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ACUTA to Recognize Members’ Web Sites

Jan Weller, Washington Univ.
Chair, ACUTA Marketing Committee

ACUTA is pleased to announce a program to recognize outstanding Web sites developed by member institutions and Corporate Affiliates. We invite members to submit their Telecommunications or IT department (or for Corporate Affiliates, the higher education-specific sections of your company’s Web site) for recognition by your peers.

Communication skills are vital to the success of our members in leading their organizations and institutions into and beyond the year 2000. The IT or Telecommunications Web page is a tool that some ACUTA members are using effectively to communicate their mission, vision, and services within their departments, through the IT organization, and across their college, university, or corporate structure and customer base.

ACUTA wishes to recognize those Web sites that provide useful information to an end user or end organization. The selection committee is looking for Web sites that:

- Are easy to access and navigate
- Communicate information clearly and professionally
- Communicate information efficiently
- Serve as a “window” to an organization

The recognition program will be ongoing. ACUTA will name a distinguished member Web site for each issue of the biannual ACUTA Bulletin. The selection committee is looking for Web sites that:

- Are easy to access and navigate
- Communicate information clearly and professionally
- Communicate information efficiently
- Serve as a “window” to an organization

This recognition program is not a competition. Above all, it is a method of recognizing innovative and exemplary uses of the Web by Telecommunications/IT departments and suppliers. Through this program, we hope to present examples of “best practices” that will be helpful to ACUTA members.

If you are interested in submitting your Telecom/IT department’s or company’s Web site for review, please forward the URL to Lisa Cheshire, ACUTA Staff Liaison to the Marketing Committee, at lcheshire@acuta.org.

And, through this recognition program, ACUTA correspondingly provides examples to its member base from which they may learn and borrow.

On a monthly basis, one institutional member and one corporate member will be selected for Web site recognition. Members of the ACUTA Marketing Committee have volunteered to evaluate submitted Web sites based on the following criteria:

- Content delivery
- Timeliness
- Ease of use
- Accessibility
- Visual interest

The team will also attempt to assure that selection is representative of ACUTA’s membership. The limited budgets of many educational institutions and smaller companies won’t be a barrier to recognition. We are seeking to recognize innovative and effective uses of the technology, not fancy graphics or “bells and whistles.”
To begin my December column, I want to wish you, your families, and staff the happiest of holiday seasons as we celebrate not only New Years but also the approach of a new millennium. Over the past few months, some members have questioned my emphasis on leadership. Why do they need leadership skills, they ask, when they are not in senior or even middle management positions? An answer to this question appeared in Anne Apicella's article last month entitled “Who Are the Leaders? We ARE!” in which she states, “Leaders aren't just the 'boss.' Every one of us has the opportunity to be a leader every day.” I'm not sure anyone could have said it better. This is precisely why we all need leadership skills.

In her article, Anne described some of the behaviors that successful leaders typically demonstrate. This month I would like to share with you what some researchers and writers have deemed the twelve skills of effective leaders. While not nearly as entertaining as the “Twelve Days of Christmas,” I hope this list will serve you long after Christmas 1999 has past, and well into the new millennium.

Each of the twelve skills impacts how you work with others and how they respond to you. This is important to remember since most, if not all, of us accomplish our jobs in conjunction with others or through others.

1. Vision: As individuals, we must have both a clear goal and a firm commitment to reaching it. Our staff and others will readily line up behind us if we let them know where we are going. What are your goals? Have you clearly communicated them to your staff and peers? Do you have a plan for how to accomplish your goals?

2. Charisma: This attribute stems from high self-esteem and high energy. If you have it, you attract others that want to be like you, have what you have, do what you do.

3. Character: Your ideas, values, experiences, knowledge, and wisdom make up your character. This is the core of your creative center. People trust individuals/bosses/leaders whose character embodies truth and strong values.

4. Responsibility: More than being willing to take initiative and be accountable for the outcome, this includes knowing the level of risk and the potential rewards. Responsible leaders go beyond what is normally accepted to achieve the exceptional. They demonstrate they are willing to take risks that are commensurate with the rewards to be gained.

