Logo chosen for 25th Anniversary celebration

Mal Reader
Chair, 25th Anniversary Committee

In the July issue of the ACUTA News, the 25th Anniversary Committee announced a contest inviting all ACUTA members to submit designs for a logo to represent our Silver Anniversary. Your creativity was truly impressive. From the twenty-four original drawings submitted, we had to select one to symbolize this milestone for our Association—not an easy task!

The winning entry, shown at right, was submitted by Tom Lindsay, Assistant Director of Telecommunications at Mississippi State University. Its design identified ACUTA, recognized the milestone years, and included a statement that characterized the Association. We congratulate Tom and appreciate his willingness to accept our challenge! For his entry, Tom will be awarded the prize of $250.

We also appreciate all others who submitted designs. They were fresh and original and showed a great deal of thought.

Beginning in January, our anniversary logo will appear on all ACUTA publications and will be used in a variety of other applications. The Anniversary Committee is planning a number of exciting activities to celebrate this special year. Watch for more opportunities to participate in the months ahead.

Connecticut State University System and UT Medical Branch honored with Institutional Excellence Awards

Jim Cross, Chair
ACUTA Institutional Excellence Award Committee
Michigan Technological University

The Institutional Excellence in Telecommunications Award is ACUTA’s most prestigious award. It recognizes campuses that have enhanced productivity, efficiency, excellence, and professionalism by successfully exploiting the potential of telecommunications technologies and services to support teaching, learning, research, outreach, and decision making.

Two institutions were selected for recognition in 1995: the University of Texas Medical Branch at Galveston and the Connecticut State University System. Our winners this year were selected on the basis of innovative and exemplary telecommunications endeavors that are providing significant advantages to their institutions, faculty, staff, students, and outreach areas.

The award to the University of Texas Medical Branch at Galveston recognizes the University’s “Network 2000” telecommunications project. This effort involved planning and deploying a state-of-the-art voice, data, and video campus network and applications. UTMB President Thomas N. James commented, “Over the past four years, with UTMB’s Information Resources Strategic Plan and our architectural plan ‘Network 2000’, we have built, literally from the ground up, a state-of-the-art telecommunications system. Network 2000 included the installation and utilization of a sophisticated telephone switch with cellular access, a fiber optics based data and video network, videoconferencing, and distance learning, the country’s most highly used telemedicine program, and the creation of a full-service support organization.”

Thomas Epley, Associate Director of Telecommu-

See “Institutional Excellence Awards...” on page 8
The October ACUTA Board conference call included a discussion of the final preparations for the Dallas/Ft. Worth Fall Seminar and other important business. After reviewing the preparations for Dallas/Ft. Worth, President Dave O'Neill focused the call participants on the Publications Committee’s proposal for a new quarterly ACUTA Journal. The Journal is intended to replace the Monograph series and have more universal applicability to ACUTA members.

Other items on the agenda included:
- A review of the Local Meeting guidelines
- A progress report on our 25th Anniversary event
- Selection of a logo to celebrate our 25th year
- Committee reports

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

Schools compete against phone companies in Canada

From the Toronto Financial Post (10/14/95):
A number of Ontario and Quebec universities have are providing local competition for phone companies’ monopolies by setting up their own phone service for live-in students. Bell Canada has asked federal regulators to guarantee that live-in students have a choice of local and long-distance carriers or risk setting a precedent for apartment owners, seniors homes and other residential institutions to set up local services tied into a specific long-distance carrier.

Welcome New Members
October, 1995
Institutional Members
- Albuquerque T-VI Community College, Albuquerque, NM. Kelly Mentzer, ph. 505/224-3004. Tier 4
- Lee College, Baytown, TX. Carolyn Lightfoot, ph. 713/425-6455. Tier 2
- Lees-McRae College, Banner Elk, NC. Carolyn Ward, ph. 704/898-8754. Tier 1
- Rider University, Lawrenceville, NJ. Bruce A. Metz, ph. 609/895-5771. Tier 2
- Wilkes Community College, Wilkesboro, NC. Nithi Klinkosum, ph. 910/838-6121. Tier 1

Associate Members
- The Lawrenceville School, Lawrenceville, NJ. Susan Riederer, ph. 609/896-3996
- Phillips Exeter Academy, Exeter, NH. Walter Griffin, ph. 603/772-4311

Corporate Affiliates
COPPER LEVEL
- Agile Networks, Inc., Boxborough, MA. Jim Walsh, ph. 508/263-3600

“In the past, people came to the information, which was stored at the university. In the future, the information will come to the people, wherever they are. What then is the role of the university? Will it be more than a collection of remaining physical functions such as the science laboratory and football team? Will the impact of electronics on the university be like that of printing on the medieval cathedral, ending its central role in information transfer? Have we reached the end of the line of a model that goes back to Ninevah, more than 2500 years ago? Can we self-reform the university, or must things get much worse first?”

