



March 16--23, 1973

Published by Communications Services  
Rochester Institute of Technology

## Science Offers New Graduate Options

The College of Science at RIT has added two options in programs of study leading to the Master of Science degree in chemistry.

Graduate students in chemistry will now be able to choose from among four curriculum options.

The two new options are an internship and a two-year college chemistry teacher preparation.

Through the internship, a potential non-thesis chemistry graduate student may apply for admission on the basis that he would receive academic credit for future industrial research conducted off campus. The student would attend RIT full time for two non-consecutive quarters, take the internship during the intervening quarters, and would be able to complete the degree requirements in one year.

The number of credit units granted for an internship would be determined after a careful examination of the proposed program by the department. Up to 16 credit units of the 45 required for the degree would be allowed for appropriate work experience.

The two-year college teacher option is one of four programs within the Center for Community College Faculty Development at RIT.

The program will provide both prospective and in-service chemistry faculty the opportunity to complete master's level study in a curriculum uniquely designed for teachers at community and technical colleges. Course work is offered in six academic quarters with concurrent seminars and visitations providing direct orientation to teaching in two-year colleges.

Candidates lacking classroom experience will be required to complete a teaching internship at a cooperating campus following the

formal graduate program.

The program requires 60 quarter credit hours of graduate work, which includes the chemistry requirements for the M.S. degree and the additional work in professional courses oriented to the two-year college.

The options take effect immediately, and present M.S. candidates in chemistry are eligible to move into either of the two new options.

cont'd. page 5



"Focus From the Future," a visual representation of the recently-released Brookings Institute Urban Policy Conference report on alternative futures for the Greater Rochester area, will be on display in several Rochester area locations during the next months. Prepared by students in RIT's Communication Design program, the display is currently at the Rochester Chamber of Commerce, 55 St. Paul St., where it will remain open 9 a.m to 5 p.m. through March 23. After that, it will be on display in the Monroe County Hall of Justice, Civic Center Plaza (through April 4), then in Midtown Plaza (April 9 through 20).



George Alley (left), new director of the department of food administration in the College of Business, places a lei around the neck of Eleanor Lipschultz, a guest at the Hawaiian Luau of Ivan Town's food merchandising class last month. Mrs. Lipschultz is an employee of the Office of Admissions and Records. Her husband is at right. Alley greeted the 50 guests at the luau, which was managed, planned, prepared and served by senior food administration students. The buffet dinner in the Henry Lomb Room included crab ragoon, roast pork loin, sweet and sour chicken, baked bananas, and fresh fruit with coconut. It was the fourth and last of the class' functions for the Winter Quarter. During the Spring Quarter, the quantity food production class will be preparing and serving luncheons. More details will be announced later in News and Events.

## Campus Shuttle Service To Begin

During the first two weeks of Spring Quarter (March 27 - April 6) there will be an On-Campus Shuttle Bus for students, staff, and faculty.

This bus will run continuously through all the parking lots, Perkins Green, Dorms, and Academic areas.

This is a two-week trial period to decide whether a vehicle of its kind should be purchased.

Temporary bus driver positions are open, and anyone interested should check with Student Association.

## Admissions Office Asks Return Of Used Catalogs

Rochester Institute of Technology is becoming better known each year! This year we've had many more requests for catalogs from prospective students than we anticipated. A new Undergraduate Official Bulletin will come off the presses about May 1, but until then we need help so that everyone who has asked for a catalog may have one. In order to do that, the Office of Admissions and Records is asking that students, faculty, staff and administrators turn in extra copies or copies of the 1972-73 version which they no longer are using so that they can be sent out to someone else.

Catalogs may be turned in to Resident Advisors, the Office of Admissions and Records and at the College Union Desk.

## Management Convocation Set Next Month

Nearly 150 employees from city-area business and industry will be honored next month during the 47th annual Management Convocation, sponsored by the Management Division of the College of Continuing Education at RIT.

The graduation ceremonies will be conducted at a dinner in the Great Hall of the Rochester Chamber of Commerce, on Wednesday, April 11.

An attendance of about 700, including employer representatives from industries concerned, graduates and guests, is expected, according to Professor Vernon R. Titus, long-time coordinator of the program.

Diplomas will be awarded in the areas of industrial and office supervision, sales, materials handling, packaging, transportation and traffic management and motion and time economy. Dr. Paul A. Miller, RIT President, will preside over the convocation program.

Begun 46 years ago, with only one course offering and 10 students enrolled, the RIT Management Program has expanded today to include more than 1,600 students in nearly 100 course offerings. The program is one of the largest, continuously operating ones in management education, and has during its 46-year history, graduated more than 6,000 area supervisors.

