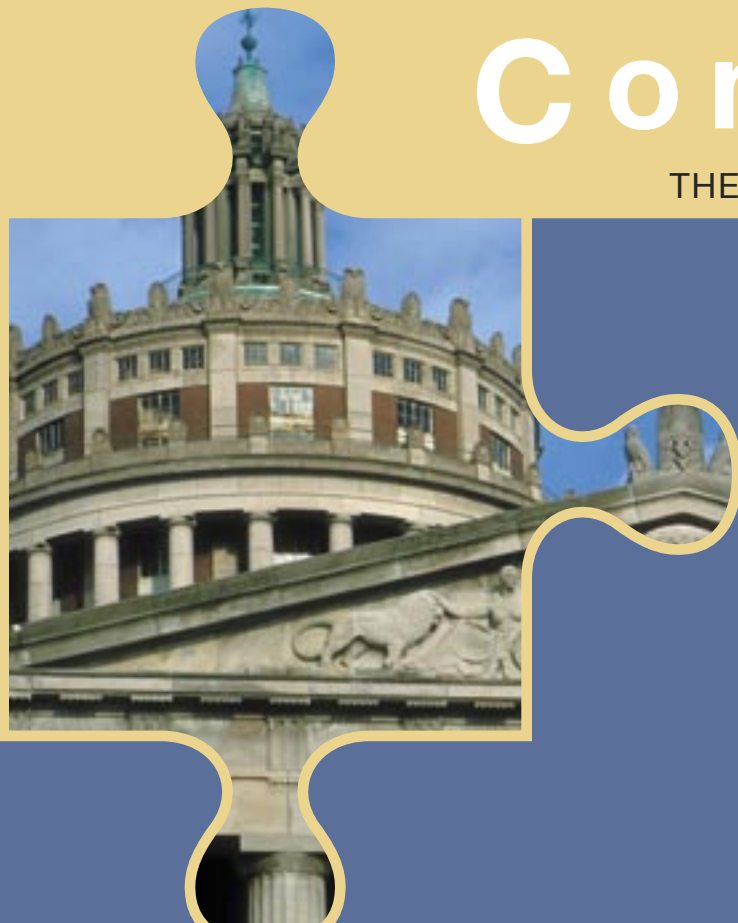




Connections

THE UNIVERSITY OF ROCHESTER AND THE COMMUNITY



Connections

THE UNIVERSITY OF ROCHESTER AND THE COMMUNITY



Throughout its 157-year history, the University of Rochester has been committed to the greater Rochester community. We are proud to be an urban university; proud to be a major health care provider in this region; proud that our students, faculty, alumni, and staff are deeply involved in community service; proud of the role we perform as employers, consumers, and neighbors in a community and region we dearly love. We have become the largest employer in our immediate geographic area and the generator of an increasing number of new businesses.

This publication is testament to the many vital connections between the University of Rochester and the greater Rochester community. It bears witness to our role as an educator, a health care provider, a leader in the arts and culture, an active force in economic development, and a good citizen.

We serve our community best by striving to be the most outstanding university we can be. That is why universities are magnets for the economic progress that is the key to our increasingly knowledge-based society. But it is worth highlighting that our ties to Rochester are vital and inextricable, and these ties are growing.

In this publication we celebrate these ties: the University, the Rochester community, and our accelerating progress together.

Joel Seligman

Joel Seligman,
President, University of Rochester





Dear Friend of the University of Rochester:

Monroe County is proud to be home to the University of Rochester. The unique character and accomplishments of this world-class institution and its faculty, staff, alumni, and students are a great source of pride for our community.

The University of Rochester is Monroe County's largest employer and has a significant impact on our economic vitality and quality of life. It has been a catalyst for start-up enterprises and job creation, cutting-edge research and development, and the growth of high-tech, biotech, and optics companies.

The University of Rochester is also the area's largest health care provider, offering high-quality services to individuals and families throughout our region and across the country. Monroe County is pleased to partner with the University on the Center for Community Health.

Through the renowned Eastman School of Music, Eastman Theatre, and Memorial Art Gallery, the University is bolstering our community's image as a premier center for arts and culture.

I was thrilled to have President Joel Seligman participate in my College Presidents Summit. Our colleges and universities need to be actively involved in defining the vision and priorities for our region as we move forward. I thank President Seligman for his leadership, enthusiasm, and commitment.

I look forward to strengthening our partnership as we continue to build a great future for Monroe County.

Sincerely,

Maggie Brooks
Monroe County Executive



In every sense of the word, the University of Rochester has truly come off their campus and into our community. As Rochester's number one employer, the University is a genuine economic force, and President Seligman is an outstanding ambassador. The University of Rochester and the City of Rochester are linked both geographically and philosophically, sharing the common ideals of education and economic development.

The University has helped to define modern-day health care in this country, and our city is the beneficiary of the University's immense health care resources. In fact, Rochester was recently voted number six by the *Places Rated Almanac* as the best place to live in the United States. There is no doubt that the University's presence in our community has contributed to that ranking. The Brooks Landing project, the proposed College Town, and a planned research facility are just a few examples of how the University is helping to reshape Rochester.

Joel Seligman and I use every opportunity to look for ways to build on our successes. I am anxiously looking forward to seeing both the University and our great city blossom into even greater synergy.

The University of Rochester student body represents the type of resident that we want to retain in Rochester—bright, committed, and on the road to success.

From education to health care, from prenatal to nursing home care, from jobs to housing, the University of Rochester and the City of Rochester are reaping the benefits of our strong relationship, interdependency, and collaborative spirit.

I would like to thank University of Rochester President Joel Seligman and the entire faculty, staff, alumni, and student body for their commitment to Rochester.




Robert J. Duffy, Mayor
City of Rochester, NY

Education

Education is at the heart of the University's mission, and efforts reach far beyond its campuses. In partnership with teachers, parents, students, and community organizations, the University is expanding, enriching, and supporting education in our region.

For the past two decades, the Warner School of Education has collaborated with local school districts—urban and suburban—in the research, selection, and implementation of high-quality math curricula. During this time Warner has received eight grants, totaling \$5.7 million, which have helped the school to develop its mathematics outreach with a regional focus. Each new grant that Warner applied for was prompted by local teachers and administrators asking for more ongoing support.

All across the country, educators are considering how to increase student achievement in science—and how to make sure that girls, as well as boys, know they belong in science classrooms and labs. In Rochester, thanks to teamwork by the University and other groups, programs for students from preschool to high school and beyond address just such needs.

