PUBLIC ART
Tunnel Visionary

HISTORIC VIEW: Artist Sarah Rutherford completed work this spring on a mural featuring women’s rights pioneer and Rochester icon Susan B. Anthony on the walls of the tunnels near Dewey Hall. The project is part of an initiative to bring more public art to the River Campus. PHOTOGRAPH BY ADAM FENSTER
HOORAY FOR HUBBLE!

ROCHESTER RESCUE: NASA released an image showing a cluster of about 3,000 stars in a “stellar breeding ground” roughly 20,000 light-years from Earth this spring to mark the 25th anniversary of the Hubble Space Telescope’s launch. While the Hubble has been sending such iconic images for a quarter century, the telescope was initially in danger of becoming a billion-dollar failure when scientists in 1990, just weeks after the launch, discovered that one of its mirrors was flawed. Enter Duncan Moore, the Rudolf and Hilda Kingslake Professor of Optical Engineering, who chaired a national panel to figure out how to give the mirror the right prescription to correct what was, in effect, the telescope’s nearsightedness. Professor Jim Fienup, the Robert E. Hopkins Professor of Optics who was then at the University of Michigan, also served as an advisor to the national panel.

PHOTO COURTESY OF NASA
IN REVIEW

MELIORA CHALLENGE

‘A Race to the Finish’

With 15 months to go, a $1.2 billion fundraising initiative surpasses its initial goal.

By Sara Miller

The Meliora Challenge, the University’s comprehensive fundraising campaign, has surpassed its initial $1.2 billion goal.

An $11 million commitment from University Trustee Robert Goergen ’60 and his wife, Pamela, to the Institute for Data Science put the Campaign over its primary goal 15 months ahead of schedule.

In recognition of the Goergens’ commitment, the institute will be named the Goergen Institute for Data Science.

“Bob and Pam have again provided us with a transformational gift that demonstrates their remarkable commitment to the future of our University,” says President Joel Seligman. “I am deeply grateful to them for helping the institute to become a generative hub for education, research, and innovation in data science. The Goergen Institute will forever honor all they have done to make our University, and help make the world, ever better.”

In 2013, Seligman announced the University was committing $100 million to greatly expand the University’s research in data science. The initiative included plans to recruit top faculty members in the field and build a new facility to serve as a hub for collaboration among programs in medicine, science and engineering, the humanities, education, business, and other disciplines.

“Data science is introducing exciting new research possibilities and discoveries at the University, as well as new degree programs and robust academic opportunities for students involved in a variety of studies,” says Bob Goergen. “Science, engineering, and mathematics are the University’s sweet spots, so being at the forefront of data science and maximizing our capabilities in high-performance computing and calculating is very exciting. We are in a great position to help students become well-trained, highly skilled data scientists and meet the national demand for this kind of expertise.”

“This is an important time for the University and we are happy to support this growth,” says Pam Goergen. “Making a difference is really why we give the way we give, and we hope our gift inspires others to contribute and make the University of Rochester an even better place for education and research.”

The Goergens join Robin and University Trustee Tim Wentworth and the Wegman Family Charitable Foundation among lead donors to the institute. In February, the University announced the Wentworths’ $3 million commitment to endow the institute’s directorship. In April 2014, the Wegman Family Charitable Foundation committed $10 million to the institute, and the University announced that the new data science building will bear the Wegman name.

Bob Goergen has been a University trustee since 1982 and served as chairman from 1991 to 2003, and he is an honorary chair for the Campaign. The Goergens have a distinguished history as philanthropists and University supporters. Their $10 million gift in 2007 led to the construction of the Robert B. Goergen Hall for Biomedical Engineering and Optics as a new home for
the Institute for Optics and biomedical engineering programs. In 2000, the Goergens provided $5 million for renovations to the River Campus athletic and fitness facility, which today is the Robert B. Goergen Athletic Center. And in 1997, the couple established the Goergen Awards for Excellence in Undergraduate Teaching, presented annually to outstanding faculty members at the College Convocation.

Launched in 2011, *The Meliora Challenge* is the largest campaign in the University’s history. Fundraising efforts will continue to build on the $1.2 billion mark until the Campaign’s conclusion in June 2016.

Just over one half of the Campaign’s goal—$650 million—is to benefit research, education, and care at the Medical Center, an effort that surpassed the $600 million threshold this spring. The new Golisano Children’s Hospital, a funding priority, is set to open this summer (see sidebar).

“When we publicly launched *The Meliora Challenge* campaign, I said that together we would make history. Now, fewer than four years later, I am delighted that we have achieved our initial goal,” Seligman says. “We still have far to go. Great university campaigns typically exceed their initial goals by 10 to 20 percent. Over the next 15 months, we have the opportunity to build on our momentum and take our University to the next level. Let me reflect my great gratitude to our devoted alumni, friends, parents, faculty, staff, and students. Together we are the Rochester family. Together we have demonstrated there is so much that we can achieve.”

Thomas Farrell ’88, ’90W (MS), senior vice president and chief advancement officer, praised the efforts of the University community, but emphasized the importance of sustaining the campaign’s momentum until its finish date. “The campaign has demonstrated remarkable performance to this point, but we have aspirations that go well beyond *The Meliora Challenge*,” says Farrell. “It is with these goals in mind that we need to stay focused and close out the campaign strong. It’s a race to the finish!”

“Our campaign’s performance is a reflection of President Seligman’s inspirational vision,” says Board of Trustees Chairman Ed Hajim ’58, noting the leadership roles of Campaign cochairs Richard Handler ’83 and Cathy Minehan ’68.

Hajim and his wife, Barbara, committed $30 million in 2008 to fund student scholarships and to support the endowment in the Hajim School of Engineering & Applied Sciences, putting the couple among the Campaign’s leading supporters.

---

**Meliora Milestones**

Two projects supported by *The Meliora Challenge* will mark historic milestones this spring.

At a ceremony in late May, the new, 245,000-square-foot Golisano Children’s Hospital will be formally dedicated. The hospital, named for the lead support of Paychex founder B. Thomas Golisano, is the largest capital project in the University’s history and is a major component of the Medical Center’s campaign. The hospital is scheduled to begin receiving patients in July.