# Photo Expo '73 Here May 13--27

Photo Expo '73, RIT's annual exhibit of student-produced photography, will be held from May 13 to 27 in RIT's College-Alumni Union on the Henrietta campus. A formal opening is planned for Sunday, May 13 from 2 to 6 p.m.

Comprising the largest segment of the professional photography show will be the best works of many of the over 850 students enrolled in RIT's internationally-known School of Photographic Arts and Sciences.

Judges for the works to be selected are: Pete Turner, a professional photographer from New York City; Ellie Rogers, a picture editor of National Geographic magazine, and a recipient of several national photography awards; and Professor Harley Parker, the William A. Kern Professor in Communications at RIT.

Parker is the co-author of "Through the Vanishing Point: Space in Poetry and Painting" and "Counterblast," which he wrote with Marshall McLuhan, director of the University of Toronto Centre for Culture and Technology, and a prominent figure in communications theory.

Photographic works to be exhibited include black and white and color prints, transparencies, and several prints that represent new and experimental techniques

## Computer Services Plans Seminars On New System

The office of Computer Services plans to make a change from the Batch Timesharing Monitor (BPM/BTM) to the Universal Timesharing (UTS) operating system beginning on March 23.

This change will obviously cause some user inconvenience including the necessity to learn new and different timesharing commands.

To help with this education problem Xerox has offered to present a seminar to discuss the differences between BMP/BTM and UTS. This seminar will consist of four one-hour sessions from 4-5:00 p.m. on March 26, 27, 28, and 29. Registration for the seminar can be made by calling Sandy Natale at 2810.

in graphic design. Subject matter will encompass nude figure studies, landscapes, and advertising art, to name a few.

About 20 to 30 of the best works accepted for the exhibit, will become part of RIT's permanent collection, which represents the best works of present and former RIT students. The exhibit travels annually to various national photo symposiums, conferences, and trade shows.

## Education Must Follow

### Consumer Demand, Says Prof

Marketing approaches may help solve some of the problems of higher education, Dr. Eugene H. Fram of RIT told a conference in Chicago this week.

Dr. Fram, professor of marketing in the College of Business and director of the Center for Management Study at RIT, told educators they might learn from the experience of business that a marketing concept often is more successful than a product concept.

The professor spoke at the 28th annual Conference on Higher Education of the American Association for Higher Education.

A marketing concept, said Dr. Fram, begins by assessing consumer demand, while a product concept focuses totally on product sales.

Using a marketing approach, top administrators would set the "style" of the institution by making sure all concerned with problems have reasonable market data on which to make decisions.

Faculty members become "salesmen" in their contacts with student customers, being easily accessible for guidance and interaction; and "marketing managers," creating curricula which can be marketable both short-term and long-term, and providing students with a realistic information base to make an assessment of how to use their educations.

The product should be easy for the customers--students--to buy (through admissions procedures), and satisfying to them academically, socially and otherwise.

cont'd. page 5

# Personnel Lists Staff Openings

As of our printing deadline the following staff positions were open at RIT. Employees interested in learning more about these jobs and/or applying for consideration should contact Personnel (x2424) for information or an appointment.

## FULL-TIME

1. EXECUTIVE SECRETARY TO DIRECTOR - Special Events 8:30 a.m. - 4:30 p.m.  
Will maintain financial materials, operational records as well as assist Director in working with visiting groups. Good typing & secretarial (executive) skills.  
3-4 yrs. experience.
2. SECRETARY - Central Placement Services 8:30 a.m. - 4:30 p.m.  
Good typist & general clerical knowledge. Receptionist duties.  
High School graduate. 2-3 yrs. experience.
3. SECRETARY - Student Aid Office 8:30 a.m. - 4:30 p.m.  
Good typist, shorthand and general office knowledge. 1-2 yrs. experience.
4. CLERK/TYPIST - Physical Plant 8:00 a.m. - 4:30 p.m.  
Typing, filing, xeroxing and other odd jobs (clerical). 1-2 yrs. experience.  
Must have good typing skills.
5. KEYPUNCH OPERATOR - Computer Services 8:30 a.m. - 4:30 p.m.  
Knowledge of 029 keypunch & 059 verifier. High School graduate. Minimum 1 yr. experience.
6. ACCOUNTS PAYABLE KEYPUNCH (2) - Accounting Dept. 8:30 a.m. - 4:30 p.m.  
Business Machine, keypunch operator. High School graduate, previous clerical experience (typing & filing). Writing checks on bookkeeping machine. 1 yr. experience.

## PART-TIME

1. SECRETARY - NTID 8:30 a.m. - 3:30 p.m.  
Typing, filing and willing to learn communication techniques for deaf student/staff interaction.

