



October 4-10, 1974

Homecoming, NTID Facility Dedication Share Weekend

Alumni activities during Homecoming '74 will share the spotlight with the dedication of new facilities for NTID this weekend.

The \$40 million NTID facilities at RIT's Henrietta campus will house 550 students this September and a projected enrollment of 750 within two years. NTID is the only national technical college for the deaf.

Major alumni events of the weekend include the Golden Anniversary Reunion Luncheon of the Class of 1924 at noon Friday; the Sports Hall of Fame Dinner and Ceremonies sponsored by the Institute Athletic

Committee at the Party House at 7 p.m. Friday; and the RIT Alumni Dedication Dinner-Dance from 6 p.m. Saturday to 1 a.m. Sunday.

At the dinner-dance, David E. Egan, BA '62, and Alexander S. Lawson, PR '47, will receive the Outstanding Alumnus Awards, the Alumni Association's highest honor.

The recipient of the Sarah Margaret Gillam Award of the Department of Food Administration also will be honored.

Among dedication events are the RIT Board of Trustees Dedication Dinner Friday evening (by invitation only) and the

NTID Dedication Luncheon Saturday (also by invitation only).

The dedication of the new facilities will start at 3 p.m. Saturday in front of the Academic Building (weather permitting). Guests include Mrs. Lyndon B. Johnson and members of Congress and the Department of Health, Education and Welfare. In case of poor weather, the ceremonies will be in the Frank Ritter Memorial Ice Arena. All are invited.

Another event Saturday evening will be the presentation of "The Taming of the Shrew" by the NTID Drama Club in the

Experimental Educational Theatre in the Academic Building. Tickets will be available at the door.

Less formal entertainment also has been planned. Greek alumni are invited to Greek roving rush parties from 8:30 to midnight Friday evening. Everyone is invited to a Centra quad party from 8:30 to midnight Saturday evening in Nathaniel Rochester Hall. There will be beer and live entertainment at both.

Tours of the new NTID facilities will be offered from 1 to 5 p.m. Sunday. Tours will originate at the main entrance to the Academic Building.

Ticket requests for the Sports Hall of Fame Dinner and the Saturday evening dinner were mailed to alumni.

Dr. James Palmer To Head Engineering

Dr. James Palmer of 1575 Crittenden Road, Brighton, N.Y., is the new head of the Electrical Engineering Department at RIT.

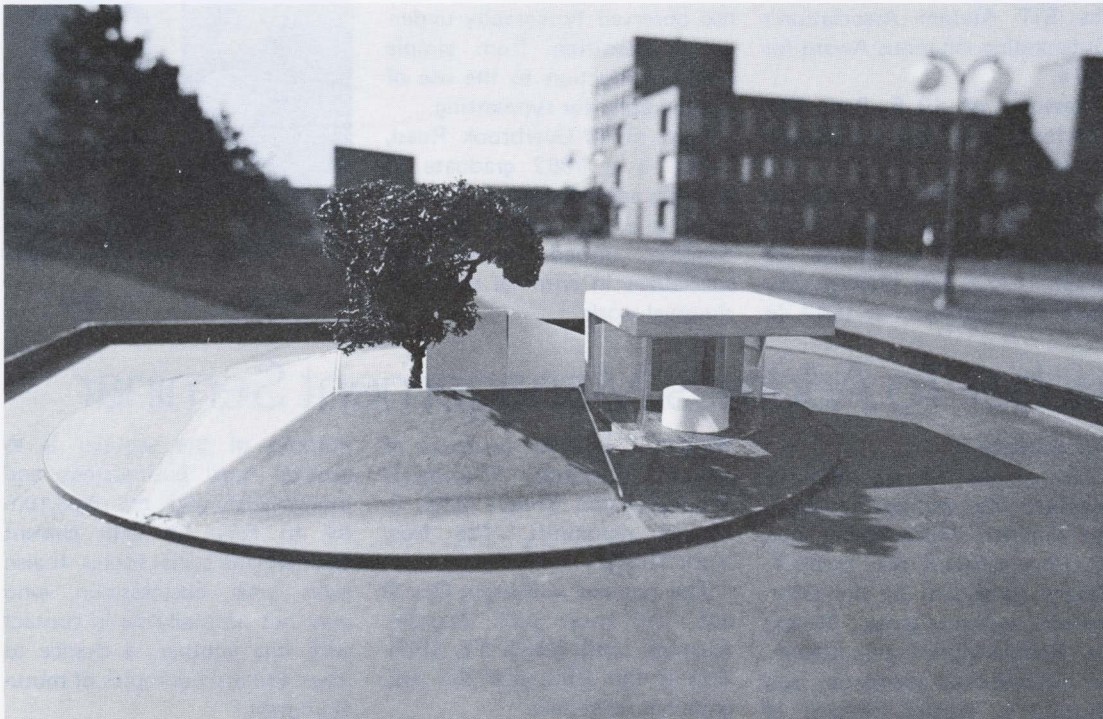
He comes to RIT from Erie, Pa., where he was professor and chairman of the Engineering Department at Gannon College since



