Standing room only for Campus Cable TV in Baltimore

Each ACUTA event presents the Program Committee with the challenge of bringing to the membership topics of relevance and significance. All doubts that they had succeeded in this mission were dispelled early by the sellout crowd for the Campus Cable seminar in Baltimore April 24-27.

Campus Cable was such a popular topic that for the first time in recent history, registration was closed early. "By the end of March, we had reached the hotel's limit of the number of people who could occupy the room," said Kellie Bowman, ACUTA Membership Services Coordinator. "We're really pleased with the excellent attendance in Baltimore."

About 141 people were able to participate in the Campus Cable seminar, and some 120 others attended Hot Management Topics. "This will help us in the future," says Meeting Planner Lisa Cheshire, "because hotels look at the attendance history of your group to determine how much space they're willing to set aside for you. We knew this would be a big event, but the hotel doubted our projections."

After opening remarks to the standing-room-only crowd by Mark Kuchefski from Indiana University, Tony Tanzi (Brown University) introduced Peter Tannenwald for the first session which dealt with the Cable Television Act of 1992.

Tannenwald verbalized a trend that is obvious from the record attendance at this seminar: There will be more and more demand for video services. He recommended that planners decide the beginning what services they will put on the cable: TV, satellite, campus originated radio, data, or others.

Discussing ownership of wiring, Tannenwald projected that soon the FCC will have regulations treating cable TV wiring the same way telephone wiring is treated in your house now. If you don't already own it by contract, you will have the right to own it and use it for other purposes. Complicating the picture, Tannenwald felt that in as little as three or four more years, video phones will be an entity to be dealt with.

A cable TV system might be defined as a wired system that carries broadcast stations and charges money and either serves more than one building not commonly owned or serves more than one building that are all commonly owned but where wire crosses a public right of way. "Most campuses have public streets, and if wire crosses that street, you are a cable TV station and you need a city franchise and a federal registration and and and. This is not being done on many campuses right now. You are subject, but there are ways out of it, such as not charging a separate fee (build it into the dorm charge)."

Also, Tannenwald pointed out, if you don't carry broadcasting signals, then you're not a cable TV system.

After mentioning copyright laws, Tannenwald informed his audience that federal and state local access requirements state if you have 36 or more channels, you must set aside three or more, depending on how many you have, for access. "Anybody can walk in and demand..."
ACUTA reopens search for Executive Director

The ACUTA Executive Director search continued to be the primary focus of the Board in March and April. The discussions focused on:

- Why the current search proved unsuccessful
- Reopening the search
- New ad campaign and closing date
- Role of ASAE
- Impact on FY94-95 planning
- Impact of the electronic access project
- Impact on the Board and search committee

Other key items on the agenda during the April 7 Board Conference call included:

- Completion of financial audit of ACUTA books
- Completion of member needs assessment report
- 1994 Anaheim Annual Conference planning
- FY94-95 nominations and elections
- Baltimore Seminar and sellout of Cable TV session
- Fall 1995 seminar location selection
- 1994 ACUTA monograph publication schedule.

Submitted by
Dr. James Cross, Longwood College
ACUTA Secretary

'94-'95 ACUTA dues notices mailed in early May

There may be no such thing as a free lunch; but when you pay your ACUTA dues, you do get a generous helping of benefits! From discounted rates at ACUTA events to the Resource Library to a host of publications—such as the newsletter, directory, monographs, and more—ACUTA membership has for 23 years proven its value to members.

In addition to the benefits named above, those on the active member list as of September 1, 1994 will be included in the '94-'95 directory.

But perhaps the most frequently named benefit of membership is the networking that takes place among professionals from across North America and even New Zealand and Australia.

Early in May you should have received your notice for 1994-95 dues. Payment is due by July 1. Please check the information shown on your dues notice carefully and make corrections before returning it with your payment.

The coming year promises to be a year of progress for ACUTA with a new Executive Director in the office and many aspects of the strategic plan being implemented. Don’t fall off the network—send your dues in right away!

Telecommuters on the increase

According to NBC Nightly News (3/22/94), there were an estimated 2 million telecommuters in this country in 1990. That figure has increased to 7.8 million this year. And by the year 2001, they estimate the number of telecommuters will grow to 30 million.
President's Message

The remnant of nearly 100 inches of this winter’s snowfall is finally almost gone, the promise of springtime is nearly a reality, and I’m down to my last quarter as President of ACUTA. Only three more months to go until I pass the baton to Randy Collett and become a “has-been” (Immediate Past President in ACUTA bylaws parlance).

I’m packed and ready to head to Baltimore for the ACUTA spring seminar which promises to be one of our most successful and well-attended seminars in recent history. The combination of subject matter (Campus Cable TV and Hot Management Topics), the location, and the timing have all played to our benefit. We are expecting a near sell-out and, in fact, had to close registration for the Campus Cable TV seminar track at the end of March. The exhibit area is maxed out and the hotel is out of rooms for some nights. It’s going to be “cozy” in the sessions and in the exhibit hall, but the explosion of campus cable TV enterprises, coupled with a burgeoning set of important management issues, has our members and vendors grappling to get as much timely information as they can. We’re glad to be able to help by bringing together a group of peers and consultants to share their first-hand experiences and unique perspectives.

