RIT students storm the West Coast Board discusses new alliances with Silicon Valley powerhouses

In its quest to be among America’s leading innovative universities, RIT trustees and leaders traveled to the West Coast this month to meet with alumni and form strategic relations with cutting-edge companies. The RIT delegation, nearly 60 strong, met with 22 companies in three days of visits July 9-11. The majority of the visits were in the Silicon Valley region, between San Francisco and San Jose. Teams of trustees and RIT leadership also met with firms in Seattle and Los Angeles. Discussions centered on innovation, corporate research and development, sustainability and collaborative models.

“There has been an exciting adventure for RIT,” says Michael Morley, chairman of the Board of Trustees. “We are hoping this will lead to great opportunities for RIT students in the co-op program, as well as in the workforce after they graduate. We are enhancing and establishing relationships on the West Coast. A lot of these companies did not know the scope and breadth of RIT.”

For example, a tour of Adobe led to a discussion about RIT’s Ph.D. program in color science. Upon returning to Rochester, university leaders will coordinate further discussions on ways RIT expertise can help Adobe solve problems in the area of color management.

“I know of no other university doing this. We have some extraordinary opportunities in front of us,” states RIT President Bill Destler, who also added that several companies expressed interest in learning more about the university’s new corporate research and development program. The RIT delegation was exposed to new technology throughout the trip.

At Cisco, for example, a demonstration was given on “TelePresence.” The technology allows business leaders to meet “virtually” through video and telephone, anywhere in the world. For example, three people at the top of the photo are in different locations.

New research reveals latest Internet predators are often ‘close to home’

There’s a new cyber enemy for parents to worry about—and it’s not the stereotypical middle-aged stranger that has long been feared. This new threat lurks not only in cyberspace but in the school yard, the classroom and, at times, the home.

An RIT study of more than 40,000 adolescents reveals that 59 percent of cyber victims—in grades 7-9—say their perpetrators are a friend that they know personally. That perpetrator, according to the survey, is also significantly more likely to be a fellow student than an adult. “Most people have long thought the perpetrators of cybercrime to be some ‘boogeyman’ holed up in his attic, searching the Internet for children to prey on,” says Sam McQuade, who led the research effort and is the graduate program coordinator in RIT’s Center for Multidisciplinary Studies. “While that is certainly something to be feared, the startling new reality is today’s children are most frequently preying on each other online—and their parents rarely have any idea it’s happening.”

McQuade’s research was designed to determine the nature and extent of cybercrime abuse and victimization by and among adolescents. The survey was administered to students in kindergarten through 12th grade, varying by grade level, in 14 different school districts. Survey results indicate that cyber bullying—consisting of sending threatening and nasty messages—begins as early as the second grade, peaks in middle school and sometimes continues through high school. One in 10 second- and third-graders report having been “mean to someone” online, while one in five report that someone online has been “mean to them.”

“What has traditionally happened on the playground has now moved into cyberspace,” McQuade says. “The major difference is that children have a sense that they’re anonymous and invisible online. Therefore, they seem to lash out in ways that they may not in person.”

Children are utilizing the Internet and other electronic devices to perpetrate unethical, socially deviant and even criminal acts.

Online identity theft is prevalent, even with younger Internet users. Twelve percent of fourth- through sixth-graders report having experienced someone pretending to be them online and 13 percent report someone having their password or account used without their permission.

Illegally downloading music and movies often begins in the fourth grade, as 8 percent of fourth- through sixth-graders admit to having downloading music in the past year, with 34 percent admitting to illegally downloading movies.

Not your average bookstore

Barnes & Noble @ RIT officially opens as the anchor for Park Point July 28. The 40,000-square-foot retail store will have 60,000 titles, wireless access, a Starbucks Café and regular shuttle service to and from campus.

