



·I·T news&events

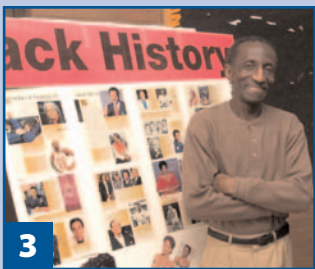
Rochester Institute of Technology

www.rit.edu/newsevents

Inside



Promoting pluralism on the RIT campus



A life and death lecture hosted by NTID

Sen. Inouye to address 2005 RIT graduates

Sen. Daniel Inouye from Hawaii, the third most senior member of the U.S. Senate, will address RIT graduates and the RIT community as the 2005 Commencement speaker 4 p.m., Friday, May 20, in the Gordon Field House and Activities Center.

Inouye, first elected to the Senate in 1962, is now serving his seventh consecutive term. When Hawaii became a state in 1959, he was elected as its first congressman and re-elected to a full term in 1960. The son of Japanese immigrants, he was born and raised in Honolulu.

Inouye, a World War II combat veteran who earned the Medal of Honor, is the ranking Democrat on the Senate Defense Appropriations Subcommittee. He has focused on defense matters that strengthen national security and enhance the quality of life for military personnel and their families. Inouye has also championed the interests of Hawaii's people throughout his career. He was

instrumental in engineering the restoration and return of Kahoolawe, an island that had been used for target practice by the U.S. military, to Hawaii. He continues to press for the passage of legislation that would establish a process by which Hawaii's indigenous people would be able to form their own sovereign government. Inouye also continues to push for improved education and health-care for all children, additional jobs for Hawaii's economy, health and human services in rural communities, affordable housing and the protection of the nation's natural resources.

As a senior member of the Senate Commerce Committee, Inouye has been able to address important issues, such as aviation and maritime transportation, which are crucial for Hawaii.

After losing his right arm in combat in World War II, he was honorably discharged and returned home with a Distinguished Service Cross, the nation's second highest award for



Sen. Daniel Inouye from Hawaii visited RIT and President Albert Simone in 2000.

military valor, along with a Bronze Star, Purple Heart with cluster, and 12 other medals and citations. His Distinguished Service Cross was

upgraded to the Medal of Honor and presented to him by President Clinton in 2000. ■

Vienna Carvalho | vnccom@rit.edu

RIT incubator stresses 'experiential learning'

In 1912, 32 students from Mechanics Institute reported to work at 12 Tech Park Drive. These students at RIT's forerunner were the first to participate in what has become a signature program for the university—cooperative education.

Fast forward to 2001: RIT hatches the High Technology Incubator, a not-for-profit subsidiary of the university. Fast forward to 2005: The incubator is home to six companies



The site of the RIT incubator

that also employ RIT co-op students, and two companies owned and managed by entrepreneurial students.

"The High Technology Incubator reinforces the RIT experience of working outside the classroom," says Jim Watters, vice president for finance and administration.

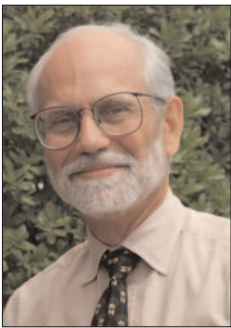
"This provides a venue for experiential learning. It is the meat and potatoes of the academic experience."

Innovative ideas can develop into successful new ventures, products and services if they find fertile ground for growth. The incubator is the high-

tech farm.

The incubator will focus on assisting RIT community members (faculty, staff, students, alumni and business partners) with business proposals that sync with the Institute's mission. "The incubator is a launch center for technology innovations," explains Watters. "It will allow us to commercialize intellectual property."

The incubator occupies 30,000 square-feet at 125 Tech Park Drive,



Don Boyd

off John Street. The six companies conduct work in imaging, photography, software and chip design. The two student ventures include an enhanced Web search engine company and a software company that is creating a donor management and financial system for not-for-profit organizations.

Benefits and services at the incubator include:

- Access to consulting from RIT faculty and staff
- Hiring of RIT co-ops
- Venture coaching in the areas of strategy, marketing, business planning, legality and more
- Tax and accounting consulting
- Technical support in the areas of subcontracting, joint proposal writing

RIT incubator, page 4

Hira testimony sheds light on foreign trade

Ronil Hira, assistant professor of public policy, testified before the U.S. China Economic and Security Review Commission last month in Seattle.

The Jan. 13 hearing examined the impact of U.S.-China trade and investment in Pacific Northwest industries, such as aviation, aerospace and information technology.

The U.S. China Economic and Security Review Commission is an independent agency created by Congress in 2000.

