

# NEWS & EVENTS

Rochester Institute of Technology

Special Edition – April 2, 1979

## RIT Acquires Eisenhower As Institute's 10th College

**E**isenhower College, founded in Seneca Falls, N.Y. in 1965 to honor former President Dwight D. Eisenhower, has become part of RIT.

The decision to make Eisenhower College the 10th college of RIT was approved by both boards of trustees on Friday and announced jointly by the institutions today.

"We are pleased to become identified with an institution that is a living memorial to a great American," said Richard H. Eisenhart, chairman of the RIT Board of Trustees. "It enhances the future strengths of both institutions."

Robert B. Anderson, chairman of the Eisenhower Board, said: "This decision capitalized on the strengths of both institutions and ensures new opportunities for our students in the next decade and beyond. Even considering projected enrollment increases of 20 percent next fall, Eisenhower anticipated a difficult financial situation caused by inflation and declining enrollment pools in the 1980s."

RIT President M. Richard Rose pointed out that the Eisenhower College campus will enable RIT to selectively expand programs that it cannot expand on its present suburban Rochester campus.

"RIT is a growing institution that needs expansion space that is prohibitively expensive to build at this time," he added. "The acquisition of existing college-type space is compatible with Institute plans for the 80s."

"Eisenhower also complements RIT's national and international activities in science and technology with its World Studies orientation," Rose added.

RIT is nationally and internationally renowned for its programs in the arts,



*Eisenhower College President Joseph D. Coffee, Jr. (left) and Dr. M. Richard Rose, president of RIT, discuss specifics of the decision to have Eisenhower become part of RIT.*

graphic arts, and photography, as well as the education of the hearing impaired students through NTID.

Eisenhower President Joseph D. Coffee, Jr., said the decision provides the opportunity to expand program choices for students using the distinctive talents of faculty at Eisenhower and RIT's nine other colleges, while preserving the small college, rural setting of the Eisenhower campus.

RIT, with a \$70 million operating budget and more than \$200 million in total assets, has maintained a balanced budget throughout the 70s.

"This is a great opportunity for Eisenhower College to join an outstanding university with 150 years of career development programs," said Susan Eisenhower, granddaughter of the late president, General Eisenhower, and an Eisenhower College trustee. "I'm sure my grandfather would welcome this action."

RIT, an independent co-educational institution, this year celebrates its 150th year of providing higher education leading to quality technical and professional careers.

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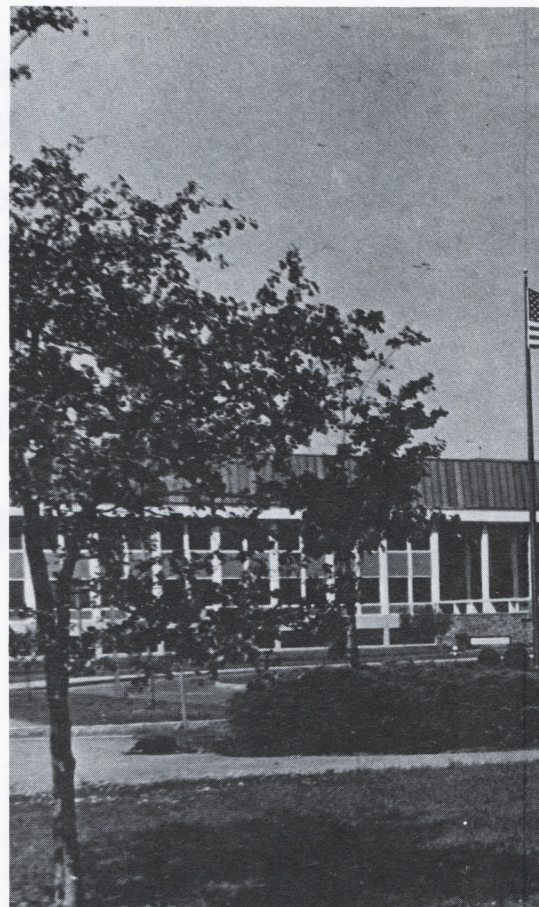
# About Eisenhower College . . .

