
S E R V I C E D E S C R I P T I O N

Service since joining Rochester Institute of Technology in September 2011 has centered on four key areas: committee and board work within RIT and in the industry, recruitment, thesis advisement and proactive collegiality. Details of each of these areas are included below; this document concludes with a statement regarding expected future efforts.

COMMITTEE AND BOARD WORK

Committee work has been at both the school and college level, and serving the industry at-large.

School committee work includes the facilities committee, the strategy and recruitment committee, and the curricula committee, with notable contribution specifically in the graduate curricula committee. On each committee, there has been important work accomplished, including:

- School renaming, rebranding and collateral materials
- Courses moved to semester framework
- Active refresh of courses, including: Digital Printing, Materials and Processes, Research Methods and Trends, Ink Chemistry and Formulation, Color Perception and Analysis, and Print Production Workflow
- Renewal and utilization of functional laboratories in BOO A610 and GAN A165
- Development and achievement of Institute-level approval for new, one-year Master of Science in Media Arts and Technology graduate program

At the college level, named to College of Imaging Arts and Sciences Strategic Plan Steering Committee in Spring of 2012, and actively serve on this committee since that time. The committee crafted the CIAS Strategic Plan that was presented to Administration in Spring of 2013, and reconstructed in Academic Year 2015-2016 to align with Institute strategic plan. Particular contribution to the plan included work on the Scholarship, Creativity and Research strategic dimension. Serve as chair of Scholarship, Creativity and Research Strategic Dimension Implementation Committee since Fall of 2013, and serve as active member of the Global Outreach Implementation Committee since Fall of 2013. In addition, served on search committee for School of Media Sciences Administrative Chair in academic year 2014-2015 resulting in successful search.

Serve as faculty advisor for the RIT chapter of Printing Industry of America's Technical Association of the Graphic Arts (TAGA) chapter since Fall of 2014; resulting student journals have won awards at the TAGA conferences in 2015 and 2016.

Industry service includes board membership on the Printing Industry of America's Technical Association of the Graphic Arts (TAGA) board since Spring, 2015. Active member of TAGA and the Graphic Communications Education Association (GCEA) since 2012.

RECRUITMENT

Proactively volunteer for recruitment efforts at both the graduate and undergraduate levels, and lead industry trade show efforts, including:

- Recruit potential graduate students at the Printing Industry of America's Technical Association of the Graphic Arts (TAGA) yearly since 2012.
- Recruit at Irondequoit New York High School semiannually since 2012.
- Additional off-site recruiting includes the Monroe Career and Technical Institute in Bartonsville Pennsylvania in 2012, the Cuyahoga Valley Career Center, Brecksville Ohio in 2016, and at Frederick Douglass Academy in Harlem New York in 2016.
- Host students from Cuyahoga Valley Career Center at RIT in Fall, 2015.
- Staff National Portfolio Day in Fall, 2012.
- Conduct sessions for prospective students for RIT's "College and Careers" in the summers of 2014 and 2015.

Manage and staff School of Media Science booth presence at Graphic Arts Show Company annual Chicago trade shows since Fall of 2013 (Print 2013 and GraphExpo 2014 and 2015.) Responsibilities include all logistics of booth presence including set up and break down, travel logistics, media relationships and press releases, preparation of collateral material, supervising student workers at show, representing the Institute, College, School, Alumni Office and the Printing Applications Lab. Speak to prospective graduate and undergraduate students while networking with alumni, industry vendors and other institutions of higher learning offering graphic communications programs.

THESIS ADVISEMENT

Serve as primary, secondary and tertiary thesis adviser for several students, and frequently act as an information adviser for all School of Media Science graduate students, especially in the areas of research design and analysis. I am especially proud of all of the thesis work that are produced under my advisement, and look forward to continually raising the standards of Masters' thesis in the School of Media Sciences.

Service as primary thesis adviser noted with asterisk.

*Aezzaddin, A. Z., Anticipated Fall 2016 Thesis Defense

*Axford, P., Anticipated Spring 2017 Thesis Defense

*Cheng, P. (2014). *Proof-to-print match: Effectiveness of substrate-corrected colorimetric aims in soft proofing* (Order No. 1571968). Available from ProQuest Dissertations & Theses Global. (1648980294). Retrieved from <http://search.proquest.com.ezproxy.rit.edu/docview/1648980294?accountid=108>

THESIS ADVISEMENT (continued)

