Academic Planning Project With Eisenhower Under Way

Academic Affairs Todd H. Bullard recently announced the formation of an Academic Planning Project for Eisenhower College. On March 30 of this year the decision to make Eisenhower College the 10th college of RIT was approved by both boards of trustees. Eisenhower College, founded in Seneca Falls, New York in 1965 to honor President Dwight D. Eisenhower, is known for its World Studies Program.

In a recent memo, Dr. Bullard stated, "Recently announced plans for Eisenhower College to become part of RIT offer extraordinary and highly promising opportunity to both institutions. Such a development calls for the most creative thought which the faculties, students, and professional staffs of Eisenhower and the larger Institute community can muster. Imaginative program ideas can help to assure that the long-term future of Eisenhower as a part of RIT is characterized by genuinely distinctive academic offerings which neither institution would have been likely to consider in isolation from the other. This theme is urged as a central point of departure for academic planning relating to the College and one with derivative value for other parts of RIT."

Details of the organization and processes of the Academic Planning Project Group will be properly left to its membership and the project director. It is expected that the group will divide into several sub-committees and that significant time demands will be made upon all members. The group has been asked to begin its activities at the earliest possible time and to be prepared to submit at least

an interim report not later than September 14.

Dr. Bullard also stated, "The committee should consult as widely as possible with interested members of the faculties, student bodies, and administrative staffs of Eisenhower College and other units of the Institute in order to solicit ideas and points of view appropriate to Eisenhower's future. The final report of the committee will be widely shared throughout the Institute prior to implementation. Necessary staff support arrangements for the group will be made through the provost's office and the provost will be available for consultation and assistance throughout the work of the group.

Here are some of the guidelines which were offered to provide a measure of structure to the planning effort.

Assumptions

- General Education at Eisenhower College will be expressed primarily through a program of world studies. Consideration should be given to restructuring of the existing World Studies program to the end that a student could move from Eisenhower to the Henrietta campus and also have the opportunity to transfer to other institutions.
- 2. Wherever feasible, field experience (internships, cooperative education, and other forms of work experience) should be incorporated in program planning for any *degree* offerings of Eisenhower College.

3. Existing degree programs will be continued as economically feasible for a four-year period commencing September 1, 1979.

Program Suggestions

- 1. The possibility of study in a range of arts and sciences associate degree programs.
- 2. Some manifestation of the RIT Career Decision program.
- 3. Selected liberal arts degree programs which offer reasonable promise of sustained, economically feasible enrollment *and* which can be clearly distinguished from programs at other institutions of the region. Such programs should have identifiable career manifestations
- 4. Offerings of the College of Continuing Education to the people of the Seneca Falls area.
- 5. A conference series, especially during the summer periods, under the general leadership of the College of Continuing Education.
- 6. Selected pre-professional study in such fields as law, medicine, engineering, and other fields in which existing college facilities offer adequate support.

continued on page 3

Retirees/ Employees Honored

Fourteen recent retirees, their spouses and Institute supervisors were invited to a gala sit-down dinner May 29 at the home of President M. Richard Rose. The occasion allowed the RIT family to recognize each employee for his/her years of dedication, loyalty and service which attributed to the success of the Institute today.

For seven employees, the event also served as their official induction into the Institute's 25 Year Club. Again, each employee's spouse and supervisor were on hand to participate in the festivities. The 25 Year Club includes all employees who have contributed 25 or more years of service to RIT.

Everett Merritt, Collen Gilfilian and Betty Bianchi served as representatives from the Personnel Department as engraved gold mantle clocks were presented to retirees and handsome barometers were presented to the long-time service employees.

