

R·I·T news&events

Rochester Institute of Technology

April 30, 2009

RIT gears up for annual Imagine RIT innovation festival

“What will we think of next?”

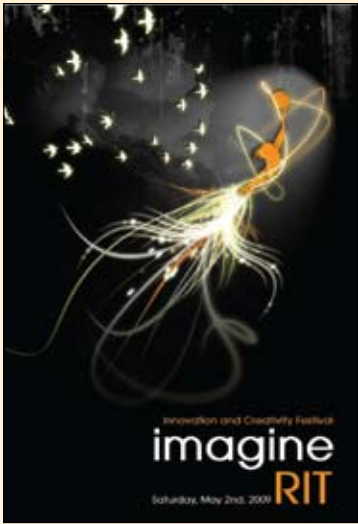
The RIT campus community encourages everyone to come and find out as it prepares to take the wraps off Imagine RIT: Innovation and Creativity Festival, set to return on Saturday, May 2.

Imagine RIT organizers hosted a rally at the university April 14 to help set the stage for the second annual festival. RIT President Bill Destler used the occasion to broadcast his invitation for one and all to come and explore the campus while engaging in its wide spectrum of innovative and creative activities.

“Last year’s debut of Imagine RIT was an unequivocal success,” he said. “The collision of our left-brain assets in science, technology and entrepreneurship with our right-brain proficiency in the creative and design arts created a dazzling spectacle that highlighted the reasons this university is truly unique.”

Imagine RIT, taking place on the RIT campus from 10 a.m. to 5 p.m., is a free festival showcasing more than 400 interactive exhibits and displays, all highlighting a wide array of student, faculty and staff achievements. The event also features food, entertainment and a variety of children’s activities that help to ensure a fun, family-friendly environment. More than 17,000 visitors attended last year’s inaugural festival.

Several of this year’s Imagine



The winning poster designed by Alex Moser, fourth-year applied arts and science major

RIT exhibits were showcased at the rally, including digital music controller demonstrations presented by RIT’s Computer Science House, environmentally friendly test rides onboard RIT’s Electric Bike Club fleet, and samples of the creative artistry housed within RIT’s School for American Crafts.

Destler extended his appreciation to Rochester General Health System for serving as this year’s festival partner. In December, RIT entered into a strategic alliance with the health system allowing for collaborative opportunities in shared areas of excellence. Mark Clement, president

Imagine, page 4

RIT scientist ‘fine tunes’ Hubble Space Telescope

An RIT scientist has expanded the Hubble Space Telescope’s capability without the need for new instruments or billions of dollars.

Dan Batchelor and his team improved the calibration of Hubble’s Near-Infrared Camera and Multi-Object Spectrometer to enable high-precision polarimetry. Scientists like Batchelor use this observational technique to read scattered light when investigating active galactic nuclei and for identifying proto-planets around very young stars.

The findings of the nine-orbit calibration plan, funded by the Space Telescope Science Institute, were published in the February issue of *Publications of the Astronomical*

Society of the Pacific.

“Polarimetry is really quite a powerful tool in astronomy because it can essentially see around corners by the way light is reflecting,” says Batchelor, associate research scientist in RIT’s Chester F. Carlson Center for Imaging Science. “When you do polarimetry what you are essentially looking through is a set of polaroid sunglasses. What a polaroid does is it makes you see only light aligned in a certain way.”

Scientists use polarimetry to see around clouds of dust and gas obscuring the centers of active galactic nuclei (where supermassive black holes live) and the potential planet-forming disks

Hubble, page 4

Imagine RIT: Innovation and Creativity Festival promises something exciting for visitors of all ages

Feelin’ the heat



A. Sue Weisler | photographer

Witness the process of melting and pouring metal as students create artwork before your eyes. RIT artists have modified a traditional coke-fired cupola to produce one-of-a-kind sculptures.

The next generation of video games



A. Sue Weisler | photographer

Play student-created video games using custom controllers built by game design and development students. See the design diagrams and experiments that led to new types of games.