5. Planning: You must be able to balance planning with execution. This means you must know how to develop a plan,

continued on page 3

The Association for Telecommunications Professionals in Higher Education
152 W. Zandale Dr, Ste. 200
Lexington KY 40503-2486

606/278-3338
www.acuta.org
ACUTA Announces Online Legislative & Regulatory Affairs Newsletter

ACUTA is pleased to announce the Legislative and Regulatory Update, an electronic newsletter provided to members only. The latest information relevant to higher education telecommunications will be compiled monthly by the Washington law firm of Wiley, Rein & Fielding and posted on the ACUTA Web site. A condensed version, complete with links to the full text, will be sent electronically to primary members.

If you have not received the first edition of this new publication (which was sent during the first week of December), your e-mail address may not be correct in our records. Call ACUTA at 606/278-3338 and ask for Amy or Kellie to verify your address.

Here are the stories you will read about in the premier edition of the Legislative and Regulatory Update:

- ILECs Allowed Greater Access-Charge Pricing Flexibility
- FCC Seeks Comment on CALLS Access-Reform Proposal
- FCC Adopts Changes to High-Cost Universal Service Program
- Commission Decides Universal Service Issues
- GTE Files Suit Regarding Cable Open Access
- Internet Taxation Comments Files
- Children's On-Line Privacy Rules Adopted
- E911 Legislation Signed
- FCC Issues Decision on Telephone Numbering Issues
- FCC Creates New Enforcement and Consumer Information Bureau

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DC Update

USF/E-rate

The Schools and Libraries Division of the USF administrative company had by mid November sent letters of commitment for the 1999-2000 funding year for a total of $1.85 billion. They have a cap this year of $2.25 billion so they are getting closer to the end for making commitments. (Telecommunications Reports 11/15)

As a result of the growing needs of USF projects, the USF funds that institutions will have to pay are growing rather fast.

FBI Background Checks

The FCC order that has been adopted to implement the Communications Assistance for Law Enforcement Act (CALEA) includes some specific regulations on system security. The FBI supports most of that Act but believes that there are some additional "personnel security obligations" that need to be met. The FBI wants to have background checks made of designated carrier employees that are in key positions that

The wireless phone user may still pay in the usual way for calls from up to 5 designated numbers. All other callers will be under the CPP plan. The article does not mention other restrictions that might apply if the call originates behind a PBX, which is a major concern for on-campus calls to wireless phones that may be under a CPP plan.

Truth-in-Billing

Last month we noted that some parts of

Whitney E. Johnson

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ACUTA LEGISLATIVE & REGULATORY AFFAIRS COMMITTEE

D C Update

USF/E-rate

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The Telecom Manager's Voice Report (VR 11/8) indicated that the new business rates will be increasing in the range of 35% beginning with current billing. Changes reported include: AT&T from 4.9% to 6.6%; Sprint, 4.3% to 6.0% and they will be making a decision about another increase in these rates by the end of this year; MCI WorldCom for large users will go from 4.5% to 5.9% and for small business customers the rate of 6.5% will not change. It is my understanding that these percentages will be applied against the charges that the carrier makes to the university but there does not seem to be a common, easy-to-understand rule that all carriers have to use. Each carrier seems to have a different way that they apply the factors.

The FCC was not happy with the AT&T filing for increases that apply to residential customers (TR 11/8). The original filing called for an increase from 99c to $1.50 but the increase was soon reduced to $1.38. The business rates seem to have approval and likely will be part of institutional budget problems.

FCC Changes Structure

Two new bureaus became operational early in November. The Enforcement Bureau will consolidate enforcement and personnel functions from several of the other bureaus. The Consumer Information Bureau will likewise consolidate the service from several other bureaus and be responsible for handling information requests and complaints. FCC Chairman Kennard indicated that this is the "first step in a larger effort to streamline and modernize the FCC" and part of a five-year strategic plan. (TR 11/1)

might involve wiretaps. These employees would also have to sign nondisclosure agreements with the FBI. (TR 11/15)

The article referred only to employees of carriers. However, if the FBI's plan is adopted, it may not be long before PBX owners could have to meet FBI requirements for background checks of some members of the campus telecom staff.

