

NEWS
&
EVENTSPublished by
Communications Services

March 29--April 4, 1974

Rochester Institute of Technology

Co-Op Rates High

Alumni Survey Rates RIT Education
'Practical', Finds 98 % Employed

How valuable is an RIT education in the world off-campus?

That's what Institute officials wanted to find out in a recent survey of students who've graduated during the past five years.

What were the results?

"We had a very good response to the survey and got back what I think are some extremely good comments," Chris Belle-Isle, director of Alumni Programs, said.

"They weren't all positive comments, but at least those with negative comments made constructive suggestions," he said.

The survey was undertaken, according to Belle-Isle, because "we thought it would be healthy to find out what recent graduates of RIT thought about their education--whether it was really relevant to their life after graduation."

The results of the survey, being published by the Office of Admissions, show that the majority of graduates "are very pleased with the education they received," Belle-Isle said.

"And every person who had a co-op experience felt it was worthwhile both as an educational experience and in finding a job," he said.

The survey also showed that despite the recent tight job market, 98.8% of the graduates who responded are employed. Admissions officials say that's "spectacularly" above the national rate for recent college graduates.

What did they say about their educations? The comments that follow were selected at random.

--A business analyst: "One of the key things is that because RIT's courses and instructors offer a more practical approach to the real world, I felt at ease upon entering my field. There was little

or no adjustment."

--A package designer: "Time and study at RIT gave me more diversified skills than my company expected. This is resulting in job advancement I never expected. Graduating from RIT was an instant plus when interviewing for my job."

--A printing estimator: "I was able to put the techniques I learned at RIT to work the very first day on the job. What I learned at RIT was both current and in-depth, enabling me to perform immediately on my first job."

--A traffic services supervisor: "I was extremely fortunate to be exposed to the learning at RIT. I learned law from a lawyer, accounting from an accountant, and traffic management from a traffic manager."

con't p. 3

Welch
Named
President
of Council

RIT Controller William J. Welch has been named president of the Henrietta Council of the Rochester Chamber of Commerce.

Welch, who has been with the Institute since 1970, will be Chamber president for one year.

He said last week he "hadn't had much time to develop a plan" for his chamber activities during the coming year, but he hoped the Henrietta chamber will work closely with local town governments in a variety of areas, including the proposed Charlotte to Henrietta rapid rail transit system.

Packaging Seminar
Planned In May

"Current Events and Packaging," a two-day seminar dealing with the more effective utilization of packaging materials, will be held on May 14-15 at the Inn on the Campus, 175 Jefferson Road, Rochester, N.Y.

The seminar is being sponsored jointly by the Rochester Area Packaging Association and the Department of Packaging Science of RIT.

The program is geared toward individuals engaged in packaging engineering, management, quality control, marketing, manufacturing, purchasing, materials handling, graphics and industrial engineering.

Topics to be covered will include materials shortage, ecology, legal developments, foreign influences and other current items of concern.

Faculty for the seminar will be re-
con't p. 4

Design A Postage Stamp, Highway? Seminar Will Check Possibilities

The importance of design to projects as small as a postage stamp or as large as a federal highway system will be the topic for RIT's first Urbanarium program.

"Design for a Greater Rochester Community," will be held Friday, March 29 from 9 a.m. to 12 noon in RIT's Metropolitan Center, 50 West Main St.

The Urbanarium, funded last year by a grant from the W.K. Kellogg Foundation, is a community service program which its founders say is designed to help the community help itself develop its economic, cultural and educational resources.

This first seminar "intends to present a thrust for governmental leaders of the Rochester area that is similar to the recently-held First Federal Design Assembly, "The Design Necessity," held and sponsored by the Federal Council on the Arts and Humanities under a grant from the National Endowment for the Arts, an Urbanarium spokesman said. This Assembly directed the design process to Federal Government needs and applications.

The Rochester Seminar is co-sponsored by the Urbanarium in conjunction with the Arts Council of Rochester and the Department of Communication Design of the College of Fine and Applied Arts.

A presentation on the First Federal Design Assembly will be made by Lani Lattin, executive secretary of the Federal Council on the Arts and Humanities. The program also will include several presentations by design professionals: Visual Communications by Professor Rob Roy Kelly of the Department of Graphic Design, Kansas City Art Institute; Interiors/Industrial Design by Professor Craig McArt, chairman, Department of Industrial/Environmental Design, RIT; Architecture by William Burwell of Rochester; Landscaped Environment by John Wacker of Waltham, Massachusetts.