Also this spring, the University is scheduled to hold a ceremony to highlight plans for a new building for data science, which will be named in recognition of support from the Wegman Family Charitable Foundation. The building will be home to the Goergen Institute for Data Science (see page 10) as well as serve as a hub for programs in medicine, science and engineering, the humanities, education, business, and other disciplines that analyze massive quantities of data.

The new buildings are among several that have been made possible since the Campaign got under way. Among the most recent are the Ronald Rettner Hall for Media Arts and Innovation and Raymond F. LeChase Hall—home to the Warner School—both of which opened in 2013.

**As of April, other highlights include:**

- Initial goals for faculty support ($350 million) and the Annual Fund ($130 million) have been met.
- A total of 93 new endowed professorships have been supported, exceeding the original goal of 80.
- 325 endowed scholarships and fellowships have been established.
- Membership in the George Eastman Circle, the University’s leadership annual giving society, has allowed the University to nearly triple the amount of available unrestricted funds since the start of the Campaign.
- About 42 percent of employees have supported OneRochester, the faculty and staff initiative of the Campaign.
HANDS-ON: Sarah Harari ’16 (left) and Carolyn John ’17 work on a sign in the fabrication studio in Rettner Hall; Chris Smith ’18 repairs a 3-D printer (opposite). The three lead a new student group, UR Makers, that helps students develop skills in design and construction.
Dremel Dreams
A new student group gets undergraduates busy with building.

Interview by Kathleen McGarvey

A new group—UR Makers—is taking advantage of the resources of the fabrication studio in the Ronald Rettner Hall for Media Arts and Innovation, where high-tech 3-D printers are available alongside an array of old-school machinery, such as drills and lathes. The group’s leaders—Sarah Harari ’16, a computer science and digital media studies major from Potomac, Maryland; Carolyn John ’17, a mechanical engineering major from Maplewood, New Jersey; and Christopher Smith ’18, a Scituate, Massachusetts, resident who hasn’t yet chosen a major—aim to draw students from all areas of interest to learn about fabrication and design through hands-on practice.

What is UR Makers?
Sarah: It’s a collaborative and interdisciplinary group that brings together engineering and the arts. We design, budget, and carry out student-run projects from start to finish in the fabrication studio of Rettner Hall, home to our “makerspace.”

We assist with educating our peers about the proper use of the 3-D printers and other technical equipment. We’ve also carried out events and brought in faculty who support our vision for interdisciplinary work in an extracurricular setting.

When did you establish the group?
Sarah: The idea for UR Makers evolved throughout this school year. We had a revolving door of ideas and leadership, but one common goal: to facilitate a space where students of different disciplines can work together on projects of varying magnitude.

Who’s involved?
Sarah: We welcome students from all majors. Bringing together a group of students with diverse skill sets helps us to learn from each other and to improve our understanding of the intricacies of the tasks we take on.

What are some projects the group has done to date?
Carolyn: We finished building an LED cabinet this spring. The top half is a Plexiglas LED sign with our logo etched into it, and the bottom half has cabinet space for storage. We designed it ourselves, and during our weekly meetings we divided the work that had to be done between the people who showed up. No experience was required, so our members learned how to use a variety of tools such as jigsaws and Dremels. Currently we are sketching plans and writing a proposal for an old-fashioned arcade cabinet.

What do you gain from hands-on experience?
Sarah: It complements our academic experiences. Working with our peers who are pursuing different degrees andollar technical equipment. We’ve also carried out events and brought in faculty who support our vision for interdisciplinary work in an extracurricular setting.

Can you describe the fab studio? What do you like best about it?
Chris: The fab studio is a great place simply because it is so multi-purpose. You can 3-D print something, solder, code, 3-D model, design, or work on a project with friends. It’s also a great place for the community. It’s not dominated by one group; you’ll see computer science majors and mechanical engineering majors working on class projects, Baja members painting this year’s newest buggie, librarians making portable 3-D scan-
Learn

Setting Forth
The drive to explore, to set out on journeys to distant lands and across horizon-less oceans, may be inseparable from human nature itself, says Stewart Weaver, professor of history. Whether crossing a land bridge over the Bering Strait 12,000 years ago, diving to the depths of the seas, or launching probes to the edge of the solar system, humans seem to have a compulsion to discover what’s “out there.”

“For all the different forms it takes in different historical periods, for all the worthy and unworthy motives that lie behind it, exploration—travel for the sake of discovery and adventure—is, it seems, a human compulsion, a human obsession even (as the paleontologist Maeve Leakey says); it is a defining element of a distinctly human identity, and it will never rest at any frontier, whether terrestrial or extraterrestrial,” says Weaver, the author of a new book, Exploration: A Very Short Introduction (Oxford University Press, 2015).

In the short primer on human exploration, Weaver offers brief accounts and assessments of explorers well- and little-known and places them in the context of natural history.

“A true explorer,” he writes, “is a traveler who seeks a discovery.”

Here’s a quick tour of those travels.

—Monique Patenaude

Pytheas of Massalia 315 BCE
The Greek geographer was the first-known reporter of the arctic and the midnight sun. Conservative estimates credit him with about 7,500 miles of ocean travel, taking him from the Bay of Biscay to circumnavigate the British Isles.

Bartolomeu Dias 1488
The Portuguese commander was the first European to round the Cape of Good Hope. Dias was trying to find an ocean passage to India when he rounded the southern tip of Africa without realizing it.
A Legacy That’s Not Quite Quixotic

What should we know about Miguel de Cervantes’s Don Quixote—called by many the first modern novel? Ryan Prendergast, associate professor of Spanish, and his students have a few ideas. He’s the author of Reading, Writing, and Errant Subjects in Inquisitorial Spain (Ashgate, 2011) and teaches the course Don Quixote: The Book, The Myth, The Image. This year marks the 400th anniversary of the publication of Don Quixote’s second volume.