The commission monitors national security implications resulting from the economic relationship between the United States and China, and provides recommendations for legislative and administrative action.

Hira, an expert on offshore outsourcing issues, is vice president of career activities for the Institute of Electrical and Electronics Engineers-USA.

He has twice testified on offshore outsourcing of high-skilled jobs before the House of Representative's Committee on Small Business on behalf of IEEE-USA.

Hira's research focuses on engineering workforce issues, technology policy and industrial policy. His forthcoming book, *Outsourcing America: What's Behind Our National Crisis and How We Can Reclaim American Jobs*, will be published by the American Management Association in May. ■

Susan Gawlowicz | smguns@rit.edu



Ronil Hira

Celebrating 175

Spotlight on North Star Center

Center is helping the university reach its goals in student recruitment and retention

An RIT environment of belonging and inclusiveness—it's a concept we all embrace. That doesn't mean creating such an environment comes without significant hurdles.

Overcoming these barriers is the driving force behind the North Star Center, which RIT highlights in February as part of the 175th anniversary celebration. The center aims to help RIT students pursue their studies in an environment of high standards and expectations while encouraging them to develop an increased sense of the global community. A central component of that is the recruitment, retention and graduation of AALANA (African American, Latino American and Native American) students.

Under the guidance of Eulas Boyd, assistant provost for diversity, the center opened in 2001. It became an important resource for RIT's AALANA population, many of whom are first-generation college students



The North Star Center sponsors the annual Global Awareness Fair during the Brick City Festival. The event celebrates cultures and religions from around the world through arts, food and musical performances.

struggling to adapt to the demands of higher education—both academically and financially. Academic support

services and student development activities were combined to form the foundation of the center's strategy.

Robert Smith joined the North Star Center as director in 2003. With a track record of fostering student success during his previous post at State University of New York at Brockport, Smith recognized that the center offered great potential for RIT.

"What attracted me to this opportunity was a commitment to student centeredness," he says. "All of our efforts must focus on the student, and that requires institutional change. Also, the issue of retention is particularly crucial as we look to remove the barriers that stand in the way of ultimate student success."

To do that, the center has assembled a team of professionals that traverse the campus, placing particular focus on supporting AALANA students. College liaisons are assigned to specific colleges and provide students with information and advice about available services. Their aim is to create new opportunities that enhance North Star Center, page 4

RIT enhances pluralism through unique partnerships

As RIT continues to make strides in the area of diversity, a unique initiative sponsored by the Commission for Promoting Pluralism can call its inaugural year successful.

As a follow up to the March 2002 Diversity Day, RIT launched Partnerships in Pluralism, a concept supported by the 2003 Minett Professor Gladys Santiago. The effort is a spin-off from Rochester Mayor William Johnson's Bi-Racial Partnership project.

The yearlong project, which began in January 2004, was created to help improve the climate and effectiveness of diversity at RIT by providing an opportunity for unique partnerships to build trust and credibility.

More than 30 pairs of RIT faculty, staff and students and 14 coach facilitators met over the course of the year to brainstorm ways to improve RIT's diversity climate. Each pair contained a member of RIT's ALANA (African, Latino, Asian and Native American) population.

"We are so proud of the overwhelming success of this project," says Alfreda Brown, chairperson of the



Howard Ward, left, and Carl Lundgren were among more than 80 participants in the Partnerships in Pluralism project sponsored by RIT's Commission for Promoting Pluralism.

Commission for Promoting Pluralism. "We are grateful to all of those who participated in this flagship initiative at RIT, and we look forward to utilizing the ideas and feedback provided by our pairs. Results from questionnaires will soon be tabulated and at that time, we will make recommendations for the

future of the project. The dedication and commitment of our participants working to enhance diversity at RIT is truly commendable."

Diane Barbour, RIT's chief information officer, who was paired with Lee Twyman, RIT's Ombudsperson, had some interesting observations about the program and its concept. "I

thoroughly enjoyed my experience with this program," says Barbour. "Like many of the other pairs, Lee and I discovered that despite our difference in skin color, we are more alike than different. We shared experiences with parents aging, children growing up and moving on, and relationships with siblings. We also had an opportunity to discuss our own needs and desires—past, current and future."

Adds Barbour, "Perhaps if such pairings started at an early age, by the time we reached adulthood, we would be past defining people based on race, religion or ethnicity."

Keith Jenkins, assistant professor of communication, College of Liberal Arts, and project co-chairperson says, "Race is only one of many challenges we face across cultures at RIT. Partnerships in Pluralism provides a solid model for members of the RIT family to connect and discuss difficult issues. We are excited about exploring these issues as the project continues."

