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**DESTLER: IMAGINES RIT AS THE FIRST 'INNOVATION UNIVERSITY'**

RIT President Bill Destler has a vision for the university that he believes is a call to national service. The new president has visited each of RIT's eight colleges and several other major administrative units since his July arrival. He believes RIT's unique program mix of the traditional "institute of technology" programs in science, engineering and business combined with its strong programs in the liberal, design and creative arts and the unique diversity provided by NTID, gives the university "the potential to become a national center of creativity and innovation unlike any other." The president also envisions closer ties with industry. "Imagine how exciting that would be and how much fun it would be to shake up the world of higher education with these ideas and others," he concluded. "Imagine how much fun we can have working together to make RIT the university that captures the new high ground in higher education." Please visit President Destler's website <http://www.rit.edu/president/index.php>

**RIT HOSTS FALL CAREER FAIR**

FALL CAREER FAIR 2007 -- Great Success! We would like to thank the 220 companies and 600 employer representatives that participated at this year's event on September 26th and talked with 1800 students and alumni. Nearly half of the participating employers conducted 1140 interviews on campus the next day. The SPRING CAREER FAIR 2008 is scheduled for Wednesday, March 26th, followed by Interview day on Thursday, March 27th, 2008. SPECIALTY CAREER FAIR DATES Specialized Fairs The Office of Cooperative Education & Career Services also hosts three specialized career fairs. For additional information about any of these fairs or to inquire about other specialized fair opportunities, please contact our office at 585.475.2301. Registration is open for two of our specialty Career Fairs: FEDERAL and PUBLIC SERVICE CAREER FAIR ~ January 23, 2008, Register here! PACKAGING SCIENCE CAREER FAIR ~ Wednesday February 6, 2008, Register here. (<http://www.rit.edu/packagingfair>.) HOSPITALITY and SERVICE MANAGEMENT CAREER FAIR Spring 2008

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## **INNOVATION, CREATIVITY FESTIVAL MAY 3, 2008**

Imagine 30,000 visitors swarming to RIT on May 3 to see the best of RIT innovation and creativity. That's the vision of President Bill Destler for what he sees as the inaugural RIT Innovation and Creativity Festival. "We want to show off this extraordinary place," says Destler. "Everywhere you look on campus will be people who are intrigued and excited about what they see on the RIT campus. It will be an extravaganza to see. The world will be invited." Destler envisions hundreds of projects, products and inventions from students, faculty and staff packing the campus at the free event. The Gordon Field House and Activities Center, the Quarter Mile and other venues will be used to showcase the best of RIT work. For more information about the Innovation Festival, please visit Dr. Destler's Innovation website: <http://www.rit.edu/president/innovation.php>

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## **RIT DESIGN SCHOOL AMONG BEST LIST IN *BUSINESSWEEK***

In its second annual survey of "Top Design Schools," BusinessWeek again names RIT among the world's top programs. The results appeared in the magazine's Oct. 15 issue. RIT is among 60 colleges and universities in North America, South America, Europe and Asia recognized by BusinessWeek for "the growing role they play in supplying creative managers to corporate and non-profit organizations." The publication surveyed a panel of innovation consultants, design academics, and corporate executives to select programs that combined design with disciplines such as business, engineering and marketing. RIT's School of Design offers internationally recognized degree programs in graphic design, interior design, industrial design and new media design and imaging.

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## **NEW SIMONE CENTER PROMOTES INNOVATION**

The Albert J. Simone Center for Innovation and Entrepreneurship is designed to promote, nurture and expand innovation and entrepreneurship activities with the RIT community. The center connects students with Venture Creations, an RIT subsidiary that works with faculty, staff, alumni and with outside businesses to bring technologies to market. Students have the opportunity to work in the same building as Venture Creations, a business incubator, where they have access to business-startup expertise from faculty, graduate students and alumni. There are 10 start-up companies in Venture Creations, located off John Street in Henrietta.