If you missed this seminar, be sure to mark your calendar for our upcoming Annual Conference in Anaheim July 31-August 1 and/or our fall seminar scheduled in Richmond, Virginia, October 16-19. The conference will provide an opportunity to touch on a veritable wealth of different topics in a combination of general and break-out sessions as well as an extensive exhibit hall filled with supportive vendors, all looking to show their wares but also to seek input on what more they can do to fill our needs. Look for more detailed information soon. The fall seminar also promises a “not-to-be-missed” set of topics: the management track will focus on network planning and management and the technical track on student services.

Also, for those of you in the northeast, don’t forget about the region meeting scheduled at Adelphi University on June 15 and 16. (See page 11 for more information. Those members in or near the region should have received a packet of information in the mail.)

As you can see, the Program Committee, Board of Directors, and ACUTA staff have been busy lately, working to make ACUTA better for you. I know you’re seeing improvements because many of you have taken the time to call me or send me an e-mail note telling me so. Your comments, as well as any suggestions you may have, are always welcome. Call me or drop me a note—I really do enjoy hearing from you!

P.S. Last month I focused my monthly report on our reorganization at Cornell and the merger of our voice and data staffs. I ran out of space and was unable to address the “fun” part.

During my presentation at last summer’s conference on the same topic, I utilized a cartoon showing what you get when you combine a typical voice technician with a typical data technician. It was drawn by one of our former data-only technicians and everyone on our staff enjoyed it, as did the conference attendees. It was created as an afterthought, long after I had submitted my presentation for the conference binder, so attendees did not get a copy in their handouts. I’ve faxed and mailed many copies since then and decided it would make sense to share it here in our newsletter. It’s reproduced here for your enjoyment.

Patricia Searles
ACUTA President
Annual Conference decision time draws near

Mal Reader
ACUTA Program Director
University of Calgary

Decision time is approaching once again. As you consider the pros and cons of attending ACUTA’s 23rd Annual Conference, we’d like to suggest some reasons why we feel attending is a wise decision.

√ It’s an excellent use of your training dollars. Only the most shortsighted budget doesn’t include professional development. But we must all—in keeping with the do-more-with-less philosophy—make the best use of those funds. At the ACUTA Annual Conference, you’ll be able to choose from more than 40 different topics in four days and attend those sessions that will be of the most benefit to you and your campus. You’ll be given handouts from sessions you attend to take back and share with your staff, thus increasing the value of your attendance. You may also purchase tapes of sessions you think may be valuable to others in your department. If you learn just one thing that prevents a costly mistake, you could more than justify the cost of the whole trip!

√ It’s a wonderful opportunity to network with other professionals. You will never have a better opportunity to meet with more people who deal with the very issues that confront you. You’ll return to your campus inspired by new ideas you’ve learned from others and armed with solutions devised in conversation with telecom professionals from across North America. The contacts you make at an ACUTA conference will be valuable for years to come!

√ Spending time away from the office is stimulating. Telecom and data professionals who don’t take time for professional growth often stagnate into early retirement and wonder what happened. You need interaction with others, fresh perspectives, and a look at what’s happening on other campuses as well as in the industry itself.

In addition, if you’re in a management position, your absence will allow your staff to develop by giving them opportunities to act independently. Leaving others responsible will build their self-confidence and help them understand and appreciate the pressures that come with your job.

√ Meeting with vendors away from your office can be very productive. We expect some 60 or more vendors to exhibit the latest products, services, and technologies at the conference. In a relaxed setting, you can take time to ask questions, see demos, and lay the foundation for a good working relationship with people who contribute significantly to your ability to make informed decisions.

In addition to the intellectual stimulation that will fill your days, we have some exciting evening activities planned. From Monday night’s Wild West dinner to Wednesday night’s Hooray for Hollywood banquet, you’ll find the camaraderie a real ACUTA bonus!

So make plans now to attend the 23rd Annual Conference in Anaheim July 31-August 4. Call Kellie Bowman in the ACUTA office for registration information. It’s a decision you won’t regret!

23rd Annual Conference & Exposition
July 31 – August 4 • Anaheim, California
“Telecommunications: Fast Track to the Future”

Keynote Speaker
Scott McKain
Just Say Yes: A Step Up to Success

Highlight Sessions
Dr. Patricia Zigarmi
Developing Excellence in Ourselves and Others
Annette Leal
The Info Superhighway: How Are Your On-Ramps?
Roger Dawson
The Confident Decision Maker
Joe Calloway
Positive About Change

Save $50
Register by June 30
Call Kellie Bowman
(606) 278-3338
for details
Breaking down the next wall:  
VTCL & MelCor’s IEN bring distance learning to Russia

Don Foshee  
Education Market Manager, VTCL

As we enter a new era of peace and cooperation with the post-Soviet bloc, efforts between the U.S. and Russian governments for “linkage development” are moving ahead rapidly. Information and education exchange is a high priority for the Clinton-Gore administration, and distance learning technologies—specifically fully-interactive, multimedia videoconferencing—are currently facilitating their efforts.