Columbia University professor Eli Noam
Science, 10/13/95, p247

Association of College and University Telecommunications Administrators
ACUTA NEWS, Volume 24, No. 11

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: Randall R. Collett, Central Missouri State University
DIRECTORS-AT-LARGE: Buck Bayliff, Wake Forest Univ.; Linda Bogden-Stubbis, SUNY Health Science Center; Marianne Landfair, Indiana Univ. System; 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 Univ., Bloomington; Vendor Liaison—Jim Sullivan, Wichita State Univ.
EXECUTIVE DIRECTOR: Jeri A. Semer, CAE • TELECOMMUNICATIONS RESOURCES MANAGER: L. Kevin Adkins, RCDD
MEMBERSHIP DEVELOPMENT MANAGER: Kellie Bowman • ADMINISTRATIVE SECRETARY: Shannon Campbell
MEETINGS MANAGER: Lisa Chesaire • COMPUTER SERVICES MANAGER: Aaron Fuerber
COMMUNICATIONS MANAGER: Pat Scott • BUSINESS MANAGER: Eleanor Smith

The opinions expressed in this publication are those of the writers and are not necessarily the opinions of their institution or company. ACUTA as an association does not express an opinion or endorse products or services. ACUTA News is published 12 times per year by the Association of College and University Telecommunications Administrators, a nonprofit association for institutions of higher education, represented by telecommunications managers and staff. Subscriptions: $45 a year, $4 per issue. Please send material for ACUTA News to Pat Scott, ACUTA, 152 W. Zandale Dr., Suite 200, Lexington, Kentucky 40503-2486; telephone (606) 278-3338; fax (606) 278-3268; E-mail pscott@acuta.org. ACUTA Homepage: http://www.acuta.org
Copyright ©1995 ACUTA
President’s Message

Issues of Governance

Just over a year ago a significant change in the governance structure of this association took place after a careful and often painful self-examination. This was done with the assistance of a consultant experienced in association management and governance structuring. Input was solicited and received from Board Members, Committee Chairs, staff and Association members focused towards the successful attainment of Association goals. The result was a recommendation for governance restructuring subsequently adopted by the Board. It then fell to last year’s President, Randy Collett, to begin the transition from the old to the new. This task required insight and sensitivity. The transition was successful and a new governance structure was bequeathed to me upon the close of Randy’s term in August. This new structure provides a number of efficiencies and a greater responsiveness to issues before the Board. It does, however, present a paradigm shift to Board Members and Committee Chairs most familiar with the past. This shift is from doing to planning.

Under the new structure the Board’s role is to: 1) provide direction; 2) establish policy; 3) allocate resources; and 4) evaluate results, i.e., the Board plans. Board members in the past often served collaterally as Committee Chairs carrying out the plans they established as Board Members. The new structure precludes Board Members from simultaneously serving as Committee Chairs.

The heart and soul of accomplishment is now owned by the Committee Chairs. These individuals are responsible for establishing effective teams for developing programs, monitoring legislative and regulatory affairs, establishing vendor relationships, and overseeing the creation of published materials. All this is with the assistance of the dedicated professional staff in Lexington. This entire group makes up the “doers.”

The dichotomy between roles of the Board and the Committees creates the need for vehicles of timely and reliable communications between these planners and doers. These vehicles are 1) a regularly updated strategic plan; 2) an explicit policies and procedures manual; 3) a well defined budgeting process; and 4) regular feedback between Board Members and Committee Chairs.

The first of these vehicles, the Strategic Plan, is in place, reviewed annually and updated each spring with input from the Board, Committee Chairs, and staff. The second vehicle being the Association’s Policies and Procedures manual has recently been redrafted to reflect the change in governance and to document the ever increasing number of procedures necessary to efficiently and consistently do day-to-day Association business. Basic budgeting processes were implemented to support the new structure last year and will provide the framework for further enhancement and thus the third required vehicle. The remaining, regular effective feedback between Board Members and Committee Chairs, was discussed by the Board in Ft. Worth and identified as the most needy. This will assist Chairs in understanding direction from the Board and help the Board to understand Committee resource requirements.

This last—and frankly most significant—need is being addressed. The Board will, on its December conference call, consider a proposal for making a regular flow of information from and to the Board a procedural reality.

If you’ve gotten this far down on the page you are undoubtedly asking yourself so what? The intent is to bring a better ACUTA to you the member. You will ultimately be the judge as to how well the Board and Committee Chairs have done.

‘til next month...

President’s Message

Winter Seminars
Phoenix, Arizona
Jan. 21-24, 1996

1: Wireless Technologies Tutorial

What is it?...How do I use it?...What does it cost?...Can I afford it?
This tutorial is ACUTA’s initial examination of wireless basics and voice, data, and video applications, including an analysis of various technologies, costs, range, reliability, implementation problems, standards, partnerships, the value of wireless to the campus and wireless’ impact on our cable plant and PBX investment.

II: Student Services: A Suite of Services

Student Services is no longer limited to providing dial tone and toll services to students. Universities are now challenged by students to provide a “suite of services” for all students that includes 1+1/0+ toll service, one card/debit card, cable TV, data access, voice messaging, and library services. What is Telecommunications’ role in providing these services? Can telecommunications providers be both a profit center and a value-added provider? This track offers an analysis of these initiatives, hidden costs, and the challenges associated in implementing and managing these services.

Details will be available early in November.
To obtain registration information via the Internet: See ACUTA’s Home Page at http://www.acuta.org.
Evolution of Voice Cellular Services at CMU

Mary L. Pretz-Lawson and Bruce Taylor
Carnegie-Mellon University

As the campus community has become more mobile, we have demanded more than traditional cellular service from the wireless carriers. The new University Plan with Bell Atlantic Nynex Mobile (BANM) offers a discounted plan that includes a special on-campus rate. We expect the next offering to integrate the cellular on-campus service with the traditional Telecom PhoneService.

