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From the President
Dr. James S. Cross
Michigan Technological University

The Enterprise Fax Server
Although the Internet is replacing fax communications in some information delivery channels, there are still more fax machines on campus than ever before. Fax communication is here to stay. Everybody still wants to fax you something. Yet the deployment of integrated network fax solutions remains an area of opportunity for most campuses. Until recently, the idea of an integrated solution was rather implausible and not affordable for most campuses. Obviously, things are changing. Biscom, The Bristol Group, Castelle, Copia, Devcom, Omtool, Brooktrout, Optus, RightFax, SoftLinx, and TGI Technologies are now offering products for an integrated LAN/WAN environment.

A survey of recent product announcements and the marketplace reveals a broad portfolio of enterprise fax server options as it relates to OS supported, network protocol, number of ports, routing schemes, inbound/outbound file formats, salability, message notification, least cost routing, API support, call blocking, message logging, load balancing, security, scheduling, and tiered management.

A recent survey of my campus revealed over 80 fax numbers listed in the

Continued on page 3

Do You Have a Voice Mail Handbook?
Just when you think everyone knows how to use—and how NOT to use—voice mail, you phone in and get lost in voice mail space or greeted by someone's outdated message. Or a voice says, "Hi. This is Joe's desk. Leave Joe a message and if he finds his way back to the office, I'll have him call you when he gets around to it." If Joe is on your staff, you'll be moved to write that voice mail handbook you were hoping you didn't need.

Here are some suggestions:
- List the elements of a good voice mail greeting: Name, name of organization or department, date (remember to keep it updated!), what key(s) to press for immediate assistance, when to expect a return call, the name and extension of someone who can provide assistance. Include examples of appropriate greetings.
- Since voice mail has been around for a while, it should not be necessary to instruct callers to leave their name, phone number, date, etc.
- Suggest a time limit for the greeting (10-15 seconds is best). If a longer greeting is necessary, tell the caller how to bypass it—up front.
- Suggest that employees write their greeting down and read it aloud before recording. Greetings should sound natural.
- If an employee anticipates an extended absence, the greeting should indicate when he or she will return and direct the caller to someone who can assist. If the employee will be checking voice mail while away, assure the caller that leaving a message will result in a call back.
- Holiday greetings should indicate when the office will re-open. An emergency contact name and number may be in order.
- If your secretary or assistant screens your calls and it is his or her voice that the caller will hear, be sure it is clear that the caller has reached your office.
- If your policy will be distributed to a help desk or other ACD group, include specific instructions for wording initial greetings and repeat greetings. (Include examples.)
- Establish a policy on humorous greetings and be specific about what is allowed. Emphasize that sensitivity and courtesy are far more important considerations than humor.
- Establish a standard for prompt return of calls, and discourage employees from using their voice mail just to avoid taking calls.
- Check with other departments. If the school has no campus-wide policy, invite others to share your handbook.

1997 ACUTA Events Calendar

Winter Seminar
January 19-22 • Ponte Vedra Beach, Florida
Track I: Negotiating in a New Era of Local and Long Distance Competition
Track II: Integrating Networks

Spring Seminar
April 20-23 • Las Vegas, Nevada
Student Services and Revenue Generation
26th Annual Conference & Exposition
July 13-17 • Atlanta, Georgia
"Connecting Education to the Future"

Fall Seminar
October 19-22 • Albuquerque, New Mexico
Track I: Strategic Planning & Team Management
Track II: Hot Topic in Telecommunications
A Few Words of Advice

Jane Ford, Dir. of Telecommunications
College of the Holy Cross

As a "Bell Brat," the daughter of a strong Union tech who believed in God, Country, and Ma Bell, I grew up knowing the best thing America had to offer was the phone company. Someone who could do it all. (I also knew that Greg Brady was the man I would marry...) Then, as I was about to graduate from college, my dad sat me down and gave me the now famous talk: The Phone Company was breaking up!

Dad explained that there would be local providers and long distance providers and that they would never be one. New England Telephone would give me my local service and AT&T would allow me to call my roommates from Connecticut and Rhode Island. I was so torn—I loved them both.

As a mature telecom brat working 9 to 5, I grew to love New England Telephone and AT&T separately and equally—I even accepted NYNEX. Then AT&T split into three companies. Where is my dad? Where is my stock broker? Where is Greg Brady?