Each summer the Laboratory for Laser Energetics holds an eight-week research program for highly motivated high school students. The Department of Physics offers programs for K–12 students and teachers, and the Institute of Optics offers an optics sum-

mer school open to anyone with an undergraduate degree. The Life Sciences Learning Center at the Medical Center is a science education laboratory working to increase young people's interest in science and raise public awareness of benefits from science and research. The center's two laboratories give students experience with state-of-the-art biomedical research equipment. The center also offers a Summer Teacher Institute and professional development workshops. More than 6,000 students and 250 teachers from area schools have participated in the center's programs.

Programs in science are just the beginning. Through Rochester Scholars, Rochester Scholars Jr., and Rochester on Campus, high school and middle school students can take college courses and even find out what living on campus is like. Almost 2,000 students have enrolled in these programs over the past three years. A yearlong, project-based program, the Young Entrepreneurs Academy, gives students hands-on experience with entrepreneurship.

There are opportunities for adults and seniors, too. Always Better offers non-credit





ScienceStart!

Preschoolers at the St. Monica School delve into a lesson taught by music mentor Liz Gowman. The school partners with the University in bringing the nationally known ScienceStart! curriculum into the classroom, helping Rochester preschool children to learn through exploring the world around them.

adult learning programs, and yoUR Experience Highlands at Pittsford provides enrichment education for residents of this local retirement community.

The University also takes part in community efforts to tackle challenging problems in urban education. The Urban Teacher Leadership Academy—co-funded by the Rochester City School District and Warner—is a new program that helps teachers become leaders for equity-based educational practices and improvements in the city school district. The Saturday School, created by medical students and funded through an AAMC grant, helps more than 100 inner-city students at risk of failing. Every Saturday morning, medical students provide two hours of one-on-one tutoring in core subjects such as math, science, and reading.

A community's success depends on the education of its people. Through efforts to support and improve learning, the University, community groups, and residents are working for the future in Rochester.

Sparkling Wonder

A recent \$3.8 million grant has created a partnership between Warner and the Rochester Diocese Catholic Schools to establish Rochester preschools as centers of excellence. Funded by the U.S. Department of Education's Early Reading First program, the ScienceStart! curriculum capitalizes on children's natural curiosity about the world around them and uses science as a vehicle to develop their language, literacy, and school readiness.

Preschoolers in the ScienceStart! curriculum have made significant gains in language skills, particularly in vocabulary acquisition and the ability to give explanations. They have also notably advanced their knowledge through a scientific approach of raising questions and investigating possible answers.

"I have seen the ScienceStart! curriculum develop a keen interest in the world around us and a recognition that everything in our world is truly science," says Kathy Dougherty, principal at Cathedral School at Holy Rosary. "ScienceStart! is a natural immersion into the world of science—our world—without the fear that's occasionally

associated with ‘science.’ The program uses hands-on materials to develop the themed unit, thus creating an exciting learning environment for preschoolers.”

Last summer, students from the St. Monica School’s summer program in the 19th Ward came to campus for a day of fun and learning. ScienceStart! staff and a St. Monica teacher used campus features to teach preschoolers a number of concepts, including color and light (from the stained glass chapel windows), movement and machines (from the parking meters and construction vehicles), and mapping and measuring (by jumping distances at the running track).

The ScienceStart! staff has worked with nearly 50 teachers in urban, suburban, and rural classrooms, 90 paraprofessionals, and four principals in the past six years. During this time, 1,700 children have participated in the program and 1,800 families have taken part in the family literacy component of ScienceStart! The program has also provided more than \$500,000 in books, supplies, and equipment to Rochester-area preschools.

The Power of Words

Teens have important things to say about the world in which they live, and the Poetry Slam is giving them a platform from which to speak. The Warner School of Education is collaborating with three urban high schools in Rochester—School of the Arts, Wilson Magnet, and Edison Tech—and performance poet Reenah Golden to introduce students to spoken poetry as a literacy practice that combines performance, politics, and cultural change.

“I am endlessly astonished by the power of teenagers’ words,” says Joanne Larson, Michael W. Scandling Professor of Education, who helps direct the Spoken Word Poetry Project for Warner. Students and teachers explore the place of poetry in urban culture and the larger society, and the ways poetry and other forms of communication evolve.

This project takes full advantage of the rich literacy resources and life experiences urban teens bring to their schools and gives youth safe and effective ways to express their views on issues such as poverty and violence in their communities. “There is a way in which many urban teens

are disconnected from their schooling,” explains Larson. “It’s as if they are crying out to us, ‘I have something to say, and you aren’t listening!’”

“The danger for a classroom teacher is that you get in a cozy space and aren’t challenged to think outside the box,” explains Tom Painting, an English teacher at the School of the Arts. “Students rise to the occasion when their knowledge is validated. The University came to me with an exciting idea and new material and has helped me to think about how to use it, assess it, and tie it into the curriculum.”

With funding provided through an Edith Glick Shoolman Children’s Foundation grant, and a new collaboration with Rochester’s Writers and Books, the world of performance poetry and poetry slams is taking root in Rochester’s schools.

Making an Impact

The RASA Youth Impact! program, directed by faculty and students at the Warner School and sponsored by the Rochester After School Academy, has collaborated with a team of 18 area high school students to design and implement community-based research



RASA Youth Impact!

Daniel Cooper, a student at John Marshall High School, presents research at the RASA Youth Impact! final program for 2007. Youth Impact! is cosponsored by the Warner School of Education and the Rochester After School Academy. Students from Rochester high schools meet for six months to collect and analyze data and devise recommendations on issues such as job availability, urban school resources, safety and the youth curfew, and drug awareness and prevention.

projects on issues important to them.

“Looking at Rochester from the perspective of youth and focusing on our well-being is a great start to understanding what’s really going on in the community,” says Amarili Wright, a student at Edison Tech High School. “This research gives us a chance to put some real information out there and improve our community.”

Youth researchers met every other Saturday for six months to analyze and collect data on issues, including safety and the youth curfew, job availability, urban school resources, parent and community involvement, and alcohol, tobacco, and drug awareness and prevention. Based on their research projects, youth devised recommendations—both for themselves and for the broader Rochester community.

New Scientists

Science STARS is a club for middle school girls that involves them in scientific investigations and helps them discover how science is important in daily life.

Last fall 22 girls from Wilson Academy took part in Cre-

ativity Counts, an after-school Science STARS program.

Hands-on scientific investigations helped them to answer questions important to them: the food sources that attract butterflies, the exercise benefits of step dancing compared to basketball, and the effect of fake nail tips on nail growth, to name just a few.

