

Scholarship @ R·I·T

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RIT Faculty Scholar Series: More Than Just the Printed Word



Matt Bernius explaining the rules of the Social Networking Game AND people passing an edition of the *Innovation News* at the 2008 ImagineRIT Festival.

A joint presentation on the Open Publishing Lab (OPL) entitled, “Creating the Future of Publishing at RIT,” was given by OPL co-directors Patricia Albanese, Matthew Bernius, and Michael Riordan, with students Abdul Matsah and Rachael Gootnick, all from the School of Print Media, CIAS. This latest offering in the RIT Faculty Scholars Series occurred in the Idea Factory, Wallace Library, on February 4, 2009.

Albanese provided information on the creation and development of the OPL. Four OPL projects were highlighted: The Innovation News (iNews) Project, a virtually instant “cross-media” newspaper platform (Riordan), the Open Publishing Guide, a free resource available for anyone who needs assistance with any or all aspects of self-publishing (Gootnick), Page2Pub, a platform consisting of three stand-alone modules that collects materials from online sources and places that content into a formatted and designed publication (Matsah), and the Social Networking Game (SNG), an activity that allows event attendees to interact in person, establish connections, and continue them online (Bernius).

Continually present throughout was the emphasis on cross-disciplinary collaboration—an amazing variety of different disciplines were involved in each of these projects. Another emphasis: Providing a unique RIT experience for students that will serve them well in the workplace. The energy and enthusiasm of all students involved with the OPL has been remarkable.

Among the “lessons learned” shared by Albanese in her conclusion: Tap and extend your networks, challenge yourself and your students, share success with your team, and encourage an open environment.

Please go to: <http://opl.cias.rit.edu/> to learn more about the OPL, these projects and more. The presentation podcast will be available at: <https://ritdml.rit.edu/dspace/handle/1850/8198>.

Marcia Trauernicht / Wallace Library

IDS – At Your Service!

In these times of intense busyness, it can be a burst of fresh energy (and a relief!) to receive information retrieval assistance, especially when obtaining necessary research materials.

Through Information Delivery Services (IDS), faculty and staff may request door-to-door delivery of library materials online: <http://library.rit.edu/services/facultystaff-campus-delivery.html>. RIT books will be checked out under your name and delivered to your office within one business day. Articles will be delivered to you electronically. IDS will also enter material requests on your behalf using your bibliographies or citation lists. Simply email or drop off your citation lists and the IDS Department will submit requests on your behalf. Once books or articles are received, you are notified immediately via email.

IDS offers continued service in Course Reserve processing. You may submit requests for course reserves materials by email (ereswml@rit.edu); a Course Reserve submission form is available online or at the Access Services Department of the Library. Feel free to call 585.475.2560 or visit us in the Wallace Library located in the Circulation area.

Morna Hilderbrand / Wallace Library

IN THIS ISSUE

You will find articles focusing on innovation throughout RIT and beyond: New types of publishing opportunities, library information delivery services to your desktop and office, cinema technology, group work benefits, software engineer seniors develop publishing systems, computerized ADHD sign language-based test for Deaf adults, hydrogen technology, condominium clusters, RIT partnerships with Rwanda, graduate art students at Margaret's House, telecommunication history and policy, energy-efficient CMOS integrated circuits, globalization and poverty, corporate social responsibility, student/alumni sustainability anthology, and the RIT DML's new world ranking and collection/item statistics.

In Africa, each old man that dies is a library that burns.

— Amadou Hampâté Bâ

R·I·T
Faculty
Scholars

Studying the Technology of Cinema at RIT

College of Imaging Arts & Sciences

The School of Film & Animation's Digital Cinema Program is one of the first of its kind in the nation, providing a science and engineering-based education in the fundamental imaging technologies used in the motion picture industry. By joining a core curriculum in creative filmmaking from the College of Imaging Arts & Sciences



PHOTO BY DAVID LONG

Kyle Alvut discusses high-end motion picture scanning with Digital Cinema student, Alex Durie.

and Imaging Science from the College of Science, this program trains students in the art and the engineering of feature film, television, and animation production. Over 30 students are currently studying digital image capture, film scanning, digital image manipulation, color science, visual effects, and digital and traditional

projection. Newly-renovated facilities for the School of Film & Animation in the basement of the Gannett Building provide students hands-on experience with equipment that rivals that found at independent production and post-production companies. The facility will also serve as home to expected equipment acquisitions in motion picture film scanning and color grading equipment.