Only published

First-time author explores the human soul, page 2

University News, Publications bring home PR distinctions, page 2

Student researchers create Internet link for hotel industry, page 3

Viewpoints

Higher education and the globalization connection, page 3

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**News briefs**

**Imagine Cup honors**

An RIT student team has won an Engineering Excellence Award at the 2008 Microsoft Imagine Cup World Finals in Paris. Ziyun (Joe) Zhou, Adam Rui and Zachary Shivers programmed and configured a network of sensors to take readings of such environmental variables as temperature and humidity, and set the system up to be accessible via cell phone. The team’s design previously won the Software Design Invitational at the U.S. Imagine Cup finals in April.

**Fresh goods on campus**

A farmer’s market is coming to RIT this summer and fall. The market, featuring fruits, vegetables and breads, will be held 10 a.m.-2 p.m. beginning Aug. 19, continuing every Thursday through Oct. 9 outside the east end of Gordon Field House and Activity Center. In addition to foodstuffs, the market will feature live music and entertainment. Farmers’ market is sponsored by the RIT Better Meal/Employee Wellness Committee. For more information, contact betterme@rit.edu or visit the “RIT Farmers Market” Facebook group.

**Osher field trip on deck**

Osher Lifelong Learning Institute at RIT is hosting an all-day “Architecture and Wheels” field trip on Sept. 28. Adults and guests will tour Graycliff Estate, the Frank Lloyd Wright-designed home of Charles and Isabelle and Darwin Martin, husband and wife, to the Martin Frizeau West Restaurant, and tour the Pedaling History Bicycle Museum. Prior to the field trip, a lecture will be held from 10 a.m. to noon July 22 at the Athenaeum Building. Guest speakers include Susan Nurse, an archivist at the Memorial Art Gallery, and Carl Burgard, curator of the Pedaling History Bicycle Museum. For more information, contact Osher at 292-8899.

**Novelist delves into soul of a simple man**

Robert Chandler, a marketing communications specialist at Wallace Library, examines the recovery of the human soul in his novel “Minus the Imple.”

Robert Chandler describes his largely autobiographical novel as a “fictionalized true story” inspired by a random incident that occurred in 2002.

“Minus the Imple traces the life of a humble man from early childhood to the present day, and recounts the recurring inexplicable phenomena that punctuate his experiences. Chandler, a marketing communications specialist at RIT’s Wallace Library, describes his largely autobiographical novel as a “fictionalized true story” inspired by a random incident that occurred in 2002. The book has been a work-in-progress since 2004. “Minus the Imple is available through Lulu at www.lulu.com/content/2039657, as well as through online retailers such as Amazon and Barnes & Noble. Barnes & Noble @ RIT added Chandler's book to its section for promoting work by RIT authors. The book is also currently on the shelves at the Brighton Memorial Library and at RIT’s Wallace Library.

“I saw my book on the shelf at Brighton Memorial Library, and it should soon appear in about four additional public libraries, once they process it,” Chandler says. “Seeing the actual book on the shelf in the ‘New Fiction’ area was exciting.” For more information, contact Chandler at 402-0376 or at maduzi@rochester.com. To hear an interview with the author on a Front Page World Radio, visit http://66.49.193.35/Tony_Kay_Show_2008-06-18_Robert_Cha **

**Online learning earns excellence award**

RIT’s Online Learning department was recently presented with the Center of Excellence Award from the New Media Consortium, held at Princeton University. Each year, as part of the award, recipients are asked to produce a short video about their unit or department. “This award is a great distinction for us,” says Jasen Humbert, director of Online Learning. “We have such respect for the New Media Consortium and the highly regarded universities that are members. This is the ‘go to’ group for emerging technologies—for information on what other schools are doing in the field of media and educational technology.”

RIT has been recognized in the past for its use of emerging technology, faculty innovation and online learning. The consortiums annual “Horizon Report” includes a look at technologies that are likely to be adopted in the next five years in education, with RIT having been cited several times with examples of emerging technology strategies. To view Online Learning’s three-minute submission, visit http://media.rit.edu/RIT_FMP/player.html?http://depts.rit.nmc/XML/nmc.xml.

**Research team hopes to shift photons technologies to widespread use**

Photons, the study and application of electromagnetic energy through the manipulation of light, has been an area of interest in many of our most important technologies, including electronic communications, optical data recording and lasers. Researchers at RIT are currently attempting to advance the use of photonics applications and revolutionize research through the study and improvement of silicon photonics.

