printed by the Alvisse brothers, in which these same ornaments were first used.

The card at left shows a cornucopia over the doorway of a house in Verona. Mardersteig's research also led to the discovery of a book of poems inscribed to printer Giovanni Alvisse dealing with legends of the cornucopia over the entrance to the printer's house.

Mardersteig searched the doorways of Verona and eventually found the cornucopia illustrated on the card over a home built about 1440. He concluded it was the home of the printer for it is the only doorway in Verona decorated in this way.

Before his work became widely known and his circle of friends widened, it was Mardersteig's custom to send hand-printed books to his friends at Christmas time. Melbert B. Cary, Jr. was included in this circle, and, according to Bidwell, "Cary never threw a scrap of paper away." Consequently, the Cary Collection has some of the earliest—and rarest—examples of Mardersteig's work, including a copy of Beethoven's will printed for Christmas 1927. Only 33 copies were made.

The Mardersteig exhibit will run through April 30. The Cary Library is located in the Gannett building. It's open from 8:30 a.m. to 5:30 p.m., Monday through Friday.

Bovay chairs Alumni Fund

N. James Bovay, MBA '74 of Rochester, is chairman of the 1978 Alumni Fund.

"I am delighted to be serving RIT in this capacity as an alumnus," Bovay said.

"Annual support for private education becomes increasingly important each year. In 1978 we plan to get the message of the importance of annual alumni support to a greater number of alumni.

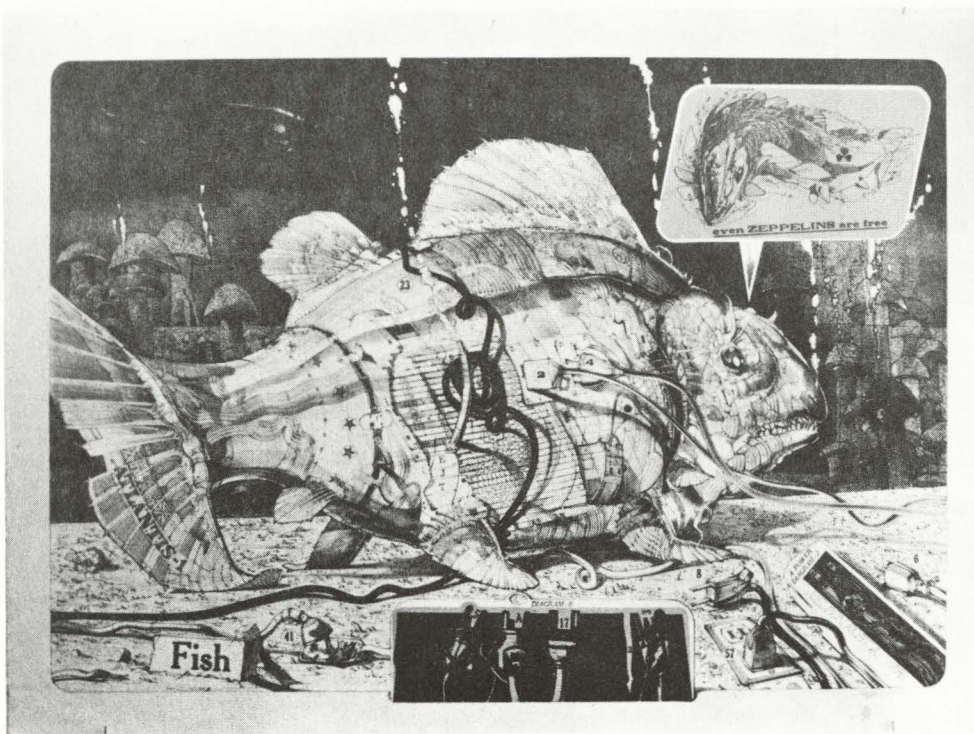
"If the total alumni body of approximately 35,000 participated in the Alumni Fund by each giving \$3, we could easily exceed our 1978 goal of \$90,000.

Bovay said continued emphasis would be

placed on phonathons to be conducted from regional cities across the country.

The annual Rochester phonathon is scheduled for April 24-27 and May 1-4—eight weeks after the Alumni Fund is launched.

Bovay is an industrial Engineer at Eastman Kodak Company and served as Rochester regional phonathon coordinator for the 1977 Alumni Fund. He is a member of the Rochester Area Council of Churches, Genesee Ecumenical Ministries, Rochester Philharmonic Orchestra and the Boy Scouts of America.



