

# NEWS & EVENTS

Rochester Institute of Technology

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## CAMPAIGN: \$42.3 MILLION!

**R**IT has announced the completion of its six-year fund-raising campaign, totaling \$42.3 million.

The drive, begun in the fall of 1973, has been completed on schedule during the Institute's 150th anniversary year, and has topped the goal of \$42 million.

The goal was part of the master plan drawn up by former RIT President Paul A. Miller to prepare for the 1980's. A report on the completion of the campaign was the focus of a special 150th Anniversary Campaign Banquet Saturday, Nov. 17, at RIT.

Frank Hutchins, chairman of the completion phase of the campaign, summarized the campaign results during the banquet. "RIT's own Board of Trustees set the pace for the entire campaign," he said. "The nucleus fund from the Board provided over \$7.5 million, or 18 per cent of the total campaign.

Co-chairman Walter Fallon, chairman of the board at Eastman Kodak Co., and Maurice Forman, prominent Rochester businessman, were acknowledged for their six-year commitment to the campaign. Both Fallon and Forman are Trustees of RIT.

Addressing the dinner guests who had each contributed to the drive, Fallon said: "I can speak for all the companies who support RIT when I say we're getting our money's worth in return for our support. As a member of this community I am grateful that your help is enabling RIT to continue to do what it does so well."

During the dinner a painting by RIT faculty member Robert Heischmon was presented to Paul Miller, chairman emeritus of Gannett Co., in recogni-

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*Completion of RIT's six-year 150th Anniversary Campaign was celebrated at a banquet Nov. 17 in the George H. Clark Memorial Gymnasium.*

## Eisenhower Transfer 'Final'

The Supreme Court of the State of New York, County of Seneca, has approved the transfer of assets and liabilities of Eisenhower College to RIT.

Supreme Court Justice Marshall E. Livingston approved the transfer of ownership concluding a process that was begun last March when the Boards of Trustees of both institutions voted to have Eisenhower College join RIT as its 10th college. Last month the New York State Board of Regents also recommended the transfer of ownership.

"In a time of economic constraint, it's significant that two independent institutions would voluntarily join in a

decision that will benefit both colleges," said Dr. M. Richard Rose, president of RIT. "RIT will ensure that Eisenhower College remains a national memorial to former President Dwight D. Eisenhower."

As the tenth college of RIT, Eisenhower College's focus on general education, and specifically its World Studies program, affords RIT the opportunity to broaden its educational focus, according to Institute officials.

"RIT has had, during its 150 years of commitment to quality careers, a focus on the arts and the aesthetic

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# CAMPAIGN: \$42.3 MILLION!

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tion of his support of RIT. RIT President M. Richard Rose presented Presidential Medallions, established as a major institutional award this year, to Frank Hutchins, chairman of Hutchins/Y&R, Maurice Forman; Walter Fallon; and Richard Eisenhart, president of R. H. Eisenhart Inc. and chairman of the RIT Board of Trustees, who spear-headed Trustee giving.

Corporations provided the largest contribution to RIT's campaign. Major donations came from such organizations as Eastman Kodak Co., Xerox Corp., Frank E. Gannett Newspaper Foundation, Gleason Memorial Fund, Mary Flagler Cary Trust, Rochester Telephone, Bausch & Lomb Inc., Sybron Corp., Rochester Gas and Electric Corp., 3-M Corp., IBM Corp., Harris Corp., Rockwell/MGD Corp. and Gould Pumps Corp.

Many additional companies and small businesses, local and national, also contributed to the corporate fund.

Aside from RIT's Board of Trustees, seven other categories of community support helped the Institute reach its goal:

Board of Trustees	\$ 7,522,000	18%
Corporations	12,292,000	30%
Bequests	8,580,000	20%
Major/Individual Gifts	4,296,000	10%
Graphic Arts Gifts	3,924,000	9%
Foundations	2,854,000	6.5
RIT Alumni	2,240,000	6%
RIT Faculty/Staff	262,000	.5%

Benefactors in the Graphic Arts Division supplied a broad diversity of gifts which will enable RIT to remain a leader in the graphic arts field, Hutchins cited. Gifts include a color laser scanner, modern printing, editing, typesetting and photography equipment, as well as funds to purchase books and increase space and display area for the Melbert B. Cary Jr. Library in the College of Graphic Arts and Photography at RIT.

Division Chairs for the campaign include:

#### Board of Trustees Nucleus Fund

Richard H. Eisenhart, president of R. H. Eisenhart Inc. and RIT Board Chairman.

#### Corporations

Alexander D. Hargrave, chairman of Lincoln First Banks Inc. and Harris H.



*Walter Fallon, co-chairman of the successful 150th Anniversary Campaign and chairman of the Board of Eastman Kodak Co., makes a point at the "victory banquet" on Nov. 17.*

Rusitzky, president of Serve-Rite Food Service and Consulting Corporation.

#### Major/Individual Gifts

Bruce B. Bates, vice president of E. F. Hutton.

