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Awards presented at 24th Annual Conference

Valerie Turner of Northern Michigan University, was this year's recipient of the Bill D. Morris Award, ACUTA's highest individual honor.

Recognition from other professionals is one of the values of participation in ACUTA. Each year at the Annual Conference, ACUTA recognizes those volunteers who have distinguished themselves by their contribution to the Association or to the profession. ACUTA is proud to announce the following awards for outstanding service:

Bill D. Morris Award

The Bill D. Morris Award, the most prestigious award given to an individual by the Association, was awarded to Valerie Turner, Director of Telephone Systems at Northern Michigan University. Referring to the ideals for which Bill Morris is remembered—dedication, vision, professionalism, and leadership, President Randy Collett commended Turner as a “vocal supporter of ACUTA” who has “demonstrated time and again her loyalty to the organization....”

Institutional Excellence in Telecommunications

Two awards for Institutional Excellence were presented this year. In the highest enrollment category (over 5,000 full-time students), the winner was the Connecticut State University System. Accepting the award at the Conference were Bill Aust, Sue Fisher, Stacey Kowaluk, and Jim Malone. The award was presented in recognition of CSU's planning and implementing a state-of-the-art voice, data, and video network integrating campuses of the university system.

To win the award for the medium size institution category, the University of Texas Medical Branch at Galveston submitted their “Network 2000” telecommunications project. This campus network recognizes the value and significance of

See “Awards...” on page 4

New Board of Directors looks forward to 1996

The new Board of Directors officially assumed their responsibilities at the end of the Conference in Orlando. Recalling the past ten years on the Board as she anticipated her exit, Immediate Past President Pat Searles of Cornell University remarked, “I have seen ACUTA grow and prosper....We have been moving ahead (at what has seemed like break-neck speed) the last few years, to keep ACUTA vital and flourishing and to ensure that we’re giving our members what they need to keep pace with the ever-changing face of technology on their respective campuses.”

President Randy Collett assumes the role of Immediate Past President for the coming year. In a stirring speech that moved his audience to a standing ovation, Collett reminded members, “We know we’re the telecommunications experts in higher education; we’re striving to make sure that both the telecommunications industry and higher education view us in the same way.”

Looking ahead to his year as President, Dave O’Neill referred to the recent Member Needs Assessment and governance restructuring, saying, “This past year provided the transition for attaining identified goals and key objectives. My task is to remove the transitional ‘crutches’ and encourage the Association to stand as envisioned in the planning process.”

All Board members urge you to get involved in whatever ways you feel best suited. As newly-elected Secretary/Treasurer Tony Tanzi of Brown University remarked later, “The relationships formed from my ACUTA involvement have paid dividends in both professional growth and support.”

You are invited to contact any Board member (listed on page 2) with comments or suggestions or to volunteer at any time.
Board Report

ACUTA Board discusses Conference and plans for 1996

The ACUTA Board listened as President Dave O'Neill continued to discuss the general direction he intended to have ACUTA take over the next year. He also updated the Board on appointing a Director-at-Large, his attendance at the NACUBO Annual Conference (where his one-card presentation was well-received) and specific objectives for ACUTA and its executive director.

The Board discussed the recently completed Orlando Annual Conference. The conference received a very high overall rating from attendees and vendors.

Other items on the agenda included:
- Discussion on establishing an ACUTA Journal that will be an adjunct to the ACUTA News
- Local events Policies and Procedures manual update
- ACUTA Silver Anniversary planning update
- Electronic access project update
- Committee reports
- Update on filling State Coordinator positions
- Ft. Worth seminar update
- Future conference pre-planning

Submitted by:
Anthony R. Tanzi, RCDD
Brown University
ACUTA Secretary/Treasurer

Welcome New Members

August, 1995
Institutional Members
- Bethune Cookman College, Daytona Beach, FL. Janeen Mack, ph. 904/255-1401; Tier 1
- Illinois College of Optometry, Chicago, IL. Craig Michalak, ph. 312/225-1700; Tier 1
- Manhattanville College, Purchase, NY. Donna Messina, ph. 914/694-2200; Tier 1
- Presbyterian College, Clinton, SC. Morris Galloway Jr., ph. 803/833-8217; Tier 1
- Rockhurst College, Kansas City, MO. Ron McCleary, ph. 816/926-4064; Tier 2

