

Trying not to break the mold



Peter Mastroianni, a master mold maker from Polymer Tooling Systems Inc., Exton, Pa., demonstrated mold making and casting techniques to students in the College of Imaging Arts and Sciences on Sept. 24.

The event drew hundreds of CIAS students from 3-D Foundations, art, design, American crafts and film and animation, as well as students from the Kate Gleason College of Engineering. The technical process of mold making and casting is found in a wide range of programs and disciplines at RIT.

Shaker’s Blends now open

Here’s a drink to your health: Famous body builder Ernie Taylor blends two cans of tuna fish, a diet Coke and a banana—and he drinks it twice a day.

Or there’s Anatoly Shilman’s meal replacement smoothies: Flavors like chocolate



Anatoly Shilman, left, and Marc-Anthony Arena opened their business venture, Shaker’s Blends, in the Gordon Field House and Activities Center.

and peanut butter that taste like a Reese’s candy bar or fruit juice mixed with frozen berries and a fresh banana that resembles a thick and creamy milkshake.

Both are this month’s featured favorites at Shaker’s Blends, a new juice bar located at RIT’s Gordon Field House and Activities Center. Shilman, a fifth-year student in the College of Applied Science and Technology, adds extra protein to his drinks to make them “as nutritional as Ernie’s but they taste a lot better!”

Shaker’s Blends is an entrepreneurial success story for Shilman and his partner, Marc-Anthony Arena, who opened the juice bar on campus three weeks ago. Shilman, a certified personal trainer and former nutrition consultant in New York City, is mainly responsible for the smoothie recipes. Arena—a senior in business management in the College of Business—“is the adventure capitalist who thrives on making things happen,” says Shilman.

Shaker’s Blends began as an ambitious project entry in RIT’s Undergraduate Business Plan Competition last January. Shilman and Arena, who are close friends and fraternity brothers in Sigma Alpha Epsilon, received a third-prize award of \$1,000 for their Shaker’s Blends plan.

“But we’re number one because we have turned our plan into a real business,” says Shilman.

Shaker’s Blends is a sleek, black-boxed square in the second floor entry of the Gordon Field House, garnished with typical and atypical items: orange-yellow lava lamp,

protein bars, body-builder magazines, hot coffee from Spin Café on Park Avenue, and a signed photograph of Arnold Schwarzenegger.

Since protein

shakes are 90 percent of the revenue at Shaker’s Blends, Shilman continually devises new recipes.

“Try adding something like lemon ice tea to a chocolate shake—it’s fantastic,” explains Shilman. Every Friday is my laboratory session where I experiment and offer customers free samples. At RIT, there are plenty of guinea pigs,” he says with a grin.

Shilman and Arena hope to sell the idea of Shaker’s Blends in athletic centers across the Northeast.

“I’m an immigrant from Russia who came to the U.S. in 1990, and learned English in about a month because cable TV does wonders,” explains Shilman. “I’m the first of my family to ever graduate from college and always told my parents when I was little that I would make my first million before I was 25,” says Shilman, now 23. [n](#)

Marcia Morphy | mpmuns@rit.edu

Campus Dialogue week, Oct. 25-29

RIT’s Commission for Promoting Pluralism invites the campus community to the seventh annual Campus Week of Dialogue Oct. 25-29. This year, the campus dialogue theme is international students on college campuses.

An opening ceremony is planned for noon on Monday, Oct. 25, in the Fireside Lounge, Student Alumni Union, with a keynote presentation from June Noronha, associate dean for multicultural education at the College of St. Catherine in Minn., where she is responsible for policy planning and program development on diversity and international issues.

She has published articles on international recruitment, international education, and diversity, and has received numerous awards for

news&events

07 October 2004 | Volume 37 | Number 2

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.

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Newsmakers

Diane Barbour, chief information officer, participated on a panel at the 2004 New York State Higher Education CIO Conference at Pace University in New York City, July 21-23. She spoke about Dashboard—a business intelligence and prioritization tool to a group of CIO and information technology leaders from across the state.

Nabil Nasr, director of RIT’s Center for Integrated Manufacturing Studies, discussed “Remanufacturing—from Technology to Application” as a keynote speaker at the Global Conference on Sustainable Product Development and Life Cycle Engineering, Sept. 29, in Berlin.

John Stratton, professor of electrical engineering technology, presented “The Changing Face of Electric Power Systems: Teaching for a Challenging Future” and “Distance Learning: Facts, Failures, Foibles and the Future,” co-written by **Robert Easton**, professor of civil engineering technology, at the 2004 American Society for Engineering Education Annual Conference & Exposition, June 20-23, in Salt Lake City.