The early cellular phones purchased by the University in the late 1980s offered only the standard cellular service. Relatively few people had University-provided phones, reception inside buildings was spotty, and the rates were not conducive to frequent use, especially during business hours. The high-priced peak calling period for cellular phones is 7 a.m. through 9 p.m. which extends well beyond the University working hours.

Personal Communications System Trial

In 1993 Carnegie Mellon began participating in a personal communications system trial with Bell Atlantic. One hundred specially designed phones were distributed to the study groups. The phones could operate in three modes:

- On campus they operated through microcells erected at CMU.
- At home they mimicked a standard cordless phone working off the regular residential phone line.
- Elsewhere the phone operated like a standard cellular phone.

The microcells on campus were connected to additional wiring in several campus buildings. This wiring allowed the microcell component to be used within buildings where cellular service is somewhat noisy. At the end of the trial in 1994, Bell Atlantic removed the microcell units and converted the remaining wiring into a re-broadcast system. Signals from the public Oakland cell site were picked up by outside building antennas, amplified, and re-broadcast throughout the buildings.

Those groups that participated in the trial found the phones to be particularly useful for people who traveled around the campus as part of their jobs. University Relations coordinates events scattered over the campus. Computing Service Data Communications and Telecommunications technicians work in every building installing equipment and performing repairs. The Drama staff prepares up to 15 productions per year that require considerable coordination and lots of mobility.

Telecom Campus Cellular Service Today

When Telecommunications sought the best cellular package for the campus, the requirement for a low on-campus rate was a primary criteria. Today Carnegie Mellon and BANM have a special agreement for an on-campus service. Under the University Plan, departmentally paid cellular phones will be billed at a low per-minute rate for on-campus calls. When off campus, the University Plan phones will be billed per minute at different rates during peak and off-peak hours.

Bell Atlantic has installed a minicell site on top of Warner Hall. Calls picked up by the minicell are billed at the reduced rate to phones on the University Plan. The building re-broadcast systems are being re-oriented to pick up this new signal source.

BANM is committed to providing coverage in all campus buildings on the contiguous main campus. The coverage area is defined as those spaces and buildings bounded by Forbes Avenue, Margaret Morrison, Tech, and Frew Streets, and the hollow.

The special on-campus rate is only available to departmentally paid phones on the University Plan. However, faculty, staff, and students can benefit from the better intra-building reception on their personal cellular phones.

Future Voice Cellular Services

Our goals for future cellular services focus on better integration with the Telecom PhoneService. Within one to two years, a cellular phone on the University Plan should behave like an extension on the PhoneService.

Cellular users will have full access to PhoneService features such as 5-digit dialing, call transfer, intercom, and call forwarding directly into the Telecom VoiceMail.
Computer Telephony Integration for universities

Bernard L. Gutnick, Product Manager
VISIT FastCall, Nortel

Cindy Smith is trying to decide which school she wants to attend and has sent out several applications. Today she calls a registrar’s office to ask a few questions. When the phone rings, Cindy’s name and phone number appear on the screen. Marcy hears the first ring, sees Cindy’s name, and allows her phone to divert to hands free auto-answer mode as the database engine brings up Cindy’s records. By the time a cordial greeting is exchanged, Marcy is able to tell Cindy which forms have been received, what transcripts have arrived, all fees that have been paid, and who her advisor will be. Cindy, who feels important because her files must be right there on hand, is very impressed with how quickly her questions are answered. Marcy never puts Cindy on hold and never leaves her desk. How does this happen so transparently? Marcy is taking advantage of Computer Telephony Integration.

A number of schools are looking at ways CTI might improve efficiency. For several months Greg Ritchey, Systems Engineer at Penn State University, has been beta-testing the latest version of VISIT FastCall, a CTI application from Nortel. Penn State is exploring the possibility of implementing the application in several departments. “I came across this product at a conference last March,” says Ritchey. “We were aware of the technology, and felt it would be appropriate, but hadn’t tried anything yet. This got our attention because we are in a DMS 100/Centrex/Meridian Business Set environment and many CTI products are not suited for that platform. So we approached them about being a beta test site.

“We are using it as a simple desktop CTI application to ensure Windows workstation stability. When a call comes in, the user ID does a table look up and the caller name is announced on the screen. So I have an advance indication of who’s calling. I may decide not to take the call, sending it to the voice messaging system. I may pick up a paper file as I answer, speeding up the call handling. The application is ideal for situations where you receive a lot of calls—the business office, help desk, call center, and so on. It has implications for registration, athletics, tickets, help desks to support technology problems, and much more. For the telecenter that processes thousands of calls a day, efficiency is improved significantly.”

CTI applications can offer important capabilities, including automatic screen pops, custom call routing, outbound call automation, and simplified use of telephone features. Screen pops allow an incoming call to automatically locate the record of a caller on a PC database by leveraging Caller ID or Automatic Number Identification information from the advanced intelligent network. This will locate and open the record of (for example) a student who calls for registration information by searching for their telephone number. Custom call routing can also route a call based on the status of the caller. For example, a student profile in the database might indicate a language preference for which the call should be routed to a specific support group. Outbound call automation allows employees to dial a list of numbers in a database simply by touching a button on their PC keyboard. Many features that may have been difficult for some users, such as conference calls and transfers, are now easily performed by touching a single function key.

