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From the President
Buck Bayliff
Wake Forest University

Well, it has finally happened! With February and March comes spring training for baseball. And now I have found that one of America’s favorite pastimes has totally given in to technology. Gone are the days of stepping outside with that favorite mitt and pitching a few to unwind. Rawlings (the maker of baseballs) has blessed us with their “Radar Ball.” A built-in microchip clocks how fast a ball is thrown in mph over set distance. Can we never escape the emergence of technology?

Take this statement and apply it to our business and I think you would agree that we can never expect to do business as usual again. Looking back at the January issue of the ACUTA News take note of Linda Levenshagen’s statement that “Voice-only issues have no priority on campus.” When was the last time you had a voice-only meeting? Don’t we find that most of the conversations include data and video? ACUTA’s Higher Education Advisory Council has targeted convergence of voice, data, and video as their highest priority. And that’s one of our tracks at the Spring Seminars in Alexandria.

Building a robust campus infrastructure—a unique project just a few short years ago—has now become a project of necessity for survival. Our customers (students, parents, and faculty) expect it. The whole education para-

Austin Peay Survives Tornado

Mark Davis, Telecommunications Mgr.  
Austin Peay State Univ.

When I left my office at Austin Peay State University in Clarksville, Tennessee on January 21, I didn’t know that within 12 hours a tornado would level part of our campus and rewrite my to-do list for the next several months. Fortunately, the fury struck at 4:20 a.m. when very few people were in its way. Local police and campus security had been tracking the storm and were able to warn residence halls of its arrival, so students had time to move to safer quarters. The worst injury was a sprained ankle—and plenty of headaches for those of us who had to put things back together.

As four of the 30 campus buildings received serious damage, the maintenance staff faced some of the biggest challenges. Buildings that housed computer equipment were among those unable to withstand the high winds and torrential rains, and a dry room had to be established for computer equipment that got soaked.

Telecommunications went underground long ago, so our department wasn’t facing downed lines and live wires. But the two-hour battery in the main switch lost power, and we had no generator large enough to handle its load. The National Guard was called in to provide generator power for the telecom and main computer systems.

We have a NEC 2000 switch in the building where campus security is headquartered that operates off the main switch. But with four copper trunks coming in from Bell for emergency use, security was able to make outgoing calls and was not totally disabled. Neither incoming nor building-to-building calls were possible for about 12 hours.

With four major buildings out of service, we had to look for places to put numerous faculty offices and establish services for those who were relocated. An elementary school located directly across from our stadium offered us some space in their building, and we have installed a DRU (which allows 30 phone lines on two pair of cable like a mini switch) and a data network with a Cisco switch and campus modem in that facility.

Of course, everyone who had to move wanted to keep the same phone number, and keeping the directory updated

Student Paper Deadline Is April 2

A student from your campus could be the big winner! For details contact Pat Scott, ACUTA Communications Manager, at 606/278-3338. Information is also available on ACUTA’s Web site at: www.acuta.org/html/papercall99.html.
Nominate Now for Board of Directors

ACUTA needs you! As announced last month, it is time to nominate for Board positions: President-Elect, Secretary-Treasurer, and two Directors-at-Large.

Nominations must be received by 5:00 p.m. CDT, April 9, 1999. Send all nominations to: Margie Milone, Manager, Telephone Communications, Kent State University, Office Supply Center, Kent, OH 44242 or e-mail mmimorene@kent.edu.

Sorry, nominations cannot be accepted by phone. For more information, see the February ACUTA News (available online at www.acuta.org).

President's Message

Continued from page 1

digm around us is changing. In the latest issue of Fast Company, Alan Cooper of Cooper Interaction Design makes the following observations: “You don’t have to be automobile-literate to get along in this world. You don’t have to be telephone-literate. Why should you have to be computer-literate?

“Computing power is weaving its way into every aspect of our lives. Chips are in everything—including baseballs—and computers have fast become an integral part of our daily lives.”