VTCL, through its partnership with MelCor Corporation’s Interactive Education Network (IEN) has completed installation of state-of-the-art multimedia conferencing systems in Moscow and affiliated universities in the U.S. for the delivery of the first in a series of distance learning programs between the two countries. Using a combination of satellite, microwave, and terrestrial-based technologies, education and training courses were scheduled to begin in March. This first-of-a-kind delivery is made possible through a partnership that includes VTCL, MelCor, the White House, U.S. Information Agency, U.S. Embassy in Moscow, George Mason University, Russian Education Ministry, ParkerVision, ART Technologies, and Sprint.

The inaugural linkage between Moscow and the U.S. was unveiled at this year’s International Distance Learning Conference (IDLCON) in Washington, DC, on March 25th. Russian and U.S. Embassy representatives met with over 100 attendees and presenters in a one-hour interactive session at the conference focused on government use of emerging communications technologies for education and training. In addition, as part of his visit to Russia, U.S. Secretary of Commerce, Ron Brown, conducted a live meeting with officials from Moscow and the U.S. to discuss his administration’s efforts to accelerate the transfer of information and bolster collaboration for economic development between the two countries. This live link from the Moscow IEN room to one in Boston involved hundreds of top businessmen and press from both countries, and received high levels of national media coverage.

Nowhere is the need more critical for access to timely and quality educational resources than in the countries of the former Soviet bloc. Programs like these will be vital to the ongoing growth and stability of these emerging democracies through interactive technologies which can offer sorely needed training to remote and previously isolated areas.

The VTCL/MelCor IEN project is in its pilot phase, with five sites already installed in the U.S. and Russia, all equipped with the latest in proven instructional technologies. Among its current education and training program providers, the IEN will offer a full range of courses from Harvard University’s School of Business, Penn State University, Organizational Dynamics Inc. (ODI), the New York Institute of Finance, Northeastern University, Johnson and Wales University, and George Mason University. The network is expected to expand at a steady rate throughout 1994 to include many other educational and training providers, as well as a growing number of affiliated “consumer” sites nationwide.

For more information about participation in the IEN or access to its program offerings, contact Don Foshee at VTCL (512) 314-2755 or call MelCor (617) 292-0050.

Program Committee calls for presentations for Fall Seminar

Mal Reader  
University of Calgary  
ACUTA Program Director

The Fall Seminar scheduled for October 16–19 in Richmond, Virginia, will address two very timely topics: Network Planning and Management and Student Services. ACUTA members from industry as well as college and university campuses are encouraged to participate as presenters.

Presenting at an ACUTA event provides the opportunity to contribute in a meaningful way to your profession. It also enhances the visibility and credibility of your school or company and you personally in the eyes of your peers. You achieve recognition for leadership and progressiveness in the field of telecommunications.

We encourage you to share your experiences and expertise with your colleagues as we explore new opportunities and solve common problems. (Vendor presentations must be generic, without significant reference to company products or services.)

To submit your idea for a presentation, see the flyer enclosed with this newsletter or call Lisa Cheshire, (606) 278-3338, for information. Deadline for applications will be June 10. You will be notified if your presentation has been selected. (Please note: You must still register to attend the seminar.)

The only limit is your creativity! Share something of yourself with your peers; send your ideas today!
What’s new in video at University of Missouri?

Terry Robb
Telecom Manager
University of Missouri, Columbia

Remember “The Jetsons” and how Mr. Spacely would call George on the phone and “see” him goofing off? Privacy issues aside, you can do essentially the same thing today. From large video conferencing studios to a desktop PC, video communications systems are beginning to take off. And, it’s relatively old technology. Ma Bell debuted Picturephone in the late ’60s. It wasn’t a success due to cost of equipment and (more importantly) the cost of signal transmission.

As a direct result of the revolution in microelectronics and digital transmission technologies, costs have dramatically declined since the 1960s. With digital video and compression methods, you can send and receive full-motion, color video of reasonable quality through a far less expensive transmission medium. To get some perspective, a standard television channel requires approximately 90 million bits per second (Mbps) to achieve a “broadcast quality” picture. With today’s desktop systems, you need only 56 to 128 thousand bits per second (kbps) to achieve a reasonably good picture quality. Additionally, sending video signals no longer requires an expensive, “dedicated” mode of transmission. Now you can place a “video call” just like a regular phone call.

Obviously, there are trade-offs. Compressed video signals allow for fewer screen updates. A broadcast quality video signal is updated at a rate of 30 frames per second (fps). Some high-end digital video transmission devices match that rate, others update the video screen at only 15 fps, and some less. The result with slower fps rates is motion that is not as smooth as broadcast quality; rapid movements may appear jerky. If you want a faster update rate, you need to increase the amount of information you send via your transmission device. Of course, the more information you send per second, the greater the transmission cost.