"Fish," Robert A. Nelson

Printmakers at Bevier

A quick education in the art of printmaking is possible from the current Bevier Gallery "Invitational Printmakers Show."

The show, which opened March 18 and runs through April 7, includes 100 prints with examples of litho prints, litho-silkscreen, cast paper, photo etching, woodcuts, and intaglio prints. Not only is there a variety of techniques to be seen, but also a variety of artistic statements.

Sidney Chafetz, faculty member from Ohio State University, mixes political-social comment with art; Betty Davison, teaching at Lindenlea Community College Center, Ottawa, Canada, makes cast paper into humorous sculptural forms; Jennifer Dickson, visiting professor at Queen's University, Ottawa, Canada, produces dreamy, sensuous photo etchings; and Robert A. Nelson, now working in Chapel Hill, North Carolina, has invented and cataloged his own group of land and sea dinosaurs.

From the RIT faculty, Lawrence Williams shows a new series of works using feet as a focal point; David Dickinson exhibits abstract prints that are primarily geometric; and Norman Bate recalls travels to Europe in poignant prints that have a watercolor quality.

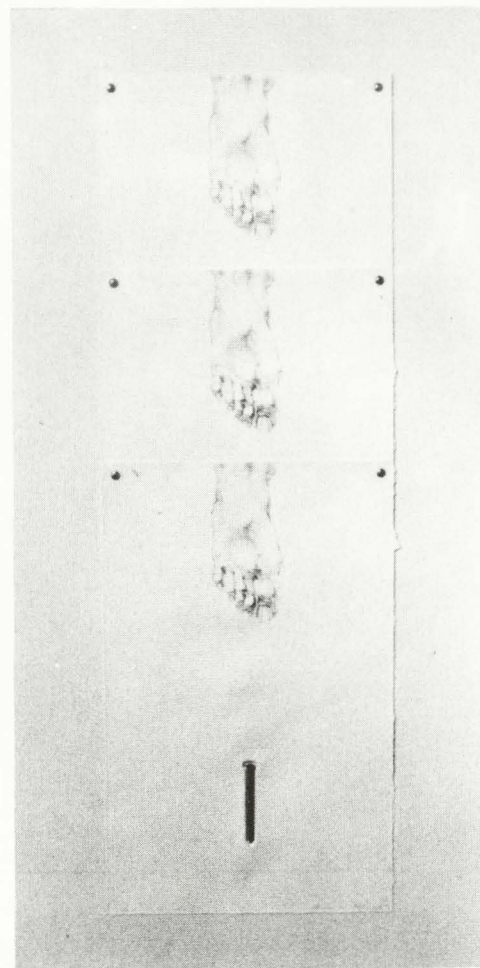
Rounding out the show are abstract prints by John Paul Jones, from South Laguna, California, the colorful graphics of Andrew Stasik, director of the Pratt Graphics Center, New York City; and precise, detailed prints by

Harry McCue, faculty member at Ithaca College.

Gallery hours are: daily 9 a.m. to 4 p.m.; Monday through Thursday, 7 to 9 p.m.; Saturday, 1 to 5 p.m.; and Sunday, 2 to 5 p.m.



"The Fugitive Sleeps," Jennifer Dickson



Untitled Litho Collage, Lawrence Williams



"T-Bone," Harry McCue

CONTINUING EVENTS

to April 7—Bevier Gallery. "Invitational Print-makers Show." Hours: Mon.-Thurs. 9 a.m. to 4 p.m. and 7-9 p.m.; Sat. 1-5 p.m. and Sun. 2-5 p.m.

to March 25—MFA Photography Gallery. Print Show, Rod Stemmons.

March 23—William A. Reedy Memorial Lecture. Morton Goldsholl, 7:30 p.m., NTID Theater.

March 23—"Moving Images," Kern Lecture Series: Roger B. Fransecky, "Learning and Living by Remote Control," 4 p.m., Rm. A-100, Library.

March 23 & 24—Spring Craft Show. CU Lobby, 8 a.m.-5 p.m.

March 26—April 1—MFA Photography Gallery. Color Workshop Class Show, Michael Bishop.

March 28—Photo Product Demonstration. Presentation of Konica, Omega, Kowa Sunpack Flash, etc. by representative Dan DeBellis. Rm. 1441, 2 p.m.-4 p.m.