Anthony Trippe, assistant professor of electrical engineering technology, presented “Lessons Learned During an Experimental Blended Course” at the 2004 American Society for Engineering Education Annual Conference & Exposition, June 20-23, in Salt Lake City.

Phyllis Walker, coordinator for student volunteer programs in Student Affairs, was elected president of the District 8 Veterans of Foreign Wars Ladies Auxiliary in June.

Julie White, senior research administrator in sponsored research services, was named a Fellow of the American College Health Association at the organization’s annual meeting in June. She also co-presented “Advocacy: Power, Politics and Policy.”

NSF grant helps transfers

Five departments in two RIT colleges, led by the College of Applied Science and Technology, are collaborating on a four-year, \$396,000 grant from the National Science Foundation to bring transfer students from two-year colleges to RIT on scholarships.



Carol Richardson

The Multi-department Engineering and Engineering-technology Transfer, or MEET, scholars program is supporting 30 students in engineering and technology B.S. programs this year, and will support 15 students in each of the succeeding three years. RIT is providing additional funding of \$90,000 toward the program, which is also backed by RIT’s Enrollment Management and Career Services Division.

The grant supports recruitment and retention of transfer students through the NSF’s Computer Science, Engineering and Mathematics

Scholarships Program.

“Transfer students in RIT’s engineering technology and engineering programs are well-prepared and focused, and they have excellent retention rates,” says Carol Richardson, professor and chair of RIT’s electrical, computer and telecommunications engineering technology department in CAST and the project’s principal investigator. “This grant allows us to create another community of RIT scholars that will be very successful while they are at RIT and in their future careers.”

Co-PIs on the project are Maureen Valentine, associate professor and chair of civil engineering technology/environmental management and safety, and Bob Merrill, professor of mechanical engineering technology, in CAST; along with Vinnie Gupta, professor of mechanical engineering, and Vincent Amuso, assistant professor of electrical engineering, in the Kate Gleason College of Engineering.

A grant from the same program in 2002 helped RIT launch the \$1 million EMC² scholarship program for engineering, mathematics, computer engineering and computer science students. [n](#)

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Obituary

Kyle Donaldson, RIT student, Sept. 25.



·I·T news&events

Rochester Institute of Technology

www.rit.edu/newsevents

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RIT welcomes photographer for Charles Arnold lecture



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Capital campaign thanks 'million dollar' supporter

Stonehurst Capital Regatta, Oct. 10

Universities from the Northeast and Midwest will compete Sunday, Oct. 10, in the 2004 Stonehurst Capital Invitational Regatta on the Genesee River, in Genesee Valley Park. The races begin at 9 a.m.



Co-hosted by RIT, University of Rochester and the Genesee Waterways Center, the event features river racing, food and entertainment.

Joining host schools RIT and UR are university crew teams boasting more than 100 years of rowing tradition.

Entertainment, provided by the RIT jazz ensemble and several UR and RIT a capella groups, kicks off at 10:30 a.m. and continues throughout the day.

Visit www.stonehurstregatta.com. n

Steve Jaynes | skjsid@rit.edu

Stressing safety in robbery's wake

Two RIT employees injured during an armed robbery at Crossroads Café on Oct. 4, are expected to make a full recovery.

Just after 6 a.m., three unidentified men entered the facility demanding money. Before fleeing the scene, one of the suspects shot the two workers. The victims were treated at Strong Memorial Hospital and released later that day.

Campus Safety is investigating the incident with the Monroe County Sheriff's Office.

RIT President Albert Simone said this is only the third robbery at RIT in the past 10 years. None involved this level of violence.

"This is an unusual occurrence at RIT," he states. "I must stress that we have a very safe campus."

Simone urges the RIT community to remain attentive and alert. As a precautionary measure, patrols are being increased on campus. n

Paul Stella | pbscom@rit.edu

Significant medical plan changes in 2005

Medical plans offered to RIT employees and retirees will undergo major changes for 2005.

All medical plans for employees and pre-Medicare retirees will be provided through Excellus BlueCross BlueShield under a new exclusive arrangement. Furthermore, prescription drug coverage will now be provided under a separate plan called "RIT Rx."

Blue Choice Plus, Blue Choice Select, Blue Million, Preferred Care Community, Preferred Care

Opportunity and ViaHealth plans will no longer be offered.