Roger Remington, director of Urbanarium Planning and a member of the Seminar planning committee, said the seminar will reaffirm the emphases of the Federal Design Assembly: that there are sound, proven criteria to be applied in judging design effectiveness and that design is an urgent requirement, not a cosmetic addition.

"Harmonious with this view of design as a process are the beliefs that design can save money, time and enhance communication between people," Remington said. Design can simplify use, manufacture and maintenance. The absence of effectiveness in design can be hazardous and bring on costly consequences of design by default., he said.

Remington noted that designers and Government are committed to the same basic goal of performance on any given project, so that effective design of public services may be considered itself an essential public service.

Energy Conservation

Contest Deadline April 15

The final deadline in the contest to find some workable ideas about conserving energy and other resources on campus is Monday, April 15. Winners will be announced May 1.

The Institute Task Force on Environmental Concerns, sponsors of the contest, will award cash prizes of \$150, \$100 and \$50 to the students who come up with the three best ideas.

Dr. Robert Desmond, head of the Mechanical Engineering Department, said presentation is up to the entrant, but each entry should include: the idea; an explanation of how it may be implemented; an explanation of the savings to be realized from implementing it; and a statement of what the idea would do to improve the quality of life on campus.

Entries should be submitted to Dr. Desmond in Room 2203, College of Engineering. Further questions can be directed to him.

Contact Personnel To Form Car Pools

Those interested in forming car pools from their homes to RIT should contact the Personnel office.

Personnel Director Everett Merritt said last week a map of Rochester and surrounding areas, along with zip-coded listings of home addresses, is noted there.

Community Chest President's Conference Here Saturday

The United Community Chest's President's Conference will be held at RIT Saturday, March 30, Loma Allen, special assistant to President Paul Miller said last week.

Dr. Miller, chairman of the Chest's committee on Social Goals and Policies and a member of its Board of Directors, will give the keynote address

Mrs. Allen chairperson of the conference planning committee, said the conference is designed to "provide a platform for 'clearing the air' and discussing the delineation of roles in the Community Chest."

She said participants will also discuss the relationship between the Community Chest, member agencies, and the Rochester community.

Alumni Survey

con't from p.1

-A graphic designer: "When I was in school, I thought the teachers were over-critical and expected too much. But now I'm glad they were like that because that's the way it is in the field."

-A medical technologist: "The discipline and thoroughness of studying helped me to do my job to the best of my ability. When you work in a hospital laboratory, there is no room for mistakes."

-An engineer: "The general studies program gave me a sound philosophy on life. The literature courses were a big influence in my life."

Sewing Seminar

Will Finance Scholarship

Proceeds from a sewing seminar offered by Leiter's Designer Fabrics in Rochester Feb. 28 will finance a scholarship for an RIT retailing student.

The 15 Leiter representatives in the Rochester area chose RIT to benefit from their seminar because of the Institute's course offerings in textiles, a company spokesman said.

GRANTS

The Office of Grant & Contract Administration reminds all faculty and staff that the following are deadlines for program application. Since Institute review and approval must be accomplished prior to mailing a proposal, applicants are requested to forward their proposals to Grant Administration one week before the listed deadlines.

National Science Foundation

1. A.S.A.P.: Research Opportunities for Small College Faculty, call ext. 2388 for a list of local projects.
2. June 30, 1974: Research Management Improvement Program (73-18).
3. OPEN: Materials and Instruction Development (74-3).
4. OPEN: Alternatives in Higher Education (74-5).
5. OPEN: College Faculty Workshops (74-6).
6. OPEN: Technological Innovation in Education (74-10).
7. OPEN: Educational Program Restructuring (74-10).
8. OPEN: Field Initiated Studies, Experimental in Science Education (74-11).
9. A.S.A.P. Project Compute, Dartmouth College, Sponsored by NSF Computer Oriented Materials Teaching.
10. April 8, 1974: Decision Related Research on Technology Utilized by Local Governments. Research in two categories. (A) Equipment Technology (B) Computer Programs.

