



## Fram Focus volume 4:1 / August 2018 – Welcome Back!

### In this issue:

- The 411 on Fram
- Co-Sponsored Events
- Signature Events
- Spotlight on Campus Events
- A Few Thoughts: Eugene H. Fram
- From Gene Fram: “The Challenge of Scaling Soft Skills” by Lynda Gratton

### The 411 on Fram

**What is the Fram Chair in Applied Critical Thinking (ACT)?** Funded by an anonymous donor in honor of Dr. Eugene Fram, a 51 year SCOB Professor Emeritus of Marketing, the Fram Chair is responsible for leading the university-wide initiative to grow the application of critical thinking. Three [Advisory Boards](#) – a Rochester board, an external/alumni board, and an international campus board help to guide the effort.

**What is Applied Critical Thinking?** Simply, ACT is *the exercising of effective thinking in any context* that connects the performance chain of knowing-doing-creating.

**How ACT ensures YOUR success:** What do Marie Curie, Edwin Hubble, Dr. Martin Luther King, Jr., and Elon Musk all have in common? They all excel at Applied Critical Thinking! They are able to analyze, assess, and create strategies that enable them to adapt in rapidly evolving technological, aesthetic, and social environments to achieve their goals – and when faced with challenges, setbacks, or failures, they are able to move on and manifest new ideas. Each of these components are required to succeed personally and professionally not only today, but in the future!

**Who does applied critical thinking?** We all do. We are probably most aware of it in challenging situations and major life events. At RIT, we work with faculty and staff to build opportunities for increasing critical thinking by highlighting some great thinkers in our [Community of Practice](#), student work is recognized with annual [Fram Awards](#), and we host or co-sponsoring multiple [events](#) to further ACT at RIT. We also support curricula and teaching through PLIGs, workshops, and assessment. There are many [resources](#) to support growth of critical thinking on our website.

**We look forward to connecting with YOU on [Facebook](#) and [Twitter \(@RITFramChair\)](#)!**

## Co-Sponsored Events

**Gray Matter is a discussion series designed by RIT faculty, students and staff to promote critical exploration of provocative topics related to higher education and the RIT campus community.**

Topic:        **“Diversity...again?”**  
Date:         Friday, September 14, 2018  
Time:         12:00 pm – 1:00 pm  
Place:         MOSAIC Center (above Ben & Jerry’s)

## 2018 Fram Signature Events

### Fram Signature Lecture and Reception

Lecture:       **"Applied Critical Thinking: Design for Transformation, Needs a Transformation in Design" with Marco van Hout**  
Date:         Wednesday, October 24, 2018  
Time:         4:00 pm – 5:15 pm  
Place:         Webb Auditorium, James E. Booth Hall

Reception:    ***Immediately following lecture in the University Gallery, James E. Booth Hall***

**For more information on all Fram events visit our website [HERE!](#)**

## Spotlight on Campus Events

### **Vignelli Legacy Lectures: “Contemporary Practice” with Roseanne Somerson**

Date: Thursday, September 6, 2018

Time: 4:45 pm

Place: University Gallery, James E. Booth Hall

## A Few Thoughts

**With this issue of the Fram Focus we meet THE Eugene H. Fram, RIT’s notable critical thinker.**

Gene Fram is a Professor Emeritus now living in the swirls of Silicon Valley—only six miles from Stanford. He is enjoying the perpetual sun, a few earthquake tremors and the changing lifestyle around him. He finds keeping current with innovators is a challenge and the opportunities for continuous learning is a delight. Gene had 51 gratifying years as an RIT faculty. Read his answers to a few critical questions [HERE!](#)

## From Gene Fram

**Read “The Challenge of Scaling Soft Skills” by Lynda Gratton of MIT Sloane Management Review [HERE!](#)**