“Traditional semiconductor electronics involves the manipulation of electrons over a copper wire. In silicon photonics these componen **t**

ent optical devices, such as optical fibers, were used to transfer information, and waveguides, used to move and manipulate information, were being transferred. The team is utilizing photonic crystals to enhance the coupling efficiency, which increases the number of optical devices that can be integrated onto one silicon chip. Abushagur believes the nano-photonic coupled creates through the project will improve overall performance and enhance opportunities for widespread commercialization of the technology. "The enhanced application of silicon photonics is dependent in part on improving the integration of photonic processes with silicon semiconductors," notes Abushagur.

"It is our hope that this research will improve the creation of low-cost and affordable silicon photonic devices in the future." Abushagur’s team includes Stefan Preble and Zhaolin Lu, both assistant professors in microsystems engineering, and Rami Wahashah, a doctoral candidate in the microsystems engineering program. Experiments are being conducted utilizing equipment in RIT’s Semiconductor and Microsystems Fabrication Laboratory and the NanoScale Science & Technology Facility at Cornell University.

Newman leads abolitionism seminar in historic Philadelphia

The National Endowment for the Humanities awarded Newman and the Library Company $90,000 to create and conduct the seminar on abolitionism. Newman led a successful version of the same seminar in 2006. Newman’s seminar has been designated a “We, the People” program, which highlights themes and events deemed culturally significant in American history.

“I’m very pleased to inform you that the Abolitionism movement is only one of 15 seminars for teachers offered nationally, so I hope it shines as a spotlight on the humanities at RIT too” says Newman, an associate professor of history. Newman is the author of Freedom’s Prophet: Bishop Richard Allen, the AME Church, and the Black Founding Fathers (NYU Press 2009).

For more information, visit the Library Company at www.librarycompany.org or contact Susan Gawlowicz at smg@rri.edu.

**Dockersdelivered on public relations awards ceremony**

RIT’s University News briefs, University Publications, and Educational Technology Center were honored at the 2008 PRism Awards ceremony. The event, sponsored by the Rochester chapter of the Public Relations Society of America and PR Newswire, was held June 12 at the Rochester Museum and Science Center.

RIT, The University Magazine received its fifth PRism Award in the magazine category, a feat that coordination of the awards program cited several times with examples of the 2008 entries. This is the sixth year in a row that RIT has been acknowledged by the public relations community at technologies that are likely to be adopted in the next five years in education, with RIT having been cited several times with examples of emerging technology strategies. To view Online Learning’s three-minute submission, visit http://media.rit.edu/RIT_FMP/player.html?http://depts.rit.nmc/XML/nmc.xml.

**Humanities awarded Newman and the Library Company $90,000 to create and conduct the seminar on abolitionism. Newman led a successful version of the same seminar in 2006. Newman’s seminar has been designated a “We, the People” program, which highlights themes and events deemed culturally significant in American history.**

**Newman leads abolitionism seminar in historic Philadelphia**

**An RIT professor will share his knowledge about the abolitionist movement with a group of 15 school-teachers attending the National Endowment for the Humanities Summer Seminars and Institutes for School Teachers this summer in Philadelphia. The program brings together recognized scholars and school teachers for intensive study of various subjects. Richard Newman will lead the four-week long seminar “The Abolitionist Movement: Fighting Against Slavery and Racial Injustice from the American Revolution to the Civil War” until Aug. 1 at the Library Company of Philadelphia, the nation’s oldest lending library founded by Benjamin Franklin.**

**Creative work related to Imagine Cup includes a contest for improving the coupling of different devices on silicon chips.**

Current research in the field is focusing on enhancing the application of optical devices on silicon chips. Abushagur’s team is working to improve the coupling of differ
RIT students create a ‘missing link’ for the world’s hospitality industry

Three RIT graduates from the class of 2008 identified a key portion of how Rochester-area hotels do business—and they’re looking to bridge the gap for customers across the country.