Guiding Digital Cinema students through this degree are two full-time faculty, each of whom came to RIT from Eastman Kodak's motion imaging research labs. David Long joined as permanent Chairperson for Digital Cinema in 2007. Long brings experience in color science, film design, and digital systems integration. In February 2008, one of four Kodak scientists was recognized with an Academy Award for the design of the Vision2 Color Negative motion picture film. Joining Long in 2008 was Ricardo Figueroa. Figueroa worked in digital motion camera research and design for Kodak. In addition to interactions with faculty, Digital Cinema students have also benefitted from learning directly from professional cinematographers, colorists, special effects artists, and projection engineers during the past year.

The unique collaboration of right-brain and left-brain study in the Digital Cinema Program offers a distinctive opportunity for students wanting to research the rapidly exploding motion imaging technologies being used in Hollywood and around the world.

David Long / School of Film & Animation

All for One and One for All

College of Science

As their motto (above) implies, "The Three Musketeers" figured out early on that working together has its benefits. In the educational realm, group work has been shown to increase both student learning and satisfaction. As a result,

Students comments:

As one student put it, "Use of the White Board led to open group discussion and it brought the group together as a team."

Another student commented that, "Group assignments were great and crucial for understanding and succeeding in this course."

in-class group work is now common in many college calculus and physics workshop courses (including those at RIT). Dr. Carol Marchetti finds in-class group work invaluable. "When students are active in class they have a better chance of 'owning' the material before they leave. And by working in groups, they have the opportunity

to develop both analytical and communication skills."

As with many RIT courses, her Data Analysis course often has a large number of deaf and hard-of-hearing students (up to 40% of the class). Communication between deaf and hearing members of a group can be an additional challenge to accomplishing the task at hand. Several years ago, Carol began collaborating with NTID researchers, Susan Foster, Gary Long, and Michael Stinson to study group dynamics and test alternative forms of communication for groups working in her class. Sue, Gary, and Mike have been working with the RIT campus on deaf access projects for a number of years. Working with Carol, NTID researchers have experimented with both low tech and high tech methods to ease communication by utilizing White Boards and Tablet PCs. Students have been very willing to try these interventions and have made useful suggestions for improving them. Their feedback (via post-experiment survey) indicates gains in communication and learning.

This quarter, Mindy Hopper, a graduate student in the Warner School of Education at the University of Rochester, has joined their team. Mindy is researching the impact of informal communication in deaf education as part of her doctoral dissertation. Her classroom observations will provide an additional perspective on how the group experience can be improved to increase learning for all.

Carol Marchetti / Mathematical Sciences

Software Engineering Partners With Publishing Projects

B. Thomas Golisano College of Computing & Information Sciences

The Software Engineering (SE) Program's Senior Team Project is a two-quarter capstone experience that enhances learning through an innovative co-op experience. The Department of Software Engineering has established partnerships with a number of companies and organizations that propose real-world problems every year. Each project team consists of five students, a software engineering faculty coach, and a representative from the sponsoring organization.



PHOTO BY FRANK COST

Last year's SE team visiting ColorCentric to learn about the production workflow relevant to the project.

Teams work for two consecutive quarters and deliver a functioning system plus all supporting documentation by the end of the second quarter.

This is the second year that an SE team is working on a project for the Open Publishing Laboratory (OPL) in the School

of Print Media. Last year's team and their coach, Professor Fernando Naveda, worked on the development of "Bookstr," a web-based collaborative book publishing system designed for use by grade-school classes to publish books by merging content from everyone in the class. The project was sponsored by the OPL with funding from HP. The team partnered with ColorCentric, a Rochester-based digital printing company owned by RIT alumnus, John Lacagnina (BS Engineering '74). Professor Frank Cost from the Open Publishing Laboratory was the sponsor representative.

This year's team has been working with professors Naveda and Cost, and a team of software developers from the OPL on another HP-sponsored project called "Page2Pub." This system will allow users to gather textual and graphic content from websites and drop the content into a "shopping cart" where it can be processed into well-designed documents for presentation in print, online, and on handheld devices. The SE team is designing and building the rendering software for print output. The Page2Pub system will be demonstrated at this year's ImagineRIT Festival.