Recent retirees include: Hugh Butler, director, Student Health; Elizabeth Klett. secretary, College of Business; Ruth Wedemyer, cashier, Bursar's Office; Beryl Smith, crew leader, Campus Services; M. Regina Alexander, housekeeper, Presiddent's House; Rose Palermo, nurse, Student Health; Ella Lockett, housekeeper, Campus Services; Charles Daly, groundskeeper, Campus Services; Russell Norton, associate dean, CCE; Norman Weinreber, instructor, School of Engineering Technology; Neil Croom, instructor, Photography; Silvio DeCristofaro, professor (emeritus), CCE and Gerhard Schumann. professor (emeritus), Photography.

New 25 Year Club members include: Anthony Sears, professor, Printing; Hector Sutherland, professor, Printing; Hans Christensen, professor, SAC; William Hayles, professor, Chemistry; Irving Pobboravsky, senior technologist, GARC; L. Robert Sanders, associate professor, General Studies and Arden L. Travis, associate professor, Business.

On June 8, at a dinner in his home, Dr. Rose entertained 97 guests which included all previous retirees, 25 Year Club members and Personnel representatives.



MOSSIEN RECEIVES CITATION

Herbert J. Mossien of Pittsford, RIT's J. Warren McClure Professor of Marketing, recently received an alumni citation from Alfred University for distinguished career achievements, community service and advocational pursuits. Mossien graduated from Alfred in 1939, receiving a BS in Ceramic Engineering. Dr. S. Gene Odle, center, provost and interim president at Alfred, presented the award to Mossien and his wife.

POOL IT

The ever-increasing price of gasoline alone is enough to prompt thoughts about sharing both rides and expenses of commuting. With this in mind, I'm encouraging those who are interested to complete the form below and return it to Personnel. We will summarize the data by zip code areas and soon circulate a listing. This will enable those who respond to contact each other and form whatever arrangements are convenient. All information received by July 13th will be included in the listing.

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Zip Code

To: PERSONNEL OFFICE

Name_

I am interested in being in contact with others in nearby residential areas to form ride-sharing or car pool arrangements to/from RIT.

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Full-time 12 months ____ Full-time 10 months ____ Part-time ____

Eisenhower . . . continued from page 1

7. Professional and career programs related to the World Studies core offered at the College. Examples include offerings in the fields of business and government service.

After much consideration and careful screening, the following individuals were asked to serve as members of the Academic Planning Project:

Richard Chu

Chairman, Division of Social Sciences Professor of History

Sara Collins

College of General Studies Professor of Language and Literature Director, Institute Writing Program

Paul Curtis

Natural and Physical Science and Mathematics Division Professor of Biology

Robert Desmond

College of Engineering Professor and Head, Department of Mechanical Engineering.

William DuBois

Division of Career Education Assistant Professor and Director, Experiential Learning: Visual Arts

Francis Domoy

College of Business Department of Food Administration and Hotel/Tourist Industries Manage-

Associate Professor

Harvey Edwards

Division of Student Affairs Head of Writing Program, Learning Development Center

Donald Eilenstine

Division of Social Sciences Professor of Economics

Fred Gardner

College of Continuing Education Executive Director, Evening Programs and Summer Sessions

Lee Murphy

College of the National Technical Institute for the Deaf Chairperson, Continuing Education

Department

Associate Professor

David Murdoch

Division of Humanities Associate Dean of Faculty for Instruc-

Professor of Comparative Literature

Albert Ossman

Division of Social Sciences Associate Dean for Special Academic Professor of Political Science

Daniel Petrizzi

Division of Humanities Professor of Modern Languages Coordinator, Study Abroad for Spain and France

Sandra Saari

Chairperson, Division of Humanities Professor of Comparative Literature

Carole Sack

College of Science Associate Professor of Biology Murli Sinha

Division of Social Sciences Associate Professor of Sociology Coordinator, Study Abroad

James Speegle

Director of Planning Projects

Julian Yudelson

College of Business Associate Professor of Retailing and Marketing

Charles Warren

Division of Humanities Professor of Music

Walter Wolf

Natural and Physical Sciences and Mathematics Division Assistant Professor of Chemistry

Warren Hickman

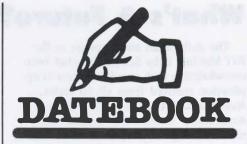
Vice President for Academic Affairs Professor of History and International Affairs