Although CTI is new for some, it is becoming easier every year to implement many innovative applications. New CTI standards emerging within the PC industry are simplifying the development and implementation of applications. In the past, CTI solutions were limited to large institutions because of the cost and complexity of each unique computer and telecommunications system. Although this may not have been a barrier for some, each application would still be centrally controlled and difficult to modify in order to meet changing departmental requirements. Recent developments have dramatically reduced the complexity.

Microsoft and Novell are both offering new software that simplifies the integration of computers with telecommunication systems making it easier for software companies and your own developers to write applications. It also allows end-users to have greater selection of packaged applications.

Microsoft’s Telephony Application Programming Interface (TAPI) within Microsoft Windows is designed to allow programmers to write to the TAPI software interface and have the TAPI software communicate to various telecommunications providers. Novell introduced Telephony Services Application Programming Interface (TSAPI) which allows Novell server applications to connect to major telecomm manufacturers for similar applications.

CTI applications can improve productivity, allowing employees to offer superior service to more callers in less time. Employees answer calls directly from their keyboard and can transfer the call to any number from their computer database at a touch of a button. Emergency lines can be automated to identify a student’s location.

CTI may allow you to provide superior customer service at significant cost savings. It’s an innovation you may want to consider if doing more with less has become a standard for your department.
Telecommunications Evolution and Infrastructure
at University of Texas Medical Branch

Thomas K. Epley, III
Associate Director, Telecommunications

The University of Texas Medical Branch at Galveston (UTMB) resides on an 86-acre campus on the historic East End of Galveston Island. The campus employs a staff of approximately 10,000 supporting patient care, education, research, and support services. It comprises 73 major buildings which includes seven hospitals (with a total of 1,236 beds), 144 clinics, and 23 operating rooms.

The medical education facility serves 228 counties in Texas including a charity patient population of 58,529, as well as UTMB’s managed health care plan for the Texas Dept. of Criminal Justice’s approximately 57 prison units and 100,000 prisoners statewide.

The Galveston campus is also home to TDCJ’s 168-bed prison hospital.

UTMB has a total student population of 2,882 in four schools and two institutes: School of Medicine, School of Nursing, School of Allied Health Sciences, and Graduate School of Biomedical Sciences; and the Institute for the Medical Humanities and the Marine Biomedical Institute.

In support of the University’s 1987 Institutional Strategic Plan, an ambitious project was proposed which would culminate in the installation of a campus telecommunications infrastructure to support voice, data, and video communications and create a full-service support organization. The new Telecommunications Dept. would be charged with supporting future growth and enhancement of communications services, as well as continued research and planning for state-of-the-art communications technologies that would support UTMB’s strategic initiatives into the 21st century.

The implementation phase of the project began in 1991 with the installation of the NEC 2400 Ultra Modular Group (UMG) telephone switching system, a Centigram Voice Mail system, a campus-wide broadband data and television network, the installation of a campus-wide cable plant, and the construction of the Technical Operations Center to house the new technology.

From that initial installation, the system has grown to include: 10,646 telephone, fax, and modem connections; 6,000 campus data network connections; 1,000 video connections; 2,300 voice mailboxes; more than 16,000 voice and data outlets, a LAN-based telecommunications management system customized for UTMB to facilitate report generating, work order process-

ing, and automated billing processes; and the installation and implementation of automatic call distribution (ACD)

Led by the network architecture planning document, “Network 2000,” the Telecommunications environment in 1995 has evolved to a philosophy of providing services, not just providing technology. Services supporting UTMB’s faculty, staff, and students include voice, data, and video access; paging and cellular services; distance learning; telemedicine; and videoconferencing capabilities. With the rapid evolution of technology also comes the rapid demand for and strategic value of this technology on campus.

It is the responsibility of the telecommunications staff to provide these services to the customer without burdening them with technology issues. Currently, a staff of 61, including an 18-member operator services staff, is at the core of this service-providing department. It is critical that Telecommunications services evolve to create and support services to highly diverse groups of customers:

- Revenue Centers (generate revenue)
- Expense Centers (provide support at lowest cost)
- Services Centers (provide customer services)

The environment in 1995 finds a telephone system that currently supports 25 T1 circuits for data and video services and 33 for voice applications. The campus infrastructure includes a fiber-based ethernet backbone to all buildings and a migration to Fiber Distributed Data Interface (FDDI) in progress. An Asynchronous Transfer Mode (ATM) pilot is underway for data and telemedicine in cooperation with Southwestern Bell Communications. The University has also recently installed an ISDN switch for data and video connections to a state ISDN network.

Campus information resources serviced by the telecommunications and data communications infrastructures include: IBM 3090/400J and IBM ES9021-640 central computing; 1,200+ SNA connections; DEC VAX 7710 alpha for lab support; DEC VAX 761- alpha for radiology; approximately 110 Novel file servers; and more than 40 remote network locations comprising UTMB’s wide area network with approximately 6,000 nodes.

Special projects and outreach programs are also at the forefront of Network 2000. These include:

- The telephone system has grown from the original installation of the NEC 2400 UMG to include four additional networked NEC telephone switches at off-campus locations, 14 Northern Telecom Norstar systems in satellite clinics, and a NEC 2400 SIM which acts as the switch for the campus emergency telephone backup system. The department has also installed and supports
Telecommunications Legislation

Late in the day on October 12 the House named 34 members to participate in the joint conference with the Senate regarding the telecommunication legislation in House HR 1555 and Senate S 652 bills. The next day the Senate accepted a House proposal for a joint conference on this legislation and appointed 11 Senate member conferees. Telecommunications Reports Daily reported this information during the following week. TR also indicated that "the decks are cleared for the conference to begin work on what Sen. Patrick J. Leahy (D., VT) predicted will be 'the most complicated, complex, and difficult' issues handled by a joint conference committee in years." All of the various alliances that have been formed during the past couple of years to deal with the telecom legislation are actively trying to get the bill improved before it goes to the President.