Powered by the sun



A. Sue Weisler | photographer

Race solar-powered cars while learning about renewable energy and solar cells. Make engineering changes to a mini solar car to improve speed and acceleration, and then race head-to-head on a 16-foot track.

Student Spotlight

PREP program helps student re-enter the workforce

After being laid off from her job at a local telecommunications company in January 2007, Rachelle Danno was rethinking her direction, trying to decide her next steps.

These steps lead her to the RIT Professional Re-employment Education Program, or PREP, an educational re-entry program that supports qualified individuals after a layoff or downsizing. Within three months, Danno was enrolled in

the Center for Multidisciplinary Studies. She crafted a degree that took heaping cupfuls of fine art and food service management courses and spiced them up with a pinch of business management. She added a drop of communication courses for a minor, a dash of élan, and voila, she crafted all her passions into a delicious career.

“Everything I love, I rolled into this program,” she says, recall-

ing how things fell into place and launched a career path that has been richly satisfying. The majority of her credits from previous college work were transferable. As part of the PREP Program, she qualified for the 60 percent tuition coverage the program allows. She had the remainder covered through scholarships, specifically the Osher Re-Entry and Donald N. and Jeris J. Boyce

Student Spotlight, page 4

In the community

Student films showcased at High Falls festival, *page 2*

Awards, distinctions

RIT students take top honors in publication contest, *page 2*

Research and Scholarship

RIT professor studies controversy over Catskills gas drilling, *page 3*

On exhibit

Four decades of NTID theater on display at RIT Museum, *page 4*

Student filmmakers show off creativity at High Falls Film Festival

A talented group of student filmmakers from all over the world will showcase their work at the annual Rochester High Falls International Film Festival on May 17. This year marks the eighth consecutive year of RIT’s School of Film and Animation presence at this festival for women filmmakers.

The students’ films will be shown from 4:15 to 6:15 p.m. on May 17 at the Little Theatre, 240 East Ave. The films are animation and live-action works that range from documentaries to fictional to experimental.

The following is the list of films to be featured as part of the program called RIT Student Shorts: Women of SOFA:

- Molly Agnew (graduate student), *Cucucachoo*, a hand-drawn, pencil-on-paper animation about a little girl trying to overcome heredity
- Noelle Brandmier (third-year student), *Jamie and Andy*, a film about two boys sitting on a couch, just talking and the power behind a simple conversation
- Mei-Yu Chen (graduate student), *Wish*, a photo on a postcard inspires the creative imagination of some creatures in a small town
- Surbhi Dewan (graduate student), *Time Will Tell*, an experimental documentary about leaving home, treading into the unknown, and what happens after
- Melisande Fritzche (third-year student), *All About Me (I)*, an abstract visual journey through a traumatic event that occurred in Fritzche’s life two years ago
- Melissa Fuss (third-year student), *Paradigmatic Integration*, an experimental visualization that combines alternative perspectives
- Kayla Gennrich, (fourth-year student), *A Bond for Life*, a story about the unique relationship that ensues between a kidney transplant



Image from the *The Piano*, one of the student-produced films from RIT’s School of Film Animation to be featured at High Falls International Film Festival

recipient and the family of a deceased young man who decided to be an organ donor. The relationship grows as they attend the U.S. Transplant Games together, an Olympic-style event where transplant recipients compete in sports to demonstrate their second chance at life

■ Erica Hardy (graduate student), *The Inbetweenier*, an animated tale of a drawn-out evening

■ Ting Lui (graduate student), *The Lantern*, an impressionistic computer animated work that reveals the relationship between a grandfather and his granddaughter, and a promise she has made. This work is based on the filmmaker’s own childhood memories of her grandfather and Chinese lanterns

■ Caicai Lui (graduate student), *The Piano*, story of a Chinese girl and her mother

■ Elizabeth Phillips (fourth-year student), *Memory Collect*, an

experimental documentary on the exploration of personal mythology and our ties to memory

■ Melissa Tierney (graduate student) and Adam DuShole (graduate student), *It*, an imaginative young girl and her friend take a game of tag to new heights

“Each year the works in the Women of SOFA program reveal the artistry and accomplishments of our women filmmakers,” says Nancy Ghertner, visiting professor in RIT’s School of Film and Animation and member of the programming committee.