Bookstr and Page2Pub are capstone projects that demonstrate RIT's ability to assemble multidisciplinary teams of faculty, students, and industrial organizations. Bookstr is now housed at RIT's Incubator with the goal of turning it into a profitable enterprise.

Fernando Naveda / Software Engineering
Frank Cost / Print Media

Sign Language-Based Test for ADHD in Deaf Adults

National Technical Institute for the Deaf

The *Attention Deficit Scales for Adults: Sign Language Version* (ADSA-SLV; Parasnis, Berent, Samar, Triolo, & Murphy, 2008) fills a critical need for assessing ADHD in deaf and hard-of-hearing adults ages 17 and above. ADHD produces distractibility, impulsivity, and hyperactivity, which create an enormous challenge for adults to learn in traditional classroom and multimedia learning environments, and to function in the workplace and other settings. Accurate diagnosis and referral are important for providing appropriate accommodation. Since the incidence of ADHD in the deaf and hard-of-hearing population may be as high as 38%, there is a pressing need for psychologists and other professionals to have an ADHD assessment instrument that is linguistically accessible in sign language.

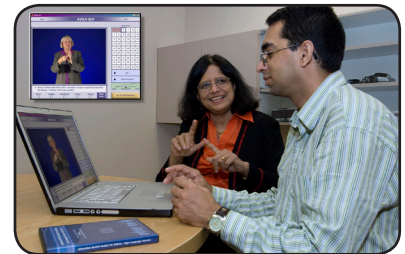


PHOTO BY MARK BENJAMIN

Project leader, Ila Parasnis, and research assistant, Amardeep Sekhri, demonstrate the ADSA-SLV. The insert shows the test interface with Donna Gustina on the screen.

There is a pressing need for psychologists and other professionals to have an ADHD assessment instrument that is linguistically accessible in sign language.

The ADSA-SLV is a computerized sign language version of the original *Attention Deficit Scales for Adults*, published by Triolo and Murphy (1996). It is administered through an interactive interface showing translations of the test items into ASL and into English-based sign language, with captions. Clients who have usable residual hearing may choose to view ADSA-SLV items with accompanying voice in the English-based sign language mode. Clients can easily review their test responses and examiners can print summaries and graphs of test scores.

The production of the ADSA-SLV involved intense collaboration among experts in deaf education, sign language translation, media production, and programming from NTID. An RIT information technology expert, several Deaf community members, and two Rochester area clinical psychologists provided extensive feedback on the usability of this test.

The ADSA-SLV DVD includes the interactive program for administering the test, the original ADSA manual, the ADSA-SLV manual, and installers for Adobe Air for PC and Mac platforms. The ADSA-SLV will soon be available for purchase. Please call NTID Marketing Communications 585.475.6906 for further details.

Ila Parasnis / Research & Teacher Education Studies

Faculty Off-Campus

Exciting UG Students About Clean Energies

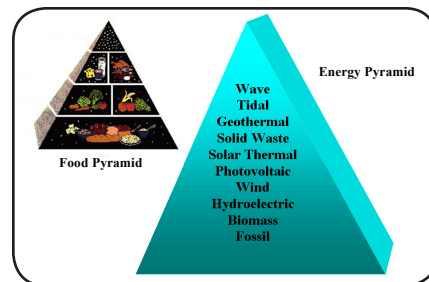
Some of my early involvements in issues related to clean energy sources began by playing volleyball off-campus, where I first met Dr. Susan Solomon in the 1980s on a sabbatical leave at the National Oceanic & Atmospheric Administration in Boulder, CO. Since then, Dr. Solomon has served as co-chair of the working Group 1 Fourth Assessment of the Intergovernmental Panel on Climate Change (IPCC 2007). IPCC and Al Gore jointly received the Nobel Peace Prize in 2007 for their collective work on Global Warming.

At the beginning of the millenium, the issue of developing clean energy sources to replace the existing fossil fuels became even more relevant. Inspired by discussions about hydrogen technology with Dr. Roman Press, a former RIT Distinguished Researcher, whom I incidentally also met for the first time playing volleyball, and Dr. K.S.V. Santhanam, we decided to write a book on the subject. Drs. Massoud Miri and Alla Bailey joined us as an effective team with complementary experiences in the chemistry associated with hydrogen technology, fuel cell technology, infrastructure,

and economical issues related to hydrogen. After approximately a three year labor of love on the project, our book, *Introduction to Hydrogen Technology*, was published by John Wiley & Sons, Inc., in October 2008.

