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ACUTA NEWS

THE VOICE OF
TELECOMMUNICATIONS
IN HIGHER EDUCATION

Association of College & University Telecommunications Administrators

May 1995

ACUTA takes "The Video Highway" to Kansas City

Spring Seminars present Management and Technology view of video on campus

April 9-12 found some 200 ACUTA members and other telecommunications specialists in Missouri for the Spring Seminars. Choosing either the Management or the Technology Track, attendees looked at all aspects of "The Video Highway: Can We Get There from Here?"

ACUTA President Randy Collett welcomed everyone to Kansas City and set the tone for the days ahead. Quoting Dr. Ed M. Elliott, President of Central Missouri State University, he predicted, "In the future there will be no campus: Every city and town across the country will be the campus, and every school and perhaps every home will be the classroom."

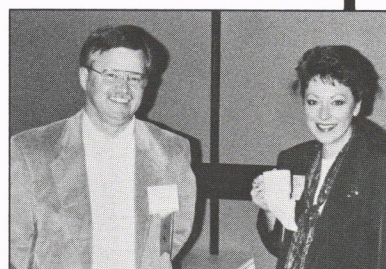
Everyone who participated seemed to agree that video as a technology is not coming—it's here. "The need to know more about the impact of video on our campuses helped us shape this seminar," commented Program Committee Chair Jan Weller, from the University of Kansas. "The committee recognized video as one of the technologies that will be expected of tomorrow's campus, so we wanted to bring ACUTA members up to speed today."

Dr. Jerry Niebaum, Executive Director of Information Tech Services at the University of Kansas, commended attendees for participating

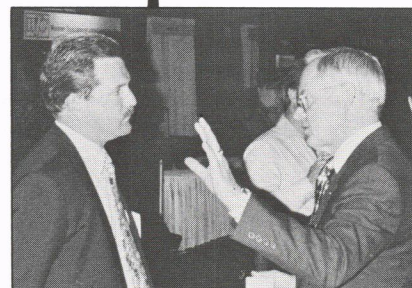
in the event, saying, "It is not sufficient any longer that we just provide good service for our institutions. We must be advocates for technology; champions for the value of the services that we provide. We are here because we believe that technology can improve the quality of our institutions. And that's a belief that is not necessarily shared by all with whom you work. Your presence signals your willingness to accept that role as champion."

The Keynote Address, entitled "Off-Ramps and On-Ramps to the Information Highway," was delivered by Dr. Karen Mailliard, Vice President, Human Resources Development at Sprint. Dr. Mailliard brought a unique focus to the topic, coming from a background that includes not only corporate training for more than 50,000 Sprint employees but also service on the Kansas Board of Regents as Chair of Fiscal Affairs and Chair of the Telecommunications Committee.

See "The Video Highway..." on page 4



Attending their first ACUTA event were Jayne Pitts-Hibberd, Media Specialist at Northern Elementary School, Georgetown, KY, and her husband, Grover Hibberd, Director of Information Technology Services at Georgetown College.



The ACUTA network continues, as Harvey Buchanan, Florida State University, and Gerald Skinner, Compco, discuss mutual interests in the exhibit area.

Candidates prepare for election

Pat Searles
Cornell University
ACUTA Immediate Past President

The Board of Directors has approved a slate of nominees to present to the membership for election to the Board. Their terms begin at the Annual Conference in Orlando this July.

Ballots will be mailed to voting members May 19 with instructions to return a written vote postmarked by June 9. Ballots postmarked after that date will be disqualified. Faxes and phone votes will not be accepted.

See "Candidates..." on page 5

Achievement Award Nominees

Pat Searles
Cornell University
ACUTA Immediate Past President

ACUTA Achievement Awards are presented at the Annual Conference to ACUTA members, associate members, and affiliates for contributions to ACUTA, higher education, and the telecommunications profession. The Achievement Award committee, composed of Past Presidents Coley Burton, Paula Loendorf, and myself, is soliciting nominations for these awards.

See "Achievement Award nominees" on page 5

INSIDE...

- 2 Board report
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- 11 From ACUTA Headquarters

Board Report

ACUTA Board reaffirms goals and objectives of strategic plan

The ACUTA Board reviewed and reaffirmed the major goals and objectives of the ACUTA Strategic Plan. The planning session focused on outstanding action items/events, key areas of the plan that needed to be adjusted, top priorities, resources, lead responsibility, and accomplishments to date. The Board also developed targeted start dates and resource requirements for key action items in FY '95-'96. The updated document and key priorities will be presented to the membership at the ACUTA Annual Conference in Orlando in July.

Other items on the agenda included:

- Orlando Annual Conference planning
- 25th Anniversary Committee
- FY '95-'96 budget development
- Institutional Excellence Award nominations
- Electronic access project update
- Nomination/election policy
- ACUTA journal committee recommendation
- Local event procedure manual
- Emeritus benefit policy
- Publication of Member Needs Assessment Report
- ACUTA seminar/conference site selection guidelines
- Committee reports

Submitted by
Dr. James Cross, Michigan Tech
ACUTA Secretary/Treasurer

Dues notices will mail in May

From publications to professional development to peer networking, ACUTA membership has for 24 years proven its value to telecommunications professionals in higher ed.

Early in May you should receive your notice for 1995-96 dues indicating payment due by July 1. Please check the information shown on your dues notice carefully, making corrections before returning it with your payment.

With technology changing rapidly and responsibilities in telecommunications departments on our campuses increasing, you can't afford not to participate in ACUTA. It's the *only* association dedicated to helping you do a better job in meeting the telecommunications needs of your campus.

For more information about dues or invoices, contact Eleanor Smith, ACUTA Business Manager, at (606) 278-3338.

Committee named to plan for 25th Anniversary

A committee has been named to plan for the celebration of ACUTA's 25th anniversary in 1996. With Past President Mal Reader, Univ. of Calgary, as Chair, the committee includes other Past Presidents Mike Grunder, Yale Univ., and Steve Harward, Univ. of North Carolina; Membership Committee Chair Margie Milone, Kent State Univ.; Incoming President Dave O'Neill, Washington State Univ.; Sec./Treasurer James Cross, Michigan Tech. Univ.; Marketing Committee Chair Maureen Trimm, Stanford Univ.; and staff members Jeri Semer, Executive Director, and Pat Scott, Publications Editor.