Adds Stephanie Maxwell, RIT professor and a member of the programming committee, “This year’s program features some of the most stunning and thoughtful work ever produced in RIT’s School of Film and Animation.”

For more information about the festival, visit www.rochestersmoviefest.com. ■
Kelly Downs | kaduns@rit.edu

‘Food for Thought’ event at RIT library June 9

RIT Libraries will host the third annual Food For Thought event at Wallace Library June 9. Designed specifically for RIT staff, but free and open to all members of the RIT community, more than 20 workshops have been scheduled throughout the day.

Session selections range from application-specific workshops such as Microsoft Office 2007 and Outlook, to an exploration of technology trends like Facebook and LinkedIn, to RIT-specific topics such as Understanding the RIT Student and RIT Tools for Productivity, in addition to uniquely fun diversions like duct tape crafts.


Walk-in guests can ask general or technology-related questions of a team of experts composed of staff from ITS Desktop Support, Online Learning, RIT Libraries Technology Services and other library staff.

Online reservations open May 12 and are accepted on a first-come, first-serve basis through June 8 at library.rit.edu/foodforthought. Check the Web site for session schedules and descriptions along with presenter profiles.

For information, contact Jonathan Jiras at jjjwml@rit.edu or call RIT Libraries at 475-7737. ■



Putting health care in perspective



A. Sue Weisler | photographer

RIT and Rochester General Health System launched a joint health care seminar series as part of the new strategic alliance between the university and health care provider. Stuart Altman, one of the nation’s leading experts in health care industry reform and economics, spoke before top health and business leaders from the Rochester community on April 14 at RIT’s Dyer Arts Center. His presentation focused on recent changes in the Massachusetts health care delivery system, basic health care issues under President Obama’s leadership and implications for delivery of health care effectiveness and efficiencies. Altman is Sol C. Chaikin Professor of National Health Policy at The Heller School for Social Policy and Management at Brandeis University.

RIT students take top honors in international publication contest

RIT’s student chapter of the Technical Association of the Graphic Arts, or TAGA, won the best overall publication award at the 2009 TAGA conference, an international competition March 15-17 in New Orleans. RIT competed against universities from the United States and France. RIT also earned the Attendees Choice award that is selected by industry professionals.

RIT produced a technical journal on the premise of accessibility targeted for both graphic arts professionals and those unfamiliar with the industry. Graduate and undergraduate students wrote the content. Within the technical papers are highlighted terms that are defined and translated into German, French, Spanish and Chinese. The highlighted terms were then compiled into a glossary. In keeping with the accessibility theme, students also incorporated an International Standard Book Number, a 13-digit number that uniquely identifies books published internationally.

Students used the variable data printing process method to produce a customized page at the beginning of each of the 350 copies of the publication.

“This page changed throughout the 350 copies we had printed to indicate the copy number, and for select copies we also included a personalized message with a company logo,” says Alexander Mouganis, third-year graphic media student and secretary of RIT’s TAGA student chapter. “Typically a function like this can be created in a software program, however; members

of our TAGA pre-media department took on the challenge of writing an open source JavaScript that would create the desired effect.”

RIT’s TAGA chapter is made up of students from RIT’s College of Imaging Arts and Sciences majoring in photography, graphic design, graphic media, new media publishing and visual media. ■

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Cover of award-winning publication produced by RIT’s TAGA student chapter

Out of this world experience



Ross Dawson | photographer

A group of students from RIT’s Imaging and Photographic Technology program recently experienced near weightlessness aboard NASA’s Vomit Comet while testing a scientific experiment in a microgravity environment. During their time at NASA’s Johnson Space Center in Houston, the students met members of the STS-119 crew that had just returned from their mission on the shuttle Discovery to the International Space Station. NASA held a welcome home rally for the crew. Pictured from left are Bryan Zaczek, third-year imaging and photographic technology student, NASA astronaut Joseph Acaba, Eric Evans, fourth-year imaging and photographic technology student, and Aly Artusio-Glimpse, third-year imaging and photographic technology student.

