



RIT Uses Expertise Of Own Faculty, Staff In Management

Three professors in RIT's College of Business are taking seriously the premise that a college should use the expertise of its faculty and staff in the management process.

Professor Herbert J. Mossien for two quarters has directed the talents of students in advanced marketing management to concerns of departments within the Institute.

Assistant professor Gerard E. Fisher is conducting a "Management by Objectives" seminar for the Public Affairs Division.

Assistant professor William L. Mihal recommends to his students Institute-related problems for independent study projects.

During Spring Quarter, Mossien's evening class is addressing two projects, one for the College of Business and another for the Office of Development.

An analysis of business graduates since the college started to offer a four-year degree in 1956 is attempting to find if RIT's alumni have been of proper quality for the marketplace. RIT has had 3,600 business, retailing and foods graduates since 1956.

The second project will focus on the current \$42 million Anniversary Campaign. "How do you persuade RIT's various constituencies to make Institute Support a top priority?" is the question Director of Development Dorothy Wadsworth of 147 Chelmsford Road, Brighton, is posing to the class.

The 33 students will write term papers on both projects.

During Fall Quarter, another 37 students in Mossien's advanced marketing class explored the question "How do you market RIT for the Office of Admissions.

Donald A. Hoppe, dean of Admissions and Records, was brought in as a resource for the first class to discuss what the Admissions Office already knows about marketing RIT, what it feels it's accomplished and where it

would like new information.

Mossien charged the class with a complete analysis of the problem of increasing the enrollment of RIT through the application of advanced marketing techniques. All aspects of the Institute were examined. Other colleges were considered competitors for the sake of the problem and their efforts in recruiting were analyzed.

The results of the graduate students' research papers have generated Hoppe's thinking along such lines as enlisting the enthusiasm of current students to tell the story about RIT; answering requests for applications and information more warmly and personally; arranging a directory of schools by career fields for college nights; giving more emphasis to evening programs in the College of Continuing Education; using the career success of cooperative work-study education to appeal to potential female students.

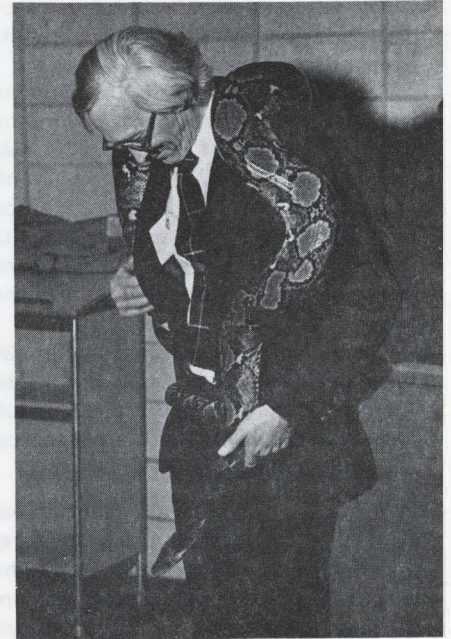
How do the students feel about applying their knowledge to Institute-related matters rather than to hypothetical case studies?

"A lot of marketing classes do market research. We might as well do something that'll benefit RIT," says Charles Porter, who during the day is a packaging engineer at Xerox. "It's a good idea that educational institutions are starting to consider the validity of marketing. I'm in favor of the whole concept of trying to market RIT."

"You know you're not just doing busywork to get a mark," says James Bradford, a development engineer at Kodak. "That makes it more meaningful."

Do these graduate students have the expertise to conduct such significant study? "Most of us are in our last year of the MBA (Master of Business Administration) program, so we should be able to analyze the data," answered James Culker, a representative for Ford

con't p.2



Snakes invaded the Biology department last week. See page 2.

Courts Seminar This Week

"Issues in the Administration of Justice: The Courts," a seminar sponsored by RIT's School of Criminal Justice, will be held Friday, May 3 at the Inn on the Campus.

The seminar is the third in a series of three one-day seminars on Criminal Justice topics sponsored by RIT and the Davenport Hatch Foundation.

Rochester City Court Judge Reuben Davis, Assistant District Attorney Howard Relin, and Monroe County Public Defender Peter L. Yellin will participate in the seminar, which will cover Alternatives to Prosecution and Plea Bargaining in morning and afternoon sessions.