**E**isenhower College, the newest addition to RIT, opened its doors in 1968 as a "living memorial" to the 34th president of the United States, Dwight David Eisenhower.

Located on a 286-acre site in Seneca Falls, it has been an independent, co-educational liberal arts college offering undergraduate programs. Its current enrollment is about 465 students, from many states and numerous foreign nations.

The core of its academic program is World Studies, a survey of Eastern and Western culture from ancient to modern times. Eisenhower offers concentrations in anthropology, art, biology, chemistry, economics, French, German, history, literature, mathematics, music, philosophy, political science, psychology, sociology and Spanish.

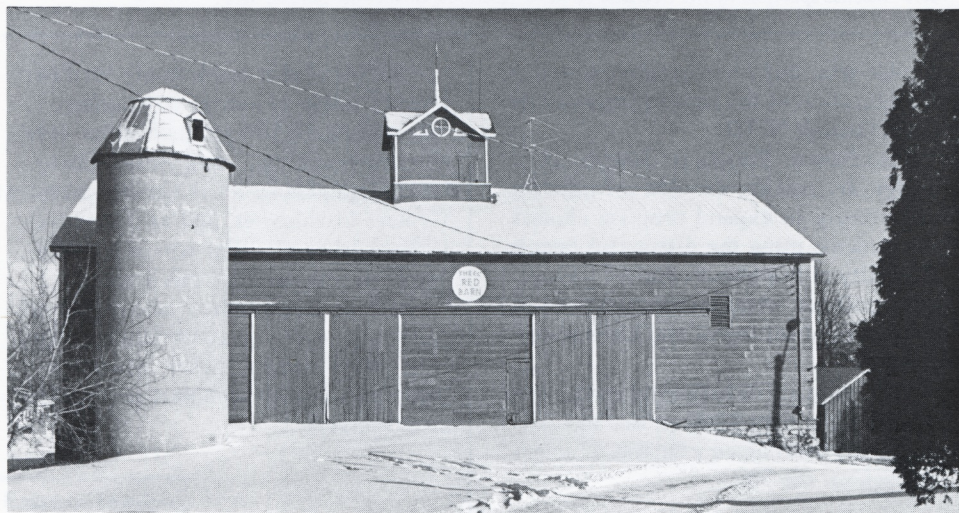
Eisenhower relates its World Studies core to electives and course work in the various fields of concentration, allowing students to reason more clearly and understand the cause and effect relationships at work in complex situations.