Corporate Affiliates
COPPER LEVEL
- Cincinnati Bell Telephone, Cincinnati, OH. Reginald Morris, ph. 513/397-7655
- Electronic Tele-Communications, Inc., Waukesha, WI. Connie Crabb-Velez, ph. 414/542-5600

Host needed for Winter Seminar

Host schools have come to play an important role in conferences and seminars, helping to familiarize attendees with the area and local points of interest. Before the event, the host works with the ACUTA staff to prepare two letters, a letter of encouragement to potential attendees and a “welcome” letter to registered participants. At the event, the host staffs a greeting booth or table at the Sunday evening reception and during coffee breaks.

If your school is interested in being host for our Winter Seminar January 21–24 in Phoenix, Arizona, contact Lisa Cheshire at 606/278-3338 by September 29.

Association of College and University Telecommunications Administrators

ACUTA NEWS, Volume 24, No. 9

PRESIDENT: David E. O'Neill, Washington State University
PRESIDENT ELECT: Dr. James S. Cross, Michigan Technological University
SECRETARY/TREASURER: Anthony R. Tanzi, Brown University
IMMEDIATE PAST PRESIDENT: Randal R. Collett, Central Missouri State University
DIRECTORS-AT-LARGE: Buck Bayliff, Wake Forest Univ.; Linda Bogden-Stubbs, SUNY Health Science Center; Marianne Landfair, Indiana Univ.; System: Anthony J. Mordosky, Millersville Univ.

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Some thoughts on consolidation of voice, video, and data

The general organizational trend for many colleges and universities the past few years has been to consolidate voice, video, and data entities in some fashion at the operational level under a single administrative officer. The potential for operational efficiencies is great—a customer-oriented help desk for voice, video, and data related requests and inquiries; orchestrated work orders and trouble tickets, a single monthly detail billing to the customer for all information-technology related services, the potential for cross training and expanded career paths for employees and so on. From the executive level, a single operational entity responsible for strategic, operational, and financial planning related to information technology has significant merit. Such an entity encourages cohesive positioning of information technologies within a university, discourages competitive posturing by multiple information technology related entities for allocations, and may provide an environment of greater efficiency for prioritizing and administering the application of information technology resources. There is, as could be expected, a down side. Turf, cash cows, perceptual and organizational images, salary equity, employee intimidation by unfamiliar technologies, and the general reluctance to change are not insurmountable issues but are often cited as hurdles. A well thought-out organizational change will usually pick up on these, but there are others much more subtle that can reach up and cost the new organization.

I was talking to one of our members this past week who, like many of us, experienced a significant organizational restructuring a few years back. Assuming that the dust had generally settled, I inquired a bit as to how she and her new peers fared, and whether the new organization was all it was to be. After recounting the expected but unwarranted trepidations, fears, suspicions, and skepticism initially experienced, most observed their new organizational surroundings to be advantageous. Many now had increased responsibilities or new responsibilities and new opportunities. Some were developing an appreciation for "those other people" and what they do. And yes, many of the efficiencies proclaimed as possible were being realized. Some just not as profound as originally advertised.

As described, this experience was just too good to be true. I'm generally a trusting soul, but I couldn't leave this one alone. I continued to press. There must have been something. With some reluctance and an "Oh, there is this one thing" rebuttal to my prodding, reality began to emerge.

It seems that as a result of the shuffling, reassignment, and consolidation of responsibilities in the area of contracts and acquisitions, no one had been examining competitive tariffs in light of currently held contracts. As a matter of fact, these hadn't been examined since the organizational restructuring and only recently had the oversight been discovered as a result of students expressing their dissatisfaction with the noncompetitive rates being charged by the university. A situation that now has significant visibility, budget impact, and thus priority, I'm sure.