March 28-31—Graphic Arts Research Center.

"Color Seminar for Pressmen." Program will emphasize press variables and how they affect the production of high-quality color printing.

March 29—American Welders Society. 06—A—205, 7 p.m.-10 p.m.

March 30—"Moving Images," Kern Lecture Series. Robert Heinrich, "Teaching and Technology," 4 p.m., Rm. A-100, Library.

March 31-April 1—Women's Weekend. "Celebrate Ourselves." Two days of workshops, art exhibits, and special presentations. March 31, guest speaker Judy Chicago, 8:30 p.m. For info. call x2558 or 442-4701.

April 2-April 8—MFA Photography Gallery.

"Color Field Paintings" by Connie Evans. Recent photographs by Carol Huebner.

Talisman Film Festival—(W)=Webb Auditorium, (I)=Ingle Auditorium

Toni—March 23, 7:30 & 10 p.m. (W) \$.75.

24 hour James Bond Marathon Film Festival—March 24, 7:30 p.m. (I) \$3.50.

Hugo the Hippo—March 25, 2 p.m. (W) \$.25.

Islands in the Stream—March 25, 7:30 & 10 p.m. (W) \$1.25.

The Crudified Lovers & Tales of the Tiara Clan—March 26, 7:30 p.m. (I) \$1.

Traffic—March 29, 3 p.m., A-205 & 7 p.m. (W) FREE.

The Crime of Monsieur Lange—March 30, 7:30 & 10 p.m. (I) \$.75.

Images—March 31, 7:30 & 10 p.m. (I) \$1.25.

My Side of the Mountain—April 1, 2 p.m. (I) \$.25.

Land of Silence and Darkness & Effi Briest—April 2, 7:30 p.m. (I) \$1.

The Best of the New York Women's Film Festival—April 1, 7:30 & 10 p.m. (I) \$1.25.

The Hustler—April 5, 3 p.m. A-205 & 7 p.m. (W) FREE.

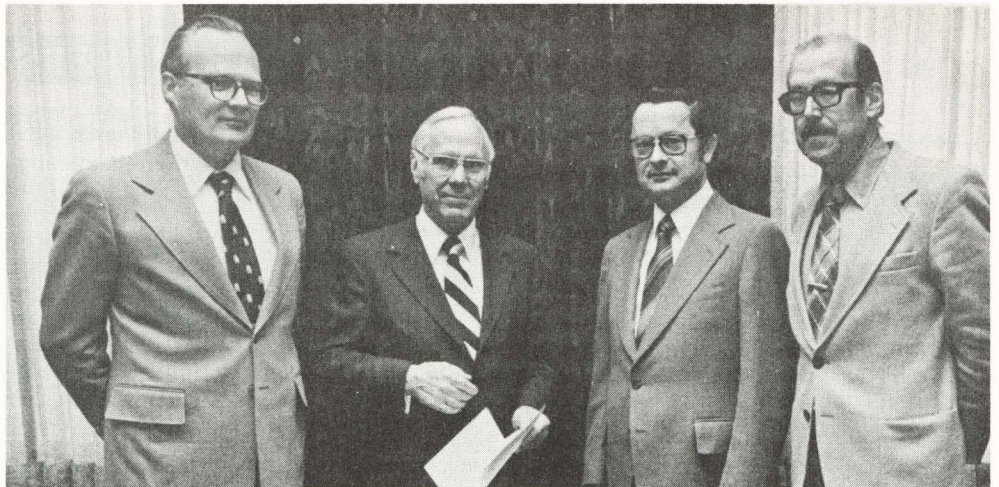
LOMB LUNCHEONS

Beginning April 4 and continuing through May 19, second-year food administration students will resume the luncheon program on Tuesdays through Fridays at noon in the Henry Lomb Room in the administration building.

The meals are part of the course requirements for Food Production Management I under the direction of Assistant Professor Ivan Town.

Cost of the luncheons is \$2.25, and reservations may be made with Mrs. Margaret Johnson at x2351 or in Room 01-4191.

Menus will be published in future issues of *News & Events* as they become available.