At least now there is a very good chance that the telecommunications legislation will get through Congress this year. Everyone will be affected in one way or another by this legislation. Some have proposed that the costs of many different communications services will go up. This may include telephones, cable television, radio broadcasting and whatever else ends up covered by the final law. All ACUTA members have to be concerned.

Caller ID

This is still on the table at the FCC and a lot of our members are concerned that a ruling may come out costing PBX owners a bundle to implement. Two of the big PBX manufacturers have told the FCC that the benefits do not justify the costs. ACUTA has expressed concern as to whether all PBX equipment will have to be upgraded or not and if so what will it cost? One ACUTA member recently had the ear of some of the top management and members of the corporate board of the manufacturer of the PBX at his university. He was very surprised to find out that these company executives really did not understand all of the issues associated with caller ID and the requirement to deliver *67 (turn caller ID off) and *82 (turn caller ID on) service. See "DC at a glance..." on page 11

Continued from previous page

additional voice and data systems at 18 satellite administrative and clinic sites in surrounding communities, as well as SNA data connections at additional sites including the UTMB satellite Obstetrics and gynecology clinics located in 19 communities around the state.

• In another outreach effort the University has, in association with the Texas Dept. of Criminal Justice created one of the most visual and highly utilized telemedicine projects in the country. Since its inception in 1993, physicians, house staff, and students have participated in an innovative project that has allowed inmates from across the state to be seen by UTMB physicians in four TDCJ regional medical centers without having to be transported hundreds of miles to the Galveston-based prison hospital, resulting in significant cost savings and reduced security risk.

• Another key strategic program that has been successfully implemented has been the distance learning projects within the School of Nursing and the School of Allied Health Sciences. This project has included a number of courses involving several different campuses across the state. Nursing students at Stephen F. Austin State University in Nacogdoches, Texas are able to participate in courses taught at UTMB's School of Nursing. University of Texas Pan American, located in Edinburg, is participating in the same type of program with UTMB's School of Allied Health Sciences for the Physician's Assistant track, and a Pharmacology course is being delivered to a program at University of Texas at Austin. Students in these cities are able to attend and participate in UTMB courses via teleconferencing. With this program UTMB has been able to satisfy institutional and statewide goals of providing knowledge to future healthcare professionals across the state in their own locales.

- To optimize the use of the teleconferencing capabilities, a project to establish an advanced teaching and conferencing center was begun in 1994. The magnificent former home of the George Sealy family, known as "Open Gates," was bequeathed to UTMB in 1969. The atmosphere of the Open Gates Conferencing Center will lend its historic surroundings and advanced technology to retreats, clinical symposia, research colloquia, and other conferences held within its walls and galleries. This facility will be fully equipped to facilitate state-of-the-art on-site audiovisual presentations, as well as the interactive technologies for teleconferencing and telemedicine. The Telecommunications Department has the distinction of operating as a fully cost-recovery department—a business within a business. The department operates on an annual budget of approximately $8 million. For the past four years of operation, the Telecom Department has been able to maintain its costs to benefit the customer, with only a single increase of 5% for basic phone services. The department has also been able to eliminate monthly data connection charges and now offers data service at no cost to the customer.

In an effort to further increase efficiency, improve service delivery, and reduce costs, the Telecom Department and Computing Services Center have combined to support UTMB's strategic initiatives and streamline their operations. Although both departments are perceived by their customers as possessing these attributes, the concept of "one-stop shopping" for all telecommunications and data communications needs is one that has been a goal for the campus for some time.
ACUTA homepage update

Aaron Fuehrer
Computer Services Manager

Since its beginning in July, the ACUTA homepage has developed into a valuable resource for members. Some of the new or refined areas of the home page include:

- **Job postings:** Positions available have traditionally been included in the *ACUTA News*, which is also where they reside in electronic form. In addition, you may now view job postings in their own separate section directly off the home page. This will allow us to post positions that have application deadlines that make them unsuited for the printed form of the newsletter.

- **Registration for seminars and conferences:** Information about ACUTA events can be found by clicking on the Meetings section of the home page. In addition to information about dates, times, locations, etc., you may now print a registration form from your web browsing software to register. In the near future, an on-line input form will be available.

The Meetings section also includes the Call for Presentations for upcoming events.

- **Legislation/Regulation:** This section of the home page has been the most frequently accessed by our members. Some new items soon to appear include information on NANP, 500 numbers, and additional information on caller ID.

Look to the ACUTA home page for up-to-the-minute information on all aspects of the Association. Reach Aaron Fuehrer, ACUTA Computer Services Manager, at afuehrer@acuta.org with your suggestions and comments.

---

Institutional Excellence Awards...

*Continued from page 1*

...communications, states, “Network 2000 has also enabled the University to take a leading role in two highly successful outreach programs in the state: (1) a telemedicine program in association with the Texas Department of Criminal Justice to create the most highly utilized telemedicine project in the country. Since the inception of the telemedicine program in 1993, UTMB physicians, staff, and students have participated in an innovative program that allows inmates from across the state to be seen by physicians and staff electronically, resulting in significant cost savings and reduced security risk. (2) A distance education nursing program involving UTMB Galveston, Stephen F. Austin University, and the University of Texas. This program has enabled UTMB to satisfy institutional and statewide goals of providing information to future health care professionals while they are in their own locales.”