"The exclusive arrangement offered by Excellus BlueCross BlueShield is very attractive financially," says Renee Brownstein, associate director of human resources, compensation and benefits. "It allows RIT and its employees and retirees to share in significant savings compared with projected rates if we had stayed with the old model. Had we not made this change, the total additional

premium required from RIT, employees and retirees would have been over \$1 million, resulting in much higher increases in employee and retiree contributions."

While nearly all of the physicians in the Rochester area participate in the network for the new plans, there are a few who do not. To see if your physicians participate, you can refer to the Excellus BlueCross BlueShield Web site at <https://www.bcbstny.com>.

Medical changes, page 4

Event to bring election issues closer to home

RIT will bring key issues in this year's election to the surface with the help of more than 100 Rochester area residents on Oct. 16. The project, titled "By the People: Deliberation Day," is an initiative of PBS' MacNeil/Lehrer Productions. Rochester area residents who are part of a randomly selected sample will participate in a discussion on national security and the global economy.

Rochester is among 20 cities across the nation participating in the event. RIT also received national recognition in January when it initially hosted "By the People."

The discussion at each site will end with a "deliberative poll" in which citizens will offer their opinions after they have had a chance to discuss the issues. The dialogue and survey results will be the subject of a national broadcast at 8 p.m., Oct. 21, on PBS. RIT, WXXI, the *Democrat and Chronicle* and the Rochester Area Community Foundation are sponsoring the project.

The project will consider two major questions of policy that will be dis-

cussed during this presidential election year: What does the United States need to do to be successful in the war on terrorism? What can the United States do to protect or grow American jobs?

A goal of "By the People" is to create a wide range of opportunities for citizens to debate and discuss the necessary trade-offs and compromises involved in making U.S. policy decisions. The project supports no particular positions, policies

or perspectives.

"In this historic election year, this is an excellent opportunity for RIT to showcase its expertise on U.S. policy and globalism," says Bob Finnerty, RIT's chief communications officer, who is helping coordinate the event. "This is the perfect venue to frame the issues and promote informed dialogue on subjects that are relevant to all Americans."

RIT President Albert Simone will moderate a discussion among the 100 citizens and several expert panelists.

Amit Batabyal, Gosnell Professor of

Economics, will continue discussion on the project and survey results on WXXI's *Need to Know* program, 8:30 p.m., Oct. 22, on channel 21 (cable channel 11).



About 80 citizens participated in January's "By the People" event, which focused on America's role in the world.

The Center for Deliberative Democracy at Stanford and the Institution for Social and Policy Studies at Yale are also major sponsors of the project.

For more information, visit www.pbs.org/newshour/btp. n

SPOTLIGHT ON
College of Liberal Arts
Scholarly achievements, new faculty bring renewed sense of purpose

The College of Liberal Arts has come into its own with a flurry of faculty hires, scholarly accomplishments and increased student enrollment.

Under the stewardship of Dean Andrew Moore during the last five years, COLA has been transformed into a hub of activity. Traditionally, the college existed to provide liberal arts and humanities education for all undergraduates while cultivating a small number of degree programs of its own.

Today's COLA has new life and momentum, and has literally outgrown the Liberal Arts building, with faculty taking up residence in the George Eastman Building. The change in the college, the dean says, is partly in response to President Simone's effort to move RIT to the next level, to a "Category of One University." And as RIT grows, so must COLA.

"We are developing a series of new degree programs in applied liberal arts to provide new chances for freshman looking to study liberal arts in a technical institute and to provide new options for students seeking to

transfer programs," Moore says.

During the last five years, the college has added three undergraduate degree programs (public policy, advertising/public relations, international studies) and two graduate programs (communication and media technologies, and public policy) for a total of nine undergraduate and three graduate degree programs. A master's in psychology is being developed.

In that time, student enrollment has shot up 33 percent, from 450 to 640 (530 undergraduates and 110 graduate students). Moore expects the college to reach 1,000 students by

the end of the decade.

Minors are another popular development, with 29 different possibilities, including new offerings in Italian language and culture, and writing studies.

According to Moore, 1,600 students enroll in minors. In addition, the RIT Honors Program continues to expand, with COLA as its largest contributor. The number of honors students jumped

from 249 to 323 this year.

Other recent developments within COLA include efforts to establish the college's fifth endowed chair. Last winter, the Starr Foundation donated \$1 million to help create the Barber B. Conable Jr. Chair in International Studies in memory of the late statesman and World Bank president. According to Moore, additional gifts from the Corning Foundation and several private donors have brought the college closer to its \$1.5 million goal.

In addition, the new \$400,000

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RPO to play two concerts

It's quite the philharmonia at RIT in October.