The project wrapped up last month with a celebratory event at Liberty Hill, home of RIT President Albert Simone. ■

Vienna Carvalho | vnccom@rit.edu

Health systems creates educational link RIT master's students to attend sessions in Florida

RIT's health systems administration master's program in the College of Applied Science and Technology is entering a new educational partnership with the Cleveland Clinic Florida in Naples. The alliance, launching this spring, allows RIT executive leader graduate students to attend one-week studies at the clinic as part of the course, Customer Relationship Management. In addition, four other courses—Workforce Development, Bioethics, Health Systems Planning, and Service Leadership—will also be instructed at the clinic in upcoming quarters.

RIT's health systems administration program, managed by the School



Linda Underhill

of Hospitality and Service Management, offers nine courses in the executive leader program. Courses are taught online, on campus and, as of this spring, on-site at the Cleveland Clinic. Employees of the clinic will be invited to enter the program.

Inaugural studies at the clinic, April 21-25, will feature special guest lectures by James Gilmore, a consultant, co-author of *The Experience Economy: Work Is Theatre & Every Business a Stage*, and co-editor of *Markets of One: Creating Customer-Unique Value through Mass Customization*. Healthcare industry experts, Cleveland Clinic consultants and RIT health systems administration faculty will teach the design of healthcare delivery systems based on the Cleveland Clinic's "healing hospitality" customer-centric model.

"To survive, healthcare providers must design and deliver healthcare recognizing that the industry provides a service," says Linda Underhill,

program chair. "The concept of 'healing hospitality' was developed and perfected by the Cleveland Clinic in Naples, which built a hospitality service model on this belief. Professionals from every element of healthcare will gain from this educational experience as it provides them with the tools needed to differentiate themselves in the eye of the consumer."

The Cleveland Clinic is unique, she adds, as a clinic and hospital with the ambiance of a hotel. Established in 1988, Cleveland Clinic Florida is affiliated with The Cleveland Clinic in Cleveland. Medical students from the Ohio State University College of Medicine and Public Health and University of South Florida also train at the Florida location.

For more information about RIT's health systems administration executive leader program, contact Underhill at 475-7359 or visit www.rit.edu/~hsawww/ELP. ■

Michael Saffran | mjsuns@rit.edu

Soufleris named assistant VP

Dawn Soufleris has been appointed assistant vice president for student affairs by Mary-Beth Cooper, RIT vice president for student affairs.

In this role, Soufleris, who has been at RIT for 13 years, will serve as the Student Affairs liaison to the National Technical Institute for the Deaf, working closely with the Student Life Team and other student service areas of NTID. In addition, the Women's Center will be moved under her leadership.

Soufleris will continue to be responsible for the institute's student conduct system and RIT mediation services, restorative conferencing and the student behavioral consultation team. She will continue to lead the efforts of the Bader team in their work on social norming and alcohol prevention programming.

In 1995, Soufleris became the assistant to the vice president for judicial affairs. ■



Dawn Soufleris

Silandara Bartlett | sjbcom@rit.edu

'Father of RIT computer science' earns honorary degree



Richard Cheng received an honorary doctorate of science at a ceremony in January.

The B. Thomas Golisano College of Computing and Information Sciences recently honored Richard Cheng—a visionary who set the computer science program in motion more than 30 years ago. Cheng founded RIT's School of Computer Science and Technology in 1971 and served as an associate professor until

1979. At the college's first conference on computing and information sciences in January, RIT presented Cheng with an honorary doctorate of science.

In addition to RIT's program, Cheng is primarily responsible for computer science programs at Old Dominion University, University of Wisconsin–Whitewater, Hunter College and the program at King Saud University in Saudi Arabia.

"I am most honored and deeply moved by this award, but the credit should go to the faculty and administration," says Cheng. "Their devotion and excellence have contributed to the great success of the college and the entire university."

"RIT and the scientific community at large have benefited tremendously from the pioneering spirit of visionaries such as Dr. Cheng," states Jorge Diaz-Herrera, dean of GCCIS. "He was the founder of the computer science school at RIT back in the early '70s, at a time when most universities barely had computer departments, let alone a school.

This bold move undoubtedly played a crucial role, 30 years later, in the creation of our great college of computing and information sciences." ■

Kelly Downs | kaduns@rit.edu

Taking pride in publishing



Tom Thayer, a member of RIT's print media club, 'PUB,' works with Tanasa Carter, an eighth-grader from James Madison School of Excellence. Members of PUB meet weekly with middle school students from Madison as part of an after-school program teaching them about scanning photographs, typography and page layout. The final product is a book featuring a compilation of the children's photographs and writings.