Watch for exciting announcements related to our celebration of this special anniversary!

Association of College and University Telecommunications Administrators ACUTA NEWS, Volume 24, No. 5

PRESIDENT: Randal Collett, Central Missouri State University

PRESIDENT ELECT: David E. O'Neill, Washington State University

SECRETARY/TREASURER: Dr. James S. Cross, Michigan Technological University

IMMEDIATE PAST PRESIDENT: Patricia Searles, Cornell University

DIRECTORS-AT-LARGE: Buck Bayliff, Wake Forest Univ.; Linda Bogden-Stubbs, SUNY Health Science Center; Bruce McCormack, Brock Univ.; Anthony J. Mordosky, Millersville Univ.

COMMITTEE CHAIRS: *Legislative/Regulatory*—Ferrell Mallory, Brigham Young Univ.; *Marketing*—Maureen Trimm, Stanford Univ.; *Membership*—Margaret Milone, Kent State Univ.; *Program/Education*—Jan Weller, Univ. of Kansas; *Publications*—Mark Kuchefski, Indiana University, Bloomington; *Vendor Liaison*—Dave O'Neill, Washington State Univ.

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President's Message

You may recall that in some of my earliest remarks as ACUTA President I indicated this would be a year best characterized by "fits and starts." I also indicated that this uncertainty should not be cause

for alarm. Rather, it should be expected, due to the change in governance of our organization.

I think it's a fair characterization to say that your Board of Directors, Committee Chairs, and members of the ACUTA staff were on a steep learning curve during our most recent meeting in Kansas City. Our objective was quite simple in description—extremely difficult in implementation.

As background, ACUTA completed a Strategic Plan for our Association back in 1992. And even though the Board made no decisions without the Strategic Plan in mind, it had never been formally adopted. Obviously, it was time to: (1) update the document; (2) establish some guidelines for its formal adoption by the Board; and most importantly (3) develop a process for an annual review.

We elected to use one and one-half days preceding the Kansas City seminar as a Strategic Planning Retreat. During this time, the Board reaffirmed the mission statement of ACUTA and the five goals of the Association. That was the easy part, for our mission and goals really remain unchanged since the plan was originally drafted.

The Board, committee chairs, and staff then broke up into work groups to determine the validity of the sixteen objectives supporting our five goals. We also used work groups to discuss the viability (and any necessary changes) of all the strategies in support of our stated objectives.

We added a 1995–96 focus by having the committee chairs prepare and present any and all projects for the coming year. These projects were presented in the context of how they applied to the strategic plan and which objective was being addressed by the recommended action. With an eye to the assembly of next year's budget, each was asked to attempt to attach resource requirements for each recommendation.

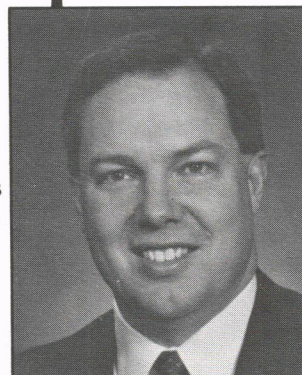
If this sounds a little formidable, I think it's fair to say that there was more than just a little discomfort among the participants. After all, this was the first time through such a process! Yet, at the end of the session, each of us felt that such a process will be necessary to keep ACUTA's strategic plan foremost in our governance of the Association.

Now, our plans are to take all the input from the Kansas City planning session, incorporate any changes to the draft document published in June of 1992, and get Board approval for ACUTA's Strategic Plan at or before the Orlando Conference. We will also publish the results of the Member Needs Assessment completed in 1993.

By virtue of this process, then, our plans for 1995–96 should essentially be in place. Additionally, we'll have a great start on the budget that's so important in our ability to deliver quality programs.

We all recognize that formal approval does not end the process. It's clear that annual review of this plan is essential to keep a strategic focus for the governance of the Association. We'll also need a regularly scheduled update of our Member Needs Assessment information. We gained a lot of experience in the development of this process, and I'm convinced that our collective pain will pay off for ACUTA!

See ya' next month.



Randy Collett

ACUTA President

Save
\$50:

Register
by
June 16

24th Annual Conference

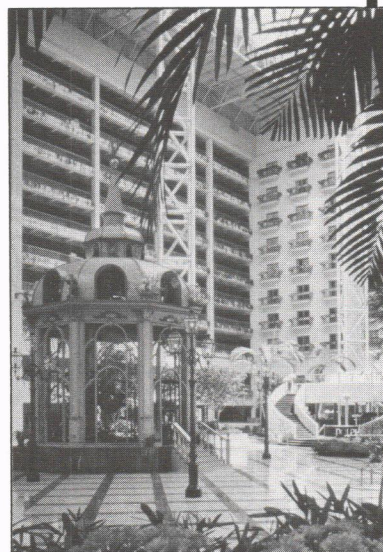
July 16–20, 1995

Stouffer Renaissance Resort

Orlando, Florida

Keynote Address

Pulitzer Prize nominee Walter S. Mossberg will be our Keynote Speaker. Mossberg's Personal Technology column in *The Wall Street Journal* covers issues and products such as interactive multimedia software, online services, the Internet, electronic publishing, and more.



- Speakers
- Breakout Sessions
- Networking
- Exhibits
- User Groups
- Show 'n' Tel-ecom
- Awards
- Annual Banquet

The Video Highway...

Continued from page 1

In her address, Dr. Mailliard told her audience, "The issue is not the technology; the issue is what we do with it and how we pay for it.... Technology will enable us to avoid duplication, cut delivery costs, and reach everyone everywhere."

As she continued, she suggested that video delivery technology would require a mindshift so that we become collective producers of education, not individual consumers. "We need to reposition traditional goals of education into a customer benefit focus," she advised.