The main goal of our book is to help undergraduate students and the general public, who have diverse backgrounds, understand the incredible potential hydrogen has as an energy carrier and fuel. Hydrogen, as a fuel, is outstanding, as the by-product of its burning is environmentally friendly water, and not carbon dioxide which is a major contributor to global warming. On the other hand, the electrolysis of water can be used to generate hydrogen. Hydrogen-based fuel cells have now improved to a level that their use as a realistic source of alternative energy to the existing fossil fuels and radioactive materials has become feasible. Our book initially covers the fundamentals of the chemistry required to understand the properties of hydrogen, its chemical reactions, and then gradually focuses on hydrogen fuel cells and the technology involved to establish a hydrogen-based economy.

The first offering of the Special Topics course, *Introduction to Hydrogen Technology* (1010-359-01), was during fall quarter



GRAPHIC BY ROMAN PRESS

As the “food pyramid” represents a balanced approach to a healthy lifestyle, the “energy pyramid” represents a balanced approach to consuming renewable and nonrenewable energy sources.



PHOTO BY SUSAN TONTARSKI

Undergraduate students with some members of RIT Renewable Energy Enterprise (RITree) who authored the book and also taught the fall 20081 course.

(20081) and taught to eleven RIT undergraduate students. The class size increased to nineteen students during winter quarter (20082). A highlight of the fall offering was that three of the students reported receiving co-op job offers, one at NASA Glenn Research Center in Cleveland, OH and two at the National Renewable Energy Labs in Golden, CO, which the students felt were primarily due to their enrollment in the course.

Gerald Takacs / Chemistry

Research Computing Corner



The Condo Cluster

What if you could give away half of something but get back ten times the amount? What a deal! That is what five researchers are doing to scale up their research beyond their individual resources. Professors from Imaging Science, Mechanical Engineering, and Microsystems, have combined forces to increase their computational power and cut their administrative costs.

Each purchased 16 processor cores and Research Computing contributed 48, for a total of 128 cores. This common ownership approach is a “condominium cluster” since joint ownership, policies, and maintenance apply. Each owner contributes half their cores to a common pool and retains immediate access rights to the remaining ones. Access to the larger pool of 128 cores is shared by all owners.

Sharing is managed by “queues” or “lines” to wait in. One’s place in line is determined by several factors. First come, first

served is the basic factor. This is modified by how long the job runs, how many times it has run before, how many cores it uses, and other factors.

An example by Carl Salvaggio, Professor, and Matthew Montanaro, PhD candidate, Center for Imaging Science: Over the course of ten weeks, this team’s eight cores running 24/7 would have equalled 560 core-days. The actual usage was 2200 core-days, a clear win in terms of performance. Research Computing also provides systems administration, disk storage, and backups.

Gurcharan Khanna / Research Computing

Students On & Off Campus

RIT faculty and students are collaborating toward developing research and educational connections between RIT and Rwandan institutions, such as the National University of Rwanda (NUR) in Butare, and the Kigali Institute of Science and Technology (KIST).

The educational goal is to build research capacity at Rwandan universities by having Rwandan students work on doctoral degrees at RIT to develop new opportunities for innovative research, while then conducting this research in Rwanda with existing Rwandan faculty, based on projects of interest to Rwandan national development. RIT Department of Physics professor,



PHOTO BY ANTHONY VODACEK

Members of a growers cooperative are sorting in the coffee region known as Maraba, in Southwest Rwanda.



PHOTO BY EULAS BOYD

Professor Anthony Vodacek, Center of Imaging Sciences & Professor Manasse Mbonye, Department of Physics, next to a coffee bush.

Manasse Mbonye, and Center for Imaging Science's (CIS) Anthony Vodacek, traveled to Rwanda this past June to explore ways to expand collaborations and potential research projects.