Students with computers are no longer the exception on campus but the norm. Many of us are finding ourselves pushed to stay ahead with value-added services that we offer in this technology rich society. And will you be prepared to offer assistance and insight to your institution as it is faced with a whole new way of doing business?

Look at institutions such as the University of Phoenix or Duke University with its Global Executive MBA—both Internet mediated programs. Will you participate as a leader or follower?

I hope that through ACUTA programs, networking, and listserves you are taking away valuable information that makes you better prepared. See you in Alexandria. Bring your mitt and we’ll pitch a few. Stay in touch!
Preparation Competitive Proposals

At the Winter Seminars in New Orleans in January, Michael McCallister from the University of Arkansas at Little Rock and Marcia Landen from Indiana University presented a session entitled Preparing Competitive Proposals. The material they presented forms a solid foundation for anyone who plans to submit a proposal for the first time or who has had a proposal rejected and wants to succeed with their next effort. With more telecom departments looking at alternative funding sources such as grants, this presentation provided some valuable information to attendees.

Typical Proposal Sequence

- Cover Letter
- Title Page
- Abstract/Summary
- Introduction
- Problem/Need
- Objectives
- Methods/Plan of Work
- Evaluation
- Future Funding
- Dissemination
- Budget
- Attachments

Obviously, experts, McCallister and Landen have dissected the proposal-writing process and identified all the parts, giving those who follow their advice a distinct advantage in any competition for funding. They suggested that a proposal is a tool for the reader. It shows the author is a professional and that he or she provides the unique place where the sponsor's needs will be met.

Comparing a proposal to a three-legged stool, they identified the essential components of a successful proposal as (1) a good idea, represented by (2) good science or methodology in the form of (3) a good proposal that is complete and well substantiated. They stressed throughout the presentation that communication is the key to success.

Basically, a proposal should be proof of your professionalism. It demonstrates that you understand the problem or need; you are an expert problem solver; you are capable of developing, executing, and managing a plan; and you (your institution) will be able to oversee the project both programmatically and fiscally.

A very important part of every proposal is the summary or abstract which should be positioned at the beginning of the proposal but must be written after other tasks are done. The abstract should be brief, clear, and interesting. It should identify the applicant and the problem, and include at least one sentence each on credibility, objectives, and methods. It should include the total cost, funds already obtained, and the amount requested.

Mistakes common to proposals that are rejected include failure to target closely enough to the program's objectives; lack of a well-thought-out plan of action; and use of claims and superlatives instead of facts. Other reasons for failure are poor writing or mechanical defects, failure to meet deadlines, lack of creativity, unrealistic budget, and costs greater than anticipated benefits.

McCallister and Landen advised the audience that they should know not only the types of reviewers who will be reading and evaluating the actual proposals, but also what the selection and evaluation criteria are. Will the review be done by experts in the field? An in-house review board? Knowing the audience is critical. And what criteria will they use to select and evaluate your proposal? Is it important that the project add new knowledge or solve a problem? How important are the qualifications of the project director?

In their handouts, McCallister and Landen include a list of words and phrases to avoid and another list of action words that will enliven your proposal. "Use clear and focused sentences—no technical jargon or buzzwords. And don't leave anything out—a winning proposal pays attention to detail. If you don't have confidence in your writing, hire an editor," they say, advising that proposal writers should not fall in love with their prose.

To sum up this informative presentation, their final slide offered a reminder: The meek may inherit the Earth but they won't get funded.

You may purchase audio tapes and handouts of this seminar from ACUTA. For details, contact Kellie Bowman at kbowman@acuta.org or call 606/278-3338. McCallister and Landen also make presentations targeted to a specific campus. Reach Michael at jmmccalliste@ualr.edu, Reach Marcia at landen@indiana.edu.