The Rochester Philharmonic Orchestra will play two dates here—one as part of the Performing Artists Concert series, the other a free RIT 175th anniversary concert.



"Millions of people listen to classical music and never realize it," says David Perlman, professor emeritus and concert coordinator, referring to the scores of music written for movies that often use symphony orchestras to play them. "The great impact of such music is the huge range of emotion that it can convey."

The first concert, classical in nature and featuring soloist Andrea Banke, is at 8 p.m. on Friday, Oct. 15, in Ingle Auditorium, Student Alumni Union. With Michael Buttermann conducting, the concert features Banke, principal oboe, in *Mozart's Concerto in C Major for Oboe and Orchestra, K 285d*.

The program also includes Mozart's *Overture to Così fan Tutte, K. 588, Suite from Pulcinella* (1949 version) by Stravinsky, Brahms' *Variations on a Theme by Hady, Op. 56a*, and *Two Slavonic Dances* (No. 1 and No. 8) by Dvorak.

Tickets are \$5 for students, \$12 for faculty, staff and alumni and \$18 general admission. They are available at the candy counter, by phone at 475-5210 or at the door on concert night.

Free concert celebrates 175th anniversary

The second RPO concert, at 7:30 p.m. on Thursday, Oct. 21, celebrates RIT's 175th anniversary with a pops concert.

Jeff Tyzik conducts the RPO in an evening of popular hits and film music, including music from *Harry Potter* and *Star Wars*. The concert is free and open to the public thanks to the generosity of Al Davis, RIT vice president emeritus.

RIT faculty and staff can get tickets by e-mailing events@rit.edu or picking them up at the candy counter. Students can also pick up tickets at the candy counter.

For general admission tickets, send a self-addressed stamped envelope to RIT 175th Anniversary Concert, Rochester Philharmonic Orchestra, 108 East Ave., Rochester, N.Y. 14604, or pick them up in person at the RPO box office.

On concert day, remaining tickets will be available at the Gordon Field House box office after 3 p.m.

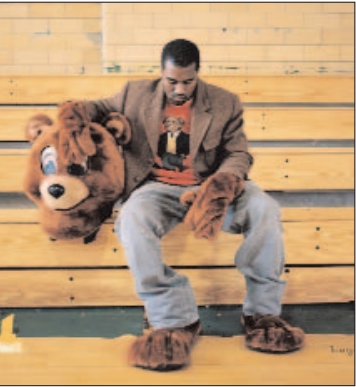
"These two concerts are a wonderful illustration of the vast spectrum that a symphony orchestra can present," adds Perlman.

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RIT to host blockbuster entertainers for Brick City Fest

Brick City Festival brings more big names to campus—Kanye West and David Spade.

Musical artist Kanye West performs at 8 p.m. on Friday, Oct. 22,



Kanye West from his CD, The College Dropout

Charles Arnold lecture, Oct. 21

RIT’s School of Photographic Arts and Sciences kicks off the Charles Arnold Lecture Series with a presentation by Arno Rafael Minkkinen.

Minkkinen, a Finnish-American photographer and professor of art at the University of Massachusetts Lowell, photographs his own body, set among scenic landscapes. His talk is at 7 p.m. on Thursday, Oct. 21, in the Chester F. Carlson Center for Imaging Science auditorium. Minkkinen will bring some of his books for a book signing after the lecture.



Self-portrait of Arno Rafael Minkkinen in Vardo, Norway, 1990.

Minkkinen never sees himself in the viewfinder, always photographs himself nude and the images you see are real—there are no double exposures, only single negative prints.

“If you see my arms coming up from the snow, I am under the snow, says Minkkinen. “People sometimes ask if I am a yogi, body builder or something like that. I am none of those things.”

Minkkinen’s self-portrait work is in the collections of the Museum of Fine Arts Boston, the Centre Georges Pompidou in Paris and the Tokyo Metropolitan Museum of Photography, among many others.

The event is free and open to the public. Call 475-2770 for information. ⁿ Kelly Downs | kaduns@rit.edu

Cary prints commemorative book

Student creativity at RIT is being honored this year with the publication of *175th*, a limited edition book of student art and poetry dating to the early 20th century.

The 24-page volume celebrates highlights from past student magazines kept in the RIT archives. David Pankow, curator of the Cary Library, designed the letterpress cover for *175th*, and RIT historian Dane Gordon wrote the introduction.

The volume was designed by the *Signatures* magazine staff in cooperation with the Cary Library, the RIT Archives and the College of Imaging Arts and Sciences. One thousand copies were printed. The project was supported by COLA, with additional funding from *Signatures*, alumni

in the Gordon Field House and Activities Center.