Thomas Plough

Associate Vice President for Student Affairs

Associate Professor of Sociology

"We are hoping the Institute community also will feel free to submit any program ideas that are appropriate for consideration," Dr. Bullard said. "This is a large task and we welcome suggestions. It is hoped that all program ideas will be submitted as early as possible to Project Director Thomas Plough in order to ensure committee consideration."



thru Summer-Bevier Gallery. Student Honors Show. Hours 9 a.m.-4 p.m., Mon.-Fri. thru August-Frank E. Gannett Building. Student Honors Show. Hours 9 a.m.-4:30 p.m., Mon.-Fri. July 10-12-GARC. Commercial Web Offset Workshop. July 10-12-GARC. Seminar on Understanding Bindery Operations Talisman Film Festival (I)=Ingle Aud. (W)=Webb Aud. Silent Movie-July 12 and 13, 8:30 p.m., The Seven-Ups-July 19 and 20, 8:30 p.m., \$1.50 (I)



FOR THE RECORD

President M. Richard Rose presents Gladys Taylor, Institute archivist, with a birthday card signed by members of the RIT community in honor of the 150th Anniversary Celebration. Members of the Institute family signed the card on Founder's Day, June 12, during a cake cutting ceremony held in the College-Alumni Union.

What's A Future?

The enthusiasm and response to the RIT McClure Baby Scholarships has been overwhelming with over 900 letters of application received from all 50 states, Australia and Canada. The 150th Anniversary Celebration project has received congratulatory letters from colleges and universities, hospitals and interested citizens praising Mr. and Mrs. J. Warren McClure for their donation of \$225,000 to the educational future of our newly-born generation. Any child born on June 12, 1979 (RIT Founder's Day) is eligible for a \$1,500 scholarship. All parents need to do is send a copy of their child's birth certificate to RIT McClure Scholars (1829), One Lomb Memorial Drive, Rochester, NY 14623. Based on the earliest postmark, 150 scholarships will be awarded. Each child must also meet college entrance requirements in the year 2001. Those names in excess of 150 will be placed on an alternate list.

The novel idea even generated excitement and response from those who are not eligible, as witnessed by this letter received by the Communications Department.

May 16, 1979

Dear Mr. McClure:

The other day, while my mom was reading the D&C paper to me, she mentioned something called a "McClure Scholarship." I've been thinking a lot about it and thought I would drop you a note.

Let me tell you a little about myself. On a lovely day, as a matter of fact, on June 12, 1978, I arrived at Rochester General Hospital! I have blonde hair, blue eyes and lots of diapers! Over the past year I've learned about lots of things like how to throw cookies in my dad's coffee and have been doing a lot of thinking about feet and such but my mom says I should be thinking about something called my future. Well, I'll tell you, I've looked high and low under tabels and in my toybox, but I can't find one anywhere.

Well, my mom sat me down and explained what a future was,



A GIFT TO THE INSTITUTE

A \$2,500 check was recently presented to President M. Richard Rose (right) by Linda Buck on behalf of the Boise Cascade Corporation of Portland, Oregon, as Graphic Arts & Photography Dean Lothar Engelmann (left) looks on. Ms. Buck is the daughter of Harold Buck, technical director of Boise Cascade in Rumford, Maine. She is a student in the School of Printing.

and told me about what you had to offer. After doing some more thinking, I've decided to write you and tell you of my plans. Now I know your scholarship applies only to the class of 2001- so here's what I could do. I plan to enter Nursery School in Sept. of '82. After that I'll attend Kindergarten in Sept. 1983. In 1995, I should be graduating from High School and then I plan to take a year or so off to travel. Then I plan on entering RIT so I could easily become a member of the Class of 2001!