In a general session entitled "Introduction to Video," Ned Lamont, President of Campus Televideo, told the audience about some of the many applications video retrieval has for today's campus. "Video seems to be the driving force," he remarked. Since students want it in the residence halls and are willing to pay for it through room rates or activity fees, administrators should design the infrastructure to allow customized campus programming with electronic add-ons as the need or opportunity arises," he advised.

"Being able to buy programming wholesale off the satellite allows the university, at their discretion, to generate the cash flow necessary to build the voice and data system along with it," Lamont continued, adding that "video on demand is the pot of gold at the end of the rainbow." He further suggested that consumer technologies—such as home shopping—could be used to support educational applications.

Attendees who like to hear the nuts and bolts of other campuses' operations enjoyed the general session entitled "Integrating Information Systems." Presented by Sue Fisher and Robert Vietzke of the University of Connecticut and Tim Beekman, Dynacom Information Systems, this presentation included slides, video, and an interactive portion.

Since the Spring of 1993 when Communications Services at the University of Connecticut was given responsibility for video in addition to voice and data, Sue Fisher and her staff have gone from the "hoot and holler" equipment they inherited to a seamless network providing universal access. Their system addresses the needs of some 86 academic buildings on campus with 12,000 telephone lines and 5,000 cable TV subscribers and a large number of classrooms wanting cable. Facing down some challenges such as how to put satellites safely on top of 100-year-old buildings and how to maintain PCs in distant classrooms without adding staff, they have developed a partnership that involves University of Connecticut Communications Services, the School of Education, Windham Public Schools, Southern New England Telephone, and Dynacom.

Audio Tapes Available

For \$75, you may purchase audio tapes from either the Management Track or the Technology Track, both of which include the keynote address and general sessions, or order both tracks for \$105. (Sorry, separate tapes of single sessions are not available.) For more information on how to order tapes or handouts, call Kellie Bowman at (606) 278-3338.

◆ Keynote address

"Off-ramps & On-ramps to the Information Highway"
Dr. Karen Mailliard, Sprint

◆ General Sessions

Intro to Video

Ned Lamont, Campus Televideo

Desktop Video Connectivity: The Future

Tony Dandridge, AT&T

Integrating Information Systems

Sue Fisher & Robert Vietzke, Univ. of Connecticut
Tim Beekman, Dynacom Information Systems

Vision 2005: The Cybernauts Are On the Prowl

Dr. James Cross, Michigan Technological Univ.

C U See Me: Internet Video Teleconferencing

Pat Searles, Cornell University

◆ Management Track

Campus Video: Enhancing the Educational Mission

Rudy Richardson, Rand Assoc. Ltd.

Jerry Barnes, Falls Earth Station

The Video Highway on the Electronic Campus

Mike Grudzinski, Dave Sherry, & Rich Slaten
Northwest Missouri State University

Campus Cable Law for the Layperson

Jim Bilello, Films, Inc.

Video Strategies on Campus

Ronald Migliaccio & Barry Spillberg
FMS Telecommunications

The Virtual Classroom: Is It Effective?

Frank Nainoa, Univ. of Southern California

◆ Technology Track

Video Tech: Pay per View, Video Retrieval, Digitized/ Packetized Video, Computer Based Video over Twisted Pair, HDTV

George McIlvaine & David Chang
Scientific Atlanta

Video Technology: Headend/Earthstation, Uplink/ Microwave, CTV Classrooms & Headend Interface, Equipment Discussion, Distribution Systems

Pete Daly & Chuck Cummings
Campus Televideo

Their lofty goals include utilizing in-place systems to create a user-friendly system providing a high grade of service and reliability while positioning for growth. Their presentation left the audience believing they would accomplish their goals and more.

Additional presentations provided examples of what other campuses are doing in video. The Program Committee thanks all who participated.

DC at a glance

Whitney Johnson
Northern Michigan University

Telecom Legislation...
Broadband Auction...
Bellcore on the Block

The Senate Commerce Committee on March 23 voted 17 to 2 to send to the floor of the Senate the proposed **Telecommunications Competition and Deregulation Act of 1995**. Many expected this bill (S652) to be on the floor for a vote before the Spring recess began. In spite of the interest in fast action by Senators Dole, Hollings, and others, the vote was not scheduled but was delayed to give everyone time to read, study, and understand the bill when it gets to the floor. Vice President Gore has indicated that the President may veto S652 as currently written. The administration is concerned about (1) the provision on cable TV rate deregulation, (2) the limited role of the Justice Department review of RHC entry into long distance service markets, and (3) the absence of a ban on mergers between telcos and cable TV companies in the same area. A vote on the floor of the Senate may occur late in April. Representative Gingrich has indicated that a House vote on telecom legislation will likely be in May or June and the bill is expected to be on the President's desk by July 4. (*Telecommunications Reports*: 3/27, 4/3, 4/10)

According to the *Chronicle of Higher Education* (4/7/95), deregulation of many aspects of the telecommunications industry could turn out to be a good deal for higher ed. Says Educom VP Mike Roberts: "There's at least two or three hundred million dollars in savings for higher education over the next five years because of the competition and new technologies." Allowing long-distance companies, local phone companies, and cable TV companies to enter each other's businesses should spur investment in the information superhighway and lower phone rates at the same time.

Senators Leahy, Kerrey, and Kohl have spon-

sored S714, the proposed "**Child Protection, User Empowerment, and Free Expression in Interactive Media Study Act**." This is a moderate alternative to some of the current activity in Congress to stop the distribution of obscenity over the Internet. The Communications Decency Act of 1995 (S314) was referenced in the March ACUTA News. In general Internet users want to put what they want on the Internet with no consequences. If ACUTA members have concerns about what is out there and how the University may become legally involved, you need to get in touch with the local office of your Senator and/or Representative.