“Just like the kids I can’t wait for the STARS program to start again in the fall,” says Rochester science teacher Tatjana Ravnik. “The program provided an amazing opportunity for the girls to feel they can still be interested in science. By the end of the course it was clear that they felt empowered and confident enough to present their experiments in front of a room full of unfamiliar faces.”

Learning One-on-One

Jumpstart—a national non-profit organization that connects thousands of members from colleges and universities with nearly 12,000 children nationwide—is helping University of Rochester students become mentors to children in Rochester’s city schools.

More than 60 Jumpstart members at the University of Rochester each dedicate at

Education : Connected

- The Warner School Mathematics Outreach Program has in the last decade provided more than 4,000 hours of professional development programming to more than 2,000 teachers
- 1,700 children have taken part in ScienceStart! over its six years, and 1,800 families have participated in the family literacy component of the program
- 31 percent of Warner math and science graduates in the last three years have gone on to teach at urban and high-needs schools
- 60 students participated as Jumpstart volunteers for 2006–07
- About 1,000 Rochester-area students are full-time undergraduates in the College of Arts, Sciences, and Engineering
- More than 1,500 students have enrolled in non-credit adult enrichment programs in the last three years

least 10 hours a week to attending team meetings and working one-on-one with a child to improve literacy, language, and social skills. The number of students supported has nearly tripled from past years.

In addition to serving the community, Jumpstart members also earn a work-study stipend and expand their

career opportunities following graduation. Many of them go on to pursue a career in education. Rochester native Patti Watters graduated from the University in 2006 and now works for Teach for America in New York City—but says she wants to come back home to help educate Rochester’s children.

UR Well

Sughosh Dhakal, clinic director and medical student, and Steven Scofield, assistant professor of medicine and pediatrics, confer with a patient at UR Well Student Outreach at St. Joseph's Neighborhood Center. The clinic provides free and low-cost preventive and health maintenance services to uninsured and underinsured families and individuals. Dozens of physicians and hundreds of medical students have volunteered at the clinic since it was established in 2004.



Health

When he made his gift to found the School of Medicine and Dentistry in the 1920s, George Eastman directed the University to make Rochester the “healthiest community in the nation.” Today, community health is a central mission of the Medical Center, alongside research, patient care, and education.

The University works in partnership with other Rochester-area organizations to address community medical concerns ranging from immunization rates to pediatric care convenient for working parents.

Each time patients visit a doctor’s office in the Rochester area, they are likely benefiting from the University’s service to the community: there are about 2,500 alumni of the School of Medicine and Dentistry in the local region.

An extensive network of patient care, education, and research programs serves the community through the University’s Medical Center and Strong Health. Together they encompass Strong Memorial Hospital, the School of Medicine and Dentistry, the School of Nursing, the University of Rochester Medical Faculty Group, the Eastman Dental Center, Highland Hospital and its affiliates, and the Visiting Nurse Service.

The Medical Center is a regional destination for specialized medical care, offering advanced clinical services such as pediatric heart surgery, organ and bone marrow transplantation, total joint replacement, neonatal care, neurosurgery, severe burn treatment, and many subspecialty faculty practices.

In addition to being the region’s leading health care provider, the University also has a long history of developing programs that address important, and often unmet, health problems in the community. In 2006, the Medical Center renewed its commitment to community health through the creation of the Center for Community Health. This center will build stronger partnerships, support faculty efforts to develop innovative new programs, and integrate community health across the Medical Center’s missions.

The University trains medical professionals who not only are dedicated to clinical and scientific excellence, but also have developed the compassion, understanding, and reflection that comes from exposure to cultures and surroundings different from their own. Over the years, the medical school has developed strong relationships with dozens of local organizations through its Students of Rochester Outreach and Community Health Improvement Clerkship programs. These links have not only supplied these organizations with committed student volunteers, but in some instances have resulted

in the creation of programs with a significant community impact. A prominent example is the student-run health center for the uninsured at St. Joseph’s Neighborhood Center. The program, UR Well, has received national recognition for its efforts.

The breadth of medical programs in the community touches people in every phase of life—and strengthens the ties that hold our community together.

Reducing Immunization Disparities

Across the country, African Americans over the age of 65 and living in a city are 40 percent less likely to receive an annual flu vaccination than their white peers in the suburbs. Disparities in immunization rates—which break along racial, ethnic, class, and urban/suburban lines—are critical and persistent public health problems facing our nation. These discrepancies have significant public health consequences: pneumonia and influenza together are the fifth leading cause of death among people 65 and older. Nationwide, complications associated with influenza result in 36,000 deaths each year and

more than 112,000 hospitalizations. Children who are behind in immunizations are also often behind on regular checkups, screenings, and other primary care services.

The University of Rochester, in cooperation with Monroe County and many community partners, has been at the forefront of national efforts to eliminate these disparities. In 1993, the Department of Pediatrics created the Primary Care Outreach Program which focuses on vulnerable children up to two years of age who reside in the city of Rochester and the surrounding rural counties. The program provides a community-wide reminder, recall, and outreach system focusing on vaccinations. Getting children to their doctor's office for shots is just the first step. Once there, they can receive other necessary preventive care and screenings. In 2002, Rochester was chosen as one of five sites across the country to implement the Racial and Ethnic Adult Disparities in Immunization Initiative (READII). READII adapted the childhood outreach model for African American and Hispanic adults served by inner-city health centers.

Collectively, these programs have essentially erased

the disparities between white and minority and inner-city and suburban populations in Monroe County. Rochester now has one of the highest immunization rates for children and the elderly in the nation, and our success has created a model for other communities.

Getting the Lead Out

Lead poisoning is probably the greatest environmental health threat facing children in Rochester. Virtually all of Rochester's housing stock was constructed prior to the ban on lead paint, and almost one out of every four Rochester children has elevated blood lead levels—ten times the national rate.

Lead poisoning poses a tremendous health risk for children. Even low levels of lead are harmful and are associated with decreased intelligence, impaired neurobehavioral development, decreased growth, and impaired hearing. While lead poisoning is preventable, its health effects are irreversible.

The University was instrumental in assembling a broad community partnership whose goal is to make Rochester "lead safe" by 2010. In 2003, the University's Environmen-

tal Health Sciences Center helped launch the "Get the Lead Out" (GLO) project, which began with at-home risk assessments and lead safety demonstrations in an inner-city neighborhood. These efforts led to the creation of a temporary "lead lab" in an abandoned home to demonstrate to elected officials, contractors, landlords, and local residents the hazards of lead and the effectiveness of simple, low-cost protective measures. The University also helped organize a community-wide "Lead Summit" to galvanize efforts to change city housing policies.