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## **RIT LAUNCHES GOLISANO INSTITUTE FOR**

## SUSTAINABILITY

The Golisano Institute for Sustainability (through a \$10 million commitment from B. Thomas Golisano) offers the premiere platform for universities, corporations and governments around the globe to collaborate in the creation of innovative education and technology development systems related to sustainable design, life-cycle engineering, remanufacturing and pollution prevention. RIT also expects to become the first technological university to provide a full spectrum of career-focused, integrated and interdisciplinary programs that embody the principles of sustainability in product development. For more information on this exciting new Institute, please visit their website: <http://sustainability.rit.edu/>

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## WHERE DID ALL THE STUDENTS GO? EMPLOYERS SEEING LOW STUDENT RESPONSE RATES TO JOB POSTINGS

This fall, the student response rate to job postings and on campus interviews for both co-op and full-time positions, has been lower than previous recruiting periods, even for employers who are well known and highly visible and in spite of extensive advertising. Our colleagues at universities across the nation are reporting similar experiences.

There are a few key factors and conditions which we believed have contributed to the situation:

- A stronger economy has generated many more opportunities for students and this increased competition is directly reflected in the turnout for employer postings and programs. This is especially true for Engineering, Computing, and Information Technology majors which are in heavy demand across various industries.
- More students are confident that positions will be available for them and consequently less aggressive in their job search efforts.
- More students are accepting full-time positions offered by their co-op and intern employers and doing so early in the recruiting cycle.

We are implementing various strategies to increase the student response rate including asking faculty and academic department assistance, working through student clubs and organizations and more aggressively marketing opportunities to students and alumni. We are closely monitoring the on-campus interview listings and sending additional notices out to students, utilizing both phone and email options.

Some tips for employers to help increase the response rate to job openings:

- Post early for specific jobs and majors. Positions with vague job descriptions or listed for "all majors" won't attract as many students.
- Try to review the resumes as you receive them and make decisions on suitability in as timely a way as possible.
- Make employment offers early.
- Be more sensitive to the timeliness and nature of your communication flow to candidates.

In addition to regular recruiting activities, promote your brand and increase visibility on campus by utilizing one or more of the following options:

- Company "Day on Campus": not a formal employer presentation session, but rather setting up a table in a high traffic area in a specific college location, where students can meet you informally, pick up a giveaway and ask questions about your organization and job opportunities.
- Share your expertise as a guest speaker or career mentor
- Sponsor multidisciplinary senior design projects or other student-based research initiatives related to your business objectives
- Participate in RIT's significant sponsored research programs and activities
- Join one of our academic program-based industrial advisory boards
- Develop a longer-term strategic alliance that provides you access to our faculty, research capabilities, and workforce development resources

As always, please let us know if you would like to discuss any strategies specific to your company and circumstances. We would be happy to work directly with you in crafting a customized approach.

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## PRINCETON REVIEW NAMES SAUNDERS COLLEGE AMONG BEST BUSINESS SCHOOLS

RIT's E. Philip Saunders College of Business is an outstanding business school, according to The Princeton Review. The Princeton Review selects schools for their book based on several criteria, including quality of academic programs and other offerings, institutional data collected about the schools and opinions of students attending the schools.

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## RIT NEWS

Here is the latest news from RIT—interviews, stories, and specials from RIT University News. To read the stories that interest you, just click on the headline below:

[Million-dollar gift boosts RIT plastics center](#)

A \$1 million gift from Rochester-based American Packaging Corp. will fund the expansion of RIT's Center for Integrated Plastics. The center will be renamed the American Packaging Center for Plastics & Packaging Innovation.

[Diversity conference features peace talk](#)

The keynote address at RIT's Commission for Promoting Pluralism was delivered by Arun Gandhi, the grandson of Mahatma Gandhi and co-founder of the MK Gandhi Institute for Nonviolence at the University of Rochester. Gandhi spoke about the modern nonviolent resistance movement that Mahatma Gandhi launched more than 100 years ago.

[RIT scientists hope to revolutionize notion of telemedicine](#)

A team of researchers at RIT, is working to advance the integration of radio frequency identification technology, also known as RFID, into cardiac sensor networks, a new wireless technology for telemedicine delivery. The team will also work to enhance the security of the systems used in the process, thereby reducing the possibility of identity theft and cyber-terrorism.

#### [Dominican Republic president visits RIT](#)

RIT hosted Dominican Republic President Leonel Antonio Fernández Reyna and members of his cabinet Sept. 28. Fernández and RIT President Bill Destler discussed wide-ranging partnerships between the Dominican Republic and the university, which date back to 1996.

#### [New program concentration](#)

RIT's Center for Multidisciplinary Studies is offering a new concentration under its master's of science in professional studies program. The concentration, in clinical research management, consists of five new courses out of the College of Science that are currently being developed by members of the Center for Bioscience Education and Technology Clinical Research Advisory Board.

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