Further information on the seminar is available from the School of Criminal Justice at 464-2446.

Film Conference Set Here

Prof. Reid Ray, co-ordinator of the Film Making and Television Department, School of Photographic Arts and Sciences, has received work that the University Film Association has ac-

con't p.3

Management

con't from p.1

Motor Co.

The Management by Objectives seminar Fisher is conducting for Public Affairs presents a managerial method whereby the superior and the subordinate managers identify major areas of responsibility in which the person will work, set some standards for good-or bad-performance, and measure results against those standards.

Gene DePrez, director of Communications, told Dean Edward A. Johnson of the College of Business he was looking for a way of improving his organization and planning. Dr. Johnson referred him to Fisher, who talked with several people in Public Affairs and recommended Management by Objectives.

Fisher, who's conducted about 30 such seminars for industry, is pleased that "This is the way educational institutions would be using their resources and unfortunately don't

"This is the way educational institutions should be using their resources and unfortunately don't," he says. "Faculty are often hired as consultants for industry and other educational institutions, but not by the institutions that employ them. So the outside institutions increase their effectiveness while their own institutions do not get the greatest benefit from their talents."

Mihal has recommended such independent projects as studies of the admissions policies for the MBA program, the counseling procedures in the College of Business, the information flow in the college, and Institute goals for feedback to a committee studying expanded educational opportunities in and out of the classroom.

"I lean heavily toward a research, problem-solving orientation," explains Mihal, "and it seemed there were enough problems around here to go around."

With guidance students are as capable as professionals to tackle such problems, Mihal says, and they have the added advantage of having personally experienced some of them.

"They're often the ones who are closest to these problems," Mihal says. "And these aren't dissimilar to the problems they'll run into when they get into their organizations. These problems aren't unique to RIT."



Robert and Constance Wilson of Pittsford brought about a dozen of their snakes to Margaret D'Ambruso's vertebrate zoology class in Room 1250 of the College of Science at 1 p.m. Tuesday, April 16. The biggest attraction was a 15-foot python, which, at six years, weighs 65 pounds and still has 20 feet to grow. The snake eats a dozen one-pound rats at a time. Wilson, assistant professor of radiation biology at the University of Rochester and chairman of the board of the Seneca Zoo Society, and Mrs. Wilson, head of the Seneca Mini Zoo, have more than 80 reptiles and amphibians, including snakes, turtles, lizards, frogs and salamanders. Their reptiles are "treated on a pet scale and given names," reports Mrs. Wilson, who says most of their collection has been given to them by reptile owners who decide they no longer want the animals. She and her husband find satisfaction in caring for a class of living creatures that are quite content in the artificial surroundings of a cage. This was the Wilsons' second appearance before a class of Professor D'Ambruso. It was filmed by WROC-TV crews and shown on the Channel 8 news at 6 that evening.



NEWS & NEWS MAKERS

Dr. Eugene Fram, professor in the College of Business, presented a half-day session for academic affairs administrators of the American College Personnel Association at their national convention April 17 in Chicago. The topic of the session was "Positive Steps for Marketing Higher Education" . . . **Professor Carole Sack** of the Biology Department in the College of Science attended the second annual conference of new health practitioners in New Orleans March 28-29 as part of RIT's continuing development into the field of allied health professions.

Dr. K.S. Park of the Industrial Engineering Department co-authored an article entitled, "A Longitudinal Study of Low-back Pain as Associated with Occupational Weight Lifting Factors," which was recently published in the American Industrial Hygiene Association Journal . . . **V.V. Raman** associate professor in the College of Science, presented a seminar in the physics department of the State University of New York at Geneseo Friday April 19, on the "Theory of Relativity in the 1920's" . . . **Harold Kentner**, director of the Extended Service Division, recently spoke about "The Principles of Psychology of Learning as They Relate to Adult Learners" at a meeting of the Retirement Planners Association of Western New York held at the Lincoln First Bank of Rochester . . .