ACUTA salutes the University of Texas Medical Branch at Galveston for its recognition of the value and significance of communications networks as it pursues its threefold mission of education, research, and patient care in a virtual campus environment across the state of Texas.

The award to Connecticut State University System is in recognition of the University’s planning and deployment of a system to provide telecommunications services in a cost effective manner to the four locations in the system: New Britain, New Haven, Danbury, and Willimantic. The project consisted of a new fiber and copper distribution system, installation of four networked PBX systems, an integrated voice mail system, multi-point videoconferencing, FDDI/ethernet data network infrastructure at each location, and a wide area network interconnecting the four campuses.

President William J. Cibes, Jr. remarked, “One of the most important aspects of the mission of Connecticut State University System is to educate those who will, as knowledge workers, be the foundation of Connecticut’s competitive position in the global economy of the future. As a consequence of this project, every student and every faculty member is more familiar with contemporary technology, and more capable of taking advantage of the technology.... Business leaders have emphasized that our graduates should be prepared for the next forty years, not just the next four. They should be able to communicate, to think critically, to work in teams to solve problems, and they should be familiar with the tools of contemporary technology.”

Although the full impact of the project in the CSU community is hard to measure, several changes are obvious. The use of the new capabilities such as voice mail and electronic mail have facilitated closer communication among faculty and students. New applications, such as the library access system, have enabled faculty and students to access electronic library databases from the desktop. The project has positioned the CSU System to be an important contributor to the state’s economic and education future.

ACUTA commends the Connecticut State University System for recognizing the value and significance of communication technologies in the accomplishment of its goals.

ACUTA encourages all member institutions to share their success stories with the membership. The successes and accomplishments of the University of Texas Medical Branch at Galveston and Connecticut State University System are important to others who are searching for ideas and models as they develop campus networks and strategies.
Virginia Commonwealth developing virtual classroom model

Some Virginia Commonwealth University students are using the World Wide Web and e-mail as the primary modes of communicating with faculty during their two-year program. The newest Executive Masters’ Program class in the School of Allied Health’s Health Administration Department will spend only five one-to-two-week sessions on the Richmond, Virginia, campus; for five-and-a-half months each semester they will conduct course work from their residences across the U.S. Most students are mid-career professionals who work full-time jobs. They use Netscape Navigator to access daily assignments, post completed work, chat with the instructor, send e-mail to colleagues, and peruse the library catalog database. [Syllabus, Sept. 1995]

ACUTA rep at Virginia Commonwealth is Robin Reed.

Carnegie Mellon tries dedicated modem service

In response to congested public modem pools, Carnegie Mellon University’s DataComm is testing the concept of a dedicated service in which a single modem or, in the case of departments, a separate hunt group of modems, will be available exclusively for those willing to pay for a low-contention service. Users “lease” a phone line/modem/annex-port connection from DataComm, and are guaranteed a defined level of repair and back-up support. The pilot program began this fall. [CMU Cursor, Sept. 1995]

Carnegie Mellon ACUTA rep is Mary Pretz-Lawson.

Central Michigan reaches prospective students, alums via Internet

Students interested in attending Central Michigan University can now find admissions applications via both Gopher and the World Wide Web. Applications can be returned electronically by e-mail or printed and mailed in. The University is studying use of interactive computer applications.

The University is also reaching out to students at the other end of their CMU careers: alumni can subscribe to a new, monthly electronic newsletter which supplements their twice-a-year alumni magazine. CMUALUM is archived on the CMU Gopher server: gopher.cmich.edu

Central Michigan University is represented in ACUTA by Kenneth E. Johnson.

University of Arizona offers online listserv creation

Thanks to a new World Wide Web home page at the University of Arizona, members of the University community can start an online listserv group without filling out any paper forms—or even leaving their offices. The home page includes an electronic questionnaire asking for basic information about how the group will be organized and allows users to click the “send” button to transmit information to computing center staff, who do the rest. Groups must relate to academic or administrative activities at the University. [U of A Computing & Communications News, Aug./Sept 1995]

Amelia Tyman is Univ. of Arizona’s ACUTA rep.

Catholic University of America developing Web presence

As part of its general expansion of network activity, the Catholic University of America is also encouraging expansion of its World Wide Web presence. The computer center has enabled personal home pages and created procedures to help users get started; academic computing services is moving documentation and user guides to the Web; public affairs staff have created a graphical look for the CUA home page and is contracting student Web developers out to departments who wish to join the new environment. The University’s personal home page policy is available at http://www.cua.edu/www/cc_acs/poli

Pierre Malochée is the ACUTA rep at Catholic University of America.

University of Texas sponsors Internet addiction workshop

The Chronicle of Higher Education (10/20/95) reports that the University of Texas at Austin’s Counseling and Mental Health Center has sponsored a workshop on Internet addiction. According to the article, one attendee’s father made her leave her modem at home when she left for college, but she admits she sneaks around and borrows her friends’. Only six students turned out for the program, but a counselor attributed the low turnout to the use of the word “addiction” in the workshop title. “Next time we probably wouldn’t word it that way,” she says.

UT’s ACUTA rep is Thomas B. Morris.