The FCC personal communications service (PCS) Broadband Auction nets big bucks! The total is \$7.7 billion. Among the big spenders, Wirellessco L. P. (including Sprint and others) bid \$2.1 billion and won 29 licenses including New York, San Francisco, Detroit, and Dallas. AT&T bid \$1.68 billion for 21 licenses covering Chicago, Boston, Washington, and Philadelphia. Pres. Clinton praised the FCC for this auction as a step in "implementing the administration's 'reinventing government' initiatives."

The seven regional Bell operating companies are planning to sell their jointly-owned research facility, Bellcore. "It is going to be sold. The key question is how are we going to get rid of it," says one executive in *Investor's Business Daily* (4/7/95). Options include opening the company up via a public offering, or selling it to an institution or a group of companies. Several large companies have been mentioned as possible buyers including Lockheed Martin IMS, who took over Bellcore's "800" number assignment role a few years ago. Bellcore holds 520 U.S. patents and 150 international ones.

Candidates...

Continued from page 1

The candidates are:

- **President-elect:** Dr. James Cross, Michigan Technological University
- **Secretary/Treasurer:** Anthony Tanzi, Brown University
- **Directors-at-Large:** Fred Damkroger, Kansas State University; Sean Kineen, Boston University; Marianne Landfair, Indiana University System; Bruce McCormack, Brock University (incumbant); Anthony Mordosky, Millersville University (incumbant); and David Quimby, St. Norbert College. (From this field of candidates, two Directors-at-Large will be elected to serve two-year terms.)

Serving on ACUTA's Board of Directors provides opportunity for professional and personal growth. It requires a commitment on the part of the individual as well as the institution for which he or she works. All of these nominees are to be commended for their willingness to serve the Association as Board members.

Achievement Award Nominees...

Continued from page 1

Many members are doing interesting and innovative things on their campuses and in their companies. Some successes are naturally born out of the constant explosion of technology, but others result from unique approaches to old problems prompted, in some cases, by the need to find ways to "do more with less." This award is one way we recognize members for their contributions and innovations.

Please think about who in our membership deserves recognition: Who have you turned to when you needed help? Who wrote an article or made a presentation that helped make you a hero or heroine? By your nomination, you will honor not only that person, but also ACUTA and our profession.

Submit nominations in writing by May 26 to Pat Searles, Cornell University, 200 Computing & Communications Center, Ithaca, NY 14853-2601. Fax (607) 255-8761. E-mail pas2@cornell.edu.

Benchmarks for your telecomm operation

Ruth Michalecki

*Director of Telecommunications
University of Nebraska/Lincoln*

Benchmark: A standard by which something can be measured and judged, says the American Heritage Dictionary & Electronic Thesaurus.

While telecommunications has led the way in creating a vocabulary in the past few years, management is running a close second.

Benchmarking is a series of ongoing processes for measuring and comparing the work processes of one organization (or one department within the organization) to those of another. The measurement can be either internal or external. While internal benchmarking can provide data on the current operation, external benchmarking helps the manager assess the differences between their operations and the external one(s) as to effectiveness, efficiency, cost, and performance.

For example, to discover how the number of resources used in your operation to perform a specific task compares to the "best-in-class," you need to match data from external sources to your internal data. This is especially valuable if the external source has been targeted carefully as to similar size and complexity. Ask:

- How well are we doing as compared with our peer organizations?
- Who is doing it best and how do they do it?
- Can we adapt their operation to fit ours?
- Can we be better than the best and what will it take?

Benchmarking is not done in isolation, but must always be a part of the objectives and goals of the telecomm organization. While benchmark data is not a prescription for cure, it can be a powerful diagnostic tool for identifying the problem as well as providing the internal team a starting point for discussion. We recently underwent an analysis of and comparison to data from several of our peer institutions.

Several areas were targeted. Our objective was to improve our performance in each.

Customer services—Our target was to find out the median time required to complete a telecomm work order. This is an area where a telecomm department can make great strides toward improvement through planning efforts. The analysis of how our peer institutions were doing in performing MACs (moves/adds/changes) led us to rethink our processes. As a result, we were able to reduce our average MAC times from one week to two days.

The major difference is our new proactive approach. The first step was to become involved with our fellow service areas responsible for planning and performing the physical office/staff relocations. Generally, we learned about

the relocations when the office occupants moved in and discovered they didn't have telephone service, which always ended up in our reacting to a crisis.

We started attending the planning meetings and making our customers aware of the need to keep our department in the loop from the start. Although this effort was successful, it still had a few cracks where things fell through. This led to customer interviews, newsletter articles, and customer visits in an attempt to close the information gaps.

When we were "spinning our wheels" reacting to one crisis after another, pulling installers off one job to take care of a crisis situation, we were not making efficient use of their time. Through improved scheduling efforts for MAC work, the new performance standard was met and is being maintained without adding technicians.

Mean time to repair (MTTR)—Be sure to measure both peak and off-peak hours. Although we are proud of our 24-hour operation, we found a serious gap in our maintenance service. There are several critical operations on every university campus where 24-hour maintenance service is necessary (power plants, police, health clinic). Our repair and installation work is outsourced to the local telco. This arrangement allowed us to negotiate for emergency services as required, and since they have technicians on duty around-the-clock, it was easier than it would have been if we had our own in-house technicians.

We have a large residential student population and although we don't consider their phone repair an emergency, it is important to them and to us. Students use the phone during the evening hours and on weekends, and if their telephone doesn't work, they don't like waiting until the next day to have it repaired. It was a simple process to extend our maintenance hours for the residence halls so we could respond to our customers' needs.

Calls to service desk and average time in agent's queue—It was heartwarming to discover we were "best-in-class" in this category. It did a lot for employee morale.

Percentage of customer surveys returned—An important benchmark. If the survey is short and to the point, and easy to understand, it will usually be filled out and returned. Our customer service survey form is a part of our automated work order process. A survey form is automatically sent to our customers upon completion of a work order.

The number and frequency of surveys are determined by a pre-defined percentage of work orders. We ask: Was the work performed to your

See "Benchmarks..." on page 7

CN

Communications News

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of *Communications News*.

Benchmarks...