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. May 20, 1974: Improved Management of Large Research Laboratories & Large Specialized Research facilities. (74-14)
2. May 20, 1974: Improved Management of Large-scale Interdisciplinary Research Projects. (74-13)
3. June 30, 1974: Research Management Improvement Program. (73-18)
4. OPEN: Materials and Instruction Development. (74-3)
5. OPEN: Alternatives in Higher Education. (74-5)
6. OPEN: College Faculty Workshops. (74-6)
7. OPEN: Technological Innovation in Education. (74-10)
8. OPEN: Education Program Restructuring. (74-10)
9. OPEN: Field Initiated Studies, Experimental in Science Education. (74-11)
10. A.S.A.P.: Project Compute, Dartmouth College, Sponsored by NSF Computer Oriented Materials.

NATIONAL ENDOWMENT FOR THE ARTS (Visual Arts Program)

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

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 range from \$300 to \$10,000.

NATIONAL ENDOWMENT FOR THE HUMANITIES

1. June 17, 1974: Fellowships-Grants for any kind of individual scholarly, investigation. Usually limited to 1 year salary plus some travel funds.

Association of American College

1. June 14, 1974: Change in Liberal Education. An action-research project to develop alternative undergraduate curricula and institutional change.

OFFICE OF EDUCATION

1. May 6, 1974: Foreign Language & Area Studies Fellowships.
2. May 6, 1974: Graduate & Undergraduate International Studies Program.
3. May 6, 1974: Applications for: Exceptional children, Educational Personnel, Development - Categorical Teachers for Indian Children, Vocational Education - Leadership Development & Vocational Education Training - State systems Program.

Women's Club Plans

Fifth Next-To-New Sale

The RIT Women's Club will sponsor the 5th annual Next-To-New Sale on Saturday April 27th from 10 a.m. to 5 p.m. in the Clark Memorial Gymnasium at RIT.

Items to be sold include used furniture and appliances, clothing, artwork, toys, books and attic treasures. Baked goods will also be part of the sale. The sale is admission-free and open to the public.

Proceeds from this event will be donated to the Women's Club Scholarship Fund. This fund supports awards to deserving RIT students.

Co-chairing the event are Mrs. Enid Stevenson and Mrs. Sue Shuster. They will be assisted by Mrs. Ella Bullard, Mrs. Meg Upson, Mrs. Nan Fritzsche, Mrs. Carolyn Haines, and Mrs. Anne Sargeant.

The Next-To-New Sale is the primary contributor to the scholarship fund. The principal purpose of the club is to support student scholarships.

Committee Endorses

Assembly \$ Aid Program

The executive committee of the Board of Trustees has endorsed the Tuition Assistance Program passed by the Assembly of the New York State Legislature and urged its approval by Governor Wilson.

A statement released last week by the Committee read:

"In particular, this Board expresses its strong preference for the Assembly bill as compared with the legislation passed by the Senate. The need for higher levels of tuition assistance for low and moderate income families is much more fully met by the Assembly bill, as is the need to narrow the gap between tuition charges at private and public universities.

"The Higher Education Services Corporation provided in the Senate bill is a necessary and useful step, but one which requires further study and refinement before becoming law. We recommend this proposal be tabled until next year, and that the Assembly bill be enacted into law as soon as possible in this legislative session.

Veterans Note

Veteran's Affairs officials said last week veteran students should know that the Certification of Attendance Card, VA Form 21E-6553, which is enclosed with the penultimate check for their current enrollment, must be returned to the Office of Veterans Affairs. Unless this certification is timely returned, no check will be issued for the final month of enrollment.

Non-return of the Certification of Attendance Card will preclude release of Advance Payment for the 1974 Summer Session or any future payments to the veteran-student.

Seminar On Adoption

Planned This Weekend

"Suddenly a Family," a panel and group discussion program exploring the dynamics of adopting older children, will be held April 27 in Booth Auditorium at RIT.

The one-day forum, which begins at 8:30 a.m., will focus on the special problems, stresses, and rewards involved with adopting older children. The program is sponsored by the Monroe County Department of Social Services Adoption Team and the Council of Adoptive Parents. Other sponsors are Northaven, Inc. and the Extended Services Division of RIT.

Keynote speaker at the program will be Kathryn S. Donley, executive director of Spaulding For Children of Michigan, an agency founded to seek adoptive families for older and handicapped youngsters.