Palmer

1961. Previous to that he worked seven years as design engineer with the Radio Corporation of America in Camden, N.J.

His degrees are from Case Institute of Technology, Ph.D.; University of Pennsylvania,



Information center pictured in artist's rendering (above) will be built on Lomb Memorial Drive just north of the driveway to the ice rink. The structure will serve as an information center for visitors and a traffic distribution point, Physical Plant officials said. Construction of a traffic circle, which will surround the structure, began last week. Designed by architect Robert Macon, the concrete and glass information center is expected to be operational by Spring.

Questions? Opinions? Write Forum

Got a question about how RIT is run? Or a suggestion to improve things a little? Or a note of congratulations for some department? Or an opinion that needs to be expressed?

Then don't forget FORUM, the column we'll set aside for you in News & Events every week.

FORUM will appear in this space in News & Events every week.

We're still looking for letters.

Faculty and staff should send their question, or suggestion to FORUM, c/o News & EVENTS, Communications Services, 01A-4000.

We'll review the letter. If it's a question, we'll ask the person responsible for an answer; if it's a suggestion, we'll take it to the department affected. Then we'll print both the original letter - and the response - in a future issue of NEWS & EVENTS.

We'll follow these guidelines:

--letters must be no longer than two double-spaced typewritten pages - the shorter the better.

--they must be signed by the author and include his/her campus telephone number, department, and office number.

--letters should not concern personal grievances which should be followed up through other means.

--the editor of News & Events retains the right to edit for accuracy, brevity, grammar and good taste.

Geneva Miller To Head Group Relations Committee

Ms. Geneva Miller, counselor in the RIT Counseling Center, has been named chairperson of the recently-formed committee on Inter-Group Relations.

Ms. Miller said the committee will "work to develop the kind of environment that respects the differences people bring to this campus."

The committee is to serve as an Institute-wide coordinating group for all intergroup relations matters, and as an advisory group to President Paul A. Miller, Ms. Miller said.

She said the committee will have these chief functions:

--to stay informed about inter-group relations matters and make sure information about them reaches the campus community.

--to keep President Miller informed of progress and problems concerning intergroup relations matters.

--to stimulate the growth of intergroup relations programs.

--to serve as a sounding board for campus groups who develop programs or proposals for improving intergroup relations on campus.

She said areas to be covered by the group include minority relations and hiring; deaf-hearing relationships; special student subcultures; faculty, staff, and administration relationships.

Committee members include: Ms. Geneva Miller, Counseling Center; Dr. Frank Caccamise, NTID; Ms. Susan Carter, assistant professor, College of Fine and Applied Arts; Mr. Fred



Miller

Gardner, director, division of General Education, CCE; Mr. Scott Jamieson, vice president, Student Association; Mr. Joseph Noga, associate professor, School of Printing; Mr. Robert Sidansky, president, NTID Student Congress; Ms. Antoinette Thornton, president, BACC; Dr. Richard Babin, director of residence life and programming.

Alexander Lawson, David Egan Named Outstanding Alumni For 1974

Alexander S. Lawson and David D. Egan are recipients of the RIT Alumni Association's Outstanding Alumnus Award for 1974.