Continued from page 6

satisfaction and was it what you requested? Did our estimate of costs match closely your final cost? Were the installers courteous? Did we meet our stated schedule?

Voice switches—We wanted to determine our technology status and its effectiveness in service customer needs. How cost-effective is the voice service? Comparison in cost categories is more difficult since there is such a wide variance in costs across the country. However, you can get a good idea of cost performances by adjusting for variances and arriving at a telecomm cost per business unit, percentage of sales, per faculty member, or some other relevant data.

The important thing to remember is the costs must be measured against a non-changing yardstick as much as possible.

Networks—How often are network services not available to customers? Also, measure the number of outages and their duration. Are total network costs competitive? Can existing networks route the traffic effectively and efficiently? Are the networks current with technology and is there a plan, with appropriate budget, to make required changes and enhancements?

End users expect consistent, high-quality services regardless of the problems created by installation of a new router or new circuit. Response time can be especially important to the users, so it is an important measure to the network manager. LANs and distributed data processing have increased the workload of network managers and—at the same time—management is looking at staff reductions.

Measuring number of users supported, volume of data traffic and complexity of networks against staffing levels can help defend the operation against staff reductions. Remember, just because you measure something doesn't necessarily mean you are managing it.

Long distance—How does your cost per minute compare with others? How easy is your long-distance service to use? Do you have adequate lines? This category is easy to measure.

Effective and efficient management is doing the right things in the right way, advice that is as true now as when it was first stated by management guru Peter Drucker. Successful benchmarking includes choosing the right basis for comparison, measuring the right things correctly and using the data to improve performance.

Benchmarking must be viewed as a launching point from which an organization or a department within an organization can begin a thoughtful, targeted improvement of their basic operation.

Be a Moderator/Monitor

Anne Apicella

ACUTA Program Committee

University of New Mexico

One reason for the continuing success of ACUTA's Annual Conference is the willingness of our members to pitch in and make it happen.

You can be a part of this success by serving as a moderator or monitor. A moderator introduces the speaker for a breakout session and makes him or her feel comfortable. (We try to match your duties with presentations you want to attend.) Biographical information is provided so your introduction can be personal, informative, and accurate. In Orlando, we'll have a get-acquainted breakfast for speakers and moderators.

As a monitor, you will distribute, collect, and tally evaluation forms; count attendees; and report any facility or audio/visual problems so they can be resolved quickly.

If you would like to volunteer:

- ✓ Review conference information as soon as you receive it (to be mailed mid-May).
- ✓ Call Lisa Cheshire (606) 278-3338 and choose the session you prefer.
- ✓ Await confirmation of your assignment.

It's a great way to get involved with ACUTA!

**Register
Today**

Mid Atlantic/New England Area

Local Event

Philadelphia, PA

June 12 & 13, 1995

Hosted by University of Pennsylvania

HOT TOPICS IN TELECOMMUNICATIONS

- System Management Tools for PBX
Rob Hamilton, Intecom
- Fiber Technologies & Implementation Strategies
Tony Beam, Siecor
- IVR Technologies: Key Elements for a Successful Application
Coopers & Lybrand
- Managing the Daily Telecom Operation
Panel Discussion

Additional topics to be announced

Accommodations

Penn Tower Hotel: \$89 per night
Civic Center Blvd. at 34th St., Philadelphia, PA 19104
Call (800) 356-PENN or (215) 387-8333 before May 12.
Mention ACUTA to qualify for special rate.

Registration

Cost to schools is \$50; companies, \$75
Mail registration to: Kellie Bowman, ACUTA
152 W. Zandale, Ste. 200, Lexington, KY 40503
Phone: (606) 278-3338; Fax (606) 278-3268

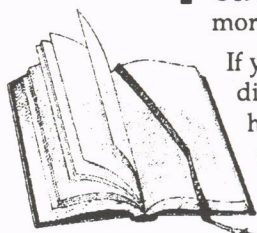
Information

Contact ACUTA Director-at-Large, Tony Mordosky
Millersville Univ., (717) 872-3341
E-mail: mordosky@mu2.millersv.edu

Books in review

The Oryx Guide to Distance Learning

©1994, The Oryx Press. William E. Burgess. For more information, call (602) 265-2651.



If you've ever wondered who is doing what in distance learning at the higher ed level and how they are doing it, this book will answer all your questions. With more than 400 pages, it provides, as stated in the introduction, "information on 298 institutions offering over 1,500 media-assisted courses for which academic credit can be earned. These include 116 main entries for universities or colleges, consortiums, public broadcasting stations, and statewide telecommunications services. Additionally, there are 182 entries for institutions that participate in consortiums, public broadcasting services, and telecommunication services."

Institutions in the Guide are arranged alphabetically by state, with each listing providing contact information, delivery systems (i.e., audiocassette, videocassette, broadcast television), a description of the institution (including historical information, admission requirements, tuition, library services/resources and more), and complete course descriptions.

Information is indexed at the back by subject, delivery method, and name of institution. So if you needed to identify schools offering, for instance, Business Administration via distance ed, or you wanted to locate all schools utilizing audio conferencing as a delivery method, this could be accomplished very quickly.

For the school embarking on distance ed or considering expanding an existing program, this book would be an excellent resource.

ACUTA thanks Oryx Press for a review copy of this book.

ACUTA Directory updates and new members

Welcome New Members

March 28 – April 25, 1995

Institutional Members

- Belmont University, Nashville, TN. Timothy W. Johnson, ph. 615/385-6491; Tier 2
- ChristChurch College of Education, Christchurch, New Zealand. Tom Gregg; ph. 64-3-343-7720; Tier 1
- Evangel College, Springfield, MO. Melody Brooks, ph. 417/865-2815; Tier 1

Associate Members

- Board of Regents - OIIT, Atlanta, GA. Dr. J. B. Mathews, ph. 404/656-6174
- Virginia Inst. of Marine Science, Gloucester Point, VA. Anna M. Fisher, ph. 804/642-7004

Corporate Affiliate

BRONZE LEVEL

- AMTELCO, McFarland, WI. Tom Curtin, ph. 608/838-4194

COPPER LEVEL

- Institutional Network Communications, Norcross, GA. Timothy Nunn, ph. 404/448-5700

Directory Updates

Please make the following additions and corrections to the '94-'95 ACUTA Directory:

- Pg. 96: Change e-mail address for Bill Orrick to borrick@wuvmd.wustl.edu.
- Pgs. 91, 113: New street addresses for Compass Consulting: Geoff Tritsch, 15 Brook St., Medfield; Dave Metz, 33 Morgan Rd., E. Greenbush. Dave's e-mail is dmetz@albany.edu.
- Pgs. 27, 39, 59: Change Robert Chisman (Southeast Missouri State) to Rodger Chisman.
- Pg. 75: New e-mail for Steve Harward: lsh.fac@mhs.unc.edu.