DuPONT GRANT RECEIVED

Institute President Paul A. Miller holds \$7,000 check, representing a grant to the College of Graphic Arts and Photography under the DuPont company's educational aid program for 1978. From left are Dr. Robert Hendricks, new director of research at DuPont's Rochester plant; Dr. Miller; J. H. Bauer, manager of the Rochester plant, and Dr. Lothar Engelmann, dean of the College of Graphic Arts and Photography.

Energy House is 'working' better than anticipated

First reports on the solar-powered house on the RIT campus indicate it's working even better than anticipated, according to Dr. Richard Kenyon, dean of the College of Engineering and administrator for the Energy House project.

The house is designed to make use of the sun in two ways: *actively*, it collects heat from the sun with 38 solar collectors on the roof of the house and stores that thermal energy in four 1,000 gallon water tanks in the basement; *passively*, the house receives the sun's heat directly through a wide expanse of windows on its south side.

To date the house has been able to rely on the sun for much of its heat. During the day, sun flooding in the south windows has been enough to keep inside temperatures at 70 degrees Fahrenheit. At night the house draws heat from the sun-heated water in storage and at times is assisted by an electric heat pump. As yet, the back-up heating system—an electric resistance heater—has been sitting idle.

"Frankly, we hope the electric resistance heater rusts away from lack of use," jokes Dr. Paul Wojciechowski, the RIT mechanical engineering professor whose research into the feasibility of operating a solar residence in the Rochester climate led to the Energy House project. Dr. Wojciechowski and students are already beginning to log some data on the performance of the house and are designing experiments for the future. Nevertheless, it will probably be sometime after the end of next year's heating season before RIT has anything comprehensive to report.

"So far we can say we are pleased with the

operation of the solar systems," says Dr. Wojciechowski.

Energy House actually has two separate solar collection loops. One, using 36 flat plate solar collectors, takes care of the home's space heating needs; the other, using two tubular solar collectors, meets domestic hot water requirements.

Both of these systems are enhanced in effectiveness by the many energy conserving features built into Energy House. The house uses extra heavy insulation; triple paned casement windows; careful site positioning; few interior walls; a special energy conserving fireplace; magnetically sealed, insulated doors; a vestibule; and virtually leak proof construction all to prevent heat transfer between outside and inside environments.

The 1,832 square foot structure, designed by architect John Fayko, was built as a cooperative effort of RIT, Rochester Gas and Electric Corporation, and Rochester Home Builders' Association. The contemporary-styled home has nine rooms, two and one-half baths, and a double car garage.

More than 7,000 people have taken advantage of the public viewing hours at Energy House thus far. Through March, the home will be open Tuesdays and Wednesdays from 9:30 a.m. to 1:30 p.m. and weekends from noon until 7:30 p.m. Weekday hours are by appointment only, telephone (716) 475-2411. Weekends are open. Parking for Energy House is on the RIT campus in parking Lot JH. A shuttle bus runs from the lot to Energy House every 15 minutes. A dollar donation is requested. Children under 12 are admitted free.

The next issue of *News & Events* will cover the period of April 6 to April 19. Deadline for material for that issue is Wednesday, March 29.

John Bodwell, RIT's director of development has announced two new appointments within the Office of Development. **John H. Potter** of Rochester has been named campaign field director, and **Norman A. Miles** of Rushville, N.Y., is the new director of national development.

Bodwell said Potter will be responsible for the staffing of the individual solicitation efforts in the Institute's 150th Anniversary Campaign, including major and special gifts, alumni and parents; he also will implement and continue the deferred giving program, and serve as staff liaison with the Deferred Giving Advisory Committee.

Miles is responsible for the staffing of solicitation efforts with corporations and foundations on a national basis, Bodwell said. This includes both unrestricted annual support and the seeking of commitments for the 150th Anniversary Campaign.

John H. Hickman, chairman of management studies, College of Continuing Education, has been elected a trustee, chairman of the Finance Committee, and a member of the Executive Committee of the New York State Association for Human Services. Founded in 1899, the association is a non-profit federation of more than 500 agencies engaged in the delivery of all social welfare, public health and mental health services. The association is in the process of merging with the State Communities Aid Association, an organization founded in 1875 and New York State's first social welfare foundation. The combined organization will constitute the State of New York's largest non-profit foundation in the human services field.

Stan Witmeyer, professor of art in the College of Fine and Applied Arts' School of Art and Design, will be a member of the visiting team for evaluating the Massachusetts College of Art in Boston on April 10-12. The survey will be by the Middle States Association and the National Association of Schools of Art.