Also participating will be: Stephen J. Frangos, assistant to the executive vice president of Eastman Kodak Company and an adoptive parent; Dr. Sydney Koret, founding director of the Residential Treatment Center at Rochester's Convalescent Hospital for Children; and Dr. Rune Simeonsson, assistant professor of pediatrics and psychiatry at the University of Rochester.

The program is open to the public. Registration fee is \$4.50. For further information, contact Michael D. Connelly, 262-2707.

Film Conference

con't from p. 1
cepted RIT's invitation to hold its 1975 Conference here.

The annual meeting will bring about 300 persons to Rochester for the 5 day meeting.

EVENTS

MEETINGS

Friday, April 26

Noon-2 p.m.—"Abortion analysis"; to be held in Booth Aud; Free.

4 p.m.—Seminar, speaker Mr. John H. Campbell of the University of Illinois; to be held in room 3154 of the College of Science.

Monday, April 29

7:30 p.m.—InterVarsity Christian Fellowship; to be held at 67 Kimball Drive; Admission is Free.

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.—Student Safety; NRH Levi Lounge.

7 p.m.—RIT Chorus Rehearsal; Multipurpose room.

8 p.m.—Student Hearing Board; Mezzanine Lounge.

Tuesday, April 30

10-Noon—Student Affairs Staff Meeting; Alumni Room.

1 p.m.—Tech Vets Meeting; to be held in the 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.—Delta Sigma Phi; Room M-1 & M-2.

7:30 p.m.—Christian Science Organization; College Union Mezzanine.

Wednesday, May 1

6 a.m.—Meditation Classes; Kate Gleason North Lounge, Everyone welcome; bring some fruit.

1-2 p.m.—Commuter Organization Meeting; to be held in the Commuter Organization Office in the basement of the CU.

4:05 p.m.—"Atomism and Globalism in Neuroscience," Professor E. Hearsh of Syracuse University.

7 p.m.—Rollei cameras and flash demonstration; to be held in the College Conference room in the Photo building.

8 p.m.—Outing Club Meeting; Plans for future escapes from the land of brick. NRH South Lounge.

Thursday, May 2

4:30-6:30 p.m.—Happy Hour; Mezzanine Dining Room; Free Nibbles.

5:30 p.m.—SOS Meeting; Conference Room B.

7 p.m.—Centra Council Meeting; to be held every other Thursday in the Fish Recreation Room.

4 p.m.—"Implementation of the Keller Plan in the General Chemistry Program at Colgate"; speaker, Dr. David K. Lewis of Colgate University; to be held in the College of Science Building Room 3154.

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.

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

Special Events

Saturday, April 27

9 a.m.-4 p.m.—"Next to New" Sale; sponsored by the RIT Women's Club; in the RIT gym.

11 a.m.-2 p.m.—A.P.I.C.S.; College Union Main Cafeteria; Contact: Jack Teter at 872-2000 ext. 26194.

Sunday, April 28

3 p.m.—Nathaniel Rochester Society; Cary Library-Graphic Arts Building; Contact: Al Davis at 2296.

Monday, April 29

8 a.m.-5 p.m.—CPA's; Multi-purpose room; Contact: Bill Gasser at 2312.

Tuesday, April 30

11 a.m.-2 p.m.—Paper Board Packaging Update Meeting; Mezzanine Lounge; Contact: Val Johnson at 2698.

Wednesday, May 1

10 a.m.-2 p.m.—Bake Sale; sponsored by Horton Child Care Center; College Union Main Floor; Contact: Anne Schiowitz at 244-3166 after 2 p.m.

Thursday, May 2

8-10 p.m.—The Institute of Devine Metaphysical Research Inc.; Applied Science Bldg. Room 3159; Free lectures presenting uncommon facts about your creator and creation.

Tuesday and Thursday, April 30 & May 2

Henry Lomb Room Luncheons; sponsored by the Food Admin. Students; the cost is \$1.75; reservations should be called in by 10 a.m. at 2351. Tuesday's menu is not planned by this printing.

Thursday's Menu

Fish Fillets Amandine, Red Cabbage Toss, Hot Popovers-Butter, Homemade Dessert, Beverages.