- Pgs. 48, 86: New info for Perry Lindberg, Pair-Gain Technologies: 14402 Franklin Ave., Tustin, CA 92680. Ph. 714-832-9922; fax 714-832-9924.

- Pg. 113: New info for Amelia Tynan, Assoc. Vice Provost for Info. Systems & Tech, Univ. of Arizona, Computer Center, Room 324, Tucson, AZ 85721. Ph. 520-621-4887; fax 520-621-6455.

- Pgs. 49, 85: Add a name to Sprint-Local Telecom Div.: Alan Lenio, 8140 Ward Pkwy., MS MOKCMP0309, Kansas City, MO 64114

- Pgs. 25, 37, 73: New info for Evert Halbach, Nicholls State Univ.: Ph. 504-446-8111, fax 504-448-4308. E-mail cs-erh@nich.nsunet.nich.edu.

- Pgs. 27, 42, 75: New extension & fax for Debra Hedrick, Southeastern Okla. State: Ph. 405-924-0121, ext. 2524; fax 405-920-7472.

- Pgs. 28, 36, 50, 107: Change Trinity College & Seminary to Trinity International University. (Wes Anderson & Pat Smith, Deerfield, IL) • Pgs. 23, 39, 55, 62: Replace Kathleen Crampton with Kelly Borke, Telecom Mgr., Macalaster College, 1600 Grand Ave., St. Paul, MN 55105-1801. Ph. 612-696-6566; fax 612-696-6689. E-mail borke@macalastr.edu.

- Pgs. 27, 44, 97: New primary rep at Southwestern Univ. is Bob Paver, P. O. Box 770, Georgetown, TX 78627-0770. Ph. 512-863-1676; e-mail paver@ralph.txsu.edu.

- Pgs. 24, 66, 91: At Missouri Southern State College, Steve Earney has a new phone: 417-625-9523 & e-mail: earney@vm.mssc.edu. Andy Middleton has new e-mail: middle@vm.mssc.edu.

- Pgs. 18, 37, 106, 108: Replace Lenelle Simrall at Bellarmine College with Roy Stansbury, Dir. of Data Ctr., 2001 Newburg Rd., Louisville, KY 40205. Ph. 502-452-8181; fax 502-452-8094.

Technology brings Princeton history to life

As part of a 250th anniversary celebration, a computer-based interactive graphics tour will allow visitors to study Princeton University's architectural and cultural history. The system is being developed at Princeton's Office of Computing and Information Technology's Interactive Computer Graphics Laboratory (ICGL) and combines historical photos, text, and computer-generated three-dimensional models to show the campus as it appeared at any time during its history. Each window will provide access to one aspect—buildings, architects, historical people, events—with a sophisticated date controller to define the environment for the particular period. The completed project will be loaded onto Silicon Graphics workstations equipped with Reality Engine 2 graphics hardware, located at several public sites on campus. Much of the text and imagery is accessible through World Wide Web: <http://www.princeton.edu/~bicenqq>.

Global Community College

Jones Education Networks is teaming up with the League for Innovation in the Community College to create The International Community College. The cable company's education division and the League's member institutions will supply the educational content, which will be distributed over Jones's global satellite and cable network.

George Mason University course conducted via WWW

"Taming the Electronic Frontier," a three-year-old course taught by Brad Cox in George Mason University's Program on Social and Organizational Learning, teaches distance education technology by using the technology. Designed for urban graduate students who almost all work full-time jobs, it has reached students for the past two semesters via the World Wide Web. A Task Calendar posted on the Web outlines weekly Internet-based projects, while video lectures (which half the students attend in person, half via cable TV or videotape) provide supplementary material. A key element is an organizational learning exercise in which student teams identify a breakdown that annoys them in their environment and fix it—computer-related problems attract considerable attention. For course materials: <http://gopher.gmu.edu/bcox/LRNG572/00LRNG572.html>.

University of Colorado develops Internet search tool

Harvest, developed at the University of Colorado/Boulder, is an integrated set of tools that search, gather, organize, and copy information across the Internet. Users can customize searches to look for information connected to names, subjects, locations, and phone numbers (even with partial numbers or misspelled names). Unlike other information extracting tools such as Veronica or Archie, Harvest is used to ease the strain on servers as well as the overall network traffic. To access Harvest and find contact people: <http://harvest.cs.colorado.edu> [source: CU/Boulder Digit, March/April 1995]

Indiana University and Trinity College put journals online

The computing magazine of Indiana University is no longer offered in paper. As of this month it is being published exclusively via World Wide Web. Articles are in hypertext, linked to related information; material is posted as it happens: <http://www.indiana.edu/~ucspubs/ucstimes>.

The weekly *Trincoll Journal* is also published exclusively on the Internet. Stories incorporate text, audio, and video, and contributions come in from correspondents at colleges and universities around the world. <<http://www.trincoll.edu>>

Univ. of Michigan to charge for dial-in network access

Dial-in network access to the University of Michigan's computing resources will change significantly in the next few months. By mid-summer, all dial-in access will require authentication and authorization, and dial-in access will be incorporated into the U-M Computing Environment and will require a monthly service fee plus metered rates for extra time. The new policies have been developed to recoup the cost of providing dial-in at a variety of speeds, for a growing number of users—hundreds of whom are not affiliated with the institutions that are providing and paying for the service. [source: U-M Information Technology Digest, March 1995]

Thanks to CAUSE's electronically delivered Campuswatch for articles on this page.