In 1987, UM debuted video distance learning and conferencing by employing Compression Labs video conferencing equipment and a combination of optical fiber and microwave radio transmission facilities. The system currently transmits compressed, full-motion, color video over UM’s Intercampus Network (ICN) at a rate of 768 kbps. Video conferences can be set up as “point-to-point” or “multi-point.”

Since 1987, digital video technology has been refined to the point that conference room video units which can be literally rolled from room to room have now been introduced. The only requirements include the appropriate communications connections (standard wall jacks) and adequate lighting and acoustics. Roll-about systems are approximately the same size (and weight) of a small refrigerator. They typically include a camera, microphone, software, and transmission gear, and usually come equipped with a wireless remote control to enable participants to control the camera movements and other features (such as dialing the call). Roll-about systems typically employ standard telephone wire along with specialized communications equipment to transmit compressed, full-motion, color video at speeds from 112 to 128 kbps.

UM Telecommunications has procured a Compression Labs Eclipse roll-about system, which is connected to UM ICN video equipment, and is being used to transmit a UMSL nursing course to the Eclipse-equipped Telecommunications Community Resource Center in Poplar Bluff, Missouri. This will enable nurses in the Poplar Bluff area to earn their Bachelor’s degree in Nursing without having to attend classes on the St. Louis campus.

A step down in the video hierarchy is “desktop” video, which is beginning to get a lot of play in the trade press. For example, computer chip maker Intel recently announced its own desktop video technology, called Proshare Video System 200, and its own Personal Conferencing Specification. Using the specification, Intel’s system will not only transmit full-motion color video, but will also enable file sharing during the conference. ISDN enables transmission up to 128 kbps over standard copper telephone wires.

Northern Telecom, MU’s DMS-100 switching vendor, has marketed a similar system called VISIT (VISual Interactive Technology) for several years. Like Intel’s Proshare system, VISIT provides full-motion color video and file sharing on a personal computer, but it also supports Macintosh computers. The primary difference, however, is the communications interface. While Intel’s system is limited to ISDN, the VISIT system also employs Northern Telecom’s own high speed data units, which transmit up to 64 kbps over standard copper telephone wires, as well as standard “Switched 56” data service units. The high speed data unit is the faster variant of the data interface unit.

DC at a glance
Whitney Johnson
ACUTA Regulatory & Legislative Affairs Committee

Recently, Valerie Turner, Director of Telephone Systems at Northern Michigan University, and I had a very informative visit at the office of Senator Riegle of Michigan. We were given a copy of Senate Bill S.984 and told that it had been introduced about a year ago and no further action taken. The local office felt that this bill will most likely die at the end of the session. They made that assumption based on the amount of work that has much higher priority that is currently under consideration and the fact that it is an election year.

I recommend that all ACUTA members locate the local office of your Senator and pay a get-acquainted visit. We were told that direct contact with the local office is better than letters to the Washington office. (Letters should be individually written and form letters used only as a last resort.) Be sure you follow the rules at your institution due to local politics. I'm sure you will find the local office as friendly and helpful as we did, willing to get copies of bills and status reports for you upon request.

In the May ACUTA News Randy Collett wrote an update of some of the activity in Congress. Since then, there has been a lot of action in various House Committees on two House bills, the Brooks-Dingell Bill H.R. 3626 (sometimes referred to as the Antitrust/Communications Reform Act of 1993) and the Markey-Fields Bill, H.R. 3636 (sometimes known as the Telecommunications Infrastructure and Competition Act of 1994). The Senate bill that Randy mentioned seems to be moving more slowly lately. This bill, the Danforth-Hollings Bill (S. 1822; sometimes referred to as the Communications Act of 1994) will replace the 1934 Communications Act and will likely be very active during the next couple of months.

H.R. 3626 would potentially lift the Modified Final Judgment restrictions on the RBOCs. Segments in the industry are fighting hard on both sides of the issues. A key issue relates to whether or not a measure of the amount of competition is needed. If one is needed, then what measure should be used and met in an area before the MFJ restrictions are lifted on the Bell Company involved? Another issue relates to who, FCC and/or Justice, will be involved in deciding whether or not the applying company has met the necessary competition guidelines. State regulating agencies also want to be involved in this decision. There is also concern about the bill wording requiring that the company manufacture almost everything in the United States.

Several amendments have been introduced in the committee process attempting to serve the needs of one group or another. Dingell seems determined that very little change would be allowed to this bill. Most of the amendments have been softened and/or withdrawn and compromises have been made. There are two versions of this bill from two different committees and these differences will likely be worked out by the House Rules Committee prior to the bill going to the floor for further attempts at amendments (if allowed at all) and final vote of the House.