Dad says not to worry. The Telecom Act of 1996 has ended life as we know it. But he gave me some advice, which I'll share with you:

1. Remember, YOU control your university's fate in telecommunications.
2. Communications is important.
3. Always get a detailed RFP out to the correct vendors.
4. Double check all minutes, monthly fees, cancellation fees, signing bonus moneys.
5. Always look the provider in the eye and be fair.
6. Remember you are good at your job.
7. Always be a lady (or a gentleman).
8. Always remember that you know more than the provider.
9. Most importantly, remember that you love that job of yours, and part of the reason you love it is because it's always changing. That means you will always be challenged, and sometimes all you can do is sit back and wait. Be flexible, be knowledgeable, and accept that right now telecommunications is a tough place to be making decisions.

I plan to take my dad's advice and enjoy this time of change. What goes around always seems to come around: clogs...bellbottoms...polyester...Brady Bunch reruns... (But do you think I should keep waiting for Greg?)

ASSOCIATION OF COLLEGE AND UNIVERSITY TELECOMMUNICATIONS ADMINISTRATORS

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Board Report

The following were agenda items at the Board Conference call of Dec. 5, 1996:

• Discussion of the Institutional Excellence Award. Please be sure to read the front page article in the December ACUTA News and consider nominating someone who has made a significant contribution to ACUTA and the telecommunications field.

• It was reported that TeleSoft has committed to a two-year sponsorship of the Student Papers Awards Program. There will be three prize winners and the award will cover expenses and a cash prize at the Annual Conference.

• Membership growth has been good this year with over 800 member schools and an increase of 25% in corporate members.

• The Board is reviewing proposals from candidates to facilitate and update our strategic plan as it relates to our mission and continued growth.

• The Membership Committee is in the process of enlisting state coordinators. If you are contacted, please consider serving and help with your input into the organization.

• The Vendor Liaison Committee is discussing the format of an on-line product and service database from the ACUTA Web site, and "hot links" to Corporate Affiliate members. They also discussed focusing of exhibits to match seminar topics.

• The Legislative/Regulatory Affairs Committee will be sending notices to ACUTA members regarding the FCC Detariffing Order and a proposal for telecommunications discounts to K-12 schools and public libraries.

Respectfully submitted,

Buck Bayliff
Wake Forest University
ACUTA Secretary/Treasurer
President's Column (Cont'd)
campus telephone directory. According to Commetrex, fax communications continues to account for 10 to 15% of most organizations' telecommunications budgets, rising to the 25% range for organizations that use fax communications as a primary means of conducting business. The technology is an integral part of office communications culture and provides an ideal solution to the problem of getting documents across campus, across town and around the world. It's faster than a courier and provides more flexibility and delivery options than a telegraph or e-mail. The integration of enterprise fax servers into campus LAN/WAN networks has become an economical next step and natural extension of network functionality as knowledge workers continue to embrace and use the technology in a multitude of ingenious ways. "Just the fax, ma'am."

ACUTA Journal: Second Issue Topics
The Publications Committee has published the list of suggested topics for the second issue of the ACUTA Journal. To submit an article on one of these topics, or any other subject, please contact Pat Scott at the ACUTA office via e-mail (p.scott@acuta.org) or phone 606/278-3338. First drafts of articles for the second issue, to be mailed to members June 1, are due no later than February 1.

Theme: Financing Telecommunications/Student Services

I. Off-Campus Services
1. Using HDLS/ADSL to extend beyond the campus
2. Working with the LEC to provide reasonably priced ISDN to off-campus users
3. Dial-up networking: How do we fund the growth of modem pool services?
4. Off campus services: dial tone and long distance

II. Restructuring Existing Revenue
1. New business opportunities and the decline of the historic revenue streams
2. Emerging rate structures for the data network; how to fund the enterprise when the telephone is a networked PC

III. New Service Impacts
1. Smart card/One card revenue
2. Prepaid Calling Cards
3. New revenue opportunities and their potential
4. Leverage your own CATV system to offer premium services or your own programming content to generate revenue.
5. Generating revenues from installation of ethernet in residence hall rooms.
6. The impact of ISDN and telecommuting on revenue generation.