Now I realize you are looking for someone born on June 12th of this year—but, unfortunately I cannot fill the bill. If I had only known sooner I would have had my mom and dad plan things a little differently! However, I was born on June 12 if that counts for anything at all,

and I do have some experience—I hear that's an asset—maybe I could help counsel or something.

Well, here are my credentials. If I can be of further assistance, please feel free to contact me. I usually nap between 10 and 12 and can be found in my playpen during my off hours.

Thank you, Mr. McClure, for listening. Happy Day!

Love, Karen Margaret Moll

Here's my address: Ms. Karen Moll 118 E. Church St. Fairport, NY 14450

'In Memoriam'

"His hobby was RIT. He was one of the pioneers of printing education at the Institute. He was outstanding in that he was very helpful to his students and his rapport with them was always on a professional level. His friendly, understanding and symphathetic manner attributed to his success in the School of Printing."

These words came easy for School of Printing Director Mark Guldin as he spoke of his friend and colleague Joseph F. Bowles, who passed away May 12.

Joseph Bowles lived much of his life through the RIT community. He recceived his associate's degree (1951) and his bachelor's degree (1962) in Printing from RIT. He seemed to always have a love for his chosen field beginning in 1929 when he became employed by Towanda Printing Company, in Towanda, Pa. He served there until 1946 and was only interrupted by a stint in the U.S. Navy (1942-45).

"In 1946 Joe came to RIT and was my classmate," Dr. Guldin noted. He later decided to stay on as an instructor and through the years served on various RIT committees: chairman of the management major committee; coordinator of summer session in the School of Printing and also serving on Faculty Council. He really established the first solid cost estimating curriculum in the School of Printing and prior to his retirement in September, 1978, while working part-time, he established the first workable inventory control system of equipment for the School which now amounts to approximately \$10 million.

Dr. Guldin also said, "Joe was a good family man and was very proud of his wife and four children. His son, Dennis, is also a graduate of the School of Printing and his daughter, Kathleen, is a graduate of the College of Fine and Applied Arts." He is also survived by his wife, Rose and two other sons, Patrick and James.

Joseph Bowles was named Professor Emeritus by the Institute in September, 1978. He was to be honored at a retirement dinner in Dr. Rose's home May 29.

"The School of Printing is a better school for having people like Joe," Dr. Guldin said proudly of his friend. "His perseverance, loyalty and devotion helped the School of Printing become the premier school of its kind in this country."

New Deanship For Dr. Johnson



Continued enrollment increases and programmatic improvements—that's how Dr. Edward A. Johnson sees the future of the College of Business at RIT as he prepares to leave after serving as its dean since 1972.

Dr. Johnson has announced that he will become dean of the M. J. Neeley School of Business at Texas Christian University in Fort Worth, Tex., effective Aug. 1.

In a recent interview, Dr. Johnson reviewed the impressive gains made by each of the three main divisions comprising RIT's College of Business during his tenure. He expressed his satisfaction with the development of "many more functional areas of specialization" in the School of Business, especially at the graduate level.

"As far as the Department of Food Administration and Hotel/Tourist Industries Management is concerned, it's been great to see that program develop into a department with an outstanding growth record and a fine reputation," he added.

The dean also said that he expected the School of Retailing to "take the same course as Food Administration in terms of growth in the next few years."

Under Dr. Johnson, the College of Business' total enrollment has jumped by about 65 percent.

Faculty improvements also were one of Dr. Johnson's major concerns seven years ago when he arrived at RIT from his previous position as director of graduate progams in business administration and industrial relations at West Virginia University, the dean said.

"There has been a dramatic growth both in faculty numbers and quality, with many of them coming here from the best graduate business schools in the nation," he said. "Our faculty members are now publishing regularly in the nation's best scholarly business publication."

In all, Dr. Johnson feels that the College of Business "has developed a good, solid regional reputation during this decade, and stands an excellent chance to add to that reputation in the coming years."

In leaving RIT, Dr. Johnson will take over the deanship of a business school that has a smaller enrollment than RIT's. The Neeley School has about 1,000 undergraduate students, with another 200 studying full-time for their master's degrees and 120 working part-time toward their graduate degrees.