H.R. 3636 activity seems to have evolved around issues such as: 1. How to handle rate-of-return, the old way or a new method involving price caps or something else. 2. Should the State Public Service Commissions have a role to play? 3. The “Administration” wants to add wording relating to Title VII. 4. Consumers are concerned about opening the door to large price increases. The bill is now or soon to be before the House Rules Committee and within the next month or two on the House floor for a vote.

S. 1822 has been and is being lobbied for change in all of the areas that the House bills have. It may very well end up that this Senate bill will be combined with one or both of the House bills and in the end there will be a single Communications Act of 1994 that goes to the President for his signature.

How does this impact telecommunications in Higher Education? Too soon to know. The bills seem to be changing so fast and are so all-encompassing that it is impossible for anyone outside of the Washington Beltway and without a big staff to know where things are at any point. Talk to the local office of your Congressman. Let them know your interest. And keep reading your ACUTA News!

FRANK & ERNEST® by Bob Thaves
Books in Review

Margie Milone  
ACUTA Membership Director  
Kent State University

ZAPP! The Lightning of Empowerment  

If your department gets the job done but lacks enthusiasm, maybe your staff needs to be Zapped! Although this is not a new book, or a new concept, it could be beneficial if you or the people you work with aren’t maximizing your potential. Behind the humor and the fairy-tale format, it offers solid, hands-on methods for achieving results, with realistic examples of what works and what doesn’t.

The essential points of Zapp! provide the team leader with clear instructions for empowering employees by maintaining self-esteem, listening and responding with empathy, seeking help in solving problems, and offering help without taking the responsibility. The team leader is reminded how to provide clear direction through mutual identification of key results areas for goal-setting and measurements; to provide the skills, training, and information necessary for the team members to function; to obtain the resources (tools, materials, facilities, funding) needed to achieve the results; and to provide support through approval, coaching, feedback, and encouragement which will keep the team on track.

The tips on people skills in this book will benefit everyone, not only at work but also in your relationships with other organizations and at home. Many of the guidelines are simple truths we learned long ago yet forget to practice consistently.

Team Based Process Improvement (TBPI), Facilitator and Team Leader Reference and Training Manual  
A Quality Learning Environment Project developed by the University of Calgary, provided by Ed Possberg, Quality Learning Coordinator. 1992. $75 Canadian, University of Calgary.

This manual is an organized and sequential step-by-step plan covering every aspect of TBPI from recognizing the need for change in higher education and identifying the process of change to implementing change through team-based process improvements. The indexed chapters include how to: form the team, interview customers, develop issue statements, diagram the process, develop control charts, determine and verify root causes, select and implement solutions, and measure results. Other chapters explain how to select the next issue, how to facilitate TBPI, and definitions with examples of thirteen Quality Tools including macro flowcharts, brainstorming, pareto charts, histograms, and force-field analysis.

Ed Possberg presented much of this material at ACUTA’s TQM seminar last January. His presentation and this manual have assisted me greatly in transforming our grass roots TQM methodology in our department at Kent State into processes which can be learned and taught by others.

Campus Cable…  
Continued from page 1

Jim Dronsfield (Duke), Laurel Hellerstein (Univ. of Mass.), and Warren Mayer (Univ. of Missouri-Columbia) were part of the panel on marketing. Not pictured: Harvey Buchanan (Florida State.)

access to your system. You can charge them, but censorship is very limited.”

Tannenwald fielded questions throughout his presentation, priming his audience for the sessions that followed.

Craig Brubaker, President, Pegasus Information Systems, presented a session on Planning. He recommended as a first step that those involved step back and get a university focus; what is in the university’s best interests regarding distribution of video on campus?

“Dreaming, pretending money is no consideration, gets the issues out into the open and lets you plan ahead and set goals,” Brubaker advised. He strongly recommended that it be clear who had authority, who was in charge.

Those who should have input, according to Brubaker, include anyone whose concerns could cause problems if not addressed at the outset. The planning process should consider the requirements of each area: residence life (i.e. student-run radio stations), security (some states have laws about what information needs to be distributed), student services (general information, calendar of events), student government, the academic area of the university, and others.

Decisions must be made regarding what channels you want to bring in off-air. What are the must carries? What are the frequently watched channels—what do students want to see? What channels do you want to bring in from satellite?

In addition to these two presentations, other members and vendors presented valuable advice and information on System Design, How Students Use Campus Cable TV, Campus Information Channels, Campus Entertainment Channel, Negotiating with the Local Cable Operator, and Building a Campus Cable Network. The seminar ended with a user panel discussion of Marketing to Students.

If you missed this seminar and cable is coming to your campus, or if you would benefit from the sessions on management issues, tapes of all presentations are available from the ACUTA office. Call Kellie Bowman for details.
Executive Director Update
Pat Seale
Cornell University
ACUTA President

A few issues ago, I told you in my President's column that we were close to hiring a new Executive Director. At that time, it was true. We were preparing to conduct interviews with the finalists and were optimistic that the process would result in a job offer. That also happened, but fate intervened and it was not to be. Interviews were conducted the first week in March. A verbal offer was made and accepted the following week. While we were awaiting the final contract draft from our lawyer, however, our chosen candidate had to withdraw for personal reasons. This set of events was disappointing, to say the least, but we are moving ahead once again.