NATIONAL ENDOWMENT FOR THE ARTS (Visual Arts Program)

1. May 30, 1974: Photographer Fellowships, FY/74.

U.S. OFFICE OF EDUCATION

1. April 11, 1974: Education of Handicapped Children. Field Initiated Studies for projects which would address the problem of enabling the most severely handicapped children and youth to become as independent as possible.
2. April 10, 1974: Drug Abuse Education Programs. For the training of community support team to establish and operate drug abuse education programs in their community.

THE NATIONAL GEOGRAPHIC SOCIETY

1. OPEN: Basic Research in Sciences, pertaining to geography-anthropology, archeology, astronomy, botany, ethnology, marine biology, paleontology, zoology, etc. Interested individuals should write a one-two page letter to the Society briefly outlining the proposed project and requesting standard application forms. Grants rang from \$300 to \$10,000.

NATIONAL ENDOWMENT FOR THE HUMANITIES

1. May 6, 1974: Research Grants - Research team support, vis 2-3 faculty and/or research assistants plus equipment and supplies
2. June 17, 1974: Fellowships - Grants for any kind of individual scholarly, investigation. Usually limited to 1 year salary plus some travel funds.

NATIONAL INSTITUTE OF EDUCATION

1. April 22, 1974: Grants to Develop Organizational Strategies for Sustained Improvement p. 4

Extended Services Goes 'In-House' To Meet Community Needs

RIT's Extended Services Division is taking college-level courses and personal development programs to industry, and industry seems to like what it's getting.

A major emphasis within Extended Services, a division of the College of Continuing Education, is to plan programs for business, industry and other organizations--programs most commonly referred to as "in-house."

One of the most successful of those programs is being conducted for Rochester Gas & Electric Corp. RG&E employees involved in gas distribution and customer service needed a mini-course in basic conversational Spanish in order to converse effectively with RG&E'S Spanish-speaking customers.

"During one of our job management sessions with employees, it was mentioned that there were problems with the Spanish-speaking community because of the communication s gap," said Wes Elliott, coordinator of gas inventory and job management for the local utility. "We approached RIT and a basic conversational Spanish class was begun for service people in the urban area."

The first class had 24 participants. A new section which just got underway has 53 participants.

"Many of the employees are still shaky when it comes to speaking Spanish, but the people in the Spanish community see that we're trying to communicate," said Elliott, "That we're trying to bridge that gap."

And the RG&E employees have gained considerably, Elliott contends.

"They're more aware of the Spanish community's problems and more knowledgeable about Spanish heritage and culture. What's more, because our people can communicate with the customers, the customers are more secure

and understanding of us."

Also, because it is the first direct continuing educational experience which many RG&E employees have had in a number of years, it may spark interest for some of them to study further.

Other areas where Extended Services has met business and industry needs have been at Sibley's Ness, Inc., and Stromberg-Carlson, Inc. Health care needs have been met through RIT's program of continual updating of nursing home administrators and personnel, and through programs of Rochester State Hospital. Government agencies have used Extended Services facilities and personnel for the professional updating of City of Rochester building inspectors, secretaries and real estate specialists.

A new program in self-awareness is available to any concern, public or private, which senses a need for the personal development of adults and young adults who are seeking to learn more about the totality of themselves as human beings and their relationship to their social and technical environment.

The program forecast for Extended Services includes in-house programs on the metric system, communications, and transactional analysis as it relates to employe-employer and employe-employe relationships.

"The most important point," says Harold Kentner, assistant dean for Extended Services in the College of Continuing Education, "is for people to realize that they can come to our division with program needs and that we can meet those needs. We have vast resources both in personnel and facilities, and we will use them to assist anyone educationally in whatever way we can."

NEWS & NEWS MAKERS

Dr. Eugene Fram and Herbert Mossien, professors in the College of Business, participated in a management seminar preceding the convention of the Master Photo Dealers' & Finishers' Association (MPDFA) in Chicago earlier this month . . . Gunner Johnson of the Security Department has been appointed Warehouse Foreman in the Stores and Traffic Division of Physical Plant . . . Professor Frans Seischab of the College of Science was a member of the panel of judges for the recent Knights of Columbus oratorical contest on "Ecology in the Environment of the 70's in Newark, New York . . .