It’s about more than windmills.
While the idea of “tilting at windmills” comes from Don Quixote, Prendergast points out that the memorable account of the character battling windmills in the belief that they’re giants is just one episode early in the massive work. And while windmills have become for most the icon of the novel, they don’t capture its thematic and stylistic complexity.

It was published in two parts, 10 years apart—in 1605 and 1615.
In the intervening decade, someone using the pen name Alonso Fernández de Avellaneda published a “false” sequel to Don Quixote. Cervantes responds to the sequel in Part II and addresses critiques people made about Part I, even incorporating characters who have read the first volume. And while Part I has a good deal of slapstick humor, Part II is more introspective, emotional, and psychologically dark, Prendergast says.

It’s narratively complex.
Prendergast contends that Don Quixote is above all a book about the acts of reading and writing, examining what storytelling is all about. Cervantes even incorporates into Part II a character from the spurious sequel, and makes him swear that the Don Quixote of Cervantes’s Parts I and II is the “real” Don Quixote. The novel “speaks to the writing process and what narrative allows you to do,” Prendergast says.

It’s more than a funny book, treating important social and political issues, too.
While many love the novel for its humorous adventure stories, Don Quixote also takes on such weighty subjects as relations between Catholics and Muslims in 17th-century Spain and Inquisitorial practices.

Sancho Panza is not just a sidekick: comic at times, he’s also the source of profound insights.
Typically treated as Don Quixote’s physical and psychological foil, Sancho is revealed at certain points to be a wiser character.

In 2002, it was voted the best work of fiction of all time.
One hundred authors—including Seamus Heaney, Nadine Gordimer, Carlos Fuentes, Doris Lessing, and Norman Mailer—from 54 countries chose Don Quixote as the top choice among the “best and most central books in world literature” in a survey organized by the Norwegian Nobel Institute and Norwegian Book Clubs. It earned 50 percent more votes from the writers than any other book.

—Kathleen McGarvey

CLASSIC VIEWS: The illustrations of Cervantes (right) and Quixote (left) are from the first deluxe edition of the novel, published in London by Jacob Tonson in 1738. It is the earliest copy of Don Quixote owned by the University and features 69 copperplate engravings.
Discover

A Close Call of 0.8 Light-Years

Scientists have identified the closest known flyby of a star to our solar system: a dim star that passed through the solar system’s distant cloud of comets 70,000 years ago.

Lead author Eric Mamajek, associate professor of physics and astronomy, and his collaborators analyzed the velocity and trajectory of a low-mass star system nicknamed “Scholz’s star” in a paper published in Astrophysical Journal Letters. The star’s trajectory suggests that it passed roughly 0.8 light-years, or five trillion miles, away from the solar system. That may not sound like a close call, but astronomically, it is. Our closest neighbor star, Proxima Centauri, is 4.2 light-years away.

To work out the trajectory of Scholz’s star, astronomers from the United States, Europe, Chile, and South Africa used measurements taken with large telescopes in South Africa and Chile. From the information they pieced together, they figured out that the star was moving away from the solar system and traced it back in time to its position 70,000 years ago, when their models indicated it came closest to our sun.

The star is now a small, dim red dwarf in the constellation of Monoceros, about 20 light-years away.

—Leonor Sierra

DROPPING BY: An artist’s conception of Scholz’s star and its brown dwarf companion during its flyby of the solar system 70,000 years ago.

MICHAEL OSADCIW
Dangers Found in E-Cigarettes

While a debate goes on about whether electronic cigarettes help people quit smoking, new research suggests that e-cigarettes are likely a toxic replacement for tobacco.

According to the study led by Irfan Rahman, professor of environmental medicine, and published in the journal PLOS One, emissions from e-cigarette aerosols and flavorings damage lung cells by creating harmful free radicals and inflammation in lung tissue. The investigation suggests that harm begins when the e-cigarette’s heating element is activated, turning a liquid solution into an aerosol that mimics cigarette smoke. The inhaled vapors contain heavy metals and other possible carcinogens in the form of nanoparticles.

"Several leading medical groups, organizations, and scientists are concerned about the lack of restrictions and regulations for e-cigarettes," says Rahman, adding that his group’s research affirms that e-cigarettes pose significant health risks and should be investigated further.

The biggest concern is for users under age 18. E-liquid flavorings marketed to kids and teens include fruit, dessert, and candy, and are widely available in convenience stores, gas stations, and online. Sales in the United States are estimated to exceed $1 billion.

—Leslie Orr

Inventors Make a Protean Production

Although most materials slightly expand when heated, a new class of rubber-like material not only self-stretches upon cooling, but also reverts back to its original shape when heated—all without any physical manipulation.

Mitchell Anthamatten, associate professor of chemical engineering, led development of the material, which can be switched between two different shapes—and is distinctive because the shape changes occur without altering any external factors besides heat.

The research was published in the journal ACS Macro Letters. Anthamatten and his team built on the success of a recently developed polymer that can also stretch when cooled.

The other polymers rely on small weights to direct them in taking new shapes. That’s not the case with the Rochester polymer because the team built a network of molecules in the polymer to create permanent stress inside the material, which “tricked” the polymer into acting as if weights were attached.

The stress enables the material to “remember” the shape it will assume when it’s later cooled. Anthamatten envisions the material being applied to areas in which reversible shape-changes are needed, such as biotechnology, artificial muscles, and robotics.

—Peter Iglinski

Water Cooler Trumps Tweets

Watching a television program isn’t what it used to be. In the era of social media and streaming, viewers don’t gather around the water cooler at the office to discuss plot twists and turns in a favorite program broadcast the night before.

Or do they?

New research from the Simon Business School suggests that social media don’t rule the tube and word-of-mouth still holds more influence over viewers.

While social media—especially Twitter—can benefit a show in real time, word-of-mouth has greater power to influence a person to watch a new program.

The study—by Mitchell Lovett, associate professor of marketing, and colleague Renana Peres at Hebrew University of Jerusalem—comes out of a collaboration between the pair and the Keller Fay Group, a marketing research company, and the Council for Research Excellence.

They found that for both regular and infrequent viewers of a program, offline word-of-mouth communication most strongly influences viewing.