These years of outreach, research, and advocacy culminated in a groundbreaking lead hazard control ordinance that was implemented by the City of Rochester last year. This historic measure, which requires the landlords to make rental properties lead safe, is a successful example of how broad community partnerships can bring about changes in policy that improve health.

To assist with the implementation of the new ordinance, the University partnered with the SouthWest Area Neighborhood Association and the Rochester Fatherhood Resource Initiative last

year to create the "Healthy Home," a model home in an inner-city neighborhood with one of the highest rates of lead poisoning. The home is staffed by neighborhood high school students, medical students, and community volunteers and helps educate city residents about lead abatement and other environmental and safety hazards.

Spreading Bright Smiles

Oral health is a major health problem for children living in poor inner-city and rural communities. Former U.S. Surgeon General David Satcher, a University of Rochester alumnus, described dental and oral diseases as a "silent epidemic" disproportionately affecting America's poor. Research links chronic oral infections with diabetes, osteoporosis, heart and lung conditions, and adverse pregnancy outcomes. It is also known that tooth decay affects academic performance, as oral health problems are among the leading causes of absenteeism from school; nationwide, children with dental problems miss almost 52 million school hours annually. In Rochester, an estimated 23 percent of kindergartners have never visited a dentist.

The University of Rochester's Smilemobile program, a dental office on wheels, brings oral health services year-round to children who would otherwise not have access to much needed dental care. The program was founded in 1967 through community collaboration with the Monroe County Dental Society. Less than two years later, the University of Rochester's Eastman Dental Center agreed to assume responsibility for the program. Today, through the operation of three fully equipped dental vans, culturally diverse dentists, hygienists, and dental residents provide comprehensive oral healthcare for children and teens.

The program consists of three mobile units (a fourth unit will begin operation in the next year or so) that rotate between inner-city elementary schools during the academic year and rural locations during the summer. On an annual basis, the three units provide services to 2,700 children and teens. The Eastman Dental Center also runs six outreach clinics located throughout the inner city, including one built adjacent to an elementary school, and one rural clinic.

The results make a profound difference in a young



School 17 Dental Clinic

Dentist and clinical director Chia Taw Huang examines a patient at the Daisy Marquis Jones Foundation Outreach Dental Clinic at School 17. The clinic—part of the University of Rochester Eastman Dental Center—serves the neighborhood surrounding School 17 in the Rochester City School District, offering care to schoolchildren and their families.

child's life. In the words of one parent whose child was treated by the Smilemobile, "I had never seen her smile with beautiful teeth! When I saw the beautiful work that had been done, I cried. She would no longer be ashamed to show her teeth!"

Outreach and Support

The Department of Psychiatry developed Project Link to treat people with severe mental illness who have become entangled in the criminal justice system. Jails and prisons have become the final destination for the mentally ill in our society. Project Link enrolls people coming out of jail or inpatient hospitalization who have chronic mental or substance abuse disorders. Through aggressive intervention and care, the program seeks to help them move to a stable environment and reduce the incidence of re-incarceration. The program—which works closely with law enforcement, judges, and parole officers—has shown unprecedented success in treating such patients. Project Link has resulted in a significant reduction in the cost of services for individuals enrolled in the program.

Healthy Home

Joseph Hill, communications director for the Coalition to Prevent Lead Poisoning, gives a presentation on lead safety at the Healthy Home, joined by Healthy Home outreach coordinator Shehrina Tabassum. The Healthy Home builds community awareness of home environmental health hazards and gives people the tools and information they need to address such problems as lead hazards, asthma triggers, indoor air quality, injury prevention, and chemical safety.



The University also contributes to the early detection of cancer, a critical element in successful treatment. Created in 1993, the Women's Health Partnership (WHP) is a unique University-supported program that consists of more than 40 community-based organizations and more than 100 health care providers. In tandem with community partners such as the Highland Hospital Breast Care Center, WHP works with uninsured women to make certain that they understand breast, cervical, and colorectal cancer risks, get regular screenings, and receive necessary diagnostic follow up. Last year, the program provided screenings to more than 2,300 uninsured women. The James P. Wilmot Cancer Center also conducts annual prostate and skin cancer screenings that are open to the community.

Since 1988, the Baby Love program has been providing home visits to at-risk mothers and newborns. The City of Rochester has some of the highest rates in the nation for children living in poverty, risk factors for poor birth outcomes, and infant mortality. Baby Love monitors and helps guide mothers through their pregnancy and into

the first several months with their new babies, giving them the support and resources they need—and often lack in their home environment—to ensure that their newborns are on the path to good health. The results have been impressive. Working closely with the Monroe Plan for Managed Care—a local health management organization that primarily serves low-income individuals and the working poor—Baby Love has reduced neonatal intensive care unit admission rates by more than 60 percent.

Tools for Better Living

The Health-e-Access program uses technology to connect sick children at schools and day care centers with their doctors for speedy diagnosis and treatment. With the help of high-quality videoconferencing, digital medical cameras, and other diagnostic equipment, physicians can make medical evaluations for a broad range of problems and discuss treatment options face-to-face with caregivers and patients who may be miles away. The service is a boon to working parents, who can secure prompt medical attention for their children and

still put in a full work day—a necessity for many inner-city families. The technology is also being used by dentists to spot and help prevent certain tooth decay from plaguing inner-city children.

The Healthy Living Program is a unique, grassroots approach to preventive health care. Operated in cooperation with the Monroe County Health Department, the program targets adults and older residents in the Southwest and Northeast quadrants of the city—the areas of Rochester's most pronounced health disparities. In coordination with local churches in the African American faith community, the program helps congregation members to make lifestyle changes that affect obesity, heart disease, diabetes, and hypertension. The twelve-week program provides participants with health screenings and assessment, health education, counseling, and physical activity. Church pastors and congregants provide support and encouragement. Well over 1,000 people and 50 churches have been involved to date. In 2005, the program was recognized by the U.S. Department of Health and Human Services as an innovative approach to prevention.