21st Century Technology

3-D imagery on the Internet

According to a story in the *Wall Street Journal* (4/3/95) Knowledge Adventure Worlds' *Worlds Chat* will now provide Internet users with a virtual chat environment. No longer limited to boring e-mail messages, users select photo-realistic self images to converse in a simulated 3-D setting of mountains, spaceships, and convention centers. The *Journal* quotes Knowledge Worlds' general manager saying, "We're doing this to change the way people communicate with each other. I see this as stealing half an hour away from watching TV reruns." CompuServe and Fujitsu are planning something similar called *Worlds Away*.

Global electronic library

Broadcasting & Cable (4/10/95) describes the vision of Glenn Jones, chairman of cable firm Jones International: a global electronic library that would link local libraries, schools, and homes to national library resources throughout the world. In a trial currently underway, two schools (one in Alexandria, Va. and one in Nova Scotia) are connected to selected digital archives at the Library of Congress and the National Library of Canada. Long-range plans call for more schools and additional links to the Bibliotheque National in France, the Lenin State Library in Moscow, and the British Library in London. James Billington, Librarian of Congress, cautions against premature assumptions about the feasibility of all of this. The LOC has spent \$5 million digitizing documents and will need another \$30 million to complete the job.

Desktop video gets bigger, better

The *Wall Street Journal* (4/18/95) reports that AT&T, Intel, and Lotus Development Corp. will be collaborating to make desktop videoconferencing as easy as making a regular phone call. Their effort will combine AT&T's WorldWorx videoconference capability with Intel's ProShare desktop videoconferencing software and hardware, and Lotus's Notes software. A caller should be able to click on an icon to dial someone, switch to voice-only if that person isn't at a video phone, and store a video-mail message for delivery later if the intended recipient is not available. Watch for it in the second half of 1996.

Meanwhile, Personal Technology Research, a consulting firm, says the installed base of desktop video systems will nearly triple, from 30,000 units to 88,000 units, between 1994 and 1996. And by 1998, that number may rise to as many as half a million as videoconferencing capabilities are integrated into consumer-oriented PCs.

Seeing-eye technology

People with very poor eyesight may one day be able to access the words and images on their computers, says a story in *Business Week* (3/27/95). A scanning laser ophthalmoscope, or SLO, is essentially a \$100,000 miniature projection-TV system that is used as research tool for probing inside the eye. Using goggle-sized SLOs with lenses made from semiconductor lasers, the visually-impaired could read words on a computer screen. The scientist at Schepens Eye Research Institute in Boston who invented the SLO notes that commercial production is not yet viable: "If the video-game people would just grab this, it would take off like a rocket."

Permanent records go digital

Digital academic permanent records offer institutions speedier access at lower cost with more accuracy. According to the *Chronicle of Higher Education* (4/14/95), more than 500 colleges and universities are now using electronic data interchange to transmit transcripts and other educational records. A new format — SPEEDE/EXPRESS — is making inroads among the academic community, pushed by companies that offer institutions steep discounts for trying out the product. "It's been wonderful," the *Chronicle* quotes one registrar. "Transcripts never get lost or misplaced." The SPEEDE/EXPRESS standard is a joint effort between the association of registrars and admissions officers and the Council of Chief State School Officers.

National electronic meeting

The National Electronic Open Meeting will be held May 1-14 over electronic networks, with access through WWW, newsgroups, and e-mail, to address how Americans want to connect with their government in the information age. Ways to participate include browsing <http://meeting.fedworld.gov> on the WWW, or sending a blank e-mail message to info@meeting.fedworld.gov. To ensure participation by the "unconnected," public and private organizations will volunteer as Public Access Sites. If your institution is interested in becoming a Public Access Site, send a blank message to pas-info@meeting.fedworld.gov.

Daily news on the 'Net

The American Reporter employs 21 editors and correspondents to crank out the nation's first online daily newspaper. It's published by members of the Society of Professional Journalists Internet discussion list, but is not affiliated with the Society itself. The reporter-owned publication can be found at <http://www.compumedia.com/~albowh/>.

From ACUTA Headquarters

ACUTA Computer Upgrades Improve Member Services

Spring is returning to the Bluegrass, and it's easy to see why so many people born

and raised in this part of the country would never live anywhere else. The lush green pastures of the horse farms surrounding Lexington, and the passionately tended flower gardens of the residents, make springtime here a memorable sight for a transplanted Southern Californian. I hope you have a chance to visit us in the ACUTA office someday, and take the opportunity to spend some time in this beautiful and unique area.

Since coming on board last August, one of my highest priorities has been planning and implementing a badly-needed computer upgrade for the Lexington office. Although the association's programs and the staff had expanded over the years, our technology had lagged behind. We were using hardware and software that was more than 6 years old and lacked the capability to service an organization as sophisticated as ACUTA. The staff's efficiency was hampered by the need to perform some functions three times, because there was no central database linking member records, registrations, and accounting programs. The Board of Directors had recognized this need, and set aside funds for the necessary purchases.

An even higher priority was to establish an Internet link between ACUTA members and our office, providing instant electronic access to information resources and forums for members to network and exchange information. We knew from the Member Needs Assessment that this would be an important member service.

After an extensive search with the support of the Electronic Access Committee, we are within weeks of achieving both of these objectives. As of April 24, an entirely new LAN consisting of Pentium PCs and Power Macintoshes running on a Novell network has replaced our outdated equipment. Association management software and an accounting package were selected and installed, and the entire staff spent last week in training here in the office.

Hardware and software for our Internet link were selected and ordered. Our local phone company installed a 56K line to the office last week, and the communication server and software will be installed this week. The staff will then begin developing the ACUTA Home Page, and will work with the Electronic Access Committee to determine what ACUTA information will be available and the priorities for implementation. We have also acquired a scanner for translating paper documents from our library into electronic format, to make them

available to members on the Internet. We plan to introduce the program in a general session at the Annual Conference in Orlando, on July 18.