Breana Sniezek, Chris Geiss and Marc Baumbach have teamed to create a Web site, HotelProxy.com, which revolutionizes the way hotels communicate with one another. Hotels have traditionally relied on phone calls for the primary method of communication, meaning each hotel must spend hours on the phone to ascertain rates and availability.

In their idea for the column, e-mail us at newsroom@rit.edu.

Mayberry takes charge of RIT’s special projects

Katherine Mayberry has been named vice president for special projects for RIT. She had previously served as vice president for academic affairs at RIT from 2004 to 2008.

In her new position, Mayberry will undertake special projects assigned by RIT President Bill Destler that overlap one or more of RIT’s administrative divisions. Such projects will include, among others, the creation of an effective space-planning process for RIT that will allow decisions on facility construction and renovation to be made in a manner that reflects institutional priorities, and an open admissions project in which Mayberry will be ensuring that major administrative decisions are made with appropriate community input.

Mayberry holds a Ph.D. in English and American literature from the University of Rochester.

Donald Truesdale

Five trustees added to RIT board

RIT is adding five new members to its Board of Trustees. The new trustees, each of whom are business leaders from diverse industries, were announced during the recently concluded Board of Trustees meeting, which took place July 9-11.

Bart Guerrier is founder, chairman and president of DSD Laboratories, a privately owned business in the area of information security. Guerrier also sits on RIT’s engineering advisory board and is a member of RIT’s engineering advisory board.

Ghazle is director of RIT’s diagnostic medical imaging program.

This column presents opinions and ideas on issues relevant to higher education. Comments or ideas on issues relevant to health care. This column presents opinions and ideas on issues relevant to higher education. Comments or ideas on issues relevant to health care.

by Hamad Ghazle

Annual giving shatters RIT fundraising record

The 2007-2008 Fund for RIT campaign broke several records in RIT’s recent history for annual fundraising results. The Department of Development and Alumni Relations reports the following preliminary year-end numbers:

For RIT, this means greater-than-ever support from our alumni and many more dollars to assist our students and grow our programs.”

—Lisa Casada, VP for development

Two dozen high school juniors from across the country will make their first outside of their homes. This year, nearly $3.6 million is among the highest-ever recorded,” says Lisa Casada, RIT’s vice president for development. “The number of alumni donors was 3.9 percent of our total alumni of record, meaning those for whom we have good addresses or phone numbers — a result that exceeded the original 9.1 percent target. The final figure for alumni donors includes about 66 percent who gave last year, 13 percent who haven’t given for several years and about 1,800 first-time donors, about 21 percent of the total.”

Preliminary numbers show 1,098 miles a day (about 36 percent participation rate). That figure includes those who are also alumni—about half of RIT alumni faculty and staff made a gift.

Adds Casada, “For RIT, this means greater-than-ever support from our alumni and many more dollars to assist our students and grow our programs.”

Summer workshop hosted by RIT’s School of Print Media

Students created posters, book covers, Web sites and multimedia digital frames. Jenny Conley, chief blogger at Kodak.com, and Jeff Tolkson, director, brand communications and new media, Eastman Kodak Co., both RIT alumni, provided feedback to the students about their marketing campaigns. One student team served as journalists and created a one-page newspaper and blog about the event. The Rochester Club of Printing House Craftsmen made a $4,000 donation toward student scholarships. Other corporate sponsors were Flower City Printing, Printing Industries Alliance, Cohler Press, Hammars Lito and Lazer Inc.

Young marketing minds at work

A Sue Wender (photographer)

Bart Truesdale

Kevin Surace

Andrew Brennan

Barta Guerrrier

Lawrence Burns

Lawrence Burns is vice president for research and development and strategic planning at General Motors Corp. He is the 2007 recipient of the SAE Automotive Division’s Global Executive Leadership Award. Burns has championed General Motors’ “reinvention” of the automobile, which is focused on solid state, fuel-efficient vehicles. He is a member of NYSEG’s National Advisory Group.

RIT has 50 active trustees and 32 emeriti trustees. Twenty-seven trustees are RIT alumni.”