A list of positions available is also posted at the following 11 locations:

Eastman Building - Main Lobby, A wing, Bulletin Board; Eastman Building - 2nd Floor, B wing, Bulletin Board; College Union - (across from Bookstore), Bulletin Board; College of Engineering - 2nd Floor, Bulletin Board; Wallace Memorial Library - Main entrance, Bulletin Board; Housing Office - Resident Hall - Rem. 1080; Phys. Plant Building - John St., Bulletin Board; General Duplicating - John St., Bulletin Board; Metropolitan Center - 50 West Main St., Main Lobby, Bulletin Board; College Union-Basement, Bulletin Board; Resident Dining Hall - Main Floor, Bulletin Board.

# New Titles In Library Collection

Gallup Poll: Public Opinion, 1935-1971, published by Random House; a compilation of the findings of the American Institute of Public Opinion.

Hear experts discuss Contemporary Business Problems. The Library now has 23 cassettes at the reserve desk. Ask a librarian for a list of titles.

Profiles of Involvement, published by the Human Resources Corporation, outlines the programs of corporations, organizations and government agencies relating to society and its many needs.

Encyclopedia Judaica, published by MacMillan, is an excellent and scholarly source of information on Jewish biography, art, history and religion.

## Consumer Demand

cont'd. from page 3

Present and future students aren't the only customers, Dr. Fram said. An institution with a marketing perspective assesses the needs of its alumni and the surrounding community, he believes.

The institution provides alumni with real continuing education, guaranteeing them that their educational package will remain viable for a reasonable length of time.

The institution also realistically

## Prof Publishes

### On Non-Verbal Films

Salvadore J. Parlato, media coordinator and assistant professor at NTID, has published an article entitled "Films and Words: A Guide to Programming Non-verbal Films" in the February issue of Previews.

Concentrating on the selection and utilization of films, Parlato recommends the use of work-free films because of their movement away from verbal "talkathons" that tend to talk down to or over the heads of any given audience. Also, he stresses, films that do not rely on verbiage can be enjoyed not only by a variety of nationalities and ethnic groups, but by the 20 million hard-of-hearing in American who are closed off from normal exposure to TV.

assesses its image in the community, and uses marketing techniques to reinforce it or change it, whichever is desired.

A marketing approach may also change the pricing, promotion and distribution of the product, said the professor.

Variable pricing of tuition may be established, so that a student in a higher-cost program pays more than his classmate in a lower-cost program.

Promotional approaches are assessed to determine if they are communicating what makes the school different, and therefore attractive, to the customer.

The distribution--locations for offering the educational service--also are assessed.

In short, marketing simply means getting the right product to the right customers at the right time, Dr. Fram said.

## New Graduate Options

cont'd. from page 1

The other two options are full-time study and part-time study leading to the M.S. degree in chemistry. Most of the full-time graduate students have teaching assistantships. The part-time students generally work in industry and take one or two courses a quarter in pursuit of a non-thesis degree.

Further information about the M.S. degree in chemistry may be obtained by contacting the Chemistry Department, College of Science, 464-2497.

# NEWS AND NEWSMAKERS

The Extended Services Division of the College of Continuing Education has received an "Award of Appreciation" from Rochester Community Involvement, Inc., a Black self help program "interested in the welfare of families and in building dignity and pride by providing those means enabling them to choose ways of self help." The award was presented on behalf of efforts by the Division's Urban Extension Office. . . . Professor Charles Weigand of the School of Printing addressed the Mid-Atlantic State Mechanical Conference on Thursday, March 8 in Washington, D.C. He spoke on "Your Government Wants You to be Safe." The conference was attended by representatives of newspaper management. . . . Harold Kentner, assistant dean for Extended Services in the College of Continuing Education, recently attended the mid-year conference of Region II of the National University Extension Association at the University of Delaware. As a National Director of NUEA, he also was a participant in the Regional Executive Committee sessions in Newark, Delaware. While in Delaware, he took part in an inspection and tour of the new \$3.9-million Continuing Education Center at the University of Delaware, just dedicated last November. . . . Mrs. Patricia Niederpruem has been promoted to administrative assistant to the academic administrator (Ron Hilton) at the RIT Metropolitan Center at 50 West Main Street. She joined RIT in January of 1971, and became secretary to Mr. Hilton in August of that year. . . . Miss Carolyn Singer, speech therapist at NTID, will be giving a presentation on March 14, "Career Day" at Irondequoit High School, on "Opportunities in the Field of Speech Pathology and Audiology."

# EVENTS

## Announcements

**Friday, March 16**

Clark Memorial Gym will close for test purposes until Wednesday, March 21.