IV. Changes to the Operations Paradigm
1. What is the potential of becoming an Enterprise LEC (ELEC)?
2. Marketing and packaging services: what works?
3. Unfair competition: What is—what isn't?
4. Balancing service delivery and profit generation objectives private and public institution perspectives
5. University/supplier alliances and brokered services
6. Merging data communications projects into the service revenue approach used by telecommunications organizations
7. A-21 compliance in this new world.

ACUTA Committees at Work
Membership Committee
Kellie Bowman
ACUTA Membership Development Mgr.
Following the tradition of Margie Milone who served as Membership Director for several years, the Membership Committee under new Chair Terry Wallace is approaching the list of charges handed down by the Board of Directors with enthusiasm and optimism.

Our first charge, and our top priority, is recruiting State/Province Coordinators. Presently 16 states and one province need a Coordinator. In the coming weeks, committee members will be concentrating on filling these vacancies.

Coordinators are being asked to encourage communications among members and prospective new members. They will gather information and provide feedback to the ACUTA Board and the committee chairs who can be most instrumental in improving services and programs. Coordinators will also be instrumental in providing a structure for answering members' questions, evaluating member services, promoting institutional excellence, providing recognition to members, and increasing attendance at events.

The Committee will also devote considerable energy to planning and implementing membership drives for nonmember institutions and corporations.

The new Membership Committee includes: Terry Wallace, Committee Chair, Pepperdine Univ.; Patricia Biller, Charles Co. Comm. College; Michael Bonafair, Shipensburg Univ.; Diana Cartwright, Wayne State Univ.; Howard Meadows, Univ. of So. Calif.; Paul Petroski, Univ. of Maryland, Baltimore; Donna Borden, Univ. of Delaware (Board Advocate); Kellie Bowman, ACUTA; Jim Cross, ACUTA President, Michigan Tech. Univ.; and Jeri Semer, ACUTA Executive Director.
Reimbursing Personal Calls

Pat Searles, Deputy Director/Academic Technical Services at Cornell University, recently turned to the ACUTA listserve to learn how other campuses are handling personal call reimbursements. One of several creative solutions to this problem was offered by Kathy Wachowiak, Director of Telecomm at University of Wisconsin, Stevens Point (kwachowi@uwsp.edu).

“We recently changed our procedures for faculty/staff personal calls,” Kathy responded. “We have always allowed staff to make reasonable personal local calls; however, long distance was not allowed. A calling card had to be used. We have a Lucent Technologies G2.2 telephone switch. We added another outgoing dial access code, ‘7’ in addition to ‘9.’ Nine remains for business calls as well as personal local calls. Since faculty/staff stations do not require an authorization code, we were looking at a way to keep business calls the way they were and force an authorization code for personal long distance calls from the same station.

“Adding ‘7’ allowed us to do that. Staff now get an authorization code from us, just as our students do, for personal long distance calls from their work station. Faculty and staff get a phone bill, just like the students, with a discount and the same tax calculations. It is very popular and it’s added to our long distance revenues. Faculty and staff still have the option of using their calling card if they prefer.”

“Bill Cleveland of the University of Iowa was very helpful, too,” says Pat Searles. “He had already written his policy manual, and he sent me a copy of the section that dealt with this issue.” (You can reach Bill at bcleveland@blue. weeg.uiowa.edu.)

For information about subscribing to ACUTA’s listserve, contact Aaron Fuehrer at 606/278-3338 or e-mail afuehrer@acuta.org.

A Year in Review
...or Farewell 25, Hello Future

As I write this column it is two days before Christmas, and I am truly amazed at how quickly the past year has flown by. Thinking back on 1996, it was a year of excitement, challenges, and ambitions for the future of ACUTA.

1996 featured a year-long celebration of ACUTA’s 25th Anniversary. Through special “Milestones” newsletters, a gala banquet at the Annual Conference, creation of a Silver Anniversary Time Capsule, commemorative membership pins, and a special logo, we celebrated the accomplishments of the last 25 years.

1996 also brought the inauguration of the ACUTA listserves. Perhaps some visionary association leaders guessed how popular this new service would become in a few short months. But few could have foreseen that over 400 members would subscribe in less than a year, and the number of messages would range from 10 to nearly 50 on a daily basis. I am continually impressed with the depth and richness of the knowledge that is shared among ACUTA members through this new communications vehicle.