Mike Charles, director of Computer Services, has announced that the Office of Computer Services plans to install a new IBM System/370 in the Ross Memorial Building during August.

The new computer, a Model 148, will initially be used for the administrative (business) data processing work of the Institute. Currently all administrative data processing is accomplished through the Honeywell/Xerox Sig Sigma 9 which was installed in July, 1976. Moving all administrative work to the IBM System/370 will provide additional resources on the Sigma 9 for faculty, staff, and students. In the future, consideration may be given to utilizing the IBM System/370 for non-administrative processing.

Joyce Herman of the Counseling Center recently conducted an assertiveness training program for faculty and administrators in the Pittsford Central Schools.

Karen K. Anderson of NTID and **James A. Chmura** of the School of Computer Science presented a paper entitled "Meeting the Needs of Special Students" at the recent Symposium on Computer Science Education in Detroit. The symposium was jointly sponsored by the Association for Computing Machinery's Special Interest Group on Computer Science Education (SIGCSE) and the Computer Science Association (CSA) sub-group of the Canadian Information Processing Society.

Michael Kleper, assistant professor, NTID, is the author and designer of "A Touch of Typesetting History," a tactile adventure into the noble typographic past. Professor Kleper also has been named to the editorial board of *Typeworld*, the international magazine for typesetting and word processing. He writes a monthly column entitled "TypeWatch," which features the latest advances in automated photocomposition.

Larry McKnight, production manager, Instructional Media Services, spoke on March 1 to the Rochester Audio-Visual Association on the topic "The Xerox Color Copier as a Media Tool."

Eisenhart in China

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He estimates that only about 15 to 20 per cent of the Chinese population wear eyeglasses, as compared to half of the U.S. population. Why do so few Chinese need eyeglasses?

"I think it is because 90 per cent of the people are outdoors all the time working on farms," he replies. "They have less chance to put strain on their eyes; television and reading are minimal, everything is vocal."

He generally was disappointed with both the eyeglasses and eye care he found in China. And, he noticed that there were very few sunglasses anywhere in the country.

Yet he recognizes that China does not place a high priority on its eyeglass production. "You have to remember that the Chinese are going to import as much of this as they possibly can, and that both Hong Kong and Japan are large producers of eyeglass frames," he adds. "China's got other things to do than worry about making frames."

He also recalls a modern electronics factory in Nanking that was mainly producing transistor radios for export.

"This was the most exciting factory I saw," he says. "It was mass assembly, and the Chinese were very proud of it."

And then there was a computer room in one school "that the Chinese were bragging about.

"Their computer, I would say, would be equal to something we might have used in 1965," says the Brighton resident. "And we know the tremendous advances that have been made in computers from 1965 to 1978. I think the number one lack in modern China is computerization."

For the most part, Eisenhart believes, the Chinese allowed the RIT group to see people in actual work situations, regardless of how backward they might be by Western standards.

Yet there was one incident about which the board chairman and a few other group members are suspect.

It involved a tour of a research laboratory within one Chinese technical institute devoted exclusively to shipbuilding.

Inside the lab was a huge tank, nearly a quarter mile long, in which the Chinese allegedly were doing tests on friction in connection with the shape of a ship's hull.

"We're certain the whole thing was staged," he says. "they had this all ready for us as part of the tour."

Yet Eisenhart recognizes that the Chinese are probably still trying to recover from the turbulence that marked its recent past—a turbulence that apparently brought higher education to a virtual halt.

"In all fairness, it hasn't been so long since the Chinese were struggling through their Cultural Revolution and the supposed excesses of the Gang of Four," he adds. "Many areas of their higher education system probably haven't been reactivated."

In all, Eisenhart feels that the RIT groups made "an indelible impression" on the Chinese that could prove quite beneficial to the Institute in the future. This budding relationship will be maintained through the Chinese liaison office in Washington and directly through the Chinese Ministry of Education, he says.

"When and if they are ready to talk about exchanging students or faculty, or visitations by Chinese educational groups to RIT, we'll be ready for them," he says.

According to the board chairman, "technology is the name of the game" as the Chinese attempt to meet their goal of modern industrialization by the turn of the century.

"And that's how we can fit into their picture in the coming years."

Job hunting in a grand manner

Getting a job these days can be difficult. But imagine trying to come up with two to three thousand jobs a year?