The Last Note on Y2K

According to Voice Report (VR 11/22), the White House has issued a warning about Y2K problems with some of the PSAPs and 911 calls. In a recent survey of 2,700 PSAPs, it was determined that only about half of them were Y2K compliant as of October 1. Most—but not all—indicated that they would be ready by year end.

The article suggested that everyone post the phone numbers for local fire, police, and hospitals near the phone. These same numbers should be in plain sight of campus telephone operators just in case your PSAP has a 911 problem. Here in Upper Michigan, one 911 area was down for several hours a few weeks ago.

Calling Party Pays

Bell Atlantic Mobile has started a pilot program in Delaware whereby the calling party will have to pay for the call to a wireless phone. Under the terms of their Call Me service for CPP, the person making the call to a wireless phone under this plan will be told that they will be charged for the call. The caller has the option of completing the call and paying or hanging up with no charge being applied.
Overheard on the Listserve
Directory Assistance Direct Connect

Phillip McGovern at Vanderbilt University submitted a question to the ACUTA listserv a few weeks ago that generated several responses. Here are his question and the response from Dave Barta at the University of Oregon. (If you do not subscribe to the ACUTA listserv and would like to, contact Aaron Fuehrer at afuehrer@acuta.org)

**McGovern:** BellSouth has begun charging for local directory assistance calls, and I would really like to know how other university and medical center telecoms are administering these charges. If the cost is passed through to the respective university departments, how is the originator of the call identified—by an authorization code? Are patients billed for local directory assistance? Is anyone blocking 411 calls, forcing the use of "the phone book"?

—phil.mcgovern@vanderbilt.edu

**Barta:** The problem may be worse than you think—it is for us. If the issue were only 411 calls having a price tag, we could require authorization codes for that call and pass on the charge, which we do. However, a bigger problem is that US West also offers direct connect through 411 and 555-1212 on local calls for $3.5 plus the $7.5 for the lookup. Not only would it be foolish to pay this for a local call you can redial for free, but the vendor billing tape don't send back information about which extension placed that call, so we can't rebuild the direct connect charge. US West and AT&T have not had a problem blocking interstate direct connect for us.

We quickly discovered a workaround for direct connect on local 555-1212 requests by routing the calls as tail-end hop-off calls on our ENI network into another router. Charges. But 411 costs 75¢ per lookup and xxx-555-1212 costs $1.40 per lookup, and we wanted to take advantage of the less expensive option.

Originally US West told us they had not bought the entire suite of 411 routing software and could not block direct connect. When I asked the ACUTA listserv if anyone else had confronted this issue, Tom Walsh at Miami of Ohio told me that he had his LEC put the same screening on the lines as is applied to payphones and it solved his problem. This prompted me to walk to a US West payphone near our office and try 411 from there. Not only did it not offer the direct connect option, but it offered directory information at approximately half the cost they are charging us. That is an issue we will take up with them in our next contract negotiation. But armed with the knowledge that other LECs could block direct connect and that they were blocking it on the lines of their own payphones, I went back to US West through a different channel and asked them to take a look at it again.

When I went back with the question/suggestion the next time, they researched it anew and told me they could, in fact, add screening to prevent direct connect. But they still had trouble making it happen. Turns out this is because they were putting the screening codes on the trunks but they needed to be on the DID numbers. Actually, it doesn't eliminate the ability to prevent direct connect, it just suppresses the recording telling the caller it can be done. If you know the right button to push you can still activate it. I'm not too worried about that, though.

When we were doing this, it seemed confusing; but with the help of friends on the listserv, we knew it was possible. It was just a matter of seeing the whole.