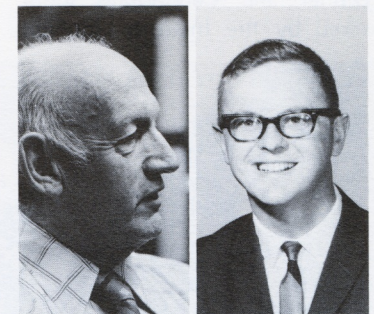
Lawson, of 49 E. Park Rd., Pittsford, is a 1947 graduate in printing.

An internationally recognized expert on typography, he has taught in RIT's College of Graphic Arts and Photography since his graduation in 1947. In

his rise from instructor to Melbert B. Cary Jr. Professor, he has observed typography undergo a transition from simple metal production to the use of photography for typesetting.

Egan of 40 Overbrook Road, Gates, is a 1962 graduate in business administration.

He is a high school business teacher turned lawyer who specializes in criminal and matrimonial work.



Lawson

Egan

Former POW Bucher To Address Management Seminar

Commander Lloyd Bucher (USN Ret.), commanding officer of the USS Pueblo when it was captured by North Korea in 1968, will be one of the featured speakers during this year's Annual Management Seminar, sponsored by RIT's Extended Services Division.

Bucher's speech is scheduled for the morning of Nov. 12 at the Top of the Plaza Restaurant. His topic will be "What Is Right

For America?"

He is one of six featured speakers who will participate in the seminar, which begins Oct. 8. Other speakers are: David T. Kearns, president of the information systems group, Xerox; Dr. Ronald Muller, an authority on international economics; and Richard L. Huber, director of human resources, General Motors Corporation.

Also speaking will be Dr.

William J. Beeners, professor of speech, Princeton Theological Seminary; and Robert Metz, financial columnist, The New York Times.

The seminar will begin Oct. 8 and will meet each Tuesday morning until March 11, 1975. This is the 16th year the program has been held.

Robert Way, program coordinator of RIT's Extended Services Division, says, "The

purpose of the seminar is to provide local businessmen and industrialists with the opportunity to keep up with current business and social topics. It also gives local businessmen, who may not normally be in contact with one another, a chance to meet and discuss topics of mutual interest."

Educators Should 'Sell' Their Product, Says Marketing Prof

Is "marketing" higher education like selling soap or toothpaste?

Eugene H. Fram doesn't think so.

For three years, Fram, professor of marketing in the College of Business, has been urging academic institutions to come out of their shells.

You're marketing an educational product, he says, so you ought to do a better job of estimating long and short term client needs.

Now Dr. Fram, as a result of a study funded by the Department of Health, Education, and Welfare, is suggesting a way an educational institution can commit itself to and coordinate such an approach--develop a position of president's staff assistant for marketing concerns.

Dr. Fram's proposal is in a report about his visits to 11 colleges and universities of different types--community college, two-year technical institute, four-year college, university, religious, private, public, single-sex--to gauge their marketing sophistication.

He found many administrators and fewer faculty willing to explore the application of marketing techniques, but uncomfortable with the approach. They understand it intellectually because of potential or actual financial problems, but few accept it emotionally, he reports.

"Many faculty and some administrators wrongly conclude that marketing is 'selling soap' and feel that any attempts to introduce marketing approaches into the college and university environment will debase the objectives of the institutions utilizing them," he says.

Dr. Fram concludes that the acceptance of marketing concepts is directly related to the institution's acceptance that good times have come to an end.

"Those who had accepted the facts that the number of students available is declining and that attitudes towards higher education are changing were the most willing to examine marketing approaches," he found.

In some cases, he found marketing being used as a project-by-project tool, with the "un-

realistic responsibility" for marketing implementation being placed on the admissions director. An admissions director, though very important, can be only one part of a total, unified marketing effort, Dr. Fram advises.

Therefore he suggests that marketing become the full responsibility of one person who will help pull together the potential marketing efforts of various sectors of the academic organization.

Those sectors include admissions, public relations and publications, student retention, counseling, faculty divisions, alumni relations, placement, institutional research and fund raising.