What does all this mean to you, the ACUTA member? Our new membership database will be able to track your history with ACUTA, even if you change employers. From this date forward, we will have a complete record of your membership, meeting attendance, committee service, speaking or publications, and other volunteer activities, and we can provide a copy of this record to you at any time.

If you have a question about your membership status, any member of the ACUTA staff will be able to instantly access your complete record. For example, if you want to know if we received your meeting registration or membership renewal, you can get an immediate answer from the person answering the phone, in most cases without being transferred.

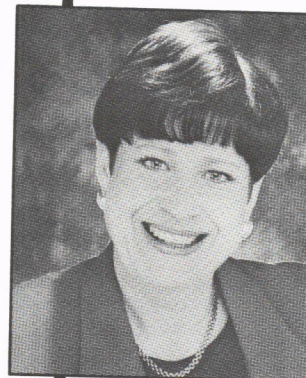
All individuals who are associated with an institution or company will be linked, assuring greater accuracy and completeness in the Membership Directory. All transactions will be linked to your central member record, virtually eliminating the possibility of errors in your address, posting of dues payments, or other information.

We will also store demographic information about your institution's telecommunications systems, to enhance networking opportunities among schools with similar interests, and the scope of this information will be continually expanded. For Corporate Affiliates, your membership record will contain information about your product categories, and we will be able to sort this information for interested members.

The Internet Home Page will offer an even wider array of information. Commonly requested library documents, such as job descriptions and RFPs, will be available at your convenience, 24 hours per day. You will have access to information about the ACUTA membership, and the facilities and systems on various campuses. Forums will be available for exchange of information among members with common interests. Regulatory alerts will be posted, along with a list of important sources for legislative and regulatory information. Conference and seminar information will be posted, as well as indexes of articles in the *ACUTA News*. Finally, Hypertext links will be provided to point you to other information resources of interest to our members.

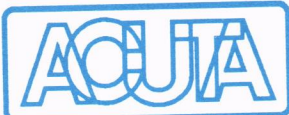
We are excited about these new technologies, and look forward to using them to develop new and improved services for ACUTA members. The possibilities are endless, and your needs will dictate much of the content on this system. If you have any ideas, contact Aaron Fuehrer at the ACUTA office by phone, fax, or e-mail (aaron00@ukcc.uky.edu).

We hope to hear from you!



Jeri A.
Semer

ACUTA
Executive
Director



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Editor's Notes...

Correction: Please note the following correction to *Campus Telecommunications Systems: Managing Change*, the book you received recently from ACUTA: In the footnote on page 102, the reference to *Campus Telephone Systems* incorrectly identifies the author of the chapter entitled "Selecting a Consultant" in that book as John M. Urban. The author was David Metz, Senior Consultant with Compass Consulting in E. Greenbush, NY.

Dave Metz has been an active ACUTA member, contributing significantly to ACUTA programs over the past several years, and we profoundly regret this error. Our sincere apologies to all parties affected.

Keep in touch!...Pat Scott, (606) 278-3338; e-mail pscot00@ukcc.uky.edu.

What are you doing for Show 'n' Tel-ecom?

At the Annual Conference in Orlando this July, share your experiences face-to-face with other members informally. Present training materials, partnerships, RFPs, strategic plans, TQM, marketing drives, directories... or your own unique idea!

We'll furnish the table and an easel, you bring information and a friendly face!

Call Lisa Cheshire for more information.

(606) 278-3338

Deadline: May 31



New User Groups in Orlando?

ACUTA members may participate in more user groups than ever at the Annual Conference in Orlando. User groups are scheduled for Wed., July 19, 3-4 p.m.

In the past, "official" ACUTA user groups were limited to the seven major switch vendors. This year, members who wish to organize another product-oriented user group may do so, as long as certain basic criteria are met and space remains available.

User groups are a forum for members to provide input to vendors on specific needs for the higher ed user, and for users to exchange information. While they not venues for marketing by vendors, a representative who can speak for the company must attend.

If you are interested in organizing a user group, we ask that you secure vendor representation and plan the agenda. We will list your group in the official program, and provide advance notification to attendees.

Requests will be filled on a space available basis. You must submit your request in writing by May 26, listing the name of the product or group and the name of the company representative. Please forward all requests to Lisa Cheshire in the ACUTA office.

Finally, those who participate in a user group this year will be asked to complete a questionnaire. Results of our survey will assist us in evaluating this program's future.

Can you help?

Susan Friedman, McGill Univ. wants to know if anyone has procedures in place to measure productivity of technicians/installers. Eg.: How long does it take to install a jack? A telephone? What factors impact the average estimate? Call Susan at (514) 398-4357; fax (514) 398-3594.

Position Available

Assistant Director

Systems & Network Support

George Washington University

Responsibilities: Manages & participates in the development and/or enhancement of the University telephone and data networks which involves administration, operation, problem identification, engineering and design.

Qualifications: B.S./B.A. in Computer Science or related field. Minimum 5 years of data/voice network experience.

Salary range: Upper \$50s to lower \$60s.

Contact: Kenneth J. Soper, Director, Telecommunications Systems, GWU, 801 22nd St., N.W., Washington, DC 20052.

Position Available

Network Installation Services mgr.

University of Kansas

Responsibilities: Manages resources for full end-to-end installation of all campus networked services & equipment.

Qualifications: B.S./B.A. Knowledge of installation/maintenance of local and/or wide area data networks; min. 3 yrs exp. supervising craft or data installation personnel; knowledge of network trunking & PBX environment; knowledge of cable plant design & standards; exp using PCs for business applications; demonstrated ability to work independently & in a team environment; exc. written & oral skills.

Salary range: \$37,000-\$42,000/fiscal yr

Contact: Networking & Telecom Service Deanna Reinhard, 1736 Engel Rd., Univ. of Kansas, Lawrence, KS 66045. Call (913) 864-9300 for application procedure.