ACUTA Midwest Local Event

June 7 & 8
Bloomington, Indiana
Indiana Memorial Union
Grant Sources
Legislative & Regulatory Update
Hot Topics in Telecommunications
Interactive Discussion
Next Generation Networks
Wireless
Unified Messaging

Onsite Registration: Mon., June 7, 10:00 a.m.
Meeting Ends: Tues., June 8, 1:00 p.m.
Registration: Schools $50; Companies $75

To pre-register, send payment to ACUTA
152 W. Zandalie Dr., Ste. 200
Lexington, KY 40503-2488
Register online at www.acuta.org
For details, call Kellie Bowman 606/278-3338 x22
Room Reservations
812/855-2536 or 800/209-3145
Room Reservation Cut-off Date: May 18
Rate: $72 (plus tax)
You must mention ACUTA to get this rate.
The Board of Directors met by conference call on February 4, 1999. The following are highlights of that call:

- The Board reviewed Research and Development proposals for new services and programs for our membership submitted by the committees. This money is allocated in the current 1998-99 budget.

The Board approved two proposals:

1. Market research to be conducted to assess the interest of our members in the development of a CD ROM or Web-based course on Introduction to Telecommunications and Data Networking.

2. Redesign of the ACUTA Web site. The new software and redesign will allow the site to be more functional and interactive and provide enhanced features to the membership.

- The ACUTA Journal continues to remain on schedule and financially in the black.

- The theme of the Senior Leadership Forum to be held at the annual conference in Nashville is Convergence. Michael Zastroocky of the Gartner Group will be the facilitator.

Respectfully submitted,

Linda Bogden-Stubbs
SUNY Health Science Center
Secretary/Treasurer

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Apologies!

On page 8 of the 1998-99 Membership Directory we listed the State/Province Coordinators. We deeply regret the omission of one of our volunteers from this list. Please add Judy Tanzi of the Rhode Island School of Design as State Coordinator for the state of Rhode Island. Reach Judy at 401/454-6561 or jtanzi@risd.edu.

In an effort to make educational information from ACUTA programs more accessible to those who cannot attend a particular event, I’m happy to announce that we will now be making audio highlights of our seminars available via the Web.

Beginning immediately, you will be able to listen to two sessions from each quarterly seminar at no charge, using your Web browser and RealPlayer® software, which you can download free from the ACUTA Web site. These audio sessions will be available within a few days after each Seminar.

To sample the first offerings from the 1999 Winter Seminar in New Orleans, check the ACUTA Web site at www.acuta.org. From the New column, go to Highlights from Winter Seminar. This will link you to two very timely sessions that were highly rated by the attendees and contain very useful information.

From the Generating Telecom Revenue track, we have chosen the informative session on Sources of Grant Funds. Many telecom and IT departments have yet to explore the possibilities of seeking grant funding to help support your technology efforts on campus, and this session is definitely worth your investment of 80 minutes time.

From the Information Management track, we have chosen the Member Panel on Telemanagement Issues. This valuable session was an opportunity to learn how your peers are addressing campuswide data solutions and other information management issues. One of the great strengths of ACUTA meetings is this type of peer information and interchange, and we think you will enjoy hearing from these respected telecom/IT professionals about their experiences.

We have also included convenient links to free information and updated or newly received speaker handouts, and opportunities to order complete sets of the audio tapes and handouts for each track. You can also jump directly to a listing of the exhibitors and sponsoring companies from this seminar who are offering products and services you may need, and information and registration for other ACUTA educational programs.

We’ve chosen to stream audio rather than video for these highlight sessions, for several practical reasons. We wanted this material to be available to as many members as possible, and we know that bandwidth is an issue for many. In addition, audio taping is a more economical option that makes it possible for ACUTA to offer these sessions at no charge without incurring major additional costs. Video streaming is an option for the future, if a visual image is important to the educational value of the session.

In developing this new Web page, we have tried to bring together a variety of educational resources on one page that will be useful to you and your coworkers. Access to these resources isn’t restricted—feel free to share the information with anyone who may be interested in attending a future ACUTA event or joining the association.