There are at least three lessons that come to mind here: 1. Most obvious: careful documentation of existing duties and responsibilities within an organization prior to organizational restructuring is essential. 2. Less obvious: True measure of an organization's efficiency will be increasingly its industry competitors outside the university. And 3. Subtle: Complacency toward organizational efficiency (and ultimately an organization's success) can accompany significant or frequent restructuring. Not to be confused with individual employee motivation, this complacency is often evidenced as a lack of organizational ownership by the employees. Such complacency can be avoided and usually corrected by charismatic leadership, recognition of competency, shared vision, and trust.

'Til next month...

Dave O'Neill
Washington State University
ACUTA President

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**Fall Seminars**

**Track I: Strategic Planning & Budgeting for Telecom Infrastructure**

Principal speaker will be Paul Kreager, specialist with 30 years experience in strategic planning and design of the telecom infrastructure for commercial buildings. In addition, we will address budget questions such as how do you budget, gain approval and pay for multimillion dollar projects in a college/university environment. Presentations by ACUTA members will offer "real world" examples of successful infrastructure projects.

**Track II: The Telecom Department: \( R_x \) for Change**

With the convergence of voice and data, the push is to integrate the people and systems from two basically different cultures. There are different tools, styles, and philosophies to manage people, customers, change. What are they? How do you choose what’s right for you, your staff, your organization? How does being a technology business affect your selection of management strategy? This and more will be covered in Fort Worth.

October 29 – November 1, 1995
The Worthington Hotel ◆ Fort Worth, Texas

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Save $50
Register by Sept. 29
Driving smart on the Info Highway

Whether you’re a self-proclaimed critic or an unabashed devotee of the Internet, online access is here to stay. Evidence of its growth is the number of related presentations at events such as the Annual Conference. Its sphere of influence is loosely defined as the world. Everyday. Indefinitely.

Our keynote speaker, Walter Mossberg, author of the Personal Technology column in The Wall Street Journal, calls himself a skeptic, saying, “It’s hard to imagine a topic on which more hype has been expended than the Information Highway.”

Mossberg identified three issues that almost never make their way into the hype: content, price, and ease of use. “The interesting thing about the Superhighway as distinguished from the Internet is that all the articles you read are all about the plumbing…. We should be asking what it will look like and who will want it.”

He then compared today’s Info Superhighway discussion to holding a seminar in 1949 about TV and talking about wave length of signals and roof heights for antennas, “but never uttering the two words that made all the difference in television: Milton Berle. This is what made people buy TVs. We don’t have this kind of discussion today with regard to the Internet.”

Regarding the actual number of users on the Internet, Mossberg said there are “Lots of assumptions. A realistic figure may be 2 million households on the Net.” He predicted that the online community will increasingly reflect society demographically.

“I don’t think we’ll see the Information Highway anytime soon,” he concluded. “The Web, Internet, online services, consumers’ willingness to pay, advertisers’ ability to intrude are all going to clash head-on and provide more challenges, more uncertainties for you and me.”

In Tuesday’s General Session, Robert Aylward of MCI, an enthusiastic supporter of the electronic community, provided important tips and techniques for establishing a Home Page. One of the most crucial steps, he suggested, is to select a committee including different areas on campus such as administration, information services, alumni, library, and student life.

The committee should keep in mind that the Home Page can be viewed from anywhere in the world, and is often the only image of the institution. Information can include online registration, directories, applications, and more, and may include multimedia options such as animation, audio, and video. A good Home Page can be considered an investment as a communication medium and source of information.

Aylward also discussed Web structure and languages plus systems requirements, ending his presentation with an online demonstration.

Awards…

Continued from page 1

deploying communications technologies to allow faculty, staff, and students ready access to all forms of electronic information and services.