Movies

Friday, April 26

7:30 & 10 p.m.—"Billy Jack"—Talisman Film Festival; A young ex-marine half-breed Indian and an idealistic teacher struggle to maintain a school for native Americans despite the violent opposition of a township in the Southwest; Ingle Aud.; \$1.

Saturday, April 27

7:30 & 10 p.m.—"The Great White Hope"—Talisman Film Festival; James Earl Jones recreates his virtuoso performance in this classic contemporary tragedy; Ingle Aud.; \$1.

7 p.m.—"Good Neighbor Sam"—Captioned Film Series; General Studies Aud.; Free.

Sunday, April 28

7:30 & 10 p.m.—"Alphaville"—Talisman Film Festival; A Brittle combination of Bogart and James Bond, must either convince the ruler to abduct or kill him; Ingle Aud.; \$50.

Wednesday, May 1

3 & 7 p.m.—"Citizen Kane"—Library Film Series; A-100 of the library; Free.

WHO IS GURU MAHARAJI JI?

4/29—7:30 p.m.—U of R Interfaith Chapel—Free.

4/30—8:30 p.m.—Genesee Co-op, 713 Monroe Ave.—Free.

Exhibits

Through April 30

Melbert B. Cary, Jr. Graphic Arts Exhibit—"Birds, Flowers and Printers"; features books about flowers and birds including 3 of a 4-volume set of the reprinting of "Birds of America" by Audabon; daily 9-4 p.m.

Through May 10

"Clay—Fun and Functional Show"; 9-4:30 p.m.; Bevier Gallery; Special emphasis is made to include both functional and non-functional pieces with the consideration of an inclusive display of contemporary art with clay as the medium.

Through May 4

Michael Angelo's student gallery—Prison Art Show; Hours: Mon-Fri 7:30-10:30 p.m.; Sat-Sun 2:30-9:30 p.m.

Through May 19

Daily—Wallace Memorial Gallery; Student/Employees Show; Second Floor of the Library.

May 12 through May 26

5th Annual Photo Exhibition; College Alumni Union; deadline for submission of prints is April 30.

Night Life

Friday, April 26

4:30 p.m.—Shot A Minute Happy Hour, sponsored by House LS, \$.50. Prize for first place; off Sol Seumann Quad.

8:30 p.m.—Party, sponsored by NRH-H; Beer, punch, snacks, dancing; to be held in NRH 1st floor lounge.

8:15 p.m.—All-University Symphony Orchestra, Taavo Virkhaus Conducting, to be held in the U of R Strong Aud. Free.

8:15 p.m.—Fine Arts Evening; to be held at Roberts Wesleyan College.

7:30 & 10 p.m.—Concert: "Mose Allison" w/Good Job, to be held in the Brockport Hartwell Aud.; Admission \$1.50 students, others \$3.

Friday-Sunday, April 26-28

7:30 p.m. Friday

2 & 7:30 p.m. Saturday

2 & 5:30 p.m.—Sunday—Prairie Round-Up Rodeo; to be held at the Frank Ritter Arena at RIT.

Saturday, April 27

9 p.m.—"Stomping Suede Greasers"; sponsored by Nazareth-Fisher Social Boards; to be held in the St. John Fisher Gym; \$2 students.

8:15 p.m.—Boston Symphony Orchestra; to be held at the Eastman Theatre; Tickets are \$8.50, \$7.50, \$6, \$5.

Sunday, April 28

4 p.m.—Rochester Chamber Orchestra; to be held at the Nazareth College Arts Center Aud. For information call 223-3733.

8 p.m.—Square and Folk Dance; to be held in the CU cafeteria, Admission and Refreshments are Free. Another Square Dance will be held on May 5th.

7-10 p.m.—Boswell Coffee House, RIT Multi-purpose room; sponsored by Catholic Campus Parish; Live Entertainment; Free admission, Students/Faculty & Staff invited.

Monday, April 30

8:30 p.m.—"Gods Trombones"; to be held at the Art Center Aud., Nazareth, Students \$2.50, others \$5.

Friday, May 3

8 p.m.—George Benson Quartet, sponsored by CUB; to be held in Ingle Aud. Admission will be \$2.50 for RAC students, \$4.50 for others.

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.