The Search Committee recommended that we re-advertise the position and the Board concurred. That process began almost immediately and the Search Committee expects to conduct interviews in mid- to late-May. If the results of those interviews are fruitful, we would hope to have someone in place within four to six weeks of the interviews.

The process has been long and involved, but it is important for us to ensure that we hire the right person to fill the position. ACUTA needs a strong, eager professional in the role of Executive Director, someone who can help us move ACUTA ahead in the ever-changing world of telecommunications. As soon as we have found that person, we will inform you of our success. It is our goal to be able to introduce a new Executive Director, in person, at our Annual Conference in late July and, hopefully, in print, even sooner.

Dartmouth College deals $ucces$fully with toll fraud
Carole Clarke
Dartmouth College

In October of 1992 I noticed that calls to certain 800 numbers were being charged to the college. I had received a bill from Integretel showing a collect call to the college from a telephone number in area code 913. The telephone number the call was accepted at was the billing number for an outgoing trunk, not for incoming use at all. I called Integretel for an explanation, and was told the call was not collect even though it was billed as such. The charge was for a call to an 800 number which generated a charge if the caller elected to continue the call. If the telephone number the call was coming from was not blocked and if another method of payment was not selected, the call was charged to the originating telephone number. Integretel informed me these charges could be stopped by faxing them a copy of the billing numbers associated with Dartmouth's out-going trunks. Integretel would then place a block on each one of the trunks.

Since then, Dartmouth has been charged for calls to 800 numbers from Zero Plus Dialing, Inc., Connect Card, and most recently, ITA with the charges appearing as "credit card" calls. I faxed a list of the college's trunk numbers to these telephone companies, whereupon a block was instituted ceasing further charges to the college. These companies have issued, without dispute, full credit for every call to an 800 number billed to the college.

We have not experienced any such charges from AT&T and NYNEX as "originating number screening" also known as "operator screening" has been activated on the college's outgoing trunks for nearly four years.

List of 800 numbers outgrows newsletter

During the month of April, the ACUTA office has received via phone, fax, and mail more than 100 new bill-back numbers to add to our already lengthy list. Because printing this list would now consume nearly a page of the newsletter, we will make the list available to those who request it via fax, mail, or e-mail.

To request a current list of all 800 numbers reported as being billed back to campuses, contact Kevin Adkins, Resource Manager.

If you would prefer to see the numbers printed in the newsletter, please let us know. We want to accommodate you, our members, in the most efficient manner.

What's happening on your campus?

In February, we saw how Bob Aylward led University of Wyoming Telecom through a pig and cable roast...Last month, we found out why the University of Mississippi found an ice storm to be a "real gas"...And how Columbia went beyond the law....Now we hear about Dartmouth doing a little bill-back of their own.

What's your story? As often as you send them to me, I'll share stories of how you successfully handled a major crisis or averted disaster. It's just a part of Takin' care of business!

Remember: There just may be an award at the Conference in July for the school with the best story!
Computer, are you listening?

Forbes (3/28/94) cites Apple CEO Michael Spindler as saying that the future Macintosh interface will become much simpler, responding to speech and gesture rather than keyboard and mouse. “When I talk about speech recognition, I mean more than just ‘Close that file.’ I mean understanding meaning and context; for example, ‘Get me the notes of yesterday’s meeting with Tim.’”

The PowerPC chip—developed jointly by Apple, IBM, and Motorola and now available on Macintoshes—will be available this Fall on three new IBM PCs, one of which is a laptop with a CD ROM option. All three will have a microphone and will feature IBM’s personal dictation system, allowing spoken English to be translated into text on the screen.

Doctors, lawyers, and businessmen who don’t want to type are taking advantage of lower prices on large-vocabulary speech recognition software. The programs boast 90% accuracy, but users must pause briefly between every word and pronounce words more or less the same way every time, according to a story in the Wall Street Journal (3/21/94).

Virtual Museum happens

“Visitors open the lobby door, walk in, and are beckoned by faint images seen through another portal. Passing through, they enter a courtyard. The sky is blue with billowy white clouds, and animals can be heard calling in the distance.

“And there it is: a 4,000-year-old Egyptian temple in lifelike colors. The Voice announces that it is dedicated to the god Horus. The awestruck visitor enters. . . .”

If you flew Delta in March, you might have been intrigued by these opening words from an article in SKY Magazine entitled “Mona Lisa in Cyberspace.” It describes in fascinating detail a presentation called “Virtual Reality: An Emerging Medium” which was demonstrated at the Guggenheim Museum Soho recently. To visit the Temple of Horus, developed by the Studio for Creative Inquiry at Carnegie Mellon University, you must don a special headset with built-in displays, sound, and sensors to create the sensation of movement.