West, a 26-year-old music-producer-turned-MC from Chicago, raps about institutionalized racism and Jesus. West got his start in the third grade when he discovered his passion—writing and rhyming. His favorite pastime became an occupational goal when, as a teenager, he came across NO I.D., a Chicago beat mastering producer. This chance encounter became the opportunity that shaped West’s music career.

West produced Alicia Keys’ song, *You Don’t Know My Name*. West,

who is currently on tour with Usher, is in the process of working on his

second album, *Late Registration*. Tickets for the show—\$10 for students, \$15 for faculty and staff, and \$25 general admission—are available at the Student Alumni

Union candy counter or by calling 475-5210.

Comedian David Spade performs at 8 p.m. Saturday, Oct. 23, in the



David Spade from the movie, Dickie Roberts: Former Child Star

NTID, Sprint partnership

Video relay service enhances communication

“This is really cool!” says National Technical Institute for the Deaf freshman Kareman Kandil, when she participated in a recent demonstration of a Sprint video relay service. Sprint representatives were on campus to kick off an exclusive sponsorship agreement with NTID that it would be the exclusive provider of video relay services.

Sprint VRS allows NTID student and faculty to communicate naturally “over the phone” using American Sign Language and a video interpreter. Video Relay Services are accessed by using a high-speed internet connection, a computer and webcam or a television and a videophone device.

Many students like Kandil have used traditional TTY to communicate over the phone, where the two parties type messages back and forth, an often-lengthy process with delays throughout the conversation. With VRS, there is very little delay, and by using their native ASL, callers are able to convey expression and emotion, which is impossible when using TTY.

Kandil says she’ll call her family a lot with VRS. That’ll be easy to do, because Sprint donated 500 D-Link videophones and associated equipment to NTID. In addition, CSD, a national provider of human services for deaf and hard-of-hearing people, donated 385 televisions.

“This is really great,” Kandil adds, “especially being in a technological school.”

All of the VRS calls placed throughout the country are fed through one of nine centers nation-

wide, run by CSD. One such center opened in Rochester last year. CSD and Interpretek, a national sign language interpreting company based in Rochester, recently hosted an open house at the Rochester Video Relay Service Center on Tech Park Drive.

New student Matt Cutler also tried it out by calling home. Cutler was able to converse with his six-year-old deaf brother, who was very sad to see his big brother leave for college.

“I can communicate better using ASL,” Cutler says, who has 12 sisters and brothers, two of whom are deaf. “This is a great technology.”

For VRS users accessing service via a television and videophone, Sprint established NTIDVRS.tv for direct access to a video interpreter. A Web page interface was also developed to provide video relay services through a Web site at www.NTIDVRS.com. ⁿ

Karen Black | kebnmr@rit.edu



NTID student Lindsey Springer calls home using sign language, thanks to the Sprint Video Relay Service.

Gordon Field House. Spade, cast member of ABC’s *8 Simple Rules* and former *Saturday Night Live* funny man, has starred in several movies, including *Dickie Roberts: Former Child Star*, *Joe Dirt* and *Tommy Boy*.

Spade began as a stand-up comedian performing in clubs, theaters and colleges. His television debut was on *Saturday Night Live*.

His portrayal of Dennis Finch on the NBC series *Just Shoot Me!* earned him an American Comedy Award in 1999, and nominations for a Golden Globe and Emmy.

Tickets—also available at the candy counter—are \$10 for students, \$15 for faculty and staff and \$20 general admission. Visit cab.rit.edu. ⁿ

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Staff Council names award nominees

RIT community members will honor staff efforts “above and beyond the call of duty” during the eighth annual Staff Recognition Awards at 10 a.m. on Wednesday, Oct. 20, in Ingle Auditorium, Student Alumni Union, followed by a reception in Fireside Lounge.

The awards will go to winners in three categories: Excellence in Satisfying Customers, Excellence in Increasing Work Productivity and Outstanding Citizenship Within the RIT Community.

This year’s nominees are, for individual—Chic Bruno, Fran Chinnock, Shelly Cicero, Michael Dear, Jennifer Freer, Ryan Giglia, Frank Lamas, Julie Leonardo, Jill Lewis, Rahul Mehta, Kelly Redder and Tara Rosa.