The Board of Directors met by conference call on November 4, 1999. The following are highlights of that meeting:

- The recommendations to the Strategic Plan incorporating leadership initiatives were approved.
- The proposed members for the Awards Committee were approved, including: Doug Wilson, Engineering Associates; Janis Downey, Mitel Corporation; Patricia Toddus, Northwestern University; William Brichta, Lehigh University. Margie Milone of Kent State University will chair the committee.
- ACUTA's budget and reserve accounts are sound and will end the 1998-1999 fiscal year in the black. The Journal met budget projections and ended in the black for the 1998-1999 fiscal year.
- Tony Tanzi participated in a Broadband Pricing Forum sponsored by Educause. A key concept expressed by the vendors is that future offerings will bundle voice, data, and video services into one pricing structure relevant to the value of the service to the institution.
- The Board approved Research and Development projects for this fiscal year. The projects include research and development of educational content for an online course and enhancements to the ACUTA Web site for updated member information and opportunities to showcase products of vendors exhibiting at conferences and seminars.

Respectfully submitted
President's Message

continued from page 1

how to organize people and other resources to accomplish the plan, and when to take action that will facilitate execution of the plan.

6. Social skills: If you listen and respond well to people and express genuine interest in them, you have strong social skills. One element of this is the ability to recognize and return each individual's behavioral style.

7. Achievement drive: Effective leaders are highly motivated. They have a need, a burning desire to produce results. Their drive sets an example for other individuals.

8. Emotional stability: This is just another way of saying maturity. It is the ability to maintain your balance in the face of good and bad experiences.

9. Tolerance for ambiguity: A leader can deal with roadblocks while moving forward, juggle lots of activities without losing focus, and see how all the details fit into the big picture.

10. Decisiveness: Individuals have no desire to follow weak or wishy-washy decision-makers. They follow individuals who can assess situations, analyze choices, and move toward solutions. This ability is absolutely essential to leaders.

11. Delegation: Effective delegation requires competent staff/individuals whom you know will do the work you assign. Follow through by inspecting that work. This is how you get more done through other people.

12. Positive outlook: Concentrate on what can do right. Believe you will reach your goals. In short order, other people will believe too.

While I fully agree with this set of skills as those that are essential for being an effective leader, there is one more I would personally add. For want of a better term, I would call it fulfillment. This is the passion, personal commitment, and gratification we exhibit when we truly enjoy what we are doing. When you work for someone who finds fulfillment in his or her work, you will find this positive attitude irresistibly contagious.

As always, I welcome your comments anytime at mordosky@bradley.edu

This set of twelve skills is adapted from an article presented by Smartleadership.com.

Planning for Student Services

Is your campus among the growing number transforming the delivery of student services from a traditional to a learner-centered model? The Society for College and University Planning (SCUP) invites you to participate in a live satellite telecast on Thursday, February 10, 2000, from 12:30-2:00 p.m. Eastern Time. The topic is "Planning for Student Services: Best Practices for the 21st Century," which is also the title of a new book being offered by SCUP. For more information about the book or the PBS telecast, contact SCUP at 734/998-7832.
From ACUTA Headquarters

Highlights of Corporate Affiliate Needs Assessment Survey

This fall, ACUTA concluded a needs assessment survey of our Corporate Affiliate members. With the assistance of the Vendor Liaison Committee and the research and publishing firm Fetzer-Kraus, Inc., we conducted a survey to measure how Corporate Affiliates value the benefits they gain from their ACUTA membership, and to obtain ideas for the development of new products and services. The results were interesting, and I would like to share some of the highlights with you.

Corporate Affiliates primarily continue their membership in ACUTA because it gives them access to potential customers for the purpose of making sales, and because membership provides opportunities to network and develop long term relationships with the telecom and IT staffs at member institutions. In addition, access to information on the higher education market and access to customer feedback on products and services were frequently cited as reasons for continuing membership.

When asked to rate the most effective membership benefits, Corporate Affiliates rated the printed membership directory and networking opportunities with telecom staffs as the most effective. Facilities and services information about institutions, discounted mailing lists and mailing labels, and members-only sections of the ACUTA Web site rounded out the top third of member benefits. Other benefits considered valuable and highly effective were the ACUTA News and searchable database of institutional facilities and services and the member look-up/directory the most useful. They also find the links to institutional and company Web sites, ACUTA conference/seminar information, and the database of corporate products and services very valuable.