Health : Connected

- More than 120 community health programs
- More than 90,000 people served, through community health programs
- More than \$46 million in care provided for the uninsured and underinsured in the community
- More than 70 community partners, including longstanding relationships with the Rochester City Schools and the Monroe County Department of Public Health
- More than \$10 million in funding from government, foundations, and other sources, including \$3 million contributed directly by the Medical Center

The School of Nursing, in collaboration with the Rochester City School District, operates a school-based clinic at East High School providing students convenient access to medical and mental health services. The clinic's new iKnow computerized health kiosk enables students to monitor their weight and blood pressure and gives them valuable wellness tips. The program combines three key components for helping overweight teens adopt healthier habits—technology, education,

and self-management. "The high cost of nutritious foods versus less expensive calorie dense foods, the lack of access to safe neighborhood recreational facilities, and barriers to accessing health care, all combine to create a perfect storm for many overweight teens and their families," says Kim Urbach, MS, PNP, clinic director. "The kiosk has been particularly successful because it's fast, it's private, and it's fun and easy to use for technology-savvy teens."

Music for All

Eastman School of Music student Jason Kenneth Schafer introduces schoolchildren to the joys of the clarinet at a Music for All performance. Founded in 1995, Music for All takes classical music and musicians out of the concert hall and into the community. Performances occur in settings throughout the Rochester area, including senior homes, public libraries, schools, and shelters for the homeless and battered women.





Arts & Culture

“For the Enrichment of Community Life” are the words carved into the stone façade of the Eastman Theatre. Their prominence reflects the ongoing partnership in arts and culture between the University and the local community.

The Rochester cultural scene is lively, and the University is proud to have a part in it. Operas, concerts, art exhibitions, literary events, recitals—these are just a few of the University contributions to a city where the arts have long had a special place.

And performances are just the beginning. The University offers many opportunities for community members to become students of the arts. The Memorial Art Gallery and the Eastman School of Music are community treasures, available to all.

Together the University, area residents, and local organizations have created a cultural and artistic energy that makes Rochester an exciting place to be.

A City of Music

The Eastman School of Music has for eight decades enhanced the lives of Rochesterians with education and entertainment. Each year the Eastman School offers more than 800 world-class orchestral, wind ensemble, chamber music, jazz, and opera performances, many of them free. Guest composers and artists visit each year, and many present master classes and talks that are open to the public. These visits are often

the result of partnerships with other institutions and groups in the community.

The Sibley Music Library is the largest university-affiliated music library in the United States. It holds nearly three-quarters of a million items, with vast resources for performance and research. But it is not a place for specialists only. Since its founding in 1904 the library has been open “for the use of all music-lovers in Rochester.”

The Eastman School’s crown jewel, the Eastman Theatre, is Rochester’s preeminent performance space, home to the Rochester Philharmonic Orchestra, and a venue for many events sponsored by other community organizations. The recently announced \$20 million project to renovate the theater—funded in part by an \$8 million grant from the State of New York—will only enhance this Rochester landmark.

When the Eastman School opened its doors in 1921, it housed the largest and most extensive organ collection in the nation. In keeping with this heritage, the Eastman School has embarked on a long-range plan, the Eastman Rochester Organ Initiative, that will help to make Rochester a global center for organ

performance, research, building, and preservation. The Eastman School has begun to assemble a collection of new and historic organs unparalleled in North America. This collection will offer access to organs of diverse styles and traditions to talented young musicians from around the world. Tourists, scholars, and music lovers will be drawn to Rochester to hear these extraordinary instruments.

The Eastman School will place two European-style organs in downtown Rochester. A historic Italian Baroque organ—the only full-size Italian Baroque organ in North America—was installed in the Memorial Art Gallery in 2005. A new instrument closely modeled after a Lithuanian organ from 1776 will be constructed and installed in Christ Church by 2008, in cooperation with the Episcopal Diocese of Rochester. The installation of these organs, together with the planned renovation of the historic E.M. Skinner organ at the Eastman School’s Kilbourn Hall, will offer unique musical experiences to the people of Rochester.

The lifeblood of the Eastman School is the study and performance of music—an endeavor in which Rochesterians

Creative Workshop

Creative Workshop instructor Kate Wharton helps a student try her hand at sculpture.

The Creative Workshop at the Memorial Art Gallery is one of the oldest and largest museum art schools in the country. It offers programs for everyone from preschoolers to adults during four annual sessions.





participate through the Eastman Community Music School. It offers the Rochester community the highest-quality private and classroom instruction. Opportunities for musical learning and exploration include applied lessons on all instruments and voice; a full array of theory, composition, and history courses; and numerous musical groups, from chamber music to full ensembles. The Eastman Community Music School serves approximately 1,300 students—students who range in age from less than one year to more than 90.

The Eastman Community Music School is home to the acclaimed Early Childhood program, as well as the first New Horizons Band, Orchestra, and Chorus program, an ensemble program for adults. Since its inception at Eastman, the New Horizons program has spread all over the world.

Pathways to Music

The University is committed to making these rich resources available to Rochesterians regardless of means. Many students in the Rochester City School District have the potential, interest, and motivation to pursue advanced musical studies, but some do not

have the means. Since 1997 Eastman Pathways—a collaborative partnership between the Rochester City School District and the Eastman School—has offered quality music education to promising city youth.

The Pathways program provides generous scholarship aid to pursue music studies at Eastman; it also offers students mentoring and advising. Up to 75 students participate in the program each year. “The Pathways program has enriched my desire and ability to love music,” says one student. “My musical education grows with every class,” adds another.

For community members who do not come to the Eastman School, music comes to them. Each year the Music for All program sends more than 40 chamber music groups into the community. They perform some 90 concerts each year for audiences of preschoolers, senior citizens, and those in between. Eastman is the only school of music to make such an extensive outreach program an integral part of its chamber music curriculum. Through Music for All, each year more than 2,000 people in the greater Rochester community are able to enjoy live music.

A Community Museum

“A means alike of pleasure and of education for all the citizens of Rochester.” So decreed Emily Sibley Watson in donating the original Memorial Art Gallery to the University of Rochester. A century later, the gallery still places the highest priority on education, with a wide-ranging program that serves more than 16,000 area schoolchildren—many enjoying their first museum experience.

“There’s an unmistakable energy in the air during a school visit,” says Susan Daiss, director of education. “These students discover that learning takes place outside the classroom—and what fun it can be.”

Family Days bring children and their families to the gallery, too, for celebrations of such annual events as Hispanic Heritage Month, Asian Pacific Heritage Month, and Kwanzaa. Thanks to corporate support, admission is free or greatly reduced.

The Memorial Art Gallery is one of the few university-affiliated art museums that is also a museum for the community. It is recognized as one of the finest regional art museums in the nation. The collection spans 5,000 years, from the ancient world to the 21st century, and includes master-

works by such artists as Monet, Cézanne, Matisse, Homer, and O’Keeffe. Highlights include the recently reinstalled American galleries, an interactive exhibit featuring a rare pair of ancient Egyptian coffins, and a newly acquired suite of 16th-century German armor.