An example of a potential project in Rwanda would be the classification of coffee through environmental modeling and remote sensing. Coffee is a major export crop and Rwanda produces some of the finest coffee in the world. The production of high quality coffee would be enhanced with better knowledge of the spatial context of the best coffee production areas. However,

traditional classification techniques for identifying coffee are stressed by the extreme complexity of the Rwandan landscape. Application of new sensors, such as lidar and high-resolution multi- or hyperspectral imaging, or combinations of both, are needed to solve this problem. Together, with graduate student Alvin Spivey (CIS 2010 doctoral candidate) and other CIS students, the project intends to illuminate through remote sensing and environmental modeling, areas of elevated production capabilities that would allow for more efficient crop management, increased productivity, and more jobs. They intend on returning to Rwanda in October 2009.

Anthony Vodacek & Erika Strickland / Imaging Science



PHOTO BY ANTHONY VODACEK

The just-picked coffee cherries are sorted by removing the bad ones, weighing them, and then paying the grower.

Students On & Off Campus

The graduate students in the Art Education Program in the School of Art have extended their classroom learning experiences into the kindergarten classroom of Margaret's House child care center on the RIT campus. With the goal of connecting theory with practice, these graduate students have offered their time, dedication, and their passion for the visual arts. Utilizing supplies from recycled materials, extras left over from classroom assignments, and personal supplies, these artist-teachers, together with energetic five and six year-olds,



PHOTO BY ANGELA OCCHINO

Kindergarten students in process of creating a large watercolor painting.

create visual magic. Each Friday, throughout the fall and winter quarters, lessons are taught and art is celebrated. The children, who are what graduate student, Marlene Heuer, calls "great motivators," wait in won-

derment for their weekly exploration. Heuer adds, "The students of Margaret's House have an endless capacity for creativity and a sincere love of art." At the end of the year we exhibit their artwork and share with the community the dynamic collaboration that occurs between these young artists and their dedicated visiting art teachers.

This year's work will be on display from May 2nd to May 9th in the James Booth Building 7A, in the display cases outside of room 3570 above the Bevier Gallery. For more information: 585.475.7562 or email cmwfaa@rit.edu.

Carole Woodlock / School of Art

Telecommunications - Its History & Policy

College of Applied Science & Technology

Is your program unique and perhaps not ubiquitous, such as English and Math? Is your own area of expertise unusual? Perhaps you would describe it as special. Then, this one is for you!

After years in industry, I began teaching in CAST's Telecommunications Engineering Technology Program in the late 1990s. It was a boom time for telecommunications due to the Telecom Act of 1996 and irrational exuberance. Today, one might consider a BS and or a MS in Telecommunications to be the nation's best kept secret due to so few programs. Thankfully, international graduate students seeking sound, technical career-oriented degrees and who recognize the importance of telecommunications

have sought us out. Think about this: Just as we are physically what we eat and drink, so too are we intellectually what we hear, see, and read. Telecommunications delivers that life-blood information, news, Internet, voice calling, and entertainment.

Most courses in our program are technical,

Telecommunications Policy is not. Telecom professionals recognize that policy may often have greater affect on the industry than technology. Ever since the Internet bubble burst in 2001, it has been difficult to find a great telecom policy textbook. My book, *Telecommunications History & Policy Into the 21st Century*, will be published later this year by the RIT Press. If you are attempting to have a scholarly book published in a special, extraordinary "minority field of learning," you may come to the "profit realization." The American Association of University Presses (AAUP) indicates: "While commercial publishers focus on making money by publishing for popular audiences, the university press' mission is to publish work of scholarly, intellectual, or creative merit, often for a small audience of specialists." As RIT moves to even greater scholarship endeavors, we are fortunate that our RIT Press is moving with us as they join the AAUP in 2009. I have found the RIT Press to have outstanding, experienced, and dedicated professionals who have helped me immensely. Perhaps they can help with your scholarly peer-reviewed publication too!

Ron Fulle / Telecommunications Engineering Technology

Higher Performance Per Watt- Doing More With Less

Kate Gleason College of Engineering

Relentless growth of CMOS (integrated circuits) technology is driving computing towards highly failure-sensitive and energy-conscious designs. The focus of our research group is to develop energy efficient and reliable computing techniques that would allow mobile/tethered applications to gain maximum lifetime with minimal energy usage.