Member Service Awards

ACUTA appreciates the commitment of all its volunteers, and seeks to recognize those who give of themselves year after year. This year, two fifteen-year pin recipients were present at the Conference: Kia Malott of Southern Illinois Univ. at Carbondale and Ferrell Mallory, Brigham Young Univ. In addition, ten people were present to receive their 10-year pins, and fourteen received 5-year pins. (Photos on page 6.)

Achievement Awards

In recognition of significant contributions to ACUTA, higher education, and the telecommunications profession, the following received Achievement Awards: Jim Dronsfield, Duke Univ.; Bob Leone, Pima County Community College District; and Tony Mordosky, Millersville Univ.

Certificates of Appreciation

The following people were honored with Certificates of Appreciation for their work with committees and local events: Su Aros, Octel Communications; Dave Barta, Univ. of Oregon; Linda Bogden-Stubbs, SUNY Health Science Center, Syracuse; Joe Brown, Univ. of Wisconsin, Stout; Randy Burns, Compo; Fred Davenport, AT&T College & Univ. Systems; Fred Dorsey, Bell Atlantic; Judy Halterman, Sprint; Steve Harward, Univ. of North Carolina; Michael Katz, Sunbelt Business Computers.

Also Harry Kyle, Okla. State Univ.; Marianne Landfair, Indiana Univ. System; Paula Loendorf, New Mexico State Univ.; Bruce McCormack, Brock Univ.; Tony Mordosky, Millersville Univ.; Jerry Neumann, Ameritech; Dave O’Neill, Washington State Univ.; Bill Peck, Univ. of Calif., San Francisco; Ron Pointer, St. Louis Univ.; Pat Scott, ACUTA Publications Editor; Tony Tanzi, Brown Univ.; Tom Walsh, Miami Univ.; Nancy Wells, Siemens Rolm Communications; Dave Wirth, Adelphi Univ.; and Fred Wood, SUNY Buffalo.

First Timers Award

ACUTA encourages First Timers to get acquainted by participating in a contest and collecting signatures. The winner with 100% was Dick Johnson, Metropolitan Community College.

In second place was Bill Whigham, Carnegie Mellon Univ., and in third place was Lisa Brunner Bireley, Swarthmore College.
ACUTA salutes our volunteers

Jim Cross presented the Institutional Excellence Award to the delegation from the University of Connecticut System: (left to right) Stacey Kowaluk, Bill Aust, Jim Malone, and Sue Fisher.

Tom Epley accepted the Institutional Excellence Award for University of Texas Medical Branch at Galveston.

Thirteen five-year pins were presented at the Conference.

Ten people received their ten-year pins in Orlando.

Kia Mallott, Southern Illinois Univ., and Ferrell Mallory, Brigham Young Univ., received their 15-year pins.

Dick Johnson, Metropolitan Community College, was the big winner in the First Timers contest.

Jim Dronsfield, Duke Univ., accepted his Achievement Award from President Randy Collett.
We came to look, listen, and learn...

The conference opened with our First Timers reception where Patricia Perez and other First Timers collected signatures from Linda Bogden Stubbs and other Board members and staff.

President Randy Collett and Executive Director Jeri Semer officially opened the Exhibit Hall with a ribbon cutting.

The Exhibit Hall provides plenty of opportunity for valuable interaction among professionals from campuses and vendors who provide the resources to accomplish the mission of their institutions.
Tony Mordosky sports the favorite give-away from the folks at Ericsson.

What you'll take home from an ACUTA event includes valuable relationships and fresh ideas.

The University of Central Florida was a gracious host, supplying a variety of information about the area and local attractions.

Coffee breaks, graciously furnished by one or another of our Corporate Affiliates, provided additional opportunities for networking.

Elizabeth Pesek-Shields was one of the many winners in drawings held in the Exhibit Hall.
### Position Available
Telecommunications Business & Financial Operations Coordinator  
Michigan Technological University

**Responsibilities:** Provides day-to-day coordination in the mgmt. of business & financial operations of the Telecom Dept. Consults with & makes recommendations to upper level mgmt. as well as operates & maintains telemgmt. system including work-order requests, billing, inventory maintenance, logistics of dispatch & coordination of technician activities. Financial planning, inc. cash flow modeling.