John Mullin | jjmullin@rit.edu
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**Internet**

The research indicates that many parents may not be aware of what is happening online. Fifty percent of students at the kindergarten and first-grade level report that their parents don’t watch them when they use a computer. That’s why McQuade and RIT have formed several partnerships with more than 20 Rochester area school districts, the National Center for Missing and Exploited Children, Time Warner Cable, the Information Systems Security Association and the InfraGard Member Alliance to form The Cyber Safety and Ethics Initiative. The goal of the initiative is to utilize the survey results to determine a comprehensive, community-wide approach to tackling this increasing problem.

"This is not a problem that can be solved by parents and educators alone," McQuade says. "This is a societal problem that requires a societal solution. That’s why The Cyber Safety and Ethics Initiative is comprised of representatives from higher education, K-12 education, community groups and members of the business community. We all need to work together."

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**Hospitability**

The board of Trustees trip to the West Coast included an alumni reunion reception with the San Francisco and San Jose chapters. Nearly 360 alumni attended the event, held at the Computer History Museum in Mountain View, Calif. Destler emphasized the alumni to stay in touch with the university and spread the word of its growth in stature.

"Your university has come a long way in rapid time," Destler told the alumni. "You should be proud of the trajectory we are on. We need your help in telling the RIT story to your family, friends and co-workers." RIT met with the following companies and organizations: Adobe, Amazon, Apple, Aruba Networks, Avery Dennison, Boring, Cisco, Citrix, Electronic Arts, Electronic Arts, Hewlett-Packard, IBM, Linked In, Micron, Microsoft, Oracle, Salesforce.com, Serious Materials, Stanford University, SONY Imagesworks and VIEE. **B**

Bob Finerty <info@rit.edu>

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**Selinger: A true ‘renaissance’ philosopher**

Professor Evan Selinger rejects the idea that philosophy is a solitary intellectual; this outdated stereotype does not appeal to him at all. He thrives, instead, on conversation and collaboration with students and colleagues. He views philosophy as a fundamentally communal activity.

"Philosophy has a reputation of being too insular," says Liddle, assistant professor in RIT’s Department of Philosophy. "I prefer to bring inter- and intra-disciplinary insights into my research and teaching. Augmenting the perspectives involved in a community often enhances the quality of inquiry."

Selinger has found collaboration to be the key to his intellectual growth. He has co-edited and co-authored several books pertaining to the philosophy of technology. He has also worked closely with renowned sociologist Harry Collins on issues of expertise and with an independent research group that explores the use of technology, especially computer simulation, to solve philosophical problems.

Selinger’s scholarship led last year to visiting professorship at the Twente University in Netherlands and to an invitation to present the keynote speech to the Danish Philosophical Society in Copenhagen. He will travel this summer to Cardfit University in Wales to talk about democracy and technological decision-making.

Development ethics, a field of philosophy that examines issues of global justice as they pertain to developing countries, is another area of study that interests Selinger. He recently wrote an essay for Phi- 

"I get that philosophy continues to impact my life and resonates with my students even after they graduate. Selinger recently heard from alumnus Tom Skastwaler who credits Selinger’s Philosophy of Technology class with providing the inspiration for his recent article in The New York Times about pay phones. "Shrinking Portals to the Past" "I got that inspiration to present the keynote speech to the Danish Philosophical Society in Copenhagen. He will travel this summer to Cardfit University in Wales to talk about democracy and technological decision-making."

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**Huntsman to pursue her master’s degree in business administration at RIT’s Saunders College of Business.**

John Foleaco | jfoleaco@rit.edu

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**The beginning of a new chapter**

Barbara Letvin, formerly from the Division of Student Affairs, reconnected with John Palubinskas, a past dean of the College of Science, at the RIT Retreat on June 11. The event was held in Gordon Field House and Activities Center.

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**Trustees**

The Board of Trustees trip to the West Coast included an alumni reunion reception with the San Francisco and San Jose chapters. Nearly 360 alumni attended the event, held at the Computer History Museum in Mountain View, Calif. RIT President Bill Destler said West Coast alumni to stay engaged with the university and spread the word of RIT’s growth.