1996 also saw the foundation laid for a major step forward in the evolution of ACUTA. The Board of Directors approved the creation of the Journal of Telecommunications in Higher Education, a quarterly publication that will debut in March, 1997. A wealth of articles for the first Journal are being reviewed by an Editorial Board of experts in the field, and the vendor community has enthusiastically stepped forward with advertising support. We look forward to your reaction to the first issue this Spring, and welcome your comments as we refine the publication.

In an era of information overload, knowledge, experience and wisdom are far more valuable than raw information. Through the listserv and our publications, ACUTA strives to transform raw data into usable information tempered with the experience of hundreds of colleagues in university telecommunications management. Every member who contributes to the listserv discussions, writes an article for the ACUTA News or the Journal, or contributes documents to the Resource Library helps to achieve this goal.

Have a wonderful New Year, and I hope to see you at an ACUTA event in 1997.

Editorial Board Named

The following people have been selected to serve on the Editorial Board of the ACUTA Journal:

- Stephen Doster, Telco Research
- Bill McFarland, Anixter
- Ruth Michalecki, Univ. of Neb./Lincoln
- Robert Sansom, FORE Systems
- Mark Kuchefski, Indiana University
- Ray Horak, The Context Corporation
- Mick McKellar, Michigan Tech. Univ.
- Marv Peck, Emory University
- Gene Sherron, Florida State Univ.
- Pat Scott, ACUTA Communications Mgr.

This Board will review articles submitted for the Journal and advise as to their suitability based on technical merit as well as perceived benefit to the membership. We appreciate their willingness to serve the Association in this capacity.
FCC: Carrier Interconnection Order
The Eighth Circuit Court of Appeals in St. Louis is scheduled to begin hearing oral arguments regarding the FCC’s Common Carrier docket 96-98 on January 17. Segments of industry, states, and government agencies are lining up on both sides of these issues.

The States
With the pending court action noted above, several of the states are acting under their authority over pricing of interconnection, bundled network elements, and wholesale pricing. During the past month, about 10 states have established discount standards to be used by the Local Exchange Carriers (LECs) and the Competitive Local Exchange Carriers (CLECs). Most of these seem to fall in the percent range of 17% to 25%. It is interesting that these are within the range suggested by the FCC in order 96-98.

FCC: Audits
The ACUTA listserv has had a number of references to the use of University equipment, telephones in particular, for personal reasons. (See related story, page 4.) According to Telecommunications Reports (TR, 12/2/96), the FCC has the same problem. Cellular phone service cost the FCC five times as much in 1995 as in 1994, reports the FCC’s Office of Inspector General. The audit, says TR, found that employee abuse of phone privileges was the primary cause of increased costs.

The IRS
The IRS has requested comments by February 11 on proposed regulations relating to the tax treatment of certain transactions involving the transfer of computer programs. This may classify these transactions as sales, licenses, or leases under provisions of the Internal Revenue Code and tax treaties. If this includes transfers over the Internet, it could be of concern to ACUTA members. (More information can be found in the Nov. 25 Internal Revenue Bulletin No. 1996-48.)

Inter Exchange Carrier Rate Increase
All of the “big three” IXC’s have recently announced rate increases for many commonly used interstate calling services, ranging from about 2% to about 6% depending on the service involved.

Interstate Long Distance Tariffs Eliminated
The FCC has issued an order that will eliminate all interstate long distance tariffs after a nine-month waiting period that began December 22. ACUTA’s Legislative and Regulatory Affairs Committee has completed a white paper providing details on this issue. One copy has been mailed to the primary representative of each campus and each corporate affiliate.

Block it, again
The list of troublesome area codes that you might want to block grows day by day. (See December ACUTA News.) Thanks to Ed Lear of Northern Kentucky University for these additions:

- Anguilla ................................ 264
- British Virgin Islands ................ 284
- Dominica ................................ 767
- Grenada .................................. 473
- Jamaica .................................. 876
- Montserrat ................................ 664
- St. Lucia ................................ 758
- St. Vincent/Grenadines .............. 784
- Trinidad & Tobago .................... 868

There will also be two new caller-paid “800” numbers: 880 and 881.