News briefs

RITz fund-raiser

Students in RIT's School of Hospitality and Service Management are joining forces with Uno Chicago Grill, 1000 Hylan Drive in Henrietta, to raise money for RIT's annual "Puttin' on the RITz" dinner-dance and the school's hospital-ity education fund.

Using special coupons, Uno's customers can donate 10 percent of their bills on Feb. 16 to the dinner-dance, from which proceeds support educational student travel, undergraduate and graduate awards, equipment and scholarships. Coupons for the fund-raiser are available from the School of Hospitality and Service Management on the fourth floor of the George Eastman Building. Uno's hours are 11 a.m.-11 p.m.

The black-tie "Puttin' on the RITz gala," marking its 20th anniversary this year, will be on April 2 at the Rochester Riverside Convention Center.

Walking for a good cause

Gilda's Walk for Wellness 2005 will be held at 9:30 a.m. Feb. 13 at Greece Ridge Center Mall. Registration is at 8:30 a.m. Team RIT is looking for walkers. To sign up, contact the Student Volunteer Office at 475-6056 or Gilda's Club at 423-9700. For more information, visit www.gildasclubrochester.org

Heart Walk 2005 will be held on March 19 at Blue Cross Arena. Raising money and awareness for heart disease and strokes, RIT has been the top fund raiser in the education division for the past eight years.

To join Team Tiger, contact the Student Volunteer Office or e-mail Phyllis Walker at ppwcl@rit.edu.

If walking isn't your thing, support the Heart Walk by buying a valentine. Carnations and candy, delivered on campus, are available from the Student Volunteer Office. Prices range from \$2.50 to \$7.

Midnight Breakfast 2005

Help our students prepare for finals by feeding their stomachs and their minds.

Midnight Breakfast 2005 will be 10 p.m.-midnight Feb. 18 in Grace Watson Dining Hall.

Volunteers are needed. Contact Karie Holland at kahr1a@rit.edu.

Listening to the elephants

Katherine Paynes, scientist and research associate in the Bioacoustics Research Program of Cornell University's Laboratory of Ornithology, will present a talk on the Elephant Listening Project 2-3 p.m. Feb. 10 in the Chester F. Carlson Center auditorium. Payne founded the project in 1999 as an alternative method for monitoring forest elephants based on their vocalizations. Her lecture is part of the College of Science lecture series.

Honoring our inventors

Sponsored Research Services is preparing a salute to RIT's most inventive minds. A program honoring principal investigators will be at 3:30 p.m. Feb. 17 in the B. Thomas Golisano College of Computing and Information Sciences auditorium. Highlights include a presentation on digital media by Frank Cost, associate dean in the College of Imaging Arts and Sciences. A reception immediately follows the event.

The value of professional-skills workshops

by Peggy Tirrell and Kimberly DeLardge

Viewpoints

This column presents opinions and ideas on issues relevant to higher education. We hope “Viewpoints” inspires discussion among the RIT community. To suggest an idea for the column, e-mail newsevents@rit.edu.



Seems like every time we pick up the paper or turn on the television, we’re bombarded with stories about downsizing, rightsizing, depressed markets and a lackluster economy. How can we better position our students at RIT—especially those who are considering MBA or other graduate degrees—to find jobs and jumpstart their careers when times are so uncertain?

Last year, the College of Business designed a series of Professional Skills workshops—mandatory, non-credit sessions for first-year MBA and M.S. finance students. The purpose was twofold: to meet employers’ demands

for critical skill requirements in the workplace and to address the growing demographic of students coming directly from an undergraduate to a graduate degree without work experience.

With RIT’s 4+1 program in mind—where students with recent undergraduate business degrees can waive up to six core courses within the MBA program—we realized this group would benefit most by taking the Professional Skills workshops. But we had to balance the course loads between the students’ work, academic and personal schedules.

As a result, Professional Skills is a series of 10 workshops spaced over two quarters. Like an outsourcing firm, speakers discuss work-placement practicalities such as interviewing, résumé writing, networking, career search strategies, dressing for success and business etiquette—plus conceptual skills such as analytical and ethical reasoning, communication and teamwork.

A recent survey by the National Association of Colleges and Employers cited the top skills employers look for from new graduates. They consider communication, business etiquette and work ethic a high priority, which is why we want our students armed with these very skills.

Another highlight of the Professional Skills workshops is a pooling of resources between the College of Business Graduate Programs and Cooperative Education & Career Services. Our collaboration allowed us to tap into information and talents of both offices to recruit workshop presenters from an impressive list of alumni and business leaders. Class workshops range from accounting, investment banking and multi-national corporations, to human resources and direct business management. And best of all, it opens the door to business, community and student interaction, where students can explore existing career opportuni-

ties in the Rochester area.