Thanks to CAUSE’s electronically delivered Campuswatch for some of the information on this page.
21st Century Technology

Solar mower

Soon you may be able to sleep in on Saturday morning even if your neighbor is mowing his yard. Stephen Wassell, a math professor at Sweet Briar College in Virginia, has invented a real dream machine: a lawn mower that uses no gasoline and makes very little noise. According to The Chronicle of Higher Education (10/6/95), the mower, fueled by photovoltaic cells attached to the handle, cuts grass even when the sun isn’t shining, by means of a built-in battery. It will go on sale next year for about $600.

Flat TVs hang on your wall

Fujitsu, Matsushita Electric Industrial, Sony and NEC all have plans to produce big TV screens — up to 50 inches in diameter — to hang on the wall at your house or mine. The new plasma display panels are only three inches thick and, according to the St. Petersburg Times (8/25/95), Fujitsu says the image quality is as good as the best conventional picture tubes and better than any of the rear-projection models.

Software categorizes resumés

From the San Diego Union-Tribune (9/22/95): Health-care products company Johnson & Johnson recently consolidated the hiring functions of six divisions of the corporation. Making the job more efficient was a computer program which scanned employee resumés and classified them. An executive of Resumix, a Santa Clara-based company that provides resume-scanning software, explained: “A lot of large corporations find themselves getting hundreds or thousands of unsolicited resumés each month. It’s a big job trying to get through them and categorize them. What we have lacked is an efficient way to marry these candidates with the jobs. This is helping.”

Technology training for teachers

According to Investor’s Business Daily (9/28/95), California’s superintendent of public instruction says schools are still woefully behind other industries in preparing their employees to use technology: “Nationwide, Fortune magazine reported that last year businesses spent well over $2 billion training their employees on the use of technology, but 90% of the teachers in America reported that they were 100% self-taught. Everyone has to understand that if you do not have the ability to use computer technology in the 21st century, you will be as competitively disadvantaged as if you couldn’t read at the turn of the last century. The failure to give kids these tools amounts to economic insanity.”

Cable for Canadian kids

The Toronto Globe & Mail (9/28/95) reports that Canadian cable companies and specialty channels are launching a new project that offers commercial-free programming for schools by carrying feeds from a variety of American and Canadian educational specialty channels, with cable companies paying the cost of one cable hookup and providing free monthly service to schools in their areas.

Unfortunately, educational programming isn’t the only kind of broadcasting travelling Canadian airways. According to the Toronto Star (10/14/95), the chairman of the Canadian regulator CTRC says that unless a workable system to control child-damaging violence on TV is developed within a year, the government may require scrambling of violent shows before their delivery on cable networks. “…the American commercial standards are destroying Canadian social standards. We can’t protect our children.”

Singapore has high-tech tots

According to a story on CNN’s on-line Technology news, more than half of the kindergarten students in Singapore are using computer assisted instruction in the public schools. Plans are to have the program in every school by the year 2000. The city-state has an information technology policy to create what it calls an ‘intelligent island,’ also by the year 2000, bringing the general populace to a level of fluency, not just comfort, with the technology.

Online services consolidated

Apple Computer is joining its eWorld online service and electronic content unit into a new division called Apple Internet Services. “...we aim to quickly create a powerful and influential Apple community on the Web,” says CEO Michael Spindler. Upgrading its eWorld service will give users direct access to selected Web sites and a new version planned for release in mid-1996 will use more open standards technology. The company also has a series of new Web sites and services planned for the desktop publishing and education markets.

Archivists vs. technology

The New York Times (10/1/95), quoting the director of the National Archives’ Center for Electronic Technology, says, “You can get an optical disk that may last for a hundred years, but in 10 years you won’t be able to find a drive to read the thing... We figure we’re safe for a decade. That means that in 10 years we expect to have to copy everything onto something else, but we don’t know what that will be.”
Privatization:  
A Trend to Watch

Once a rarity in higher education, the concept of privatizing all or portions of some campus operations is being examined with increasing frequency. We are all familiar with examples of privatized food service and bookstore operations, and this phenomenon is now affecting housing, college unions, and, other “auxiliary” services.

One of the speakers on a recent videoconference sponsored by the National Association of College Auxiliary Services estimated that one in five college food service operations are privatized. All of the participants agreed that this is a growing trend, brought about by pressure to cut costs and increase efficiency in management. In addition to cost-cutting, the speakers agreed that privatization is sometimes viewed by administrators as a means of dealing with “problem areas.” Many auxiliary service managers are now finding themselves in a contract management role, rather than an operational management role.

Will privatization have a significant impact on campus telecomm departments? It is still too early to tell, but definitely worth watching.

One long-time ACUTA member recently wrote that he is representing a state university with the Public Utility Commission in his state. They are developing regulations for implementing local competition, and it looks like colleges may be considered “resellers,” subject to filing tariffs, following the Uniform System of Accounts, and the myriad of other regulations attached to this role. One PUC staff member has commented that the university should consider “outsourcing” their telecommunication operation.

DC at a glance...  
Continued from page 7

as proposed by the FCC. Most of us assume our vendors are keeping up with, and are concerned about, what the FCC is considering. This may not be the case all of the time. ACUTA members with PBXs should be actively involved with the PBX users group and be sure their wants and needs are known by the manufacturer involved. The local sales force often are not going to rock the boat. You need to be sure you have management’s ear.