"TCU officials hope that the Neeley School can become a nationally recognnized school of business in the next ten years or so," Johnson said. "I only hope that I get the same amount of support and cooperation as I got here in my work with the College of Business."

RHN NOTICE

Highland Family Medicine Group has recently decided that it would be in its best interest to end its agreement to serve RHN Plan members.

Therefore, it is necessary for all RHN Plan members who are either registered at or using *Highland Family Medicine* to choose one of the following options:

—You may transfer to another RHN plan health center by calling the RHN central office at 442-0100, extension 205. The change will be effective on the day you notify them of your new center choice. The RHN Plan will make the arrangements for the transfer of your Medical Records from Family Medicine to your new RHN Plan health center.

-You may transfer to basic Blue Cross and Blue Shield coverage. You must fill out a new application to make this change. Please contact Personnel if you wish to take this option.

Please feel free to call Betty Bianchi, or Colleen Gilfilian, x2429 with any questions you may have.

NEWS & NEWSMAKERS

Ellen M. Wolf. MNP, administrative director of Student Health Service, has been selected as member-at-large of the Executive Committee of the Nursing Section of the American College Health Association.

Professor V.V. Raman of the Physics Department presented an invited paper on Einstein at the national meeting of the AAPT held in Las Cruces, NM.

Dr. Frederick Gardner, executive director of evening and summer session, CCE, has been elected to the Board of Education in the Livonia Central School System. He will serve for a five-year term.

Brenda Gumbs, coordinator of advising, CCE, has been elected to the Board of Directors of the Lewis Street Center in Rochester. She will serve for a three-year renewable term.

Andrew Davidhazy, associate professor and chairperson of photography, CCE, addressed the 32nd Annual Conference of the Society of Photographic Scientists and Engineers held in Boston last month.

Professor Davidhazy's topic was "Simplified Strip and Streak Camera".

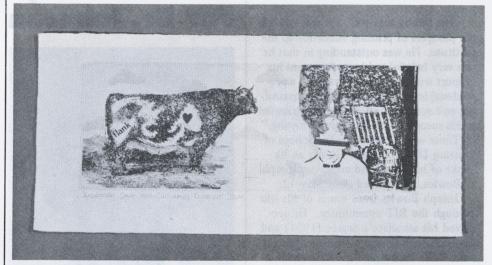
On June 6, Karen Anderson, NTID, and Philip Bravin of IBM Corp. presented a paper entitled "Hiring a Deaf Computer Professional" to the National Computer Conference in New York City. Mr. Bravin dubbed the delivery NCC's first "Siamese" presentation. The co-authors presented the paper concurrently, Mr. Bravin using sign language and Ms. Anderson using voice.

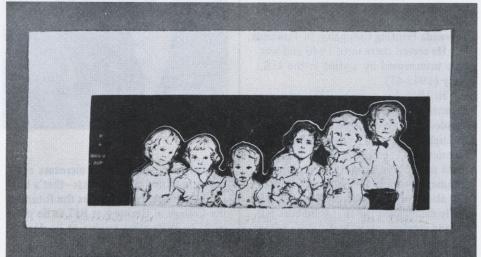
Dr. Earl Krakower has been named head of the Chemistry Department in the College of Science.

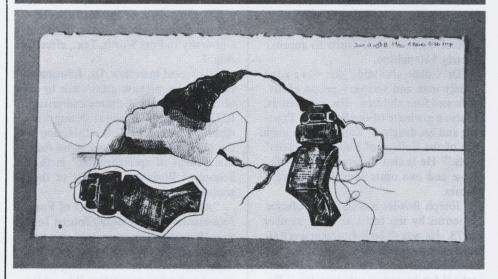
Professor William A. Burns has been named associate dean of the College of Science. Burns had been head of the Clinical Sciences Department and director of the Institute's Medical Technology program since 1977.