That's the challenge Judy Vollmer faces as director of Central Placement at RIT.

Vollmer heads a staff of eight counselors who help seniors, alumni and undergraduates find permanent, co-op, part-time and summer jobs.

The counselors are Richard Bircher, James Austin, Marva Tyler, Eileen Burns-Manthey, Mary Iuppa, John Peck, Charles Dispenza and Richard Elliott. Each is assigned specific schools or colleges. Vollmer handles MBA's herself "because I want to keep some student contact."

The most visible part of their job, says Vollmer, is on-campus recruiting. Last year, 348 companies came to campus for more than 4,600 interviews. But it's more than an exercise in scheduling, she adds.

"We have to communicate the employer's needs to students as well as find the students to meet those needs. We take an active, aggressive role in getting these recruiters. We visit companies, do mass mailings, make telephone contacts, work through faculty leads—anything we can to describe our programs and our students."

Arranging interviews on campus is only one of the five functions of Central Placement.

The department provides a wide range of individual and group counseling services, including advice about career opportunities, approaches to the job market, constructing the job search process, interviewing techniques and sometimes even helping students decide among job offers.

It maintains a job listing service for companies that do not come to campus to interview. Students are kept informed of openings on the list through announcements in their mail folders, on bulletin boards and in the placement reception area. This is the service most frequently used by alumni; they can arrange to be put on the placement mailing list.

Central Placement also maintains a resource library of information about career opportunities and companies, and a reference and credential service for students and alumni.

Vollmer estimates that 80 to 90 per cent of the seniors use some of these services, or at least touch base with her office.

"Statistics are difficult to obtain," she points out, "because of the varying degrees to which students use the various services. For a part-time job on campus, we may do nothing more than help the student fill out a W-4 form. For senior placement, we may work with the student for a year before graduation."



Vollmer says it's difficult to determine a success rate "because there's no way to stop the clock. If we conduct a survey to determine how many graduates have jobs as of June 10, we miss the one who gets a job June 11. And of course many graduates—about 40 per cent—don't respond to surveys. We think they're more likely to have jobs. The unemployed are more likely to respond because they will continue to use our office."

Placement at RIT has been centralized for about 10 years. Prior to that time, departments did their own placement. Many still do take an active role.

Vollmer has been at RIT for six years, the last year and a half as director of placement. Her previous work experience includes personnel and training positions at Singer Educational Systems, Sibley's and the New York State Employment Service. She has a BA from Duquesne and an MBA from RIT.

Vollmer predicts this year will be a good one for students looking for jobs. Nearly 600 employers who responded to an annual survey by the College Placement Council say they expect to hire 16 per cent more new college graduates this year than last. Vollmer thinks the demand for RIT graduates will equal or surpass this increase because the technical, career-oriented education offered here is still popular with employers.

All career fields will share in the increased hiring, but greatest improvements will be in computer science, printing, photo science, engineering and engineering technology, she

says.

What changes would Vollmer like to see in Central Placement?

"I'd like seniors to begin using our services earlier," she replies, "ideally, a year before they graduate."

"On-campus recruiting begins in early October, and some students have job offers by November. Large companies know exactly what hiring they will be doing at that time. The student who waits until spring before looking misses out on a significant number of prospective employers. Of course it's never too late to start working with us.

"We could use more staff to handle the increasing number of students coming to us. We're even talking to prospective RIT students, to high school students. They want to know job prospects before they enroll. High school students are much more goal-oriented than they used to be."

Vollmer would also like to see greater awareness at RIT of the work done by her staff.

"The results of our work are far broader than matching the right student to the right job," she says. "I talk to an average of eight to 10 companies a day, and so do the counselors. Our impact is strong and national in scope—we deal with companies from all over the country."

"Our contacts result in more than jobs; we're influential in obtaining gifts of scholarships, equipment and money. In a way, we're all public relations spokespeople for RIT."



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COLLECTION

SPORTS ROUNDUP

Spring sports action will get under way in early April with five varsity teams competing for the RIT Tigers. Baseball, golf, lacrosse, tennis and track are slated for the spring season.

In baseball, Coach Gene Baker recently returned from Sanford, Florida with his squad following a week of training at the Florida Baseball School. It was a worthwhile venture for the Tigers as they won four games and lost two during the week-long camp.