Voice on the Internet

A note in TR (9/4) may be of passing interest now but of great concern to ACUTA members in the future. Quarterdeck Corp. plans to mass-market a new product called Quarterdeck WebPhone. This will deliver one of the first two-way audio connections over the Internet. According to Quarterdeck, WebPhone will provide “sound quality that is two-way and comparable to that of a telephone connection.” They indicate that use of the Internet will reduce long distance phone charges.

TR (9/18) reported on The Networked Economy Conference held in Washington Sept. 12-13 and noted this topic was part of the conference. Bert C. Roberts, Chairman and CEO of MCI, was asked how MCI will respond to the competitive threat that “Internet telephone service” may pose to its core long distance business. Roberts said “MCI will be there as part of the equation.”

This raises questions for ACUTA members. Many institutions open Internet access to all faculty, staff and students on a no charge, or very low charge, basis. Can you afford to continue such a practice? What does Internet access really cost the institution? How is it paid for now? Who benefits from this use? Who should pay the bill? How is the institution going to recover the loss of long distance revenue if it is free on the Internet? to avoid the regulatory nightmare. Could this become a trend?

In my view, there are several factors working against the privatization of campus telecommunications:

- Telecomm is usually a money-maker for universities, generating far more revenue than cost. This revenue is often used to finance infrastructure upgrades, data networking projects, distance learning, and other communications functions closely related to the academic mission.
- Many telecomm departments have already been re-structured to incorporate information technology and/or video communications functions—resulting in reduction of duplication and decreased costs.
- Many telecomm departments already outsource the portions of their operations that make the best business sense, developing partnerships with vendors resulting in cost-effective management.

While privatization has become an issue in only a few campus telecomm departments until now, we cannot assume that this trend will pass us by. It will be to your advantage to frequently assess your operation, to ensure that you are operating as efficiently as possible. If your operation is a source of net revenue, be prepared to document your financial benefits to the institution. Take care of any perceived deficiencies in customer service, as well. Be prepared to document how you support the academic mission, and strive to take an active role in strategic planning for your campus.

ACUTA will continue to watch developments in the privatization of campus services, and we will keep you informed as new information is available.
Editor’s Notes...

According to the Toronto Star (10/14/95), the chairman of the Canadian regulator CRTC says that unless a workable system to control child-damaging violence on TV is developed within a year, the Canadian government may require scrambling of violent shows before their delivery on cable networks. “It ends up that the American commercial standards are destroying Canadian social standards. We can’t protect our children.”

Personally, I’m disappointed that in America today, we seem to have concluded that society has no right to set behavior standards for itself. We’ve emphasized individual rights so much that we’ve lost sight of the necessity of adherence to collective standards. Human nature demands discipline. The absence of standards in a society creates a society that is not offended by anything an individual feels he has a right to do. And someday individuals won’t be able to live in that kind of society.

There’s a lot of controversy today about censorship on the Internet. I’m not sure how the Internet can, or should, be regulated as far as what is acceptable behavior/content and what isn’t. It’s just a shame that everyone’s personal standards are not so high that any sort of policing would be unnecessary, but this is the real world, isn’t it? Too bad....Share your thoughts as well as news from your campus! Contact Pat Scott at (606) 278-3338 or e-mail pscott@acuta.org.

Position Available
Abilene Christian University
Senior Network Engineer

Responsibilities: Provides expert support to assist in software, hardware, & network design, including problem resolution, setup, & advice; provides expert support to ACU faculty/staff for more difficult configurations, testing, & problem-solving; tests & evaluates new software, networks, technology as needed; serves as team leader or support on new technology projects.

Qualifications: BA/BS, pref. in computer sci, EE, or closely related field; prof. engineer (EE) is preferred. Must be familiar with communications construction standards including EIA, TIA, etc. 1–2 yrs PC/Mac/Unix comp analysis/support; 3–5 yrs data network analysis/support using ethernet, fiber optics, ATM, TCP/IP, Novell in large-scale networks; 1–2 yrs proj mgmt.

Address inquiries to: Jim Trietsch, Director, Information Technology, Abilene Christian Univ., ACU Station, Box 8460, Abilene, TX 79699-8460

Can you help?
Gayle Bullock, Asst. Manager of Telecommunications at The Catholic University of America is looking for a Telemanagement/Facilities Management system that can be used in a CENTREX environment. For specifics, send e-mail to bullockg@cua.edu or call 202/319-5505.

Position Available
Abilene Christian University
Senior Computer Support Specialist

Responsibilities: Provides expert support to assist in software, hardware, & network problems, setup, & advice; provides expert support to ACU faculty/staff for more difficult configurations, testing, & problem-solving; tests & evaluates new software, networks, technology as needed; serves as team leader or support on new technology projects.

Qualifications: BA/BS preferably in computer science, EE, or related field. 3–5 yrs exp in PC/Mac/Unix computer analysis/support; 1–2 yrs data network analysis/support using ethernet, fiber optics, ATM, TCP/IP, Novell in large-scale networks; 1–2 yrs project mgmt.

Address inquiries to: Jim Trietsch, Director, Information Technology, Abilene Christian Univ., ACU Station, Box 8460, Abilene, TX 79699-8460

Congratulations...

...to Mal Reader who was recently honored by Mount Royal College in recognition of ten years of teaching excellence. Mal has taught in their Telecommunications Management Certificate Program.

...to Buck Bayliff who was recently named Assistant Vice President for Project Management and Director of Telecommunications at Wake Forest University.