H. Donald Scott has been appointed assistant vice president, Finance and Administration, effective July 1. Scott, who currently serves as director of Business Services at the Institute, will assume the responsibilities associated with his new position in addition to those of Business Services.

PRINTMAKING PORTFOLIO







Production of a portfolio of exquisite prints is an annual event for seniors and graduate students in printmaking in the College of Fine and Applied Arts. This year's set of 13 prints was printed in an edition of 50 and was entitled "Autobiography." The three prints (from top to bottom) are: "Anonymous Saint with Culturally Divergent Icons," a humorous juxtaposition of personal images by Judith Rourke; "The Riccardis 1958," a color etchingwith blind embossing by Joan Riccardi; and "Twin A and B," using lithography, etching, and handwork by Renee Reeves Gibb.

PROFILE

ZDANOWICZ: 'I Run My Own Show.'

John Zdanowicz clutches a handful of exam papers in his hand. A sadistic smile spreads across his face.

"It's the first exam for my undergraduate finance course," he explains. "I've taken points from the A papers and given them to the F papers. A student who scored a 90, for example, gives up 20 points to someone who got a 50. I average things out so everyone gets a C, no matter how much they've worked."

It's his way of making a point. To those students who object, he says, "That's the way your government operates." He also tells them that experience has shown that if the policy were continued, test scores on the next exam would drop an average of 20 points: "You're not going to knock yourself out studying if there is no incentive."

Zdanowicz describes himself as a "radical Libertarian economist."

How did he become one? "Basically, I've always felt I should have the right to do just as I want — as long as it doesn't hurt anyone else. You have the same right."

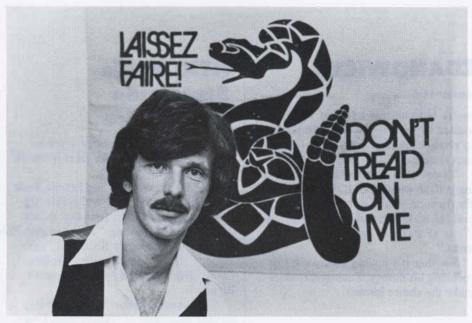
"We have only two commandments," he says: "thou shalt not commit force, and thou shalt not commit fraud."

Like most Libertarians, Zdanowicz started out as a Conservative. Eventually, he became totally disillusioned with "the inconsistencies of Conservatism. I swung to the Liberal side during the Vietnam War, but I found them just as inconsistent. Most Liberals couldn't carry a logical thought for two minutes."

The difference between Conservatives and Liberals, according to Zdanowicz, is that Conservatives believe in economic but not personal freedom, Liberals believe in personal but not economic freedom.

Libertarians believe in both, he says, and their position is stated with logic and consistency.

A basic tenet of Libertarianism is that all taxation is theft. "Some minimal taxes may be necessary," Zdanowicz concedes, "to support services such as police, courts and national defense. But basically, people should be able to decide for themselves how they want their money spent. And private enterprise should as-



JOHN ZDANOWICZ

sume the duty of providing the services now mishandled by government."

Zdanowicz says he is planning to run for government office, but when asked if he plans a career in politics, he replies, "No. My first objective will be to eliminate the office I win. The more successful I am, the shorter my political career."

Students in Free Enterprise (SIFE), a group which Zdanowicz advises, refuses to accept funding from RIT's Student Association because its members consider these funds a tax on students. SIFE also refuses to accept free public service time for the TV commercials they've produced because they don't believe in the Federal Communications Commission which mandates free TV time.

Zdanowicz tends to view life in free-market, supply-and-demand concepts. He deals with people contractually. "I 'lease' my classroom from RIT on a contractual basis, and my classroom is my castle," he states unequivocally. "I run my own show, and I'm judged on my output, not on my methods of production."

While some of his methods appear unconventional, students don't seem to mind. To them, Zdanowicz considers himself a producer selling a product. "I

run my classes on a contractual basis, too. At the start we agree on certain things. Neither side is allowed to violate the agreement.