Of course, it should go without saying (but I’ll say it anyway) that listening to a couple of hours of audio doesn’t replace the many benefits of attending an ACUTA seminar or conference. The wealth of information, experience, and expertise that you gain from three to four days of intense exposure to other ACUTA members extends far beyond the information contained in these recordings. However, we hope that you will find this information useful and interesting, and that it might benefit members of your institution’s staff who were not able to attend the event.

Please let me know what you think, and feel free to send me your suggestions for improving this service. E-mail me at jsemer@acuta.org, or call (606)278-3338. Thanks!
Slamming and Cramming

According to Telecom & Data Network Security (TDNS, 2/99) FCC Chairman Kennard has pledged zero-tolerance on cramming and slamming. He told reporters on Jan. 7 that the commission will begin implementing “truth-in-billing” guidelines—including requirements to combat cramming and slamming—later this year. In addition, Kennard said the FCC will seek to simplify the process for consumers to file complaints by phone or over the Internet and cut complaint resolution time in half.

According to Telecommunications Reports (TR 1/25) the Telephone Services Fraud Prevention and Enforcement Act (S 58) has been introduced by Senator Collins of Maine. It combines provisions from antislamming legislation that passed the Senate last year with new anticramming measures and imposes tough civil penalties with first offense charges of not less than $40,000 and not less than $100,000 for each subsequent offense.

Meanwhile, a class-action lawsuit regarding cramming issues filed in Florida may apply to every crammer and LEC in the country as possible defendants.

Mergers

The FCC has approved the pending merger of AT&T and Tele-Communications, Inc., deeming it “in the public interest.” This merger is expected to expand choices now available to telecom customers. AT&T had already negotiated agreements with five affiliates of TCI to combine services. In addition, AT&T and Time Warner have agreed to work together to provide telecom services in the 33 states served by the cable TV giant. With all parties working together, AT&T will have access to about 43% of U. S. homes. (TR 2/22)

How soon will all of our TV, telephone, Internet, and other services be coming into our homes or businesses on the same cable—and will it matter if it’s wire, coax, or fiber?

Bell Atlantic reported to the FCC that it has met all of the pro-competitive conditions that were imposed when the merger with NYNEX Corp. was approved. The FCC is now in the process of getting comments regarding the report.

Bell Company Audits

There has been considerable press, much of it negative, about FCC staff audits of Bell companies’ central office equipment. Release of these audits to state utility commissions is still being considered. The state regulators would then be able assess the actual cost of providing local phone service. Dropped from the agenda of the FCC’s January 28 meeting, consideration of this release was again on the agenda for the meeting February 25. Kennard has indicated that the audits will be released “soon.” (TR 2/22)

Congressional Activity

In addition to S 58 mentioned above, several bills have been entered in the House and/or Senate that may have an impact on telecom, including:

- S 94: Repeals the 3% federal telephone tax (which was imposed as a “luxury tax” to help finance the Spanish-American War).
- S 95: Ensures that online stock market information remains public.
- S 96: Encourages dispute resolution procedures to settle conflicts arising from Y2K computer malfunctions.
- S 97: Requires Internet filtering software installation in schools and libraries that want “e-rate” discounts.
- HR 692: Eliminates the “e-rate” telecom discount program for schools and libraries. Some consider the e-rate program to be a hidden tax concealed in the universal service charge that overlaps with education technology programs funded by the Dept. of Education. (TR 1/25, 2/22)

E-rate Letters

E-rate letters have been going out almost weekly since early this year from the Universal Service Administration Co.’s Schools and Libraries division promising funding for schools and libraries. Funding letters are committing hundreds of millions of dollars in discounts on telecom services, Internet access, and internal connections. (TR 1/25, 2/8)