Course examines President Obama’s ‘pragmatic’ philosophy

A new course in the departments of English and philosophy is examining the life and philosophy of President Barack Obama and how they have affected his leadership and public policies. The class uses Obama’s memoirs and his public speeches as well as other writings to enhance understanding of the man, his motivations and how he is likely to act as president.

“Barack Obama’s political philosophy is often described as ‘pragmatic’ but that can mean a lot of things,” notes John Capps, associate professor of philosophy, and one of the creators of the course. “By placing him in a broader philosophical context we can see better how his pragmatism is grounded in specific ideals and principles and how these then guide his decisions.”

“Obama is one of the few presidents who has produced a significant body of writing, including multiple memoirs, prior to becoming president,” adds Babak Elahi, associate professor of English, who is teaching the class with Capps. “This provides a large body of work for review both to better assess his political philosophy and to study his writing style and how he has used it to promote his ideas.”

The class focuses on Obama’s writings as well as other authors such as W.E.B DuBois, Malcolm X, Richard Rorty and William James. Capps and Elahi have also invited

speakers to provide first-hand accounts of Obama’s decision making in action. Recently they were joined by phone by Bill Burton, White House deputy press secretary, and Jon Favreau, Obama’s head speech writer. Obama is a storyteller at heart, they said, who makes his decisions based on the facts and common sense.

Both professors hope the class will provide students with more insight into how personal political philosophies develop and how they are actually implemented as public policies, while also providing a deeper understanding of Obama and his influences.

“Whether you agree with Obama’s politics or not, he is a compelling and important political figure. Studying his philosophical and literary influences helps us understand how he became president, how he understands himself, and what he is likely to do over the next several years,” adds Capps. ■

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Babak Elahi discusses a chapter from Barack Obama’s memoir with students taking a course on the philosophy and writings of the 44th president.

RIT study maps environmental controversy over gas drilling in Catskills

Divided communities await New York state action

New research indicates that environmental media campaigns to stop gas drilling in the Catskills of New York state, while highly publicized, so far have had uncertain impact on stopping plans for drilling in the region’s Marcellus Shale. The results provide insights into the potential impact of news reports to affect policy change.

Diane Hope, the Kern Professor of Communication at RIT, studied the change in news reports, government actions and efforts of a host of environmental and community groups related to the decision to open up the Delaware River Watershed in the Catskills to significant horizontal gas drilling.

The area includes New York City drinking water reservoirs, and significant debate has arisen over the public actions that should be taken to access the natural gas deposits, while still protecting fresh water resources and overall public health.

Hope found that in a little over a year, news reports that initially focused on the economic benefits of gas drilling changed to focus on the environmental and health risks, including the use of numerous toxic and carcinogenic compounds in the hydraulic fracturing process of gas drilling, which makes containment, transportation and storage a serious concern for local residents.

Hope says that the changing news focus did lead New York state to hold public hearings to review drilling policies. Yet plans for numerous wells continue and the new government regulations will not be announced



Submitted photograph

The Cannonsville Reservoir in Delaware County supplies most of the drinking water for New York City. The reservoir is one of several area watersheds that activists have argued will be harmed by gas drilling in the Catskills.

until sometime this summer.

“When looking at the changing media focus, it would seem that efforts to raise awareness about the negative impacts of drilling have been a success,” notes Hope.

“Currently there is a lull in drilling applications due primarily to the recession and falling prices for natural gas. However, New York state is continuing to finalize regulations to allow drilling in the region and numerous permits and proposals to drill are now working their way through the authorization process. Therefore, the actual impact of public action is so far unknown.”

Hope will present her findings at the 2009 National Conference on Communication and the Environment in June.