Heng, L. Anticipated Fall 2016 Thesis Defense

*Laguna Monroy, I. (2013). *Using the contrast ratio method and achromatic transmission densitometry as a substitute for status A transmission densitometry with the photographic activity test for enclosure materials* (Order No. 1552261). Available from ProQuest Dissertations & Theses Global. (1501635040). Retrieved from <http://search.proquest.com.ezproxy.rit.edu/docview/1501635040?accountid=108>

Mayteekriengkrai, R. (2013). *Packaging print buyer willingness to trade off image quality for environmental benefits* (Order No. 1540158). Available from ProQuest Dissertations & Theses Global. (1416358508). Retrieved from <http://search.proquest.com.ezproxy.rit.edu/docview/1416358508?accountid=108>

*Oney, K. (2013). *The influence of media displays and image quality attributes for HDR image reproductions* (Order No. 1545062). Available from ProQuest Dissertations & Theses Global. (1438891391). Retrieved from <http://search.proquest.com.ezproxy.rit.edu/docview/1438891391?accountid=108>

Pardiwala, A. Anticipated Summer 2016 Thesis Defense

Schroeder, T. S. (2014). *Predicting the adoption of digital printing in the label printing industry: A reasoned action study* (Order No. 1557188). Available from ProQuest Dissertations & Theses Global. (1547171090). Retrieved from <http://search.proquest.com.ezproxy.rit.edu/docview/1547171090?accountid=108>

*Yang, X. (2013). *Trends in soft proofing utilized as contract proofs in commercial lithographic printing* (Order No. 1545217). Available from ProQuest Dissertations & Theses Global. (1442476426). Retrieved from <http://search.proquest.com.ezproxy.rit.edu/docview/1442476426?accountid=108>

*Yellinedi, S. Anticipated Fall 2017 Thesis Defense

Yu, C. (2014). *The effect of optical brightening agent (OBA) in paper and illumination intensity on perceptibility of printed colors* (Order No. 1572010). Available from ProQuest Dissertations & Theses Global. (1648749990). Retrieved from <http://search.proquest.com.ezproxy.rit.edu/docview/1648749990?accountid=108>

*Yu, L. (2015). *Tolerance equivalency between ΔE^*_{ab} and ΔE_{00} metrics* (Order No. 1589667). Available from ProQuest Dissertations & Theses Global. (1688687401). Retrieved from <http://search.proquest.com.ezproxy.rit.edu/docview/1688687401?accountid=108>

PROACTIVE COLLEGIALITY

Serve on panel to discuss semester conversion for Wallace Center with Lynn Wild, February 2012.

Utilize expertise to assist fellow professors as guest lecturer and substitute lecturer, including two occasions in Prof. Joyce Hertzson's Color Theory Class in the School of Design, Prof. Shu Chang's Materials and Processes Class in the School of Media Sciences and Prof. Barbara Birkett's Principles of Printing class in the School of Media Sciences.

Present "Experience of First Year Faculty" to new CIAS faculty during Fall 2012 orientation.

Represent the College of Imaging Arts and Sciences at Institute-level Mid Tenure Review panel with Anne Marie Canale, February 2015.

Work collegially with on-campus partners, including the Printing Applications Lab (Golisano Institute for Sustainability), Image Permanence Institute, Imaging Systems Lab, Alumni Office and Wallace Library including the Cary Collection

Share campus visit of High School Students from Cuyahoga Valley Career Center, Brecksville Ohio with School of Design.

Provide a consistent presence on campus with a typical resident workweek exceeding fifty hours.

EXPECTED FUTURE EFFORTS

Expected future efforts include continuation on the leadership trajectory at the College level, especially in regard to the ongoing implementation of the CIAS Strategic Plan. Service in the form of chairmanship of the Scholarship, Creativity and Research implementation committee, as well as serving on both Steering Committee and the Global Engagement implementation committee will highlight college-level service in the near future. School-level service will likely include continued participation and leadership with the Strategy and Curricula committees. Institute-level service should also be realized, likely in the "I'm First" initiative (Diversity and Inclusion for RIT) as well as other Institute-level committees pending tenure achievement, such as tenure committees and graduate council.

In addition, building upon past recruitment efforts is a priority for service moving ahead. This includes expanding efforts to reach out to undergraduate institutions to build the graduate program, as well as community colleges and high schools to help enlighten potential future undergraduates to the offerings of The School of Media Sciences and RIT. Open houses, career days, and trade events are likely venues with which to round out recruitment efforts.

Finally, increased involvement and service within TAGA, GCEA and other industry groups will increase exposure for the School, College and Institute as we move toward redefining our role in the evolving landscape of the industry and academia. This includes outreach in the Far East such as institutions in China as well as those in Europe.