For those who watch infrequently, social media communications are more influential than promotions, but for repeat viewers, the opposite is true.

—Charla Kucko

SMOKE SIGNAL: New research suggests that e-cigarettes are likely a toxic replacement for tobacco.
Ask the Archivist:
What’s the Fate of the Carnegie Building?

A question for Melissa Mead, the John M. and Barbara Keil University Archivist and Rochester Collections Librarian.

On January 27, 2015, an early morning fire gutted the Carnegie Building on the University’s original Prince Street Campus. Although the building had not been University property for almost 60 years, the event was widely noted by alumni, staff, and Rochesterians for whom it had long been a familiar sight on Goodman Street between University and College avenues. A note from Deanne Molinari ’58 captures the concern: “Carnegie was the dorm and first exposure to the University for many women students. For the Class of 1958, it has resonance because we were the last class of women to enter on the Prince Street Campus before the merger with the College for Men. I believe classmates and others would be interested in the building’s fate.”

In 1905, Andrew Carnegie promised the University $100,000 toward the construction and furnishing of an engineering building—the seventh building on the Prince Street Campus—if the University could raise the same amount to be added to its endowment to support a Department of Applied Sciences. According to Arthur May’s A History of the University of Rochester, President Rush Rhees was interested in expanding the sciences at the University. The Eastman Building, with facilities for physics and biology, was nearing completion, which meant that George Eastman was unlikely to contribute; another major donor at the time, Hiram W. Sibley, had already committed to renovate the library in Sibley Hall, which had been initially funded by his father.

Sibley suggested that Rhees contact John D. Rockefeller Sr. Previous direct appeals to Rockefeller had not borne fruit, but working with alumnus Frederick Taylor Gates, Class of 1877, who headed the Rockefeller-funded General Education Board, Rhees and others secured a portion of the necessary matching funds—and perhaps equally important, the foundation was laid for the relationship that would culminate in a far larger grant to fund the School of Medicine and Dentistry in 1920.

Almost four years would pass before the money was in hand and plans could move forward. A front page article in the September 30, 1909, Campus proclaimed that Millard Ernberger, Class of 1888, had been hired to...
lead the new program of study. Course offerings included statics and kinetics, drawing, hydraulics, thermodynamics, and materials science, but would not be all technical: Ernsberger, the Campus reported, “is an earnest believer in the value of a broad cultural education as a foundation for special work.”

The building was described in the 1911-12 Undergraduate Bulletin as having a footprint of 63 feet by 123 feet: “[a]ll steam and water piping, and all electric conduits throughout the building are exposed, thus forming a valuable adjunct to instruction.” The basement housed engineering laboratories, including steam engines, while the first floor had lecture and recitation rooms, a computing room, and a cement-testing lab. Three large drafting rooms with “multi-part-desks” for technical drawing, recitation rooms, and a blueprint room occupied the second floor. The first students to receive degrees with a major in mechanical engineering graduated in 1914.

The River Campus opened in 1930, and included a new engineering building (named in 1949 for Joseph Gavett Jr.). Carnegie was renovated to provide spaces suitable for instruction in psychology, sociology, and geology. Steam pipes were replaced with radiators, plumbing and electricity were upgraded, and fire escapes were added. More changes occurred during World War II. For the first three decades of its existence, the College for Women was largely a commuter school. Then between 1930 and 1944, there was a 700 percent increase in resident students. A total of 288 women—more than one half of the enrollment—sought a residential college experience. To help accommodate the growing enrollment, the upper floor of Carnegie was converted to house 60 women, at a very modest 80 square feet (or less) per student, including bed and nightstand.

With the merger of the colleges in 1955, most of the University’s properties on the Prince Street Campus were sold and a variety of businesses and their staffs have occupied the spaces. Andrew Carnegie’s name continues at the University as a professorship in physics, established in 1965 and currently held by Professor Joseph Eberly.

The building was razed after the remaining shell was declared an imminent danger to the public at a City of Rochester hearing in March. If the developer doesn’t repurpose the lintel, inscribed with the word “Carnegie,” it may be “returned” to the University.

**Need History?**

Do you have a question about University history? Email it to rochrev@rochester.edu. Please put “Ask the Archivist” in the subject line.

"UNCOMMON WISDOM": The University’s seventh president, Robert Sproull, completed “the evolution of the University to a modern research university,” President Joel Seligman said.

**IN MEMORIAM**

**Life of Robert Sproull Celebrated**

The University’s seventh president recognized as giant in Rochester’s history.

A president whose connections to the University spanned nearly five decades and touched nearly every aspect of today’s institution was commemorated this spring as a treasure and a giant in Rochester’s history.

The life of Robert Sproull, the University’s seventh president, was celebrated during a memorial service at the Memorial Art Gallery in April.

President Joel Seligman remembered Sproull as a nationally recognized physicist and educational leader who committed much of his life to the success of Rochester after joining the administration as provost and vice president in 1968.

“For me, he was a man of uncommon wisdom, unending interest in the University, with a wonderful ability to bring to life stories from his time at the helm,” Seligman said.

Sproull, who died last October at the age of 96 (“Remembering Robert Sproull,” November-December 2014), was inaugurated as chief executive in 1975 and served until his retirement in 1984.

His presidency was distinguished by strong support for the humanities and the sciences, especially within undergraduate education, as well as a commitment to maintain the University’s affordability, resisting steep tuition increases. He led a capital campaign that ended in 1980 and exceeded the $102 million goal set in 1975.

Sproull championed the creation of the Laboratory for Laser Energetics in 1970. In 2005, the Center for Ultra High Intensity Laser Research there was named in his honor. During his tenure, he was credited with managing campus unrest resulting from the Vietnam War in ways that prevented tensions from escalating and with piloting the University through a period of double-digit inflation.

Seligman noted that Sproull recognized the complicating nature of the social and economic circumstances of his time as president, but he didn’t waver in moving the University forward.

“These external realities make all the more impressive Bob’s success in completing the evolution of the University to a modern research university,” Seligman said.