**March 19 and 20**

The Cellar will be open from 8 p.m. to 12 p.m., and then closed until Spring Quarter.

**Wednesday, March 21**

The Union will close until Monday, March 26.

**March 27 to March 30**

The Christian Science Organization will be sponsoring the Monitor Week, to promote the Monitor magazine; Union Lobby.

**Thursday, March 29**

7:30 p.m.—Tryouts for "You're a Good Man, Charlie Brown"; Ingle Auditorium, backstage.

**Saturday, March 31**

2 p.m.—Tryouts for "You're a Good Man, Charlie Brown"; Ingle Auditorium, backstage.

## Exhibits

CAREY COLLECTION SHOW: "Fifty Books of the Year 1972" by the American Institute of Graphic Arts, through March 25.

FINE ARTS GALLERY: Student Art Show, through March 30; SUNY at Brockport.

RUSH REES LIBRARY: "From the Sun-Picture to Woodburytype: Books Illustrated with Mounted Photography," Rare Book Department, Monday through Friday, 9 a.m. to 5 p.m., through March 31; University of Rochester.

WALLACE MEMORIAL GALLERY: RIT Potters, March 12 through April 6.

FORUM EAST GALLERY: Painting and Sculpture by Lorna Ritz, instructor in Fine and Applied Arts, March 19 to April 9; Monroe Community College.

## Religious Services

**Friday, March 16**

7:30 p.m.—Hillel Services; 3rd Floor Lounge, Nathaniel Rochester Hall.

**Saturday, March 17**

4:30 p.m.—Roman Catholic Mass, Father Appelby; Kate Gleason North Lounge.

**Sunday, March 18**

10:30 a.m.—Roman Catholic Mass, Father Appelby; Ingle Auditorium, College Union.

1 p.m.—Protestant Worship, Reverend Rodney Rynearson; Kate Gleason South Lounge.

## Music

**Saturday, March 17**

7 to 9 p.m.—Concert version of "Godspell," Pittsford Community Chorus; Pittsford-Mendon High School, \$1.

**Tuesday, March 20**

7 p.m.—Symposia Exploring the Role of Contemporary Women in Vocal Music, featuring Adele Addison, concert soprano and Ruth Glazer, concert manager; AAUW Clubhouse, 494 East Ave. Free.

**Thursday, March 22**

8:15 p.m.—Lenox String Quartet; Monroe Community College Little Theatre.

## Movies

**Saturday, March 17**

7 p.m.—Captioned Film, "In Cold Blood," the true story of the murder of a well-to-do and respectable family in western Kansas by two parolees; Room A-205, College of General Studies, free.

## Meetings

**Monday, March 19**

5:30 p.m.—CUB Meeting; Union Alumni Room.

6:30 p.m.—Jazz Ensemble; Union Multi-Purpose Room.

7 p.m.—Student Association Senate Meeting; Room 1251, General Studies Building.

**Tuesday, March 20**

8:30 to 11: p.m.—Genesee Valley Kenney Club Monthly Meeting; Conference Room A, College Union.

11:30 p.m.—Gannett Lecture; Union Alumni Room.

1 p.m.—RIT Chorus Rehearsal; Room A-269, General Studies Building

1 p.m.—Christian Scientist Organization Counseling; Union Mezzanine Lounge.

7:30 p.m.—Christian Scientist Meeting; Union Mezzanine, Room M-2.

**Wednesday, March 21**

7 to 10 p.m.—Society of Photographic Scientists and Engineers, 08-1250.

12 noon to 3 p.m.—Continuing Education Directors Luncheon Meeting; Alumni Room.

8 p.m.—American Chemical Society Lecture, "The Marketing Viewpoint," with Dr. Eugene Fram; Booth Auditorium.

**Thursday, March 22**

12 noon—Professional Businesswomen's Open Meeting, "Affirmative Action on Campus—What Has Been Done and What Does the Future Hold?" with Mr. James Papero; Multi-purpose Room.

## Campus Night Life

**Friday, March 16**

4 to 6 p.m.—Cellar Happy Hour.

4 to 6:30 p.m.—Student, Faculty and Staff Happy Hour; Mezzanine Dining Room, drinks 2/99 cents.

8 p.m.—Perking/Riverknoll Party, W. C. Fields Comedies; College Union Cafeteria (residents and guests only).

8:30 p.m.—Keystone Rag Exchange.

**Sunday, March 18**

4:30 p.m.—2nd Attempt, Supper at Gracies.

The next edition of the calendar will cover the period March 23 through 29. Material for that issue must be received by News & Events or Reporter Friday, March 16.