“There is a tendency to deem highly public environmental movements that receive a great deal of media coverage as successful,” says Hope. “But a closer study of the actual impact these actions have on the public policies they seek to change needs to be undertaken. This study will provide greater insights on the impact of media coverage and assist community and political activists in improving efforts to affect change.” ■

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Research program aims to increase number of Native-American graduates

Through a unique education, research and cultural initiative, RIT is seeking to advance educational experiences and increase college graduation rates among Native American students. The program also works to enhance research and cultural programs designed to promote native science and a better understanding of Native American history and society.

The Future Stewards Initiative provides on-campus support, student advising and research and cooperative education opportunities for American Indian, Alaska Native and First Nations scholars. It also works with multiple reservations and Indian assistance organizations to

promote higher education opportunities in Native American communities. The program, in its third year, currently serves close to 70 RIT students who represent 26 tribes from across the country. Future Stewards scholars have a cumulative GPA of 3.06.

“Native Americans are the fastest growing affinity group, but are the least likely to attend college,” says Jason Younker, director of the initiative and a member of the Coquille Indian Tribe. “Through this program we hope to increase the number of kids applying to college and better assist Native American students in succeeding when they come to RIT.”

The initiative supports multiple

campus student organizations, including the American Indian Science and Engineering Society and the Native American Student Association, which offer social activities and additional academic support. It also helped develop a Native American science and technology concentration within the Department of Material and Cultural Studies and sponsors an environmental science field research station at the Ganondagan State Historic site in Victor.

“The development of educational and research opportunities in native science and technology can assist Indian students in learning more about their culture and history, while also promoting the use of native techniques in improving modern agriculture and environmental science,” adds Paul Shipman, associate professor of biological sciences and associate director of the Future Stewards Initiative.

Younker and Shipman hope to expand recruitment efforts to increase the number of Native Americans attending RIT, while also assisting additional universities in developing similar programs. President Bill Destler has also created a Native American Advisory Council that will assist the administration in growing the Future Stewards Initiative and develop additional services for Native American students.

“RIT is committed to expanding opportunities for Native Americans, and hopes to assist in the creation of better national education initiatives targeted at Native American communities,” notes Younker, who also serves as assistant to the RIT provost for Native American affairs. ■

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A research team led by RIT professor Paul Shipman, far left, is conducting experiments at Ganondagan National Historic site on the use of biochar, a carbon-based nutrient created through use of burning pits, as shown, to improve agriculture production.

A tribute to musical innovation and creativity

The final Performing Artist Concert Series of the season is a prelude to the second annual Imagine RIT: Innovation and Creativity Festival. Quartsemble, a Rochester-area string quintet, will join composer Paul Coleman to perform “Electronic Variations,” which will highlight classical fare with an innovative twist. Violinist Karine Stone is an RIT professor and concertmaster of the RIT orchestra. The concert is 8 p.m. May 1 in Ingle Auditorium. Tickets, which can be purchased at the Student Alumni Union Candy Counter or at the door on concert night, are \$5 for students, \$8 for faculty, staff and alumni and \$12 for the general public.

Connor named Osher program director

Sara Connor has been appointed Osher program director at Osher Lifelong Learning Institute at RIT. She previously served as senior staff assistant at Osher (formerly The Athenaeum) and becomes the fourth program director since the organization started in 1987.

“It is an honor and a privilege to work with such a wonderful group of people,” says Connor about working at the membership-led organization which offers classes in the arts, literature, sciences, history and government for people ages 50 and over.

Connor is an RIT alumna (quality management ’01) and has a 17-year career at RIT. She was employed as facilities assistant in the School of



Sara Connor

Photographic Arts and Sciences before working at both the RIT purchasing and payroll departments. Connor accepted the Osher assignment in 2000.

According to Peter Luce, chair of the Osher Council, “During a very competitive job application process, Sara stood out not only in terms of an in-depth knowledge of Osher’s needs, but also in terms of her clear, practical and intelligent ideas about the direction Osher at RIT should take in the future.”