Error tolerance of digital circuits is decreasing significantly as we scale to sub-30 nm feature sizes due to the effect of both hard and soft errors. Significant sources of these errors at sub-30 nm are: wear-out mechanisms, thermal cycling, electro-migration, increased complexity, high-power density, low-voltage, and low cell capacitance (less stored charge). Any traditional approach to enhance reliability of a system exacerbates the energy while most of the power optimization techniques deteriorate the reliability of a system, ex: High-static power in NanoCMOS devices leading to burn-in and infant mortality of chips. Therefore, it is critical that newer design solutions consider the interplay of energy dissipation and reliability.

The best energy management designs should have graceful performance degradation, if any, so that the end-user experience does not change. To achieve this, we collect the data from various in-situ monitors and research how the system workloads affect the on-chip platform in order to make better decisions about resource allocation. The best reliability enhancement systems should use variants of redundancy with energy conscious solutions from different levels of design-abstraction.

Our group, which currently consists of eight students (both undergraduates and graduates), is focused on developing novel architecture frameworks and optimization mechanisms at circuit, logic, and architecture levels of design-abstraction. An inherent advantage of the new architectures is that they will help solve some of the fundamental problems underlying NanoCMOS design, such as vulnerability to process variations and making sub-30 nm systems more commercially successful. We plan on extending these models to a Hybrid-CMOS domain for long term solutions.

Dhiresha Kudithipudi / Computer Engineering

PHOTO PROVIDED BY LABELLA ASSOCIATES



The Alexander S. Lawson Publishing Center, home of the RIT Cary Graphic Arts Press and RIT Press on the second floor of the Wallace Library.



Students Sumanth Amarchinta and Sree Harsha Tavva with Dr. Kudithipudi discussing the Energy Centric Design Methodology for multicore processors.

PHOTO BY RICK TOLLESON

Globalization & Estimating Global Poverty

College of Liberal Arts

In the past 20 years, numerous countries throughout Latin America, Eastern Europe, Asia, and Africa, liberalized their economies. Most of these countries also experienced rapid economic growth during the same period. Although there is a growing consensus that globalization led to overall economic growth, the effect of globaliza-



Dr. Dhongde at the *Frontiers of Poverty Analysis* conference in Helsinki, Finland, September 2008.

tion on poverty is much debated. Proponents of globalization argue that rapid economic growth in many developing countries has led to a dramatic decline in global poverty. Opponents argue that globalization has led to an increase in inequality. As a result, the poor have been denied participation in the

emerging prosperity and have largely been marginalized in the process of globalization. At the heart of the debate lies the important question: What is happening to global poverty? Is it increasing or decreasing, and at what rate?

Dr. Dhongde's research attempts to find answers to these and similar questions. Her research interests are in the fields of development and applied economics, including topics such as inequality, growth, trade liberalization, poverty, and segregation. Dr. Dhongde has developed a decomposition method to separately measure the impact of growth and rising inequality on poverty levels in a country. She has also created a non-parametric measure of elasticity of poverty, which estimates the extent to which the number of poor decline for a percent rise in average incomes. Results show that in most of the developing countries, such as India, poverty levels would have declined to a greater extent if inequality had not worsened.

At RIT, these questions are addressed in, Economics of Less Developed Countries. In this course, students learn about models explaining economic growth, different measures of income inequality, and problems in estimating global poverty. Students are given hands-on experience to work with economic data and are encouraged to complete a research project. Last year, three of the best research projects were displayed at the ImagineRIT Festival. This class is taken by students with such varied backgrounds as engineering, business administration, and imaging sciences.

Shatakshee Dhongde / Economics

Joining the Corporate Social Responsibility Debate

E. Philip Saunders College of Business

For decades, scholars have argued about how corporate social responsibility (CSR) is measured, such as how companies take care of their employees, the environment, their communities, and generally being proactive about doing the right thing affects company bottom lines. In other words, does being good pay?

"Innovation typically spikes and drops—most companies don't come out with a new product that changes the world every Monday," says Hull. "Social responsibility, on the other hand, endures. Google innovates a lot, but when it's between innovations, people stay loyal to it because it's a 'good' company."

- Clyde Hull

Yes, it pays to be socially responsible, but more so for some companies than others, according to Clyde Eirikur Hull and Sandra Rothenberg, business professors in RIT's Saunders College of Business.