Last year ended with two major traveling exhibitions—*My America: Art from The Jewish Museum Collection, 1900–1955* and *Georgia O’Keeffe: Color and Conservation*. *O’Keeffe*, in its only Northeast venue, attracted 50,000 people—25 percent of whom came from outside the Rochester region—making it one of the most popular shows in gallery history.

Eighty Years Young

One morning in 1927, Memorial Art Gallery director Gertrude Herdle passed out crayons and paper to children at a Saturday story hour. Little did she know that over the next eight decades, her modest experiment would grow into one of the oldest—and with 3,500 students, one of the largest—museum art schools in the country.

Today, the Creative Workshop is a community resource offering year-round classes for preschool and school-age

children, teens, and adults. In addition to studio courses for all skill levels, the curriculum includes art history surveys and Art Day School, a popular “creativity camp” for artists ages 7 to 13. Now in its 12th year, ADS allows participants to spend school breaks exploring topics as diverse as printmaking, polymer clay, and puppets.

Another success story is a longstanding collaboration with the Rochester City School District. Each year, 75 to 80 talented elementary and secondary students are nominated by teachers for scholarships funded by the Gallery Council. For many, it is an opportunity they would not otherwise have, says Deborah Harloff, director of the arts for the Rochester City School District. “The visual arts convey knowledge and meaning not learned through other subjects.”

New in 2007, the Creative Workshop welcomed staff from ScienceStart!, an early childhood curriculum developed at the Warner School of Education, and preschool educators from four Catholic schools. With support from a federal Early Reading First grant, teacher Warren Mianecke explored connections among art, language, and

science. “Warren could have come to River Campus,” says Warner’s director of professional development, Martha Mock, “but it was much more valuable having hands-on experiences at the workshop, seeing art made by kids, and learning about gallery resources.”

“The workshop’s success rests on two unique assets,” says director Lawrence Merrill. “First is our faculty of more than 60 artist-teachers who foster the skills, understanding and camaraderie that are the workshop’s hallmarks. The other—the textbook for our classes—is the museum and its collections.”

Literary Stars

The University’s contributions to cultural life in Rochester do not end with the Memorial Art Gallery and the Eastman School of Music. From plays and exhibits to concerts and lectures, the College of Arts, Sciences, and Engineering also sponsors many public events.

One example is the Plutzik Reading Series, which has enriched the cultural life of the University and the Rochester community since 1962. The series is made possible through the generosity of the Plutzik

family and is administered by the Department of English.

Established to honor the work of Hyam Plutzik, a distinguished poet and Deane Professor of Poetry and Rhetoric at the University, the series has brought many nationally and internationally renowned literary artists to Rochester. The readings have always been open to the public free of charge.

Over the past four decades, the Plutzik Reading Series has

provided the local venue for more than 250 writers, including novelists Salman Rushdie, winner of the Booker Prize, and J.M. Coetzee, recipient of the Nobel Prize; Pulitzer Prize-winning poets Anthony Hecht, Gwendolyn Brooks, and Galway Kinnell; former U.S. Poets Laureate Rita Dove and Robert Pinsky; science fiction novelist Samuel R. Delany; and Rochester-based poets like Daniel Donaghy, Thom Ward, and James Longenbach.

Arts & Culture : Connected

- 241,920 people visited the Memorial Art Gallery in 2005–06
- 16,362 schoolchildren toured the gallery
- 4,200 children and adults attended the gallery’s Family Days
- 3,500 children and adults took art classes at the Memorial Art Gallery’s Creative Workshop
- Eastman offered 825 performances last year, many free
- 1,300 students attended the Eastman Community Music School
- Eastman students give 90 concerts in community venues annually
- 50,000 people attended Eastman performances last year



Eastman Rochester Organ Initiative

At Rochester's Sacred Heart Cathedral during the 2006 Eastman Rochester Organ Initiative Festival, keynote speaker David Boe discussed master organ builder John Brombaugh, who built the organ at Sacred Heart. The Eastman Rochester Organ Initiative aims to make Rochester a global center for organ performance, research, building, and preservation.

Economic Development

Since 2006, the University has been the largest single employer in Rochester. This fact is only the most prominent sign that the University helps to drive the economy in the Rochester region.

With a direct payroll of over \$500 million and a total budget of \$1.4 billion, the University of Rochester Medical Center contributes significantly to the University's effect on the local economy. According to a Center for Governmental Research economic impact study in 2002, the total economic output of the Medical Center is \$1.9 billion annually, and a total of 20,000 Rochester-area jobs can be directly or indirectly attributed to the Medical Center and its affiliates.

Patients are drawn to the Medical Center from an area reaching Buffalo, Syracuse, and the Pennsylvania border. Patients from outside Monroe County represent upwards of 60 percent of total clinical services in some specialized areas. Such patients—and the families who often accompany them for extended treatment—support local businesses when they, for example, purchase food and lodging.

The new James P. Wilmot Cancer-Center—a 163,000-square-foot facility now under construction—will dramatically increase patient capacity and improve the quality of care. The Center for Governmental Research projects that the expansion will create 1,000 new permanent jobs

through direct and indirect employment, provide 750 construction jobs, and lead to at least \$18 million annually in new research funds.

University-based research boosts the Rochester economy in a variety of ways. The University of Rochester is among the top ten U.S. universities in licensing revenue, earning just under \$40 million in 2006. The Office of Technology Transfer helps to transfer intellectual property licenses to private industry and assists in the creation of start-up companies. Developing such companies and keeping them in Rochester—along with the jobs and revenue they produce—are other areas of success for the University. Rochester-based companies such as Vaccinex, VirtualScopics, Socratech, Koning, LAGet, SiMPore, and iCardiac, to name a few, are all products of University research.

The Center for Electronic Imaging Systems, a NYSTAR Center for Advanced Technology at the University, generated a record \$114 million in economic development for New York State in 2006. Over the past five years, CEIS has delivered \$315 million in economic impact in New York State in new jobs, revenues,





Spin-off Companies

Vaccinex, Inc., president and CEO Maurice Zauderer, right, at work in an immunology lab. Zauderer—associate professor of oncology in microbiology and immunology at the School of Medicine and Dentistry—and colleague Deepak Sahasrabudhe cofounded Vaccinex in 1997 based on technology invented at the University. The Rochester-based biotechnology company strives to discover and develop human monoclonal antibodies to treat serious diseases. It employs approximately 50 people.

cost savings, capital improvements, and acquired funds.