EVENTS

Meetings

Monday, April 1

- 5 p.m.—CUB; Union Alumni Room.
6 p.m.—GAMMA Sigma Meeting; Kate Gleason North Lounge.
7 p.m.—SA Senate Meeting; General Studies A-201.
7:30 p.m.—“After the Flood”; Post Water-gate MORality; A dialogue with William Stringfellow and William Hamilton; to be held in the U of R Interfaith Chapel. Sponsored by U of R and the Board for Campus Ministry of Genesee Valley area. Admission is FREE. For information call 275-3688.
10-3 p.m.—Art Show; African Sculpture from East Africa; Nitechi collection. To be held at MCC in Forum East.
7:30 p.m.—Student Safety; NRH Levi Lounge.
7-8 p.m.—RIT Chorus Rehearsal; Multi-purpose room.
8 p.m.—Student Hearing Board; Mezzanine Lounge.

Tuesday, April 2

- 10 a.m.—noon—Student Affairs Staff Meeting; Alumni Room.
1 p.m.—RIT Tech Vets; Multi-purpose room.
1-2 p.m.—Student Association Meeting; Multi-purpose room.
1-2 p.m.—BACC Meeting; 06-A-201.
1-2 p.m.—Christian Science Counseling; Conference Room C.
1 p.m.—WITR Board Meeting; Mezzanine Lounge.
1 p.m.—Civil Technological Engineers Fellowship. NRH.
7 p.m.—RIT Jazz Ensemble Rehearsal; Multi-purpose room.
7-11 p.m.—PDelta Sigma Phi-Room M-1 & M-2.
7:30 p.m.—Christian Science Organization; College Union Mezzanine.
8 p.m.—Alliance Francaise-Maison Francaise; Hobart & William Smith Colleges.
9:30 p.m.—Star Spangled Wash Board Band Concert; Genesee Community College; RAC students \$.50, public \$1.
8-9 p.m.—Citizens for Environmental Education film series; to be held at the U of R Hubbell Aud.
8-11 p.m.—“Howdy Doody Revival Show”; with Buffalo Bob Smith; To be held at the MCC gym.

Wednesday, April 3

- 6:30 a.m.—Meditation Classes, Kate Gleason North Lounge, Everyone welcome, bring some fruit.
2 p.m.—Lecture on Modern Psychiatry, by Dr. Peter R. Braggins. To be held in the library at Genesee Community College.
8 p.m.—Lecture on Psycho-surgery. To be held in the Genesee Community College Library.
8 p.m.—Outing Club Meeting; Plans for future escapes from the land of brick; Canoe Trip Final Plans; NRH South Lounge.
2 & 8 p.m.—Peter R. Braggins, M.D.; A sounding on “Psychiatry Today.” Genesee Community College. Dr. Breggin is a Washington D.C. psychiatrist who has been influential in the development of a legal case against psychosurgery.

Thursday, April 4

- 10 a.m.-4 p.m.—Blook Drive; Alpha Phi Omega, CU Main Lounge.
4:30-6:30 p.m.—Happy Hour; Mezzanine Dining Room; Free Nibbles.
5:30 p.m.—SOS Meeting; Conference Room B.
8:15 p.m.—Bidisciplinary Speaker; Anita Strckel; “Sexual Art and Censorship.” To be held at Hobart and William Smith College in Albright Aud.
8:15 p.m.—Poetry Reading: Ira Sadoff; Hobart & William Smith College; Gulick Lounge.

10 a.m.-4 p.m.—Arts & Crafts Show and Sale; Genesee Community College, FREE, Participants welcome.

4:15 p.m.—Lecture: Eugene Genouse, Chairman of History Dept. at U of R. “God, Religion, & Slaves and America”; to be held at Nazareth College in the Art Center A-13. FREE.

Movies

Friday, March 29th

7:30 & 10 p.m.—“If . . .”—Talisman Film Festival; Characterizing the 60's youth revolution in Britain, three non-conforming seniors, led by Malcolm McDowell, vow to change their posh, effete boarding school. After being shipped for their activities, the trio opens fire on the school's Founders Day Festivities. The revolution (?) has begun. Ingle Aud; \$1.

Saturday, March 30th

7:30 & 10 p.m.—“Easy Rider”—Talisman Film Festival; Exploring the attitudes of a generation of youth, this landmark film observes Peter Fonda and Dennis Hopper searching for America. What these rootless wanderers find, though, is a somnambulist journey through endless roads and empty towns. Ingle Aud; \$1.

7:00 p.m.—“Barabbas”—Captioned Film Series; Wallace Memorial Library; Free.