In alignment with RIT’s strategic plan, the Professional Skills Workshops fit within the framework of both the Student Success and Career Focus goals and objectives. They also are an opportunity to build stronger partnerships between RIT and the business community as well as strengthen ties with RIT alumni. Consequently, the critical needs of students, employers and faculty are now being met.

Since the workshops began, 80 students have gone through the series and reactions have been very positive. There has been a noticeable increase in the use of the Cooperative Education & Career Services Office resources by graduate business students, more proactive interaction with the business and professional community, more positive feedback from employers and an increase in employer interest and participation as workshop presenters.

A recent benchmarking study

showed RIT’s College of Business on par with, or surpassing, its peers in offering the Professional Skills series to MBA and M.S. Finance students. Our students at RIT are among the best and brightest, and we believe these workshops will help them attain that “extra edge” they are famous for having.

Tirrell is associate director for graduate business programs, College of Business. DeLardge is program coordinator in the Office of Cooperative Education & Career Services.

News briefs

Celebrating with ‘spirits’

Get into the spirit of celebrating RIT’s 175th anniversary with a wine tasting of “Tiger Paw Red” or “Tiger Paw White,” being produced by Casa Larga Vineyards in Perinton.

The wines, \$9.99 per bottle, can be purchased at several retail outlets in the Rochester area (New York state laws do not allow RIT to sell bottled wine on campus). To see the list of stores, visit the 175th anniversary Web site at www.rit.edu/175, or contact the vineyard at www.casalarga.com.

Celebrity photo lecture

Oprah Winfrey. Halle Berry. Samuel L. Jackson. These are just some of the Hollywood celebrities that Matthew Jordan Smith has photographed during his career. Smith’s photographs have been featured in *Essence*, *Vibe*, *People* and *GQ*. The beauty and celebrity photographer will give a free lecture at 7 p.m. Feb. 10 in the Chester F. Carlson Center for Imaging Science auditorium. Smith’s lecture is co-sponsored by Eastman Kodak and the School of Photographic Arts and Sciences.

Public policy talk

Kingsley Haynes, dean of public policy at George Mason University, will present “Intelligent Transportation System Management Using Boolean Networks” 3-4 p.m. Feb. 10 in the B. Thomas Golisano College auditorium. A reception will follow. Call 475-2057 for information.

Nally takes on new role

Two veteran RIT staff members are taking on new responsibilities in managing the university’s finances.



Roger Stackpoole, assistant treasurer and controller, has announced the promotion of Mary Beth Nally to director of Student Financial Services (formerly known as bursar). Also, Rick Schonblom has been appointed as assistant controller for financial services.

Nally has been with RIT since 1982. She is credited with helping lead the Bursar’s Office through many process and system enhancements during that period. In 2002, she was part of the Bursar’s Office management team and staff to be recognized with the Staff Service Award for excellence in satisfying customers.

In her new role, Nally will develop a new service model for Student Financial Services, including the adoption of recommendations developed recently by the Finance and Administration Task Force.

“I’m excited to have the opportunity to provide comprehensive service to both students and parents,” states Nally. “I have enjoyed working at RIT with faculty, staff and students, and I look forward to being part of the changes that will make us a ‘category of one’ university.”

Schonblom joined the RIT staff in 1974, after graduating from the College of Business, and was promoted to the position of bursar in 1975. Over the years, he initiated and directed continuous development of bursarial processes and helped lead the Controller’s Office through many significant changes.

As assistant controller, Schonblom will focus on student retention efforts and lead a uniform student employment program. ■

Paul Stella | pbscom@rit.edu

COB announces appointments

The College of Business announces a new appointment and senior management reorganization for 2005.

Brian O’Neil has accepted the position of associate dean and director of graduate business programs at COB. He will begin his duties effective June 1.

O’Neil currently works as associate dean at Clarkson University School of Business in Potsdam, where he has served as professor of operations and production management since 1985. During his career at Clarkson, O’Neil has also served as director of graduate programs and chair of the department of management.

Upon O’Neil’s arrival in June, a senior management reorganization will take effect within COB. Wayne Morse, currently associate dean, will become senior associate dean and chair of the department of accounting and finance. Donald Wilson, currently director of graduate business programs, will return to a full-time faculty position in the department of management and marketing. Wilson’s past contributions and responsibilities include a distinguished seven-year term as graduate programs director.

O’Neil comes to RIT with an accomplished record in teaching, student advising and student-life contributions. His professional activities have also extended abroad, where he taught numerous management development programs in North and South America, as well as Europe. His research interests include applied quantitative methods in operations management and logistics/supply chain systems, and he has published widely in these areas.