Sproull and his wife, Mary, were married for 70 years before she died in 2012 at age 93. She was a talented painter, and the couple supported arts and education, including the Memorial Art Gallery. In 1999 they endowed the position of dean of the faculty of Arts, Sciences & Engineering, now held by Provost Peter Lennie.

—SCOTT HAUSER
A Not-So-Hidden Passion

The Memorial Art Gallery’s new director looks to expand a cultural and creative footprint.

Interview by Kathleen McGarvey

Jonathan Binstock, the new Mary W. and Donald R. Clark Director of the Memorial Art Gallery, says that expanding the ranks of gallery-goers and drawing on the creative lives of Rochesterians are among his top goals. Binstock succeeds Grant Holcomb, who led the gallery for almost 29 years. Before his arrival in Rochester as the seventh director in the more than 100-year history of the gallery, Binstock was a senior vice president and senior advisor in modern and contemporary art for Citi Private Bank’s Art Advisory & Finance group. He also has more than a decade of curatorial work in major American museums, including the Corcoran Gallery in Washington, D.C., and the Pennsylvania Academy of the Fine Arts in Philadelphia. He holds a doctorate in art history from the University of Michigan.

How do you see your role as director of the gallery?

Essentially what we have here is a very solid museum, with a strong following, that enjoys a tremendous amount of love and goodwill from a very supportive community. My role? Imagine a satellite circling the earth—my role is to turn on the turbo boosters and elevate the satellite to a new level, so that there’s a bigger audience, a bigger budget, and a bigger profile for a museum that enjoys even more love and support.

All is well and good at the MAG. The question is, what’s it going to be in five to 10 years? That’s my job: to move the museum to a new level.

What is that new level?

Five to 10 years from now, I want to see MAG at the center of the conversation for creativity in the region. And I want to see MAG as a national model for how a regional museum can expand the cultural footprint of a city.

We’ve launched a new program called “Hidden Passions: Inspiring Conversations about Hyphenated Lives.” It began in March, and we bring in people from the community who are passionately creative
What are some of the opportunities and the challenges MAG faces?
The opportunities are there for a regional museum to be integral to the cultural life of a community, and to be relevant to that community—and when I say community, I mean everyone who lives there. Rochester is a great place to live for a variety of reasons. The MAG is one of those reasons. So how do we expand that?

One of our great challenges is one that almost every museum faces: getting people’s attention in a world that’s full of distractions. Part of this challenge involves how to think about the gap between technologically mediated experience and the authentic experience of time, space, and the material world as an opportunity rather than a limitation.

And how do we expand that?

How does new technology figure in your current and future plans?
Artists are making art that often involves new technology and new media. Those artworks can live on the web, and also in the space of a gallery. Museums that want to show contemporary art are obligated to evolve their exhibition capabilities—their ability to manage and display works of art made up of new media.

On another front there are many museums that use new media and technology in the galleries as educational tools and exhibition interfaces. The Cooper Hewitt, Smithsonian Design Museum in New York City just reopened with an incredibly complex, exciting, and cutting-edge new media educational interface. All of these possibilities are rich with potential, but there is yet another way to approach technology in the museum context. I think people are looking for reasons to put down their smartphones and tablets. They’re hungry for experiences that illuminated screens can’t provide. I love the idea of people sharing their visits to our museum through social media—I myself am a big Instagrammer—but I don’t think we should assume that they need or want to experience the museum primarily through the lens of a digital display.

We’re creating a new committee dedicated to imagining the future and enhancing the museum’s relevance to broader audiences. There are lots of things for people to do on the weekends—watch football, go to the movies, go to another museum, see a performance, go shopping. The question is, how do we help people see the pleasure and value of what we have and do here at the museum? We started with a roundtable discussion to reach out to members of the millennial generation, and we’re going to have another. The new committee will be a forum for debating the relevance of a new program idea, a new event idea, a new exhibition idea, and so on—and imagine new ways of connecting people to what’s going on at the museum.

You’ve talked about reaching broad audiences. How effectively are you doing that?
We’re not reaching a broad swath of the community as well as we would like. That’s what we’re working on. We have a great population of supporters and audience members. We bring in over 9,000 public and private school students a year. We have over 900 volunteers who donate almost 39,000 hours of their time a year—it’s one of the highest rates of volunteer participation in the country.

We have a membership of more than 4,600 individual and corporate supporters, which is also one of the highest per capita memberships in the country. We have the M&T Bank Clothesline Festival, which brings in 25,000 people over a weekend. The list goes on. But we also realize that our audience is primarily an aging demographic, and we have to think about how our audience will be in 10, 20, or 30 years’ time. So we’re reaching out to the University, and to young professionals and millennials, and inviting them to add their voices here on the inside rather than just creating programs for them that we think they will appreciate. The truth is, we really don’t know what the right program is, and we want their help. That’s what “Hidden Passions” is about. It’s about bringing people onto the stage who are part of the community but with whom we don’t connect as well as we would like to—and giving them an opportunity to share with us what is really important to them.

How does this new job relate to those you’ve previously held?
A classic trajectory for a museum director is to come up through the curatorial ranks, and I certainly have that background. I think about exhibitions, arts education, and building our permanent collection. My work at Citibank gave me exposure to the world of private collectors, and to how massive corporations work, how they drive performance, and how they measure success. As a museum director and CEO, I also am obligated to make sure the museum is functioning well in all of its business functions, including fundraising, marketing, and revenue, and in the culture of the place.

What I have always enjoyed but didn’t get to do as much at Citibank—but did a lot of in my curatorial jobs—is building community and playing a public role in the cultural conversation. Rochester is a fantastic opportunity for me to really have an impact and to do something that potentially changes how art is viewed in this town.

And how is it viewed?
It’s a very strong place for culture. There’s a lot of sympathy for the arts here, from theater to music to dance to visual arts. It’s very rich in that regard.

What has most surprised you at the gallery since you arrived?
I’m less surprised than impressed—impressed by how dedicated people are to this museum and its success. We just celebrated the 75th anniversary of the Gallery Council, which is an incredible network of people loyal and giving of their time and money to the institution. We have a staff that works mightily out of love to advance the mission of this place, and we have patrons who give generously and professionals who give in-kind support. I’ve been very moved by this outpouring of goodwill.