*Susan E. Eisenhower*

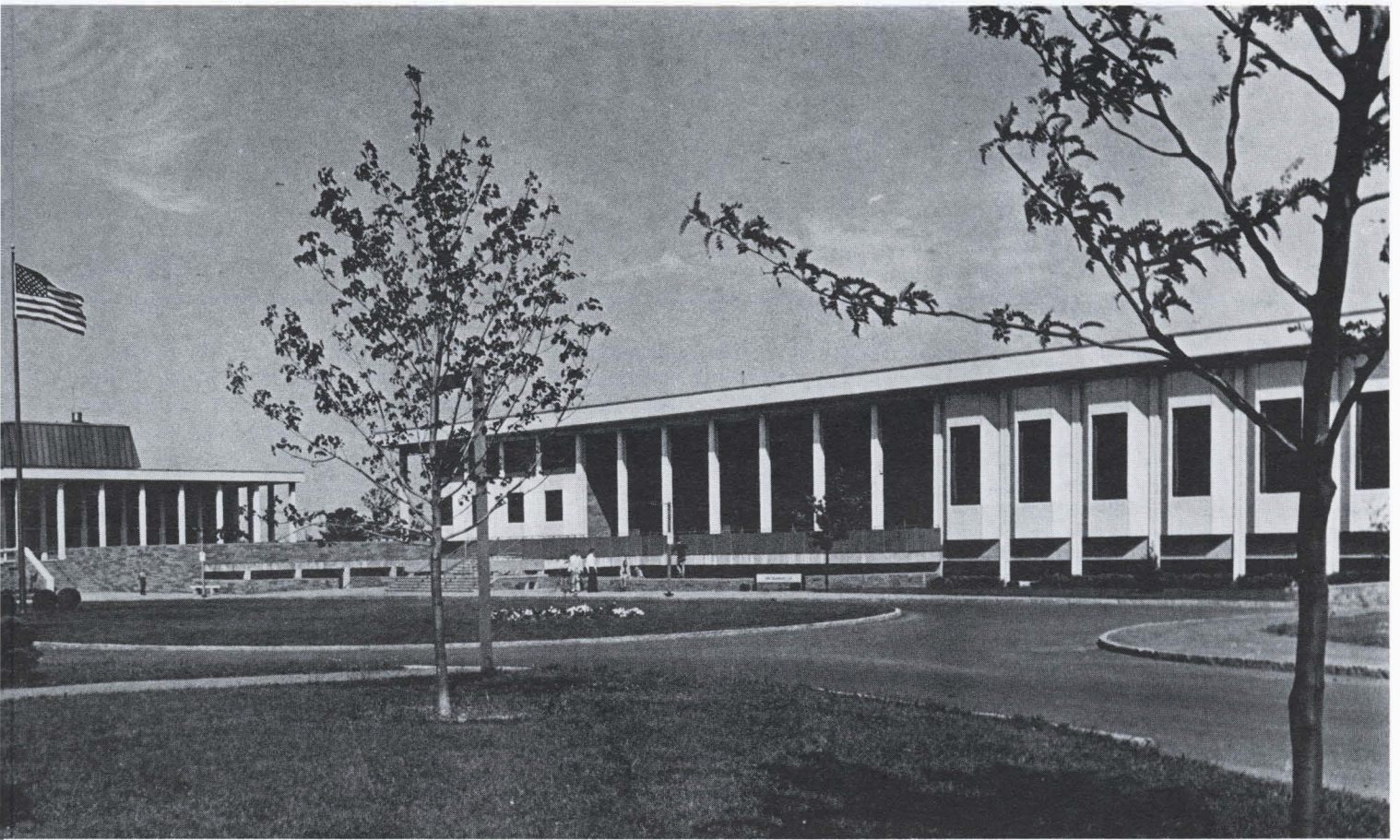


*Robert B. Anderson*



*Red Barn, the student pub.*









Rochester Institute of Technology

One Lomb Memorial Drive  
Rochester, NY 14623

FIRST CLASS

## Eisenhower . . .

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Founded in 1829, RIT has been a pioneer in career-oriented and cooperative work-study higher education. Situated on the modern 1,300-acre Henrietta campus, occupied in 1968, the Institute is preparing students for technical and professional careers in a changing world. RIT's other nine colleges are Business, Continuing Education, Engineering, Fine and Applied Arts, General Studies, Graphic Arts and Photography, Institute College, Science and the federally funded National Technical Institute for the Deaf, the only national postsecondary techni-

cal college for the hearing impaired.

RIT's world-of-work programs, developed and modified to meet industry's needs, are national and international in reputation. It has a total enrollment of more than 13,000.

Chartered in 1965 and opened in 1968, Eisenhower is a private college, and the national memorial to Dwight David Eisenhower, 34th President of the United States. General Eisenhower approved plans for the College curriculum and broke ground at the campus in 1965. Until his death in 1969, he maintained an active interest in the College—an interest which is continued by his wife Mamie and other members of the family.

A gift-supported college, Eisenhower

was the recipient in 1977 of a major Challenge Grant of \$525,000 from the National Endowment for the Humanities.

Eisenhower is located on the west shore of Cayuga Lake in the Finger Lakes Region of Central New York. The campus is on the south-eastern side of Seneca Falls, a community of approximately 9,000 persons.

Eisenhower's 286-acre campus includes 18 buildings, athletic fields, tennis courts, a par-three golf course, ponds, a memorial park, and shoreline property along Cayuga Lake. With the exception of a 140-year old barn which serves as a student pub, every major building on campus has been completed within the past 11 years.



Entrance to Slater Library (right) on the Eisenhower College Campus, with Mamie Doud Eisenhower Hall in the background.