Understanding the effect of social responsibility on firm financial performance has been a challenge for researchers, according to their recently published article in the *Strategic Management Journal*. It took some detective work to figure out how the relationship actually worked. The culprit? Innovation. Innovation is such a strong driver of firm performance that it hides the effects of other things, such as social responsibility. And many of the most innovative companies are also very socially responsible.

In their research, Hull and Rothenberg found that when you are innovative, social responsibility does not affect your success that much, explain the authors. But when you are not as innovative, social responsibility can help your performance substantially. In fact, they found that social responsibility balances more than eighty percent of the drop in performance a company might otherwise suffer by losing its innovative edge. Thus, CSR appears to be a way to differentiate your company and, in turn, enhance financial performance. This may be particularly significant for companies with low levels of innovation and in industries with low levels of differentiation.

Given this finding, Hull and Rothenberg were also interested in what factors impact a firm's CSR. In a research paper presented at the 2008 *Academy of Management*, they found that how you treat your workers impacts other aspects of CSR; their results provide strong support for human resource practices as a driver of corporate social responsibility.

Clyde Hull & Sandra Rothenberg / Management

Scholarship @ R·I·T

Rochester Institute of Technology
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90 Lomb Memorial Drive
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Editor: Marianne Buehler, mabwml@rit.edu

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<http://www.lulu.com/openbookRIT>

THE PROMISE OF SUSTAINABILITY



PHOTO BY TATYANA ORLOVICH

Kory Merritt reading his allegorical comix at *The Promise of Sustainability* launch party.

On the afternoon of December 5, 2008, the Idea Factory in the Wallace Library was buzzing with students, alumni, faculty, and staff, all there to witness the unveiling of a new anthology and hear readings by many of its twenty-six contributors. *The Promise of Sustainability* is the first book collaboration between Lulu.com and the RIT Libraries. Students and alumni were invited to submit poetry, essays, creative prose, photography, and artwork for possible inclusion. The judging panel was comprised of faculty and staff. Winners included Michelle DiFiore's prose poem, Matthew Gordon's visual poem, and Kory Merritt's allegorical comix; each received cash prizes as well as a prominent placement in the new publication.

The project began when Marianne Buehler, Publishing & Scholarship Support Services, suggested that a student/alumni anthology might be a creative way to educate the RIT community about the virtues and possibilities of on-demand publishing. An editorial committee consisting of Marianne, RIT Libraries Director, Chandra McKenzie, English Professor, John Roche, and representatives from Lulu settled on the promise of sustainability as the theme, a focus mirroring RIT's demonstrated commitment to sustainability.

Available for purchase at <http://www.lulu.com/content/5007690>. Proceeds will directly benefit RIT students' library gallery exhibitions and OpenBookRIT publishing.

John Roche / English



RIT Digital Media Library

Updates and Upgrades

Since the inception of RIT's Digital Media Library (DML) in 2003, it has grown both in content and usage. The Cybermetrics Lab's annual ranking published in the January 2009 edition of the *Ranking Web of World Repositories* places the DML at 114 out of the top 300 institutional repositories in the world, moving to a higher position than its 2008 ranking.

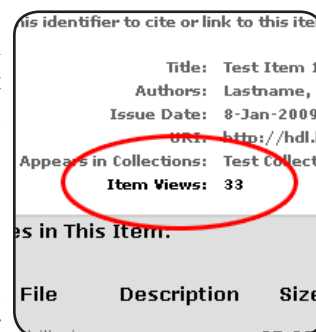
It has long been our goal to provide all authors with item statistic hits of how often their materials are viewed. We are excited to announce that a new DSpace feature library upgrade to the DML makes this capability available.

As of February 1, 2009, the DML provides statistics that record the number of viewings at both the item and the collection levels. This information is important to both researchers and authors. It assesses current directions in research as well as overall usage of both scholarly and non-scholarly publications.

The statistics are automatically generated when either a collection page or an item page is opened in the DML. Users can find the viewing statistics in bold black type at the bottom of each collection and at the end of the citation on the item page. Any questions about the DML or if you have content you would like submitted, please contact Marianne Buehler at [475.5589](tel:475.5589)/mabwml@rit.edu.



<http://ritdml.rit.edu>



Screenshot of DML upgrade detailing number of Item Views.

Nick Paulus / Wallace Library