At seven institutions Dr. Fram's visits accomplished the major objective of his study--to start administrators and faculty thinking about the utilization of marketing concepts in higher education.

The most dramatic situation is a documented growth of more than 350 continuing education students at one institution which

applied marketing concepts.

Other examples are of one school starting to think of its markets in differentiated units, and another studying how students and their parents perceive the institution.

Dr. Fram is writing detailed suggestions about developing the organizational concept of a presidential assistant for marketing.

Women Will Sponsor Jamaica Trip

As part of their 1974-75 fund raising program, the Professional Businesswomen's Association is planning a one-week trip to Jamaica departing in November at a cost of approximately \$300/person including air fare from Toronto and hotel.

Further details and brochures are available on request from PBA president Carole Smith at 262-2737.

Palmer

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M.S.E.E.; and University of Western Ontario, B.S.

He is married to Mary Margaret Palmer and has seven children.

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.

GRANT DEADLINES

NATIONAL SCIENCE FOUNDATION

Research Applied to National Needs, Technology Assessments in Selected Areas (74-34)

Nov. 15, 1974 - Large Air Transport Technology, Telecommunications-Transportation Interactions, Scientific & Technical Information, Retrospective Technology Assessments.

Nov. 29, 1974 - Hall Suppression, Risk to Structures from Natural Hazards.

Dec. 6, 1974 - Controlled Environment Agriculture, Life Extending Technologies, Human Rehabilitation Techniques.

October 11, 1974 - Student Oriented Program (E75-7).

Dec. 13, 1974 - Instructional Scientific Equipment Program (E75-15).

THE FOLLOWING NSF PROGRAMS HAVE NO DEADLINES AND PROPOSALS ARE ACCEPTED ANYTIME.

1. College Faculty Workshops (E-74-6)
2. Science and Engineering Technician Education Program (E-74-18)
3. Minority Institutions Science Improvement (E-75-8)
4. Technological Innovation in Education (E-74-9)
5. Field-Initiated Studies and Experimental Projects In Science Education (E-74-11)(Grad & Undergrad Education Programs)
6. Materials and Instruction Development (E-75-3)
7. Educational Program Restructuring Pre-College Systems (E-75-10)
8. Field-Initiated Studies and Experimental Projects (Elementary & Secondary Education Programs) (E-74-11).

STATE OF NEW YORK

Oct. 11, 1974 - Title I, Community Service and Post-Secondary Continuing Education Programs.

NOTE: Letter of "Intent" MUST be in their office by Oct. 11th deadline.

News and News Makers

"ASTM Forms New Subcommittee on Ski Statistics," the first column in a monthly series by Dr. Jasper E. Shealy of the department of industrial engineering, appeared in the September issue of SKI BUSINESS....William D. Gasser, from the accounting department, and former partner in charge of the Rochester office of Haskins & Sells, has been named 1974-75 Crusade chairman of Monroe County Unit, American Cancer Society....Miles Southworth is the author of a new step-by-step guide to color reproduction, "Color Separation Techniques". Southworth, who has several years of experience in the printing industry, teaches reproduction photography at RIT....RIT, in its first year of participation, came in sixth out of ten teams in The Industrial Tennis League. Reno Antonietti, Audio Visual Coordinator, was the winningest player for RIT....At the annual dinner meeting of the New York State Society of Certified Public Accountants at Skidmore College on Saturday, Aug. 10, the award For Outstanding Service in Professional Education was presented to William D. Gasser of Irondequoit....Harold J. Raphael will be chairman of the fourth annual Packaging Education Seminar, sponsored by the Packaging Education Foundation, Inc., and held at McCormick Place, Chicago, on October 10....

Events

what's happening?

Friday, October 4

4:30 p.m.—Happy Hour, Mezzanine Lounge, CU.
5 p.m.—SOS-4 Banquet.
8 p.m.—E.S.A. Senate Meeting,

A Greek Roving Rush Parties
7:30 p.m.—Kosher Korner, Colby.
7:30 & 10 p.m.—Talisman Film Festival, "Dumbo," Disney Film, FREE.

Silent Spheres—Strasenburgh Planetarium. New secrets that man has pried free from the planets and their satellites. Call 244-6060 Ext. 56.