What do you love about art and art museums?
I love the fact that what I do for work and what I do for pleasure are exactly the same things. I’m all about art. When I travel or go on vacation to a city, that’s what I look for. I’m very fortunate to be able to spend my workdays thinking about art and how to move an art museum forward. I guess it’s for this reason that I don’t have a hidden passion. My work is my passion.
New Dean Leads School of Arts & Sciences

A former chair of the Department of Biology has been appointed dean of the School of Arts & Sciences. Gloria Culver ’94 (PhD), who joined the faculty in 2007, has served as interim dean since last July.

Her appointment followed a national search for a successor to former dean Joanna Olmsted, who spent two decades in University leadership roles and became dean in 2007.

William FitzPatrick, the Gideon Webster Burbank Professor of Intellectual and Moral Philosophy, chaired the search committee. He noted that Culver combined a strong profile as a researcher with an understanding of and appreciation for the school’s wide range of disciplines.

“It was important to the committee that the new dean have a broad and supportive vision for Arts & Sciences as a whole,” he said, “and Gloria embraces that inclusive perspective, with a commitment, for example, to finding ways to increase the profile of the humanities here in a time of decreasing enrollments nationwide.”

Before coming to Rochester, Culver was a faculty member in the Department of Biochemistry, Biophysics and Molecular Biology at Iowa State University. After a bachelor’s degree from Ithaca College, she earned her doctorate in biochemistry at Rochester.

Her research has contributed to understanding how infections might be controlled through inhibiting ribosomal assembly, which has implications for reducing harmful bacteria, including so-called “super-bugs.” Her work has been funded by the National Institutes of Health, the American Cancer Society, and the National Science Foundation.

University Establishes Center to Enhance the Study of the Humanities

A new center to enhance the study of the humanities at Rochester while strengthening ties to related disciplines has been established.

Gloria Culver, the newly appointed dean of the School of Arts & Sciences, announced the new Humanities Center this spring, noting that it would support multidisciplinary engagement around literature, history, the arts, and philosophies of culture, past and present.

Joan Shelley Rubin, the Dexter Perkins Professor in History and the history department’s director of graduate studies, will serve as the interim director of the center, which will organize research projects, seminars, and symposia around a first-year theme of “Humanities at the Crossroads: Charting Our Future.”

The center will also establish positions for junior faculty fellows, an initiative supported for its first three years by a gift from Jay ’51 and Deborah Last to strengthen the humanities.

The center is the latest in a series of efforts focusing on the humanities, all of which will work with the new center.

In 2006, President Joel Seligman established the Humanities Project to support multidisciplinary work in the humanities in the College.

That same year, the University, along with Syracuse and Cornell, formed the Central New York Humanities Corridor to support interdisciplinary collaboration.

And this spring, the Digital Humanities Center announced a new effort in digital scholarship (see page 23).

Institute Aims to Raise Profile of and Participation in Performing Arts

The River Campus will have a new center for performance programs to bring together the disciplines of music, theater, and dance in collaborative ventures, Dean of Arts & Sciences Gloria Culver announced this spring.

The Institute for Performing Arts is being established to inspire students with and without prior training or experience to explore a broad range of performing arts.

Culver says a majority of students who participate in the performing arts on the River Campus are nonmajors, and she intends the institute to make it easier for students to take part in creative performance and collaboration and to develop their artistic interests.

Housed in the renovated Todd Theater, the institute is also intended to foster faculty collaboration and entrepreneurship in the performing arts as well as to provide resources and space to pursue artistic initiatives.

Home of the International Theatre Program, Todd has undergone recent renovations and improvements, including the creation of new performance and rehearsal space.

The improvements were made possible by support from University Trustee Tom Sloan ’65, ’67 (MS) and his wife, Linda Fisher Sloan ’67.
New Collaborative Space Named for Trustee Evans Lam

A space in Rush Rhees Library will become a central location for library users to do research, collaborate on projects, explore new technology, and unwind, thanks to a $1 million commitment from University Trustee Evans Lam ’83, ’84S (MBA) and his wife, Susanna.

The area will be named Evans Lam Square and will house technology-enhanced spaces that facilitate in-depth research consultations with librarians.

The couple established the Evans and Susanna Lam Library Revitalization Fund, which will support the modernization of the patron services area in Rush Rhees Library.

Evans Lam Square will be located off the Roger B. Friedlander Lobby of the library.

Evans Lam is senior vice president of wealth management and senior portfolio manager at UBS Financial Services Inc. in Pasadena, California. Susanna Lam is a retired CPA, as well as an accomplished Chinese opera singer and performer.

University Launches Center for Renewable Energy

Scholars, researchers, and resources from more than 15 academic departments and multiple schools are coming together to create the Center for Energy and Environment, an effort to improve energy systems and to understand the impacts of energy technologies on the environment and human health.

Carmala Garzione, chair of the Department of Earth and Environmental Science, will direct the center. Existing programs in advanced materials, biotechnology, nanotechnology, and the Goergen Institute for Data Science, as well as the Laboratory of Laser Energetics, will support the center in its mission.

Greene Career Center Has New Director

A career services advisor with more than 15 years of experience working with college students will take over as director of the Gwen M. Greene Career and Internship Center in June.

Joe Testani, most recently the director of Virginia Commonwealth University’s career center, has earned a reputation for developing and using measures to monitor career patterns and outcomes for graduates.

At VCU, Testani also developed and led the Career Council, an institution-wide collaboration to coordinate career services and resources for a range of constituents. He also was selected last year to participate in a Fulbright International Education Administrators seminar in Germany.

Before heading the program at VCU, he held career services roles at the University of Richmond and at Yale. A graduate of Binghamton University, he received a master’s degree in higher education administration from Indiana University.

The Greene Center focuses on career coaching and counseling, internship and job search planning, and graduate and professional school advising for students and alumni. Testani succeeds Burt Nadler, who is retiring after 16 years as director.