The RIT nine posted victories over University of Rochester (two) and Corning Community College (two). Losses came to Swarthmore College (Pa.) and U of R.

Leading RIT at the plate were Frank Luitich, Dan Phillips, Jeff Hall, Doug Smith and John Bertino. Luitich posted a .571 average for six games and led the team with eight hits, eight walks and an on-base percentage of .708. Phillips, who shared first base chores with L.A. Alexander, appeared in all six games, posted nine RBIs and hit .500. His slugging percent was an outstanding 1.000. Hall, who saw action in the outfield and as a pitcher, batted .438. Smith, designated hitter, batted .421 for the southern trek, leading the team in runs and hits (eight), doubles (four) and total bases (15).

Bertino, super catcher, hit .333 and was tied for the lead in RBIs with nine. He connected for two home runs over the stadium fence in the finale against U of R. The Tigers dropped that game by an 8-6 margin.

Phil Ferranti, leftfielder, shared the two HRs in a game honor with his two clouts against Corning. His four-baggers were back-to-back.

Lefthander Steve Crowley led RIT in pitching with a 2-0 record. Mike Carr and Kevin O'Boyle posted the other wins for the Tigers. Hall, who hurled five innings, posted a 1.80 earned run average. Greg Tellex, who pitched four innings in relief, posted an 0.0 ERA.

In the six games, RIT batted .287 as a team with 54 hits, including nine home runs.

Coach Baker was impressed with the team's overall showing in Sanford. The Tigers should be ready for the season opener Sat., April 8 at Lock Haven (doubleheader). The home opener is slated Mon., April 17 against University of Rochester.

In all, RIT has 35 games scheduled this spring with all but one twin-bills.

Coach Fred Recchio's lacrosse team is back after a week's workout in Virginia and the surrounding areas. The Tigers spent several days at Hampden-Sydney College, training in preparation for the season opener Wed. April 5 at home against Geneseo. The Tiger stickmen face a 13-game schedule with seven at home.

Weather problems prevented the lacrosse team from playing its full scrimmage schedule in the south. In the three games played, the Tigers were 2-1. RIT scrimmaged Lehigh twice in the latter's fieldhouse and split with a 6-4 win and 11-9 loss. Against Cornell "B" the Tigers posted a 6-5 win on the astro turf at Cornell.

Coach Recchio felt the Tigers had a solid team effort against Cornell B. Both vets and beginners contributed successfully. Recchio was impressed with the team's work on clearing the ball and riding the opposition.

The track team opens its season Sat. April 8 hosting St. Bonaventure and Canisius. Several of the runners and field event men spent a week during the break training in Gainesville, Florida. Senior Mark Stebbins will be looking to regain his national title in the 400-meter intermediate hurdles this year. He lost the title last year to Edwin Moses, Olympic champion and world record holder.

In tennis, the Tigers will be under direction of new head coach Rich Levin. The netters face a 10-game schedule with the home opener Sat. April 15 against Alfred. The Tigers face Ithaca on the road April 11.

"News & Events" is published every other Thursday by the Communications office at Rochester Institute of Technology and distributed free of charge to the Institute community. For information call Norm Wright at 475-2750.

Alpha Phi looking for 'ugliest man'

If you think your boss or dean or department head has been picking on you lately, now's your chance to get even.

Nominate him—or her—for Alpha Phi Omega's Ugly Man Contest.

All it takes is the cost of a photograph.

This annual event is held on campuses throughout the country which have a chapter of the APO service fraternity.

Starting April 2, pictures of RIT's ugliest men will be placed in the Grace Watson and College-Alumni Union lobbies. At a penny a vote, you can be sure your candidate wins.

APO advisor Steve Walls points out the money is put to good use. "It's given to a charity or volunteer group, a different one each year," says Walls. "And the APO chapter adds a substantial amount—usually several hundred dollars—itsself."

This year's recipient of Ugly Man contributions will be RIT's Student Safety Unit. The SSU, staffed with emergency medical technicians, is on call 24 hours a day to provide first aid for campus emergencies. They'll use the funds to buy needed equipment.

If your boss wins, he or she will be given a plaque.

Alumni

continued from page 1

Boston-to-RIT homecoming trip for 1978);

—placement help for Co-op students, seniors and alumni;

—organization of special interest groups, such as Greeks and printers;

—an alumni "Welcome Wagon" for newcomers to an area.

The NAC will hold its next meeting in June.