Faculty Collection—An unusual exhibit of Arts and Crafts from the personal collections of the faculty and staff of the College of Fine and Applied Arts. Opening at 8 p.m., Bevier Gallery)

Saturday, October 5

11 a.m.—Soccer, RIT vs. Alfred, ICAC contest, Home.

3 p.m.—Tennis, RIT vs. Oswego, Home.

4:30 p.m.—Catholic Mass, Kate Gleason lounge.

"Doomsday Flight" captioned film.

7:30 & 10 p.m.—"The Day of the Jackel" Talisman Film Festival. Edward Fox portrays a top professional assassin known only by his code name, the Jackel, in this unconventional thriller of political intrigue. \$1.00 Booth Aud.

8 p.m.—Sha-na-na at the U of R Palestra. \$5.00 in advance at the CU desk.

Open Party sponsored by Gleason F, 6th floor, Beer, music, snacks. Guys \$1.50, Girls \$.50.

10 a.m.—Noon—Swimming Lessons Registration in pool area. Lessons begin Oct. 12 for 8 weeks. Open to children of faculty staff and full time students. Age 2 & up. Bring suits and towels.

10 a.m.-5 p.m.—Lawn Sale; Riverknoll married housing (rain date Oct. 6) Sell your own stuff. Call 235-5147. Sponsored by Married Student Organization.

Sunday, October 6

1 p.m.—Baseball; RIT vs. Utica.
1 p.m.—Protestant Services, Ingle.
10:30 a.m.—Catholic Mass, Ingle.
7:30 p.m.—Married Students Organization Meeting, Mezzanine Lounge, CU.

1-5 p.m.—The Living Museum, Rochester Museum. Talks, demonstrations and objects from the Museum's collections.

7:30 & 10 p.m.—Talisman Film Festival, "Wedding in Blood," Shows Chabrol's perception of the horrors of which the nicest of people are capable under the most unpleasant of circumstances. \$5. Ingle.

7-10 p.m.—Boswell Coffee House, CU.

Monday, October 7

9-5—CPA's. Stock Redemptions, M-2, Contact Bill Gasser at 2312.

3 p.m.—Women's Meeting. Mezzanine Lounge, CU.

5 p.m.—CUB Meeting; Alumni Room, CU.

7:30 p.m.—Intersarsity Christian Fellowship, Mezzanine Lounge, CU.
SP-TX Study Break. Monday Night Football.

Tuesday, October 8

9-5—CPA's. Corporate Liquidations, M-2. Contact Bill Gasser at 2312.

7:30 a.m.—16th Annual Management Seminar. Top of the Plaza, 7:30 a.m. Contact Robert Way at 2225.

3 p.m.—Tennis; RIT vs. Geneseo. Home.

4 p.m.—Soccer; RIT vs. Fredonia. Home.

3 p.m.—Women's Meeting. Mezzanine Lounge, CU.

AEP Rush Party
PSK Rush Smoker
TKE Rush Smoker

TX Beer and Munchies

8 p.m.—Jazz Band Meeting. All interested please attend. Multi-purpose room CU.

Wednesday, October 9

9-5—CPA's. Tax Free Reorganizations. Contact Bill Gasser at 2312.

3 p.m.—Tennis; RIT vs. U of R at RIT.

TRI Study Break
TX Mid-week cash bar.

Thursday, October 10

2 & 8 p.m.—"House of Wax" It's almost impossible not to be scared by this spellbinding chiller. Stars Vincent Price, Frank Lovejoy, Phyllis Kirk and Carolyn Jones. Rochester Museum and Science Center. \$1.00.

1-5 p.m.—Rochester Regional Research Library Council. A-100 Library. Contact Barbara Schaefer at 232-7930.

4:30 p.m.—Happy Hour. Mezzanine Lounge, CU.

8 p.m.—National Theatre of the Deaf. Ingle Aud. RIT students, \$2, Public, \$4.50.

TX Rush Smoker
Sig Pi Rush Smoker
Phi Sig Study Break

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Editor--Rick Kase
Editorial Assistant--John C. Alibrandi
Phone--464-2330.