If this sounds like a virtual museum, welcome to the future, in which computers could radically change how people experience the art, architecture, and even entire cultures of the past. The target audience for such a wonder, according to SKY, is the millions of people “who don’t, or can’t, get to Washington—but can be reached by computer. With Carnegie Mellon’s Temple of Horus, for instance, two viewers in the same room can be networked into the cyberspace world. Ultimately, with the advent of the much-hyped digital superhighway, that network could tie in viewers around the world.”

Captain, I’m getting an idea. Let’s take this one step further. We’ll call it a Holideck!

Information for this article was taken from “Mona Lisa in Cyberspace,” written by Montieth M. Illingworth, in Sky Magazine, March, 1994, pages 118–119.

Campus connectivity

According to the Chronicle of Higher Education (3/23/94), the Telecommunications Education Research Network is up and running, providing hands-on experience to students in engineering and information science. The network will also be used by researchers eager to experiment with services that can be offered over the high-speed network. TERN is a joint project of 34 universities and eight corporate partners.

Meanwhile, America Online announced new education-oriented services in an effort to woo educators as subscribers. One new service will target American Federation of Teachers members, who will be able to participate in an electronic forum on educational technology, and another will focus on those who support innovative teaching techniques. (Chronicle of Higher Education 3/16/94)

But will educators be frustrated by technology they can’t afford? A survey of 20 companies conducted early this year by Rep. Edward Markey showed only three — Bell Atlantic, Tele-Communications Inc., and Cox Cable Communications — were willing to pay for high-capacity links to schools in their territories.

A Pacific Telesis vice president noted, “It is not enough just to offer free connections to every school. Schools need hardware, software and training.” (Wall Street Journal 3/24/94)

McCaw & Gates’ satellite network

Technology wizards Craig McCaw (McCaw Cellular Communications) and Bill Gates (Microsoft) have teamed up to change our world again. The two high-tech entrepreneurs are planning a $9 billion wireless “global Internet,” using low earth orbit satellites to provide a wide array of wireless interactive voice, data, and video services. The system they envision employs “840 refrigerator-sized satellites operating the 30/20 Ghz Ka-band to connect handheld phones and other electronic devices to telephone networks around the world,” says the Wall Street Journal (3/21/94). As currently planned, the Journal continues, the Teledesic Corp. project is more than 10 times the size of Motorola’s low earth orbit Iridium project.
Search for New Members continues!

Kellie Bowman
ACUTA Membership Services Coordinator

The Search for New Members campaign got off to a great start with eleven schools already responding to the recruitment mailing within the first two weeks! Plans are underway for a follow-up mailing this month. Be sure to encourage potential members or let me know of someone you think might benefit from ACUTA membership. I appreciate those members who have called me with a prospective contact. Many of those have now joined! Just as each new member is needed to expand ACUTA’s network and resources, so each old member is critical for the continued success of the association. Due renewal invoices will be arriving in May. Look ahead to the challenges you’ll face in 1995: budget restraints—doing more with less, keeping updated on regulatory issues, the explosion of technology, the information highway, and more. Consider the benefits of belonging to an association dedicated to your future. When you renew your membership, you are participating in shaping telecommunications in higher education.

ACUTA continues to strive to provide you with the best services possible so that the investment in your association will yield returns in the form of success in your professional and institutional endeavors.

Mission Statement

ACUTA is dedicated to enabling college and university telecommunications professionals to contribute to the achievement of their institution’s mission through: (i) the development of leadership, management, and technical capabilities; (ii) peer networking; (iii) the exploration of key issues; and (iv) access to quality information.

ACUTA Calendar

1994 ANNUAL CONFERENCE
Anaheim, CA
July 31-Aug. 4
HOTEL
Anaheim Hilton
TOPICS
• Management
• Regulatory Issues
• Professional Growth
• Voice, Data & Video

Fall Seminar
Richmond, Virginia
Oct. 16-19, 1994
HOTEL
Hyatt Richmond
TOPICS
• Network Planning & Management
• Student Services

Winter Seminar
Maui, Hawaii
Jan. 17-21, 1995
HOTEL
Inter-Continental Resort
TOPIC
To be announced

Spring Seminar
Kansas City, Missouri
April 9-12, 1995
HOTEL
Hyatt Regency
TOPIC
To be announced

Region 1 meets June 15-16

Hot Topics in Telecommunications
ATM • Regulatory Update
• RBOC: Visions of the Future
• Cornell: Combining voice & data departments on the university campus • Two more topics to be announced

Accommodations
Adelphi University dorm rooms:
$30/night single, $26/night double. Contact Dave Wirth at (516) 877-3015 as soon as possible.

Long Island Marriott: $89 per night. Call (800) 832-6255 before May 24. Be sure to mention ACUTA to qualify for the special rate.

Registration
Cost to schools is $50; companies, $75. To register, contact Kellie Bowman, Membership Services Coordinator, at the ACUTA office, (606) 278-3338.