University Is a Tree Campus USA for Fifth Year

The Arbor Day Foundation has recognized the University with a Tree Campus USA designation for the fifth straight year. A national program created in 2008, Tree Campus USA honors colleges and universities committed to effective urban forest management and the engagement of staff and students in conservation goals.

The Horticulture and Grounds Department achieved the title again by meeting the program’s five standards, which include maintaining a tree advisory committee, a campus tree-care plan, dedicated annual expenditures for trees, an Arbor Day observance, and student service-learning projects.

The University is home to more than 1,400 trees of 116 different species. To view a tree tour video, as well as additional information on the University’s arboretum, visit http://www.facilities.rochester.edu/arboretum/.

Library Project to Boost Digital Scholarship

The Andrew W. Mellon Foundation has awarded the River Campus Libraries a grant to fund a pilot program designed to strengthen librarians’ skills in digital scholarship.

The program, called “21st-Century Skills: Digital Humanities Institute for Mid-Career Librarians” will begin during the summer.

The pilot institute will provide a three-day residential immersion experience and a yearlong online component for 20 mid-career librarians who will be selected from across the United States and Canada.

Participants will develop proficiency in project management, copyright and fair use, and metadata literacy while also bolstering their technology skills and exploring areas of digital humanities scholarship.

The institute’s instructors will include Rochester faculty, River Campus Libraries staff, University Mellon fellows in digital humanities, and postdoctoral fellows in a program funded by the Council on Library and Information Resources. The full institute is expected to be launched in 2016.

The Digital Humanities Center in Rush Rhees Library has collaborated with faculty in Arts, Sciences & Engineering since 2010.
Breast Cancer Imaging System Earns FDA Approval

A breast-cancer imaging system invented by a Medical Center professor and designed to diagnose complex cancers is moving into commercial production.

The system, designed by Ruola Ning, a professor in the Department of Imaging Sciences, received premarket approval from the U.S. Food and Drug Administration this winter.

The stringent approval process required extensive clinical study.

Ning, the president and founder of the Medical Center start-up Koning Corporation, began working on the system, called the Koning Breast CT, in a small lab at the Medical Center more than a decade ago.

Using cone beam CT technology—an imaging system that disperses x-rays in the shape of a large cone instead of in narrow beams—the new system can create 3-D images of the entire volume of a breast without compressing tissue the way traditional mammograms do.

A patient lies on her stomach on an ergonomic examination table as one breast at a time is suspended through an opening in the table. The cone-beam shaped radiation source is positioned beneath the table to avoid exposing the chest and torso to radiation.

The system creates clear, high-contrast images that are capable of characterizing suspicious tissue and highlighting very small lesions, which are sometimes more treatable.

While not intended to be used for breast cancer screening, or to replace mammography, the new system is designed to diagnose cancer in women who have signs or symptoms of the disease, or who have abnormal findings after a standard screening mammogram.

During clinical studies, Koning partnered with Avic O’Connell, the director of Women’s Imaging at UR Medicine.

They were joined by investigators from Elizabeth Wende Breast Care in Rochester, the University of Massachusetts Medical School, and Emory University.

—Leslie Orr

Diagnostic Device: Ruola Ning (right) worked with Avic O’Connell of UR Medicine and other investigators to develop a new system for imaging breast cancer. The system was given FDA approval to begin commercialization.
Global Rochester: Japan

Koichi Tadenuma ’89 (PhD) leads a unique Japanese university.

As the new president at Hitotsubashi University in Tokyo, Koichi Tadenuma ’89 (PhD) is focusing on the global impact of the school, which specializes in the social sciences—the leading university in the country to do so—and has campuses in three areas of the Japanese capital city.

Elected last year, Tadenuma aims to “increase the number of research fields at our university that are ranked within the top 100 in world university rankings,” adding that it’s a goal held by university presidents across Japan. The school has about 6,400 students, of whom 700 are international students.

Established in 1875 as a commercial training school, the school became Tokyo University of Commerce in 1920. Just three years later, an earthquake destroyed all of its buildings except for the library. It moved to its present location, Kunitachi—about 15 miles west of central Tokyo—in 1930 and took the name Hitotsubashi in 1949, from an education district near the Imperial Palace where it was located in its early days.

One of the first Japanese schools to adopt the American education system introduced after World War II, the school is made up of 12 main units: four faculties, seven graduate schools, and one institute, the Institute of Economic Research.

Tadenuma earned his doctorate in economics at Rochester, and says that his economics training serves him well in the presidency. “Economics seeks an optimal system or mechanism that achieves the best consequence under given budget constraints. I believe that this way of thinking that I learned in economics is also useful for managing a university.”

Tadenuma returned to Japan from Rochester, becoming an assistant professor at Hitotsubashi in 1990 and receiving promotion to full rank eleven years later. In 2011, he became dean of the Graduate School of Economics.

He credits his Rochester doctoral advisor, William Thompson, the Elmer B. Milliman Professor of Economics—with whom he is now a coauthor—with teaching him “all the ‘musts’ for researchers: being curious, finding a problem, building a model, thinking logically, and interpreting results. The wealth of invaluable advice and support he gave me is my treasure for life.”

While research is dear to Tadenuma’s heart, leading the university turns out to be something of a family tradition: his father, legal scholar Kenichi Tadenuma, was president from 1977 to 1980.

“I saw my father take on the job of president at the sacrifice of the research that he loved. I was put in the same position when I was nominated for president. Having seen my father’s situation, I needed some time to consider before deciding, but a sense of responsibility eventually made me accept the nomination.”

—Kathleen McGarvey

IN REVIEW
In Review

Simon School Has New NYC Location

Site at New York Law School in Tribeca capitalizes on resources of both programs.

The Simon Business School is on the move in New York City, changing its location this summer from a commercial office building in midtown Manhattan to the Tribeca campus of New York Law School, subject to approval by the Middle States Commission on Higher Education.

The agreement between the two institutions is a creative, multiyear arrangement that aims to optimize resources and capitalize on the different schedules and programs of the two institutions. Simon offers courses in the city for 13-month, part-time graduate programs designed for working professionals, with master's programs in finance, management, and health care management. Simon students attend classes primarily on weekends, while students of the law school are in class largely during the week.