Courts

The Supreme Court has denied petitions for review filed by SBC Comm. and others against the FCC in which the Court was asked to review the ruling by the Fifth Circuit Appeals Court in New Orleans. The New Orleans Court ruled that the line-of-business restrictions on the Bell companies did not violate the constitutional ban on “bills of attainder.” (TR 1/25)

The Court of Appeals in Washington has questioned the FCC’s decision to revise its “price cap” regulatory regime for ILECs in 1997. The judges did not believe that the Commission had relied on appropriate statistical methods when it selected the new “price cap productivity factor,” which is known as the “X-factor”. (TR 1/25)

The Supreme Court overturned the Eighth Circuit Court’s decision on docket 96-98 “carrier interconnection.” Many industry and government policy makers see this Court action as a vindication of the FCC’s efforts to implement the Telecom Act of 1996. The Supreme Court sent part of the problem back to the FCC where FCC must complete a proceeding on unbundled network elements (UNE). The Appeals Court will then have to rule on the FCC’s total-element long-run incremental cost (TELRIC) pricing standard. (TR 2/1)

A District judge has granted a preliminary injunction against enforcement of the Child Online Protection Act that became law in the fall. The Justice Department now has 60 days to decide whether to appeal the decision or proceed with a full trial.
Positions Available

For complete details of these and other positions available, access the ACUTA Web site. If you do not have Internet access, call Pat Scott at the ACUTA office (606/278-3338) to receive a printout of current listings. Please submit position-available information electronically to Aaron Fuehrer at afuehrer@acuta.org or to ACUTA’s homepage: http://www.acuta.org. If you post a position, please notify Aaron when the position is filled.

- Asst. Dir. of Telecom, Southeast Missouri State Univ.
  Contact: Debbi Cecil Robinson, Personnel Officer, Personnel Office, Southeast Missouri State Univ., One University Plaza, Cape Girardeau, MO 63701
- Manager, Academic IT Support, Middlesex County College
  Contact: Neil Sachnoff, Exec. Dir., IT, Middlesex Co. College, 2600 Woodbridge Ave., JLC Rm. 214, Edison, NJ 08818-3050. E-mail nsachnoff@email.njin.net

Welcome New Members

Institutional Member
- Rowan Univ., Glassboro, NJ. Michael Berman, 609/256-4743. T3

Corporate Affiliates

Copper Level
- Campus CWIX, Phoenix, AZ. Sonya Beck, 602/734-6152
- CCMI, Rockville, MD. George David, 301/287-2240
- MyTech Systems Corp., Zion, IL. Earl Jantzi, 847/872-1797
- Optus Telequip, Jonesboro, AR. Mark Duckworth, 870/974-7700

The Networked Home

According to the New York Times (1/19/99) Sun Microsystems, Sony Corp., and Royal Phillips Electronics NV will be collaborating to integrate Sun’s Jini programming environment with the HAVI (Home AudioVisual Interoperability) architecture. The result? A new generation of networked entertainment devices and appliances (TVs, stereos, VCRs, thermostats, etc.) that communicate with humans and each other over the Internet. Consumers control all appliances in the networked home from a PC, TV, or an all-in-one infrared remote control device.

Collegiate Management Institute

The Central Association of College and University Business Officers is sponsoring its 13th annual Collegiate Management Institute, June 13–18, in Milwaukee. For more information, contact Janice Woody, Program Coordinator/CMI, Controller, Pittsburg State Univ., 1701 S. Broadway, Pittsburg, KS 66762. 316/235-4152

Applications Sought for Distance Ed Demo

On Feb. 4, the Dept. of Education posted a Federal Register notice inviting higher ed institutions and certain others to submit applications for participation in the Distance Education Demonstration Program. Institutions selected receive waivers of specific statutory and regulatory requirements of the Title IV student financial assistance programs. The Federal Register notice is accessible via the Bulletins section of the NACUBO Web site: http://www.nacubo.org/website/members/issues/bulletins/. Applications must be submitted on or before April 1, 1999.