**Qualifications:** B.S., Bus. Admin., MIS concentration w/ additional emphasis in finance & accounting. Min. one year exp. in similar position in telecom environment. Exp using PC-based proj. mgmt. systems w/ ext. knowledge of database & spreadsheet apps., (Paradox & Quattro-Pro in DOS, Unix, & Windows platforms). Working knowledge of Structured Query Language, relational databasemgmt. systems such as Oracle, LANs, 10BaseT Ethernet, & PBX technologies.

**Send resumé to:** Michigan Technological Univ., Human Resources Dept., 1400 Townsend Dr., Houghton, MI 49931

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### Position Available
3 Positions Available  
Stanford University

**Stanford Univ. Communication Services** is recruiting a team of telecom professionals to lead exploration of new applications of state-of-the-art communications technologies: CTI, IVR, ACD, integrated messaging, desktop telephony, & videoconferencing. Team will test new products, determine cost effective apps for Univ. admin., academic & medical center, & develop deployment strategies. Current communication systems include a 27,000 line SL100, OCTEL XC1000, ATS paging system, & highly networked community of Macs, PCs & UNIX desktops migrating to a client server environment.

**Principal CTI Applications Developer:** Performs end user analyses, conducts focus groups and user satisfaction reviews, tracks projects under review by the team; manages a communications demonstration facility; conducts benchmark reviews with peer institutions, advises communications & computing support groups in telephony integration & desktop support issues. Leads the new communications team in setting project priorities, reporting to senior mgmt.

**Principal CTI Development Engineer:** Coordinates acquisition & installation hardware & software to support new communications apps; ensures that new products work with existing platforms & networks; plans migration to new communication infrastructure; performs capacity analysis; prepares test plans; performs system acceptance testing.

**Principal CTI Info. Systems Programmer/Analyst:** Determines applicability of communications integration on the end user's desktop; tests vendor products; performs end user tests on MAC, PC, & UNIX machines; trains computer support staff in telephony integration; manages programming effort to use data from & with legacy systems or local servers in CTI applications.

**Contact:** Send resumé & statement of interest in which new position to: Maureen Trimm, Communication Services, Stanford Univ., Stanford CA 94305-4140

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### Position Available
Engineer: ROLM & Data Networking  
University of Rochester

**Responsibilities:** Provide technical leadership and on-going support of 16,000-line ROLM CBX 9000AE integrated voice/data communications system & PhoneMail.

**Requirements:** Extensive PBX HW, SW, & system design, knowledge, & experience, preferably in a ROLM environment. ROLM CBX & PhoneMail hardware maintenance & system configuration certifications a plus.

**To apply:** Submit letter and resumé to University of Rochester, Employment Services, Box 636 PAS, 260 Crittenden Blvd., Rochester, NY 14642. EOE M/F

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### Position Available
Technician Specialist—Telecommunications  
New Mexico State University

**Responsibilities:** Supervise technical support staff & perform technical duties related to large digital (Ericsson MD 110) telephone switch, voice mail system, centralized alarm system, outside cable plant facilities, & building distribution on Las Cruces campus & two branches.

**Qualifications:** Assoc. Deg. in related field & 7+ yrs exp. or any equivalent combination of education & experience Supervisory & university environment exp. preferred.

**Salary range:** $27,770 minimum DOE

**Application deadline:** Oct. 2, 1995

**To apply:** Submit letter of application & resumé, inc. 3 references, to Paula Loendorf, c/o Dee Anna O'Larey, Dept. 3AA, Box 30001, Las Cruces, NM 88003. EOE/AA

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### Can you help?
JoEllen Schulz, Gustavus Adolphus College, is putting students on voice mail using Octel Voice Mail with Release 4.0 and enhancement Extension Mailbox. It’s using more disk storage than she planned. She’d love to hear from others with this application. Call 507/933-6262; e-mail schulz@gac.edu.