During the past nine years, says Deborah Stendardi, vice president for government and community relations at RIT, “Sara has contributed in many ways to the growth and success of Osher and is well liked and greatly respected by the members. She will have many new opportunities to put her ideas and experience into practice and I look forward to working with her in this new role.” ■

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Academy-award winner shares her story

Academy Award-winning actress Marlee Matlin spoke at RIT April 19 as part of the Student Government Distinguished Speaker series. At age 21, Matlin became the youngest woman to receive the Academy Award for Best Actress in a Leading Role for her 1986 film debut in Children of a Lesser God. Matlin, who is deaf, discussed her recently released autobiography, I’ll Scream Later.



A. Sue Weisler | photographer

In commemoration of Earth Day on April 22, RIT President Bill Destler signed the American College & University Presidents Climate Commitment during a ceremony in the Student Alumni Union sponsored by the Student Environmental Action League. The Presidents Climate Commitment, which has been signed by hundreds of college and university presidents nationwide, provides support and a framework for America’s colleges and universities to go climate neutral.

Four decades of NTID theater at RIT Museum

Nearly 40 years of performing arts history from NTID is on display at a new exhibit at the RIT Museum on the third floor of Wallace Library.

The exhibit, “All the World’s a Stage,” traces the history of the NTID Performing Arts program, starting with the founding of the NTID Drama Club in 1970 by Robert F. Panara.

Colorful exhibits include items found in the collections at NTID and the RIT Archives, including pictures, posters, programs, costumes and masks from performances such as *Cinderella*, *Peter Pan*, the Sunshine Too traveling theater troupe, and *The Taming of the Shrew*, the first play in the Panara Theatre after NTID’s Lyndon Baines Johnson Building was dedicated in 1974. “The NTID Performing Arts



NTID Performing Arts

A photo from a 1977 performance of Alice in Wonderland at NTID is one of many items displayed at the RIT Museum remembering 40 years of performing arts history from NTID.

Program has provided a safe haven for deaf theater for more than 40 years,” says Aaron Kelstone, a faculty member in NTID’s cultural and creative studies department.

The exhibit is co-sponsored by the RIT Archive Collections and NTID. The Deaf Studies Archive

Produced by University News Services, Building 86, 132 Lomb Memorial Drive, Rochester, N.Y. 14623 (585) 475-5064 | 475-5097 (fax) | news&events@mail.rit.edu
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Student Spotlight from page 1

Scholarships. With her finances simmering nicely, Danno was able to concentrate on her degree program.

“I’m all about food,” she says. “This is what I love, what I’m passionate about. I’m always reading and researching trends, any new products and ideas.”

She put some of these trends into the mix for this year’s Puttin’ on the RITz annual black-tie dinner and fundraiser for the School of Hospitality and Service Management. As the executive chef, Danno and the planning team developed a seven-course dinner for more than 200 guests at Oak Hill Country Club in March.

The dinner is the highlight of the season for the School of Hospitality and the executive chef position is one of the most prestigious sought by the students. Danno guided the sous chef, the pastry chef and the kitchen staff, and worked with the planning committee to develop the themed menu, this year called Savoring Health, which boasted cuisine from around the world.

“The RITz crew was amazing. There were 15 students and we also had two students who came from the college in Croatia for the event. We were all able to pull it off,” she says.

The Oak Hill chefs were on hand that evening in case they were needed, but they did not need to intervene, Danno says. They were impressed with the students and gave the entire team compliments for a successful event.

But the best part of what turned out to be a very exciting evening came as the group was getting ready to serve dessert. “We were prepping

the seventh course and the provost called all the students out of the kitchen. Here we were trying to plate the dessert, but the provost called and we went into the ballroom—to applause and a standing ovation. That moment was so awesome!”

In May, Danno attends the National Restaurant Association Trade Show in Chicago where she will be honored as one of the nominees for the Salute to Excellence Awards. The awards are given to individuals who are current and future leaders in the restaurant and food service industry. She was nominated by faculty in the School of Hospitality who have seen her grow from an enthusiastic student who loved to cook, to a chef well on her way to making the food service industry an appetizing career.