Sunday, March 31st

7:30 & 10 p.m.—“Therese and Isabel”—Talisman Film Festival; A sensitive and sympathetic depiction of the intense love existing between two women and the men who drift through their lives. Ingle Aud; \$.50.

Special Events

Saturday, March 30th

8 a.m.-6 p.m.—Community Chest, Multi-purpose room, Main Lounge, Union Dining Room, 06-A-205 & all classrooms in 06. Contact: Robert Weisinger 454-2770.

9 a.m.-6 p.m.—Cheerleaders Competition, Cafeteria, Ingle Auditorium, Conf. Rm G; Contact: Helen Smith 2617.

Friday, April 5th

7-9 p.m.—Reading & Study Clinic, Henry Lomb Room; Contact: Kathy Kleuber 2281.

8 p.m.—“The Golden Age of Rock 'n Roll” featuring a two hour concert by the Sha Na Na; Century Theatre, Buffalo; Tickets: \$6, \$5.50 and \$5 by calling or writing Purchase Radio Stores, UB and Buffalo State, Fredonia State, D'AMico's in Niagara Falls; all seats reserved.

Exhibits

Through April 11th

“African Textiles,” Wallace Library Gallery, 2nd floor—daily.

Through April 16th

Bevier Gallery—“Modern Printmakers” an exhibition of contemporary prints by internationally known artists; daily 9 to 4 p.m.

Packaging

con't from p. 1
tentative of major industry and the packaging education field. Chairman of the program is Dr. Harold J. Raphael, director of RIT's Department of Packaging Science.

Tuition for the two-day seminar is \$100 to cover program materials, two luncheons and a recognition dinner.

Accommodations for out-of-town participants will be available at the Inn on the Campus.

For further information and registration, contact A. Robert Maurice, 262-2709.

SPECIAL ANNOUNCEMENTS

Wednesday, April 3rd

The librarians and staff of Wallace Memorial Library will host a reception for RIT authors, award winners, and participants in various photographic exhibits. These faculty members and administrators are listed in Faculty Writings, a bibliography. The 1973 supplement to this bibliography will be distributed at the reception.

The list of current job openings at RIT is posted every Monday at the following locations: College Union; Col. of Engineering; Wallace Memorial Library; Housing Office; Physical Plant; General Duplicating; Metro Campus; Food Service, Union; Food Service, RHD; Col. of Science; General Studies; Computer Services; Project Upward Bound; NTID-5th floor; NTID-Grace Watson Hall; for further information contact: Personnel at 464-2424.

Quantity Food Production Management students in the College of Business will hold luncheons in the Henry Lomb Room every Tuesday and Thursday during Spring Quarter, Professor Ivan Towne said last week.

Towne said the luncheon, similar to those held in previous quarters, will be held at noon beginning Thursday, April 4. Reservations may be made up to 10 a.m. the day of the luncheon, he said, and standing reservations for the entire series of luncheons will also be accepted. Menus will be announced in the upcoming News & Events. For further information or reservations call 464-2351.

TELEVISION

Daily

12:05 & 5 p.m. on Channel 6; RIT Campus News, a Student Television Systems Production; Tune in to see what's happening in and around the campus.

1 & 6 p.m.—RIT Campus News for the Deaf; a Student Television Systems Production.

Monday — Friday

11 a.m. & 4 p.m.—Channel 6; “17 Bananas,” a Student Television Systems Production.

COMING EVENTS

Thursday, April 4

8 p.m.—Harold Williams, Dir. of Civil Rts. U.S. Dept. of Transportation. “Civil Rights and Government”; Ingle, FREE to RIT students.

Thursday & Friday, April 4-5

10 a.m.-4 p.m.—Blood Drive; Alpha Phi Omega; College Union Main Lounge.

Grants

ment of an Urban School or Cluster of Urban Schools.

Proposals are restricted to activities which extend, refocus or add new components to existing activities or organizational arrangements.—internal and/or external to the school(s)—that will encourage and enable people in the school(s) to engage in an ongoing process of “Problem-solving”.

News and Events is published weekly during the academic year by Rochester Institute of Technology, Communications Services, 464-2330, and distributed free of charge to the Institute community.

Rick Kase, editor; John Alibrandi, Cathie Davis, production assistants; Events calendar produced in cooperation with Reporter magazine.