Team nominees are—Computer Engineering Office Staff, Computer Science Office Staff, Gordon Field House and Activities Center Development/Funding Team, Gordon Field House and Activities Center Implementation Team, Gordon Field House & Activity Center Planning & Management Team, ITS E-mail Project Core Team, KGCoe Student Services Team, Network Critical Incident Management Process Team, PEN—International, The Scheduling Officers, Semiconductor Microsystems Fabrication Laboratory Technical Staff and University News Services. ⁿ

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News briefs

Hubble telescope talk
Scientist Melissa McGrath, from the Space Telescope Science Institute, will give a talk on “Solar System Imaging with the Hubble Space Telescope,” at 4 p.m., Oct. 13, in the Carlson Auditorium. Her talk is part of a weekly seminar series on imaging-related topics sponsored by the Chester F. Carlson Center for Imaging Science.

Exploring biotechnology
Journalist Ron Bailey will present “Who’s Afraid of Posthumanity? A Look at the Growing Left/Right Opposition to Biotechnical Progress,” at 7:30 p.m., Oct. 14, in Ingle Auditorium, Student Alumni Union. The talk, free and open to the public, is part of the special lecture series, Biotechnology: Our Future as Human Beings and Citizens, which explores the challenge and promises of the biotechnological revolution. For more information, contact John Murley at 475-2064 or jamgcj@rit.edu or Sean Sutton at 475-4620 or sds-gsm@rit.edu.

Focus on inner cities
A panel of scholars and community activists will take a look at U.S. inner cities as part of the College of Liberal Arts’ Caroline Werner Gannett Lecture Series. The panel discussion, “The Third World within the First World?,” will start at 7:30 p.m., Oct. 14, in Webb Auditorium, James E. Booth Building. The talk is free and open to the public. For information call 475-2057 or visit www.rit.edu/gannettseries.

Make your vote count
Monroe County Executive Maggie Brooks and City of Rochester Mayor William Johnson Jr. will join forces in back-to-back talks at RIT to inspire students to vote in the upcoming elections. Their presentation, “A Call to Action—Encouraging Students to Get Involved and Vote,” will run 6-7 p.m., Oct. 18, in Golisano Auditorium. The talk is part of the communication colloquium sponsored by the department of communication.

Ergonomics workshops
Effective ergonomic design of workstations is key to reducing the risk of various workplace injuries. That’s why RIT’s Center for Professional Development, in conjunction with CIMS’ Occupational Safety and Ergonomics Excellence Program, is sponsoring several free workshops for campus employees to promote safe work habits.

The first session will be held 9-10:30 a.m., Oct. 21, in the Workplace Ergonomics Lab, Louise Slaughter Building, room 2160. Additional workshops will be held Jan. 18 and April 7. To register, call 475-6200.

Cleaning up the coast
Thirty-seven students in the course, Water and Wastewater Transport, along with their instructor, Bill Larsen, associate professor of civil engineering technology, helped collect nearly two tons of trash from Genesee Valley Park during the 19th annual International Coastal Cleanup on Sept. 18. It was the third consecutive year Larsen and students participated in the worldwide cleanup.

RIT launches new art guide

A reception celebrating the launch of the book, *View It! The Art and Architecture of RIT*, will be held from 4 to 6 p.m. on Thursday, Oct. 14, in the lobby of the George Eastman Building. The publication is an art guide and walking tour of RIT, highlighting 40 pieces of art and celebrating RIT’s 175th anniversary. It’s also a pilot publication by RIT’s Cary Graphic Arts Press.

“View It! is the result of an exciting collaboration of the talent of the RIT community. The book was designed, written, photographed and produced by RIT faculty, staff and alumni. This all-encompassing group effort makes View It! a fitting publication to mark the Institute’s anniversary,” says Amelia Hugill-Fontanel, production editor, RIT Cary Graphic Arts Press.

Visit http://wally.rit.edu/cary/CP_publications/CP_ViewIt.html.

COLA spotlight

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Foreign Language Technology Center located on the third floor of the George Eastman Building exemplifies the blending of liberal arts and technology that sets COLA apart from other area universities. The center is equipped with the latest technology for language teaching and learning, including student practice and recording rooms and a 24-station multi-media computer lab for classes and group work.

“It is a state-of-the-art facility for delivering foreign language instruction, which we believe to be the best of its kind anywhere in the country,” Moore says. “This will enable us to deliver the best education in increasing number of languages and illustrates how COLA is contributing in a major way to strengthening international education at RIT—an important goal in the strategic plan.”

Faculty and staff hires have kept pace with COLA’s expansion. The number of staff members has grown from 18 to 25. Recent faculty hires reached 132—a 50 percent increase in five years—with junior faculty on tenure track making up more than half that number. Scholarly activity has also skyrocketed. Moore proudly notes that COLA faculty are now producing nearly eight to 10 books a year, as well as numerous articles.