The move is intended to provide Simon students with a comprehensive learning environment, with direct access to Wall Street, the city's civic center, and its technology corridor. The partnership will create the only co-located law school and business school under one roof in New York City. The schools will also work on developing opportunities for legal coursework for Simon students and business education for the law students. 

—CHARLA KUCKO

First Day of Giving Finds Success

In late April, members of the University community—alumni, students, faculty, staff, parents, and friends—worked together in a 24-hour effort to encourage support for the University's programs. The first Day of Giving—taking place in conjunction with the first Thank a Giver (TAG) Day—resulted in more than $739,000 in support. Here's a look at the day's numbers:

- 1,000+ donors made gifts.
- $739,000+ donated as of the end of the day.
- 151 donors contacted by student callers contributed more than $11,000.
- HUNDREDS of students participated in TAG Day activities.
- 550+ tags were placed throughout the River Campus to highlight facilities that were funded by donors.

For more about the day’s events, including photos, social media, and other information, visit www.rochester.edu/giving/dayofgiving.
SPRING SPORTS

Yellowjackets Look to Postseason

As April drew to a close, baseball was hopeful of joining softball and lacrosse in Liberty League playoffs, which start for all three sports in May.

**Softball** split a doubleheader with RIT (9–1, 0–1), then swept St. Lawrence (4–0, 4–3) to wrap up the No. 1 seed in the Liberty League playoffs. Rochester was ranked second in the Northeast Regional rankings done by the NCAA Division III Softball Championships Committee. Brittany Grage '15 was among the Division III leaders in home runs (14) and RBIs (54). She was hitting .434. Also leading the Yellowjackets in batting average were Shelby Corning '17 (.414), Sarah Wayson '15 (.372), and Lauren Muni '16 (.382).

**Baseball** rode a school record 17-game winning streak to a mark of 24–11. As late April approached, Rochester was 15–5 in the Liberty League. The team stood out defensively, turning 45 double plays and throwing out 17 base stealers. A solid pitching staff was led by Josh Schulman '15 (5–3, 2.61 ERA, 3 shutouts) and Evan Janifer '16 (5–1, 1.91 ERA, 2 shutouts, one save). Four were hitting .341 or higher: Jake Meyerson '16 (.402), Tyler Schmidt '18 (.365), Sam Slutsky (.357), and Brian Munoz '15 (.341). The top run producers were Nolan Schultz '16 (33 RBIs) and Brendan Garry '15 (7 HRs, 27 RBIs).

**Lacrosse** scored a dramatic 10-9 victory over RIT in the last game of the regular season to secure a Liberty League playoff bid. Madeline Levy '18 scored with 46 seconds left to snap a 9–9 tie. The offense came from Jamie Wallisch '17 (37 goals, 17 assists, 54 points), Lauren Basil '15 (29–8–37), Mara Karp '17 (12–21–33), Elisa Watson '16 (20–5–25), and Madeline Levy '18 (20–4–24). In goal, Maire Prosek '16 made 78 saves and had an 8.86 goals-against average.

**Men's and women's outdoor track and field** were prepping for the New York state championships at St. Lawrence in early May. Bouba Carallo '16 posted the second-longest triple jump in Division III this season when he cleared 48 feet, 9 inches (14.87 meters). That's also the second-longest jump in Rochester's history. The longest belongs to Anthony Palumbo '74, '84 (PhD), who cleared 49 feet, 11 inches (15.21 meters) in 1974. He won the NCAA Division III national championship that year. The women's team was hopeful of building on a third-place finish at the ECAC indoor championships. Through mid-April, Rochester hit more than 10 ECAC qualifying marks. Alexandra Goldman '15 qualified in both the discus throw and the shot put. Emily VanDenburg '16 qualified in the long jump. The 4-by-400-meter relay also qualified.

**Men's and women's tennis** played in the UAA championships in Florida. The men were led by Ian Baranowski '16 with 17 singles wins. Johnny Baker '17 and Julian Dano '15 had 15 singles victories. Baranowski was the top winner in doubles. He was 16–8 teamed with Aaron Mavorach '18. Dano and Ben Shapiro '16 were 14–7.

The women beat seven of nine regional opponents and stood at 8–8 after a first-round loss in the UAA championships. The individual winners were Molly Goodman '16 (17 singles wins), Christine Ho '16 (12), and Dorothy Tai '17 (10). Alex Wolkoff '18 and Lauren Zickar '17 had 12 doubles wins. Tai and Goodman had 10.

In golf, Rochester won the UAA team title by five strokes over Carnegie Mellon. Dominic Schumacher '16 finished second overall. Luis Arteaga '18 and Jona Scott '17 finished fifth. All three earned first team all-UAA honors. The Yellowjackets hosted the Liberty League championships in late April. Schumacher earned first team honors and Arteaga and G.W. VanderZwaag '16 were named to the second team.

During the last weekend of April, Rochester's rowing team was competing in the Liberty League championships with an NCAA berth going to the league champion. The Yellowjackets were ranked as highly as No. 11 in Division III in mid-spring. —DENNIS O’DONNELL

Track Coach John Izzo Retires

FINISH LINE: Longtime men’s track and cross country coach John Izzo will retire at the end of the spring 2015 track season. Izzo, who joined the Yellowjacket staff in 2000, coaches men’s cross country and both men’s and women’s track and field. The indoor track and field teams gave him early retirement presents when the men won the New York state championship and the women finished third at the ECAC championships.

In golf, Rochester won the UAA team title by five strokes over Carnegie Mellon. Dominic Schumacher '16 finished second overall. Luis Arteaga '18 and Jona Scott '17 finished fifth. All three earned first team all-UAA honors. The Yellowjackets hosted the Liberty League championships in late April. Schumacher earned first team honors and Arteaga and G.W. VanderZwaag '16 were named to the second team.

During the last weekend of April, Rochester’s rowing team was competing in the Liberty League championships with an NCAA berth going to the league champion. The Yellowjackets were ranked as highly as No. 11 in Division III in mid-spring. —DENNIS O’DONNELL