Prior to Clarkson, O’Neil was on the faculty at Indiana University and the University of Miami. He received his bachelor’s degree in industrial engineering at Syracuse University and his master’s degree and doctorate in industrial administration from Purdue University. ■

Marcia Morphy | mpmuns@rit.edu



Brian O’Neil

CIMS wins excellence award

RIT’s Center for Integrated Manufacturing Studies is winner of this year’s New York State Environmental Excellence Award for developing pollution-limiting technology.

The New York Department of Environmental Conservation has singled out CIMS for its work on the Imaging Component Analyzer. This system enables reliable reuse of components used in toner cartridge manufacturing. The analyzer, developed within CIMS’ National Center for Remanufacturing and Resource Recovery, detects and defines voids in the working edge of each component and evaluates its capability of complet-

ing an additional life cycle.

The analyzer is being used in four countries, and NC3R researchers say it has diverted approximately 24 tons of metal and urethane from entering the waste stream each month.

“By the end of this year, estimates indicate that approximately 400,000 components will be recovered monthly,” explains Andrij Harlan, CIMS industrial programs manager. “This will divert nearly 1,000 tons from landfills every month.”

This is the second time in three years that CIMS has been honored by the state DEC. ■

Paul Stella | pbscom@rit.edu

NTID, staff member educate men during Black History Month

Johnnie Brown of RIT’s Facilities Management Services has plenty to celebrate. He has been prostate cancer-free since January of last year. Thanks to a new procedure using robotics technology and performed by RIT alumnus and urologist Dr. Jean Joseph, Brown was able to win his battle with cancer.

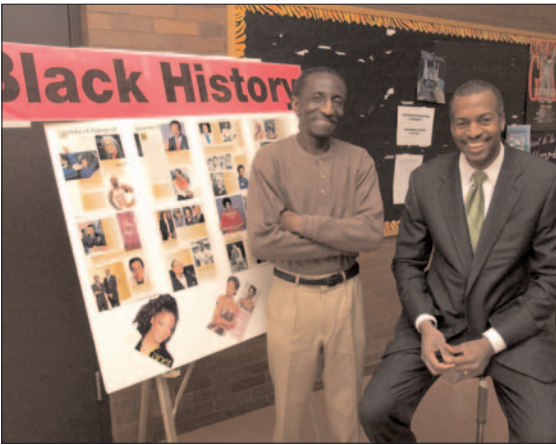
African-American men have a prostate cancer incidence rate up to 60 percent higher than white men. African-American men have the highest prostate cancer rate in the world.

“During Black History Month, I wanted to help increase awareness about this very important issue,” Brown says, “by having Dr. Joseph give a presentation on the procedure that saves lives.”

Joseph is the first urologist in upstate New York to specialize in the minimally invasive procedure that uses the most advanced computer-controlled robotic technology to remove cancerous prostate glands.

He spoke this month at the National Technical Institute for the Deaf to more than 70 students, faculty and staff members.

“Patients who undergo this surgery have less pain, blood loss, scar-



RIT Facilities Management Services’ employee and prostate cancer survivor Johnnie Brown, left, invited his surgeon, Dr. Jean Joseph, to NTID to speak about a new procedure that is less invasive than the traditional surgical method.

ring, risk of infection and hospital stay, than patients of other surgical techniques,” states Joseph, who has performed more than 250 operations using this procedure. Tiny, dime-sized incisions are made in the abdomen by the robot’s hands. Joseph guides the robot’s hands by looking at images on the laparoscopic cameras.

The traditional surgery, he said, requires an incision large enough for a surgeon’s hands to move around inside the body.

With more than 220,000 American men diagnosed with prostate cancer yearly, Joseph stresses the importance of preventive measures, like annual testing.

“Most men aren’t accepting of the exams,” he says. “But they are still very important.” ■

Diana McKee | dmm5631@rit.edu

Building up RIT



RIT was recently honored by American School and University magazine for its outstanding landscape architecture in the Eastman Kodak Quadrangle and administration circle, shown above. In 2003, RIT transformed the two outdoor spaces as part of a new initiative to revitalize the campus. The article appeared in the November 2004 issue.

Six more weeks of winter, Tommy



Smiles were in the forecast—without a “shadow” of a doubt—at the first Groundhog’s Day Gala, sponsored by the Department of Communication in the College of Liberal Arts. Tommy O’Connor, maintenance mechanic with Facilities Management Services, was among the partygoers to pose as Punxsutawney Phil. The real “Phil” predicted six more weeks of winter.

GCCIS celebrates \$1 million gift

McAfee Inc. has donated more than \$1 million in next-generation intrusion prevention technology to the B. Thomas Golisano College of Computing and Information Sciences as the college launches a new master’s program in computer security and information assurance.