#### Graphic Arts Gifts

George C. Houck, retired senior vice president of The Harris Corp., and Dr. Mark Guldin, director of the School of Printing, RIT.

#### Foundations

Arthur L. Stern, prominent Rochester attorney and civic leader and Maurice Forman.

#### RIT Alumni

William Buckingham, chairman of Manufacturers Hanover Trust Co. in Rochester.

#### RIT Faculty and Staff

Todd Hollis, RIT faculty member.

Co-chairman Forman talked about the significance of the gifts in meeting RIT's goals for the future:

"The RIT philosophy of career education, long practiced by the Institute, is today being recognized as the educational philosophy of tomorrow—students must not only be imbued with formal

knowledge but also equipped with marketable skills."

The campaign will support RIT's philosophy in very specific ways, Forman added.

An increased general endowment will enable RIT to hold down tuition despite inflation and energy costs. It will help RIT to remain competitive in attracting and keeping first-rate faculty. In addition, over 60 new scholarships for students are available.

The campaign has also increased the number of endowed chairs at RIT from three to 13. "Endowed chairs" are new professor positions created and supported by outside funds to recognize exceptional professionals and to be a focal point for new educational programs.

The new positions are: J. Warren McClure Professorship in Marketing; Charlotte Fredericks Mowris Professorship in Contemporary Crafts; Caroline Warner Gannett Professorship in Humanities; Paul and Louise Miller Distinguished Professorship in Newspaper Production Management; Russell McCarthy Professorship, School of Applied Industrial Studies; Paul A Miller Professorship in Continuing Education; Melbert B. Cary Jr. Professorship in Graphic Arts; Frederick Weidman Professorship; and Maurice Forman Professorship.

More innovative education will be possible because of the campaign, Forman stated. With the funds RIT has already established a division of career education to counsel students, faculty and employers. Several new schools and departments have also been established such as the School of Applied Industrial Studies, and programs in education, health care and community problems.

Other campaign goals that will be met are expansion of the RIT library and resources for educational technologies, physical campus improvement, and continued maintenance of a balanced operating budget.

Banquet guests were presented with a copy of a new Institute book, *Visions*, that presents RIT's award-winning art and architecture. The book written, photographed and designed through the Communications Department, was made possible through a gift from Honorary Trustee John Wiley Jones and printed by Case Hoyt.





## DATEBOOK

thru Dec. 13—A First Hand Sampling of Black and White Photographs by Bethany Marten, Gallery Two, Wallace Memorial Library, Monday through Thursday, 8 a.m.-11 p.m.; Friday, 8 a.m.-6 p.m.; Saturday 9 a.m.-6 p.m.; Sunday noon-9 p.m.

thru Dec. 13—Escaping Tonal: Prints by Bernard C. Meyers, The Original Gallery, Wallace Memorial Library, Monday through Thursday, 8 a.m.-11 p.m.; Friday 8 a.m.-6 p.m.; Saturday 9 a.m.-6 p.m.; Sunday, noon-9 p.m.

Dec. 3 thru Dec. 21—"Alumni Invitational" The work of thirteen regional artist alumni, Bevier Gallery, daily 9 a.m.-4 p.m.; Monday through Thursday, 7-9 p.m.; Saturday, 1-5 p.m.; Sunday 2-5 p.m. Open to the public.

Dec. 7 thru Dec. 9—"Annual Holiday Show and Sale" School for American Craftsmen, College-Alumni Union. Student works in ceramics, fiber, glass, metal and wood on sale. Open to the public, 10 a.m. to 5 p.m.

## Saul Bass on TV

If you enjoyed the lecture of award winning film maker and designer Saul Bass last spring, circle Nov. 30 on your calendar. Bass spoke to classes and addressed a standing-room only crowd in the NTID Theatre in May for the Reedy Memorial Lecture in Photography.

During his visit to the campus, he was interviewed by Channel 13's "PM Magazine." That interview will be broadcast Friday, Nov. 30 at 7:30 p.m. on WOKR-TV, Ch. 13.

## NEWS & EVENTS

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## Query Response 'Astounding'

The response to a questionnaire sent to women faculty, professional and general staff has been "astounding" and "overwhelming" according to Jim Papero, associate director of Personnel and administrator of affirmative action.

The general purpose of the questionnaire is to help the Personnel and affirmative action offices learn more about women employees and their perception concerning themselves in relationship to

job, career, and overall personal growth and professional development.

The information, once gathered and analyzed, will be helpful in designing programs for personal growth and development on campus and to assist women in their career needs at RIT. If developed in an appropriate manner it might become a model for others to consider.

"I have received about 400 returns so far. At the time they were sent out I requested they be returned within a week of receiving them. The number of returns indicates a great interest and need and will require a careful study of the returns. About two-thirds of those responding have included their names. Many questions require comments and they are confidential on an individual basis," Papero said.