WCU on the Cutting Edge
Western Carolina University Chancellor John W. Bardo (left) and Steve Nielsen, president of Globe Communications Inc., cut the ribbon signifying the official opening of ResNet, the computer network linking residence halls at WCU to the campus network and to the Internet. When ResNet went online earlier this semester, Western became the first public university in North Carolina to have in-room access to the Internet for every student in every residence hall. Globe Communications Inc., a Gainesville, GA company, installed the wiring for the network, as well as a significant amount of both fiber and twisted-pair wiring through the campus.

Bob Olson is Western Carolina University’s ACUTA representative.

New Members

December, 1996
Institutional Member
- Dordt College, Sioux Center, IA. David Netz, 712/722-6043; Tier 1

Corporate Affiliate
Copper Level
- Advantage Communications, Inc., West Chester, PA. William T. Bradfield, 610/399-9314
Update...

Position Available: Northwestern Univ., Director of Telecomm & Network Services

Seeking motivated professional with significant knowledge of the NORTEL SL-100 switch platform to fill a critical need in support of ongoing operations & expansion of new switched services. Qualifications: Min. 2 years technical operational support for the SL-100 or comparable central office sized PBX, & working knowledge of switched voice & data services, SONET, ATM, Frame Relay, & SS7. Working knowledge of databases and switch technical certifications a real plus. Competitive compensation & benefits pkg. Submit resume to: Gary T. Corbett, Dir. of Telecommunications & Network Services, Leverone Hall, 2001 Sheridan Road, Evanston, IL 60208

If it sounds too good to be true, it probably is! If anyone calls you at home and asks if you'd like to receive a Corel Suite for FREE, tell them you don't have a computer. One individual was robbed after agreeing to participate in "Corel's give-away program." He told them, over the phone, what kind of computer he had and when he would be home, or when he wasn't, so he could receive his FREE package. The next day, he was robbed. Corel's legal department says yes, this is a real scam.

"New Chalk" applies technology at UNC Chapel Hill: A new biweekly electronic newsletter being produced by two divisions of Information Technology Services at UNC Chapel Hill explores the uses and applications of networked instructional technologies from a faculty point of view. Practical examples of the use of new technology in the classroom will be featured in each issue. Read the latest at http://www.unc.edu/courses/newchalk/

Technology Stats: According to a survey reported in The Chronicle of Higher Education (11/22/96, pA21), 25% of college courses use e-mail, up from 20% last year. For the previous year the growth rate was about 12%. More than half the schools surveyed had a technology resource center for faculty, but only one in eight rewarded their faculty for the time they spent integrating information technology into their teaching methods. About half the faculty surveyed had computers, but fewer than one-third of the students did. One in seven campuses surveyed uses a private company to provide students with Internet accounts.

Fast wireless Internet access: Ricochet service from Metricom offers faster data rates than the other wireless services at about half the cost of regular cellular carriers. The service is available only in limited geographic areas, but schools such as the University of Oregon are successfully using the technology campus-wide, eliminating long waits for networked computers in the lab. For more details, see Information Week (11/18/96, p136).

Dordt College Receives Communications Grant: Dordt College is one of the 25 colleges in the Iowa College Foundation that will join in the Communications Technology Challenge Program resulting from the Carver Trust's three-year, $3 million matching grant to the foundation. According to David Netz, Dordt's chief information officer and ACUTA rep, the Carver and matching funds will add approximately 25 percent to the college's annual budget for communications technology purchases and maintenance. One item on their long list of projects is the completion of the campus-wide fiber optic backbone, linking all campus buildings. The college has just installed a state-of-the-art electronic catalog system, and last year, through a cooperative arrangement with the local Mutual Telephone Company, upgraded its Internet access to a T-1 line. Network upgrading also means purchasing additional servers to meet the growing user demands on the system. On the wish list is a back-up server and a centralized network switching hub.

A computer in every room: Diba, a California start-up headed by a former Oracle executive, is designing 42 separate computers they call Interactive Digital Electronic Appliances (IDEAs). These single-purpose machines will be priced economically between $150 and $300, low enough to be affordably scattered around the average house. For example, the Diba Mail machine is a tiny e-mail/fax machine about the size of a telephone answering machine. Diba Internet is a VCR-like box with a remote control for Web surfing, and Diba Kitchen is a handy little under-the-counter recipe box and ingredient calculator. Other appliances tackle everyday tasks such as searching for phone numbers and paying bills, etc. For more information, read Popular Science (11/96, p 26).