McAfee’s donation will give students hands-on learning in such courses as network security and forensics, wireless security and computer system forensics. The equipment will also be integrated into the computer system security course in which undergraduate students must attack and attempt to infiltrate other students’ computer systems.

“It’s because of industry partners like McAfee, which recognize our strengths, that we can integrate top-notch technology into our courses and prepare our students for careers in various fields like computer security and network security—areas that

are so critical in today’s unpredictable cyber world,” says Jorge Díaz-Herrera, dean of GCCIS. “We look forward to continuing to build on this partnership with McAfee.”

GCCIS’ new security and forensics laboratory will house the equipment. GCCIS plans to utilize the hardware and software for a future master’s degree in network and system administration and the forthcoming doctoral program.

“With computer security attacks continuing to escalate in both frequency and complexity, it is essential to provide not only next-generation solutions, but top security talent to ensure that enterprise, government and consumer systems are protected,” says Kevin Weiss, executive vice president of worldwide field operations for McAfee Inc. “RIT is one of the leading technology universities and we are pleased to be working with them on this important initiative.” ■

Kelly Downs | kaduns@rit.edu

University News launches *Dateline: RIT*

University News Services announces the launch of a new monthly “e-newsletter.” *Dateline: RIT* provides links to recent newspaper stories about the university or that quote RIT faculty, which can be found under “RIT in the news.” The newsletter also includes Web links to *News & Events* stories about campus news and activities. *Dateline: RIT* is delivered monthly free of charge via e-mail. To subscribe or to view the current edition, visit <http://www.rit.edu/news/dateline>.

North Star Center

from page 1

students’ academic experiences while preparing them to graduate.

The North Star Center also has a program coordinator who develops student enrichment initiatives that are designed to foster cultural awareness and affirmation. This is frequently done through AALANA student clubs and organizations, with an emphasis on helping students develop leadership skills.

Smith hopes those opportunities lead to more AALANA students in leadership roles on campus—people such as Erick Littleford. Before graduating and joining the RIT staff as assistant director of alumni relations, Littleford served two years as Student Government president. He remembers feeling isolated after arriving on campus.

“As a result,” states Littleford, “I was determined to have a positive impact on RIT and place myself in a position to alleviate this feeling for future RIT students, AALANA in particular.”

For some students the North Star influence begins before their first official quarter at RIT. The North Star Academy is a three-week program held during the summer for first-year

AALANA students. The program consists of credit-bearing courses and enrichment education, designed to get these new students off on the right foot.

“It gives them an opportunity to integrate into the fabric of RIT early on,” explains Smith. “That provides students some ease of entry, acclimating them to the pace of RIT and ultimately improving student retention.”

And the North Star Center works with international students through programs designed to build appreciation for diversity with emphasis placed on academic excellence. The annual Global Awareness Fair and the Kwanzaa Cultural Celebration are among the signature events.

Recent evidence of a rise in retention rates has Smith feeling encouraged about the center’s continuing mission.

“The institution is responding, moving us toward a goal where all people at RIT feel welcome, accepted and affirmed,” he reflects. “Perhaps, then, we will serve as a national model in which other institutions will say, ‘Hey, what’s going on at RIT?’”

For more information on the North Star Center, visit www.rit.edu/~nscenter. ■

Paul Stella | pbscom@rit.edu

news&events

10 February 2005 | Volume 37 | Number 8

News & Events is produced by University News Services. Send comments to Building 86, 132 Lomb Memorial Drive, Rochester, N.Y. 14623; 585-475-5064; fax: 585-475-5097; e-mail: news&events@mail.rit.edu.

Executive Editors:
Bob Finnerty, Paul Stella
Managing Editor:
Vienna Carvalho-McGrain
Deputy Managing Editor:
Michael Saffran
Copy Editor:
Susan Gawlowicz

Contributing writers: Silandara Bartlett-Gustina, Karen Black, Kelly Downs, Susan Gawlowicz, Steve Jaynes, Kathy Lindsley, Marcia Morphy
Look for *News & Events* at RIT online at www.rit.edu/NewsEvents
For more news, visit www.rit.edu/news.



Rochester Institute of Technology

One Lomb Memorial Drive
Rochester, NY 14623-5603

Non-profit Org.
U.S. Postage
PAID
Rochester, N.Y.
Permit 626

RIT incubator

from page 1

and technology licensing.

The incubator’s mission complements RIT’s new strategic plan in that it promotes “an experientially enriched academic education,” says Don Boyd, associate provost for outreach programs, who also serves as president of the incubator. Boyd sees academic objectives integrating with the business objectives of innovative and entrepreneurial students. With this in mind, a Center for Innovation and Entrepreneurship is being established on campus to provide education and experiential learning through a student business development laboratory located at the incubator.