Likewise, COLA professors are more than ever before applying for and winning grant funding to support their research. According to Moore, the college’s annual amount of funded research exceeded \$600,000 last year—a 100 percent increase from the previous year.

Student scholarship is on the rise, as well. More than 80 students from across campus participated in the annual COLA student research conference last spring. The department of communication also highlighted undergraduate research by hosting a regional conference for undergraduate communication scholars.

COLA continues to define itself through continued growth and acceptance of change. The college will soon announce a significant reform to the general education curriculum in the liberal arts to meet the needs of all undergraduates in the 21st century, Moore says.

“RIT traces its origins back to the founding of the Rochester Athenaeum in 1829,” Moore notes. “RIT began as a liberal arts institution. We have been there since the beginning and so it is by design that the liberal arts continue to be at the heart of an RIT education.

“We’re looking forward to contributing ever more effectively to strengthening liberal arts education to all students and doing our part to enhancing the reputation of RIT as a university of the first rank.” n

Susan Gawlowicz | smgms@rit.edu

Provost donates \$1.4 million to RIT campaign
Largest faculty gift in history will benefit RIT’s student scholars

Thirty-seven years represents a remarkable length of service, and you certainly won’t hear any regrets from Stan McKenzie. RIT’s vice president of academic affairs and provost has dedicated his entire career to the advancement of the university and its students.

“RIT has been the all-encompassing presence in my life,” reflects McKenzie, who began at RIT as a literature faculty member with a specialty in Shakespeare.

In that spirit, McKenzie has made the largest commitment of any RIT faculty member to the campus campaign—\$1.4 million. Following a discussion on deferred giving at a recent Board of Trustees meeting, he established a provision in his will that ultimately creates a trust to be administered by the university. McKenzie hopes his commitment will help RIT reach new heights.



“What I’m most proud of here is the incredible growth in facilities, student body and academic reputation,” he says, “but RIT remains very tuition dependent. If we want this to be a great university—which I do—it’s important that we focus on strength-



Provost Stan McKenzie’s commitment to the campaign is the largest among RIT faculty.

ening our endowment.” McKenzie, who will step down as provost next year and return to full-time teaching in the College of Liberal Arts, has directed his funds be used in support of RIT student scholars.

RIT’s campaign, “Powered by the Future,” recently surpassed the \$200 million mark. Efforts now focus on meeting the \$300 million goal by June 2006, and support by the campus community will play a key role. Participation in the campaign by faculty and staff has already surpassed 50 percent.

McKenzie’s support highlights a desire that’s shared by others on cam-

pus—to sustain a thriving community and to help the university realize its potential. He says the leadership of RIT’s presidents—past and present—has been central to that philosophy.

“Mark Ellingson and Paul Miller were superb at creating a sense of RIT family. Even with the recent growth on campus under Richard Rose and Al Simone, that underlying sense of community is still very real.”

For more information on supporting “Powered by the Future,” call the Office of Development and Alumni Relations at 475-5500. n

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News brief

Industrial designers unite

RIT is once again hosting some of the top industrial designers in the country. *Thought at Work 2004: An Industrial Design Student Conference* will give students the opportunity to meet internationally recognized professionals in the business. The conference, Oct. 15-16, will be held in the James E. Booth Building’s Webb Auditorium. It will include lectures, portfolio coaching, a student design competition and gallery show, and roundtable discussions.

Also on display at Park Avenue’s Gallery r will be the work of Joe Doucet, from intoto design firm; Chris Ferebee, from 521; and Tobias Wong, from brokenoff.

Kari Iverson, Sara Lin and Patrick Rice, all RIT seniors, are the conference co-chairs.

“The idea of this conference is to inspire students by making these designers accessible,” says Rice.

Entry fees are \$100 for professionals and \$50 for students. Visit www.thoughtatwork.com.

New computer security degree for GCCIS

In response to the growing demand for experts in the field of computer forensics, New York state has approved RIT’s new master’s degree program in computer security and information assurance. The program will get underway winter quarter.

Unlike other universities that offer programs in computer security, this degree is executed at the college level, utilizing the entire faculty in the B. Thomas Golisano College of Computing and Information Sciences.

The degree consists of a half dozen core courses dealing with technical, business, ethical and administrative aspects of security. Additionally, areas such as risk management and the cost of security will be analyzed.

Hans-Peter Bischof, associate professor of computer science; Stephanie Ludi, assistant professor of software engineering; and Luther Troell, associate professor of information technology, put together the framework for the program.