Among various advertising, exhibiting, and sponsoring experiences available to Corporate Affiliates, they rated exhibiting at the Annual Conference and quarterly seminars the most beneficial.

All but one of the responding companies considers ACUTA their primary higher education membership association.

The survey responses also contained some suggestions for new benefits and services, and we will evaluate each of them to determine their feasibility and appeal to a cross section of companies.

It is important to recognize the significant role that Corporate Affiliates play in supporting ACUTA. Company representatives are valuable contributing members of many committees. In addition, they contribute in a major way to the quality of content in our educational programs and publications as presenters and authors.

This participation of Corporate Affiliate members provides opportunities for two-way communication between institutional members and companies on new technologies and the product and service needs of colleges and universities. In addition, the financial investment of Corporate Affiliates in exhibits, sponsorships, advertising, and membership dues provides needed financial

If you are aware of a telecommunications or IT company that serves the higher education market and is not a member of ACUTA, would you please take a moment to e-mail me their contact information? You can send it to me at jsemer@acuta.org. We are always seeking to widen the base of corporations in our membership in order to expose our members to a broader range of products and services and create relationship-building opportunities.

Finally, it seems like the holidays are approaching at the speed of light! I would like to take this opportunity to wish all of our members, coworkers, and your families a happy holiday season. With the heightened sense of anticipation as we all await the passing of this century and all that it entails, I wish you a memorable but uneventful Y2K celebration. Let's all get together in Newport Beach for the ACUTA Winter Seminars (Jan. 9–12) to share stories and celebrate our successes!
**Welcome New Members**

**Positions Available**

For complete descriptions of these and other positions, access the ACUTA Web site at www.acuta.org. If you do not have Internet access, call Pat Scott, ACUTA Communications Manager, 606/278-3338 x21 for more details.

*Education, market research opportunities, exhibit discounts at the Annual Conference, and information about products offered by other vendors.*

Among the on-line services offered by ACUTA, Corporate Affiliates consider the support to the association. For these and other reasons, we will continue to make it a high priority to provide a high return on investment for Corporate Affiliates, in order to retain their membership and participation in ACUTA.

**Institutional Members**

- Asbury Theological Seminary, Wilmore, KY, Ken Boyd, 606/858-2232. T1
- Bethany College, Bethany, WV, Leslie Lucas, 304/829-7749, T1
- The College of Wooster, Wooster, OH, Jackie Middleton, 330/263-2421. T1
- Univ. of Evansville, Evansville, IN. Mark Logel, 812/479-2941. T2

**Corporate Affiliate Members**

**Copper Level**

- **Navigant Consulting, Inc.**, is a management consulting and engineering firm specializing in telecommunications system planning, designing, procurement, and construction for academic institutions.

**Programmer Analyst, Indiana State University Library**

Send letter of application, resume, and contact information for three references to: Chris Hayes, Search Committee Chair, ISU Library, Terre Haute, IN 47809, or fax to (812) 237-3376. Review of applications began 12/8/99 and continues until position is filled. EO/AAE

**Director of Information Systems, Portland State University**

Send cover letter, resume, and contact information for three references to: Chair, Information Systems Search Committee, Portland State Univ, PO Box 751-OIT/DO, Portland, OR 97207-0751. Electronic submissions may be sent to ISSSEARCH@pdx.edu. Application review process began 11/15/99 and continues until filled. EO/AAE

**Telecommunications Project Manager, Information Services, Wellesley College**

Send resume and cover letter to: Human Resources Office, Code BG10/24, Wellesley College, Wellesley MA 02481 or email to: working@wellesley.edu.

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**Holiday!**

Joe, Kevin, Kellie, Lisa, Amy, Aaron, Donna, Toria, Pat, & Eleanor

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**Be a Speaker at the Annual Conference in Washington D.C. July 30–August 3**

For more details, see Call for Presentations at www.acuta.org/events/call29.cfm