The incubator creates a bond and network for the entrepreneurs because they are all involved in start-up companies, says Watters. “Start-ups have so many commonalities. They can help each other solve problems,” he adds, noting that the vast majority of jobs in the United States today are created by small companies. “This will become a centerpiece for us. We want to develop more companies,” says Watters. “In the first year, we saw a business plan every three months. Now we are seeing a business plan every three weeks.”

In future years, Boyd envisions several business ventures that started at the incubator will have “graduated” and moved on to their own facilities. But they will remain linked to the incubator through coaching, mentoring and offering co-ops to RIT students.

Boyd also sees the incubator as fulfilling a need to enhance the economy in Greater Rochester. “This will lead to a stream of new high-technology venture starts that will yield a set of growing businesses in the region, while satisfying the desires of many students to begin their careers in entrepreneurial positions in the Rochester area,” he said.

For information, visit www.rithti.org.
Note: This is the first in a series of articles that will feature the High Technology Incubator. In our next edition, we profile Mick Stadler who was recently named director of the incubator. ■

Bob Finnerty | refuns@rit.edu

Obituaries

Henry Cooke, professor emeritus, College of Applied Science and Technology, Feb. 2.

John Marciniak, former technical service manager for the School of Print Media, College of Imaging Arts and Sciences, Jan. 13.

Newsmakers

Don Beil, professor, and **Donna Lange**, assistant professor of applied computer technology, National Technical Institute for the Deaf, received the Rochester Black Deaf Advocates 2004 Outstanding Community Service Award.

Marcia Birken, professor of mathematics and statistics, and **Anne Coon**, professor of language and literature, presented two workshops in October at Writers & Books: Patterns in Poetry and Mathematics; and Fractals in Poetry and Mathematics. Birken also presented “Fractal Patterns in Mathematics and Poetry” at the Mathematical Association of America Seaway Section Meeting at Canisius College in November. **James Marengo**, associate professor, mathematics and statistics, also presented his talk, “The Kolmogorov Three Series Theorem” at the MAA meeting.

Bernard Brooks, assistant professor of mathematics and statistics, presented “Mathematical Models of Rumor Propagation” to the University of Guelph in November. He also presented “Discrete Population Dynamic of Easter Island” at the Canadian Mathematical Society’s winter meeting at McGill University in Montreal in December. **Michael Radin**, assistant professor of mathematics and statistics, organized a session on dynamical systems and applications at the CMS meeting.

Tom Castellano, chair and associate professor of criminal justice, was named president of the Midwestern Criminal Justice Association. He also served as program chair of the annual conference in Chicago.

John Cox, chair of the National Technical Institute for the Deaf’s art and computer design, presented “Forget the ‘A’ Word; Focus on Student Learning” at the American Association for Higher Education Assessment Conference.

Heather Engel, assistant vice president for planned giving, was named vice president for the Upstate New York Planned Giving Council.

Eugene Fram, J. Warren McClure Research Professor of Marketing, wrote “Governance Reform—It’s Only Just Begun,” which appeared in the November/December issue of *Business Horizons*.

Josh Goldowitz, associate professor of environmental management and safety, presented “Phytoremediation of Lead Contaminated Soil in the Urban Residential Environment Using Seed Mustard” at the international conference on Soils, Seeds and Sediments in October.

Marybeth Martin, online curriculum resource support specialist for online learning, discussed “Encouraging Student Comments and Cultivating Online Communities in Distance Learning” at the 10th Annual Sloan-C International Conference on Asynchronous Learning Networks, held in Orlando, Fla.

Kim Sowers, ITS Customer Support Services, presented “Clone Management from the Development Teams’ Perspective” and “Exploiting the Power of the Standard Human Resource Audit Functionality” at the Connection Point 2004 conference.

Maureen Valentine, associate professor and chair of civil engineering technology/environmental management and safety, was named 2004 Civil Engineer of the Year by the Rochester section of the American Society of Civil Engineers.

Tamas Wiandt, assistant professor of mathematics and statistics, presented “Conley Decomposition and Liapunov Functions for Closed Relations” at the Canadian Mathematical Society’s meeting in Montreal.

Up close and personal with nature’s snowflakes



Tim Crandall, third-year biomedical photographic communications student, studies the composition of a snowflake. The recent exercise was part of his Photography through the Microscope class, taught by RIT Professor Michael Peres. Students in the class had plenty of flakes from which to choose. Nearly 50 inches of snow fell on the Rochester area in January.