“The lack of security is the biggest threat to the computer industry and there is a need for experts who can avert potential hackers and viruses,” says Troell. “This master’s degree will fully prepare students for a career in computer forensics.” n

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RIT sharpens retention focus

Kit Mayberry, RIT’s retention officer, is optimistic about significantly improving RIT’s retention numbers based on early results and candid discussions with faculty, staff and students.

One pilot program, the development of learning communities, has provided approximately 300 first-year students with a solid base from which to begin the academic year. The philosophy behind such “learning communities” is that education is made more coherent by having various courses linked together. Students can collaborate and develop a sense of connectedness, according to the National Learning Communities Project at Washington state’s Evergreen State College. Most of the program participants have two to four classes a week with the same students.

“Being in a learning community gives students a feeling of comfort,” says Mayberry. “It makes the uncertainty of college life a little easier when they already know people on their first day of class.”

At this point, faculty members who teach students in learning communities have noticed excellent attendance, increased class participation and



Kit Mayberry

higher than usual grades.

“I can’t say enough about the faculty and staff support throughout this process,” says Mayberry. “Everyone has been cooperative, and we feel that the faculty and staff are on board with our mission of improving RIT’s retention rate. I’m energized when I hear faculty comments about how much they’re enjoying learning communities, and really getting to know their students. That’s part of what teaching is all about—investing in your students.”

Mayberry says the push to achieve a higher retention rate isn’t stopping there. She plans to hire a central institute advisor to support students interested in transferring from one RIT program to another. This advisor will also provide some career and

academic counseling.

Recent changes have been made to RIT’s cumulative GPA calculation system, and a revamped class registration program is in the works.

This state-of-the-art system will allow students to see exactly where they stand in terms of progress towards graduation, as well as what courses will transfer into a new RIT major. It will make course substitution much more consistent throughout the Institute, and, once fully implemented, will greatly expedite internal transfer and graduation certification. Eventually, the degree audit system will be available to students transferring to RIT from other schools who wish to see how many credits RIT will accept. Mayberry predicts that major parts of this system will be operational by the end of this academic year.

Major curriculum changes are also taking place. The Provost is establishing a set of curricular guidelines for all academic departments that promise greater flexibility and choice for all undergraduate students, including more free elective courses, and the opportunity to study double majors. n

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NTID has hand in research center

NTID is an integral part of the first research center established in the U.S. to focus on healthcare issues among the deaf and hard-of-hearing community.

The Centers for Disease Control recently awarded the University of Rochester Medical Center a \$3.5 million grant over five years to work toward preventing disease and improving overall health in this population.

T. Alan Hurwitz, RIT vice president and NTID dean/CEO, chairs the External Advisory Committee which will advise the Rochester Preventive Research Center on strategies to achieve its mission and the degree to which it is fulfilling that mission.

“This project will positively impact current and future generations of deaf and hard-of-hearing people by developing intervention strategies that foster the improvement of our health care circumstances,” says Hurwitz.

James DeCaro, PEN-International

director and former NTID dean, is also playing a key role in this important project. He is the principal investigator for the NTID component of the center, which includes a significant portion of the research, testing and measurement, and will include deaf and hard-of-hearing RIT students.

“RIT will bring its 35-plus years of experience addressing the educational and health needs of deaf and hard-of-hearing men and women to this one-of-a-kind research and prevention center,” says DeCaro.

NTID’s Peter Lalley, manager, special access services, and Vince Samar, NTID senior researcher, will be lending their talents to the construction and execution of the center’s research agenda. In addition, RIT’s Student Health Center will contribute the benefit of its wide-ranging experience to the center by participating in its research and intervention efforts. n

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Looking good



Henry’s restaurant, on the fourth floor of the George Eastman Building, opened for fall quarter Sept. 28. Operated by students in RIT’s School of Hospitality and Service Management, including Felice Prindle, a third-year hotel and resort management major, above, the eatery serves bistro-style lunches 11:30 a.m.-1 p.m. Tuesdays and Thursdays through Nov. 9. Call 475-2351 or visit www.rit.edu/~henrys.

Turning ideas into innovation



A team from RIT discussed options for a business model at the Pre-Seed Workshop on Sept. 14. Tony Ilacqua, left, served as coach for students Arwen Wright and Allison Tentis, and professor William Leonard from RIT’s manufacturing and mechanical engineering technology department. Their team focused on small device development and manufacturing, gaining invaluable insights on working with technology that are not provided through other forums. RIT’s Technology Licensing Office co-sponsored the event designed to accelerate the transformation of laboratory research into local company formation.