“RIT allowed me to make my dreams come true,” says Danno. In the spirit of giving back, she also shares information with other students about how to take advantage of RIT programs and provides the encouragement she was given in abundance.

Danno completed her course work in winter quarter. “Now I am working and getting as much experience as I can,” she says.

The Irondequoit native is currently employed by Wegmans. Opportunities are sprouting up locally and out of state for Danno who is carefully deciding what her next course will be.

Sometimes life is like a box of chocolates, the saying goes, and at other times, it is like a rich dessert—a truffle tart, according to Danno. ■

Michelle Cometa | macuns@rit.edu



A. Sue Weisler | photographer

After being laid off, Rachelle Danno enrolled in RIT’s Center for Multidisciplinary Studies and crafted a unique degree program combining courses in fine art, food service management and business management.

Hubble from page 1

around young stars. The scattering material acts like a mirror, allowing scientists to look into the center of these astronomical objects.

“Most of the light that comes from an object is unpolarized,” Batcheldor explains. “And you’ve got to filter out all that light just to see polarized light itself. And so now Hubble can do this even if only one percent of the light is polarized.”

Batcheldor did not initially set out to fine tune the telescope. Limitations caused by the previous calibration stalled his investigation of active galactic nuclei and needed to be fixed before he could continue his research.

Recalibrating the Near-Infrared Camera and Multi-Object Spectrometer was what Batcheldor

describes as something of a “nightmare.” His team devised a program that could choreograph three different filtered observations of a single star at different orientations and switch between cameras within 45-minute fly-bys. “Essentially, we made Hubble chop all over the sky very quickly to get these observations,” he says.

Scientists at the Space Telescope Science Institute verified the calibration plan would work and gathered the observations over 12 months.

“We’ve been able to take an existing camera and carefully plan some observations, which have allowed us to enable a new type of science to be done without having to go up to the telescope to put a new instrument in,” Batcheldor says. “So for a very

small cost, we’ve been able to expand the science that the Hubble Space Telescope can do.”

The improved polarimetric capability of Hubble is independent of the final servicing mission of the telescope scheduled to take place in May. This effort will install two new cameras, fix two existing cameras and replace the gyroscopes that determine the orientation of the telescope.

Batcheldor’s team included RIT physics professors David Axon and Andrew Robinson, as well as Glenn Schneider and Gary Schmidt from the University of Arizona, Dean Hines from Space Science Institute, Bill Sparks from the Space Telescope Science Institute and Clive Tadhunter from the University of Sheffield. ■

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Imagine from page 1

and CEO of the health system, indicated the festival as one way to showcase the benefits of this alliance, particularly during a period of widespread economic challenges.

“I believe that partnerships such as ours and the promising talent that fills this campus are two very important reasons for hope for our community,” stated Clement. “We are delighted to be associated with RIT, and delighted to be a sponsor and participant in the Imagine RIT: Innovation and Creativity Festival.”

Added Destler, “Many of the innovative and creative solutions you’ll

enjoy as part of your visit can’t help but inspire all of us in believing our best days still lie ahead.”

As part of the rally, Destler and Clement presided over the unveiling of Imagine RIT’s official poster. Created by Alex Moser, a fourth-year applied arts and science major in RIT’s College of Applied Science and Technology, the poster was selected from among 15 student entries submitted to a design contest. Members of the RIT community were invited to vote for their favorite design as part of a two-week online exhibition. More than 4,000 votes were cast.

Moser created his design using digital software. The Medfield, Mass., native points to the inventiveness of his fellow RIT students for influencing his concept.

“With all the new ideas and inspirations happening at RIT, I came up with this image of a girl holding a balloon, which represented her idea, allowing it to take her wherever it will take her,” explains Moser. “This is the first opportunity I’ve had for my work to be widely recognized, and I think it’s really great to have it included as part of the festival.” ■

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