University scientists and facilities are a resource local companies can harness to advance their research and development objectives. In 2006, the University's Eye Institute and Bausch & Lomb renewed their research partnership, a collaboration that has already produced revolutionary advances in eye surgery. The Medical Center is also working with CareStream (formerly a division of Kodak) to help develop its next generation of digital medical imaging and health care information technologies.

Local companies benefit from leadership provided by graduates of the Simon Graduate School of Business. Thirty-five Simon graduates are CEOs for businesses in the Rochester region, twenty are presidents, twenty-four are CFOs, eleven are COOs, and two are CIOs.

The University is an active participant and leader in regional economic development initiatives, including Greater Rochester Enterprise, the Rochester Business Alliance, the Finger Lakes W.I.R.E.D. Initiative, High Tech Rochester (HTR), the University Technology Seed Fund, and

Excell Partners. Two of these organizations, HTR and Excell, were founded by the University and provide critical financial, managerial, and infrastructure support and services for early-stage high-tech and biotech companies in the region.

The Power of Entrepreneurship

The new Center for Entrepreneurship is making use of a \$3.5 million grant from the Ewing Marion Kauffman Foundation and a further \$7 million in matching funds to make entrepreneurship integral to courses and schools across the University. A number of entrepreneurship-focused programs have already begun, including the Young Entrepreneurs Academy, which helps children in grades 6 through 12 develop real businesses; the Institute for Music Leadership at the Eastman School, which includes a focus on music entrepreneurship; and the Center for Nursing Entrepreneurship (CNE).

The first of its kind in the United States, the CNE gives nurses the support they need to start and successfully run a business in the health care field, which helps keep



Riverfront Development

Concept drawing of Brooks Landing (top) shows retail and office space—to be occupied in part by the University—that will stand along the Genesee River between Brooks Avenue and Genesee Street. The University is also working with private developers who are building the Riverview Apartments (bottom) on South Plymouth Avenue, and taking a master lease. These projects have the potential to spark further development in the neighborhood.

experienced nurses in the profession. The CNE currently operates several businesses, including the Center for Life-long Learning, Health Checkpoint, Passport Health, the Nutrition and Weight Management Center, the school-based clinic at East High School, the Flu Prevention Program, and the Center for Telehealth, which together served more than 35,000 clients in the Rochester area last year.

Creating Work Locally

Using local machinists, high-energy physicists at the University are building a device to shed light on what the universe is made of, where it came from, and what its fate may be. Down a 400-foot well at the Fermi National Accelerator, they are constructing a detector to study neutrinos, the “ghost particles” of the universe, in more detail than anyone ever has before.

When Fermilab asked University of Rochester physicist Kevin McFarland to head the construction of a new kind of neutrino experiment, he readily looked to local businesses to help with the enormous undertaking.

“The construction project employs many engineers, both

Economic Development : Connected

- The University is the city's top employer, with 17,800 employees—an increase of 600 (3.5 percent) in the last year
- More than 6,700 of those employees reside in the city of Rochester, the remainder in surrounding communities
- Medical Center capital improvement projects have created 2,700 construction jobs
- More than 18,500 University alumni live locally
- 55 University graduates from the Simon Graduate School of Business are CEOs or presidents of local companies
- Some 30 local start-up companies are based on University-created technologies, with an average of 4 to 5 new companies per year

the university's own technical crew and outside machinists for making custom parts," says McFarland. "Even some of the raw material for the detector comes from local vendors where possible."

New York Manufacturing, a seven-person shop run by husband and wife team Sal and Bo Anselmo, is one of the

local facilities to which McFarland turned to help build the detector. The shop recently built part of the support structure—a large, 14-foot-long platform. "This is one of the biggest platforms we've made," says Sal Anselmo.

Before the neutrino detector is finished in 2009, McFarland hopes as much as

\$3 million may flow into the local economy from the U.S. Department of Energy, the National Science Foundation and the Particle Physics and Astronomy Research Council in the United Kingdom.

High-Tech Future

In 1999, two University researchers decided to see if they could make software do what radiologists naturally do in their heads—take the many flat images from an MRI, CAT, or ultrasound scan, and turn them into three-dimensional models. The raw scans become vivid renditions of bones, joints, and organs, all easily manipulated so a doctor can zoom around and into any structure to see how it may actually look inside a living patient.

Kevin Parker, dean of the School of Engineering and Applied Sciences, and Saara Totterman, professor of radiology, teamed with two graduate students, José Tamez-Pena and Edward Ashton, to create VirtualScopics. The University granted a sabbatical and reduced workloads to help them get started.

"The involvement of the university is a significant resource," Parker said. "It

allowed VirtualScopics to expand its capabilities, or to solve problems without spending huge sums of money finding someone from outside Rochester."

VirtualScopics has now developed successful collaborative relationships with companies such as Pfizer Inc., Johnson & Johnson, GE Healthcare, and others.

"Everyone is interested right now in the economic future of high-tech New York," Parker says. "The question is what are the elements that need to be in place for a good high-tech economic future, and one of the elements is venture capital; you also need a generator of new technologies and people who want to employ the new technologies as entrepreneurs. And the University has been stepping up to do that."

A University and City Gateway

Taking a walk along the Genesee River will soon be a whole new experience—for both city residents and the University of Rochester community. University CFO Ronald Paprocki says several projects in southwest Rochester will help connect the campus to its neighbors

across the river while creating a vibrant "college town."

Brooks Landing—the privately-funded waterfront development between Brooks Avenue and Genesee Street—will include an 80-room hotel as well as a retail and office building occupied in part by the University, a coffee shop, and additional retail space. The development should be completed by the spring of 2008.

The University is also partnering with private developers to bring a five-building, 120-unit apartment complex to South Plymouth Avenue that will provide housing to about 400 University students. The Riverview Apartments are scheduled to open in the fall of 2008.

"Feedback from our Sector 4 neighbors, city leaders, and the University community has been overwhelmingly positive," Paprocki said. "Everyone is excited for this new opportunity to revitalize the area and enhance our relationship with the city."

Citizenship

Contributing to community life is key to being a good neighbor—a value that runs through University history and continues to propel the University of Rochester today. Faculty, staff, and students put their time, their ideas, and their donations toward efforts to make our community a strong and healthy one, with better opportunities for all.