"I'm totally opposed to majority rule.

A change must be unanimous. A few students think I'm too rigid, but most accept it. Nobody likes to have their contracts violated.

"Broken promises are one of the basic problems of our society."

Zdanowicz's philosophy about economics and government and teaching extends into other areas of his life.

"I've never participated in team sports," he points out. "I don't like being in a position where what someone else does affects me, or vice versa.

"I like scuba diving or sky diving, where the only person really affected is me.

"I got into sky diving because a psychology professor told me the only fear

continued on page 8



Rochester Institute of Technology

One Lomb Memorial Drive Rochester, NY 14623

FIRST CLASS

ZDANOWICZ...

continued from page 7

you're born with is a fear of falling. I wanted to control that fear. To be able to control my mind under the toughest circumstances.

"If you miss a putt when you're playing golf, so what? But if you don't pull the rip cord, you've got a lot to lose. If you can make rational choices when your life is at stake, it really means something."

Whether it's pulling his rip cord or spending his money, Zdanowicz wants to make the choice himself.

NEWS EVENTS

Published weekly on Thursday during the academic year by the Communications Office at Rochester Institute of Technology and distributed free of charge to the Institute community. For information call 475-2750.

NTID Holds Statewide Conference

Over 50 women recently attended New York's first statewide Deaf Women's Conference held at NTID.

Sponsored jointly by the Empire State Association of the Deaf and NTID, the conference focused on four key topics: "Assertiveness Training, "The Changing Role of Women in Today's Society," "Dialogue: Homemaker/Working Mother/ Career Women" and "Deaf Women's Rights."

Conference Leader Vicki Hurwitz, records supervisor of NTID's Math Learning Center, says the day-long meeting was the first of many planned for the future. Keynote speaker for the conference was Roz Rosen, project director, Kellogg-Gallaudet Special Schools of the Future.

Earned Income Credit

If you expect your income (including your spouse's income, if married) to be less than \$10,000 for this year, and if you expect to have a child living with you, you may be eligible to receive the **Earned Income Credit** in advance during the year, as you earn your income.

If your answer to both these questions is Yes, you may want to contact the Payroll Department and obtain Form W-5. This form will let you know if you are eligible for the Earned Income Credit and how to apply for these payments which can begin as of July 1, 1979.

However, if you are eligible for the Earned Income Credit and choose not to receive advance payment during the year, you can still claim it on your annual income tax return.

Contact the Payroll Department if you desire further information.

GRANTS DEADLINES

Please note: GUIDELINES FOR ALL PROGRAMS ARE ON HAND OR HAVE BEEN REQUESTED. Please call the Grants Office for additional information, 50 West Main Street, 262-2719.

PROPOSALS SHOULD BE SUBMITTED TO THE GRANTS OFFICE ONE WEEK PRIOR TO DEADLINES FOR ADMINISTRATIVE APPROVALS.

NATIONAL SCIENCE FOUNDATION

July 15—Material research laboratories July 31—Unsolicited proposals for anthropology, linguistics, memory and cognitive processes, social and developmental psychology.

NATIONAL INSTITUTE OF EDUCATION

August 12–Research grants on law and government studies in education. Small grants not exceeding \$10,000 for 1 year research project on how legislation, administrative, and judicial policies and governmental organizations affect education.

U.S. DEPARTMENT OF TRANSPORTATION To be announced—Research in areas of (1)

control in transportation systems (2) maintenance and upgrading of transportation facilities (3) technology for advanced transportation safety (4) transportation and community development (5) transportation planning methodologies (6) freight transportation.

OFFICE OF HUMAN DEVELOPMENT (DHEW)

July 13—Rehabilitation Short-Term Training Projects of Regional Scope. This includes workshops, institutes, seminars or other short-term training courses designed for the direct training of employees of State vocational rehabilitation agencies or facilities or other individuals with a special interest in the vocational rehabilitation of the severely physically and mentally disabled.