Since Papero is the only person compiling the returned data in a confidential manner it will be a while before the results of the 50-question questionnaire can be fully realized. The overall data will be shared with administration for review and consideration.

It is anticipated that the general results will be shared and discussed after the first of the year in future group meetings around campus.

## Kellogg Advisors

Former RIT President Paul A. Miller and RIT Professor Francena L. Miller have been appointed to chair the Advisory Committee of the W.K. Kellogg Foundation.

They will coordinate a panel of eight to interview and award national fellowships to 50 young professionals in the fields of agriculture, education and health. The W.K. Kellogg Foundation's first national fellowship grants have been established to commemorate the foundation's 50th anniversary.

The Millers have served as part-time senior program consultants to the foundation. Currently both are on a one-year sabbatical in South America and will return to teach at RIT in the Spring Quarter next year.

## Skiing Opportunity

The Physical Education Department has completed arrangements with Ski Valley in Naples to provide skiing opportunities for RIT faculty and staff, commencing the second week in January. Faculty and staff can select a six week program or one for the season on either Wednesday or Thursday evenings.

Lessons are provided for new skiers, novice-intermediate, and intermediate-advanced. New skiers must take the lesson series.

Persons interested in this program should plan to attend an informational meeting on Friday, Dec. 7 at noon in the Ice Rink Conference Room. For further information prior to the meeting, call the Physical Education Office at x2620.

## Eisenhower ...

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values of an education," Dr. Rose added. "Eisenhower College will strengthen the meaning of general education as it applies to education for technical careers at RIT. Linking our careers to a World Studies perspective will enable the RIT graduate to understand, relate, and participate in international activities in business and government. Long-range this will enhance our contribution to improve life for Third World and emerging nations."

Joseph D. Coffee, Jr., president of Eisenhower College, commented, "I predict that values of liberal arts will be melded with values of career education within RIT in ways addressing the urgent needs expressed by business and industry."





Rochester Institute of Technology

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FIRST CLASS

# Holiday Party is Dec. 14

RIT's traditional faculty-staff holiday party will feature concerts by one of the most enduring traditions in modern music—the Four Freshmen.

The popular vocal group will present two performances in the NTID theatre at 8 and 10 p.m. on Friday, Dec. 14. The evening will feature dancing as well as a late evening buffet in the NTID street. Reservations are requested for planning purposes.

As part of this special 150th anniversary activities, "we wanted to bring in a special group for this year's holiday party," according to Communications Director Jack Smith, who arranged for the group's appearance.

In an era of overnight sensations and fads in the music business, the Four Freshmen have endured as America's most innovative vocal and instrumental quartet since the 50s.

In 1947, they organized their quartet as freshman at Butler University in Indianapolis. Instead of becoming sophomores, they went on the road. It took three long years before they were discovered in 1950 by bandleader Stan Kenton who arranged for their first recording contract.

One of their first records, "It's a Blue World," became an overwhelming success and earned them international acclaim and success for their vibrant harmony and unique arrangements. The Four Freshmen have been honored in most national and international polls as 'best vocal group' time after time; they have played 85 percent of the nation's major colleges; have toured the world; and have played every major club and concert hall in America.

Today the Four Freshmen include Bob Flanigan, the only charter member still performing with the group, whose dynamic high melody lines provide the group with its unmistakable identity;

## Institute Holiday Party Relive the '50's

Friday, December 14

Location: NTID Theatre (and "Street")

(All Faculty/Staff, Spouses or Friends)

The "Four Freshmen", one of the nation's top groups in the late 50's and early 60's, will bring back memories or show you what you missed.

Dancing to 50's music also featured. Late night buffet.

Show Times: 8 and 10 p.m.

Tickets are required (limit: 4 per person) and must be picked up from Communications.

Please return this reservation form to Communications for food reservation by December 8.

Name \_\_\_\_\_

Number of Guests \_\_\_\_\_

Ken Albers joined the group in 1956 and is one of its arrangers; Autie Goodman a former member of Paula Kelly and the Modernaires, has sung with

the Tex Beneke, Ray Eberle and Billy Eckstine orchestras; and Dennis Grillo, a graduate of the Julliard School of Music.

## SAIS to open Dec. 3

RIT's new School for Applied Industrial Studies (SAIS) will open its doors on Dec. 3 at the RIT Metropolitan Center, 50 West Main St.

Developed by RIT's College of Continuing Education with the cooperation of local industry, SAIS will provide post-secondary vocational training for local men and women who want to prepare for careers as skilled industrial workers.

The entering class will begin studies in the machine tool technology program. During the next several years, the School will expand its programs to include drafting and design, electromechanics and other related programs.

Planning for the school was begun in 1975 when a joint committee of industrial leaders, members of the Industrial Management Council and representatives of RIT met to discuss the growing need for skilled industrial workers in the Rochester area.

Grants have been made to SAIS from the federal Economic Development Administration and from local corporations.

SAIS will occupy four floors of the 50 West Main St. location, which is in the process of renovation.