The University is the first college in the country to have developed a community service component for its fall orientation for new students—an innovation that earned the attention of *Time* magazine. For eighteen years, students, staff, and faculty have participated in Wilson Day, when more than 1,000 students each year are placed at some 60 community agencies in the city of Rochester. Last year University students also participated in Be the Change Day—250 undergraduate students volunteered for the Clean Sweep in Sector 4, a program run by the Mayor's Office of Volunteerism and the NET office.

Last fall, the University took part in the Mayor's Literacy Summit to help formulate a community-wide action plan to advance literacy and to identify and develop partnerships that will enhance local literacy programs.

In the 1870s, Rochesterian Hiram Sibley presented the University of Rochester with its first library building. He offered his gift on the condition that the library would be open to all Rochester citizens. It is a pledge that the University continues to honor today.

The University provides up to \$80,000 in scholarships

annually to support five Hillside Work-Scholarship Connection students. The program—which serves students in Rochester and Syracuse—aims to increase the graduation rates of students in the city school district by providing long-term advocacy, academic resources, life skills development, and job training. It assists students who enroll in seventh to ninth grades and provides long-term, comprehensive support services for home, school, and work through high school graduation and for two years beyond.

University faculty and staff support the United Way/Red Cross Campaign each year. In 2006, employee contributions totaled \$1.2 million. Those contributions are just one indicator of the University of Rochester's dedication to making a difference in the community.

Seeds for the Future

In summer 2005, Ayala Emmett, associate professor of anthropology, agreed to run a weeklong writing workshop for urban youth at the North Street Community Center. Their exuberance for learning moved her, and that limited commitment grew into the Seeds for College Foundation. The foun-

dation—a collaboration among the University, the North Street Community Center, and Rural Opportunities—encourages inner-city minority students to go to college. For each year the students, ages 12 to 16, earn good grades, the foundation deposits \$100 into their individual funds for college. The students come to campus for workshops and classes so college life becomes a real, attainable goal. "I wanted to give them what I call their birthright," Emmett says, "to be prepared throughout their educational experience to go on to higher education and find their rightful place in society."

Keeping Graduates, Serving Youth

The University of Rochester has joined with Roberts Wesleyan, SUNY Geneseo, and the Rochester City School District to form a regional network that creates a unique one-year program to retain Rochester's college students and provide support for local nonprofit agencies.

Through the Rochester Youth Year Fellowship recent college graduates take an active role in the community while increasing the number of outlets for Rochester's urban youth. ROC City Coalition and



Mt. Hope Family Center

The Mt. Hope Family Center After School Program helps children ages 6 to 12 improve social skills in a safe, supportive environment. University psychology majors work as staff, and a therapeutic curriculum addresses emotions, self-esteem, nonviolent conflict resolution, and more.

Citizenship : Connected

- University employees have pledged \$1,242,970 to the United Way/Red Cross Campaign in 2006
- About 60 percent of undergraduates take part in community service, providing a collective 30,000 hours of service per year
- About 60 percent of children enrolled in programs at Mt. Hope Family Center showed improved function in areas such as cognitive achievement and socioemotional development; 100 percent earned improved educational screening scores
- The University's Visiting Nurse Service runs the third oldest Meals on Wheels program in the country and provides nearly 330,000 meals each year

Rochester Business Alliance have agreed to include the college students in their networking events to further engage these recent graduates. In addition, the fellows will help run a course on leadership that will introduce local college students to community leaders in business, education, and health care.

Community agencies such as the Rochester Mayor's office, Biz Kids, Puerto Rican Youth Development, Garth Fagan Dance, Quad A, and the Rochester City School District have expressed interest in hosting a fellow.

A Vital Safety Net

Mt. Hope Family Center listens to young people with an ear trained to hear what's happening in their lives.

Children and pre-teens express themselves through play, conversations, and therapy during any one of a dozen programs based at the center in the Corn Hill neighborhood. Since 1979, Mt. Hope has assisted thousands of families with treatment, intervention, and training.

The center is supported through grants, gifts, and contracts for services and stands as an independent unit

of the University's Department of Clinical and Social Sciences in Psychology within the College of Arts, Sciences, and Engineering. The staff of 70 includes psychologists, therapists, social workers, researchers, and graduate and undergraduate students.

"Mt. Hope is committed to bridging the latest findings from research and best practices. All interventions provided at Mt. Hope are theoretically informed and evidence-based," said Sheree Toth, executive director of Mt. Hope Family Center and associate professor of psychology.

Each family situation is unique and guarded by confidentiality. Some children deal with excessive conflicts at home, others may witness violence or lack food and clothes.

People who walk through the doors of Mt. Hope get direct help while they contribute to research that solves problems bigger than what one family faces. Financial support from private sources and government agencies allows Mt. Hope researchers to inform public policy, improve interventions for people in need, and increase understanding of the interrelationship between psychological and biological processes in human development.

At its core, Mt. Hope is a safety net for families who want support and new beginnings.

Changing Lives

Through the Urban Fellows program, University of Rochester students are working in area community agencies, studying urban issues, and meeting with local leaders, all in an effort to contribute to the Rochester community.

"I used the Internet and in-person interviews to research best practices and inventory literacy programs," senior Eric Snider, an Urban Fellows intern in the office of Mayor Bob Duffy, told an audience at the fellows closing exercise in August. "One of the things I learned is the value of getting books into children's homes."

Snider's research, which included troubling numbers on the high percentage of illiterate adults in Rochester, helped prepare Duffy's staff for the Literacy Summit in Rochester last fall.

Eighty-five college students—about one-half from the University of Rochester—have served at least 30 different organizations since Urban Fellows began in 2002. Run by the local nonprofit Leadership Rochester with the College of Arts,

Sciences, and Engineering, Urban Fellows is a collaborative effort funded by Rochester Area Community Foundation, Ewing Marion Kauffman Foundation, and City Hall. Students from Rochester-area colleges mix with those who are Rochester natives but attend college elsewhere.

Their contributions have produced policies to prevent lead paint poisoning, an education initiative about juvenile diabetes, and two block watch programs, among many others. Urban Fellows earned a 2006 Division for Youth Services Award and a Friend of Leadership Rochester Award, and a 2003 19th Ward Neighborhood Association Community Partner of the Year Award.

Like Snider, Mary Ault was selected as an Urban Fellow. After graduation from the University in 2005, Ault postponed plans for graduate school. Instead she took a job with Leadership Rochester to coordinate the Urban Fellows program and work with Rochester's emerging leaders, educating them on a range of community issues.

"It's all a journey," says Ault. "Urban Fellows changed my entire view of Rochester and what I wanted to do with my life."

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