For information, contact Region 1 Director, Tony Mordosky, Millersville University, (717) 872-3341.

It's a small (electronic) world

According to the New York Times (3/14/94), the market for wireless technology is expected to increase 600% in the next ten years. The number of portable-phone users today is 15 million.

And today, says Fortune (4/4/94), a typical new automobile has $675 worth of steel and $782 worth of microelectronics.

NTIA Grant$

Final guidelines for NTIA’s NII Pilot Demonstration Grants Program have been released. Matching grants will be available for planning infrastructure development or for demonstrating the interconnection and interoperability of information networks among user communities and national and international networks. Contact NTIA National Telecommunications and Information Administration at (202) 482-1551 for more information. Communiqué (2/94, p.17) via Edupage
Editor's Notes...

THANKS to all of you who responded to my comments in the April ACUTA News. I'm impressed with the commitment to excellence I observed! Those who set high standards both personally and professionally should speak up and be heard....And speaking of being heard...RE Senate Bill 984 (Call Accounting—see April ACUTA News): 

Sandy Collier at Shepherd College in West Virginia suggests we all write not only to our own Congressmen, but also to the Senate subcommittee on Employment and Productivity: Tom Harkin, Frank McCloskey, Jeff Bingaman, Harris Wofford, Ted Kennedy, Strom Thurman, Daniel Coats, Judd Gregg, Orrin Hatch, and Nancy Landon Kassebaum. And to co-sponsors of the bill Patty Murray, Russell Feingold, and Ben Nighthorse Campbell. Full address is: The Honorable Senator XXXX, The Capitol, Washington, D.C. 20510. 

Thanks, Margie Milone (Kent State Univ.), for the Baltimore photo on pages 1 & 8!...News & notes? Send 'em in!

Welcome New Members
March 23—April 29, 1994

Region 1 (Northeast)
- Beaver College, Glenside, PA. Doug Hill
  (215) 572-4095
- Gordon College, Wenham, MA. Douglas Crowell (508) 927-2300
- Three Rivers Comm-Tech College, Norwich, CT. Leo Therrien (203) 885-2327
- Univ. of Conn. Health Ctr., Farmington, CT. Thomas Cawley (203) 679-3146
- Vermont Technical College, Randolph Ctr., VT. Carol Chase (802) 728-3391
- Wells College, Aurora, NY. Edward Rudy (315) 364-3383
- Three Rivers Comm-Tech College, Aurora, NY. Edward Rudy (315) 364-3383

Region 2 (Southeast)
- Lynchburg College, Lynchburg, VA. Sandra Stites (804) 522-8211
- Winthrop Univ., Rock Hill, SC. Don Gardner (803) 323-2148
- Copper Corporate Affiliate
  - GTE Florida, Tampa, FL. Jim Chancey, (813) 664-2318
  - LDDS Metromedia Communications, Atlanta, GA. Les Gable, (404) 395-9095
  - M-Cubed Information Sys., Inc., Newark, DE. Tyrone Austin (302) 292-6990

Region 3 (Midwest)
- Columbia College, Chicago, IL. A. C.
- GTE Govt. Systems Corp.-Services, Needham Heights, MA. Dennis Fitzpatrick, (617) 455-3173
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Position Available
Director, Telecommunications
George Washington University

Responsibilities: Provide vision & leadership to mgmt. of telecomm systems for the University & Med Ctr. Reports to Vice Pres. for Admin. & Info. Services. Responsibilities: developing & implementing institutional policies & procedures for telecom support; serving as Univ. rep & spokesperson on all matters pertaining to electronic communications.

Qualifications: Top consideration given to those w/ith at least 5 years of mgmt. experience in telecommunications at a large University/Med Center & master's degree in Business, Engineering, Computer Science, or Telecommunications.

Compensation: Competitive salary, insurance, liberal leave, tuition assistance, and on-site wellness center.

Application: Submit resume with cover letter detailing relevant experience & salary history to: Search Committee (DRTELE), 2150 Pennsylvania Ave., N.W., H. B. Burns Bldg., Suite 1-411, Washington, D.C. 20037

Position Available
Director of Telephone Communications
Western Kentucky University

Responsibilities: Mgmt. & operation of telephone system serving Univ. campus, off-campus locations, long distance services, & coordination of copper, coaxial, & fiber wiring. The University owns an AT&T System 85 switch with approximately 4800 active lines. Reports to Asst. Vice Pres. for Finance & Admin.

Qualifications: BS/BA plus 3 years exp. with AT&T System 85 or similar switch, & manufacturer's training in the system operation. Higher ed exp. preferred. Demonstrate excellent technical, analytical, written, & oral communications skills.

Application: Position available on or before Aug. 1, '94. Applications accepted until position is filled. Send letter of application, resume, & names & telephone numbers of 3 professional references to Director of Human Resources, Western Kentucky Univ., 1 Big Red Way, Bowling Green, KY 42101-3576. Minorities encouraged to apply.

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Region 4 (West)
Copper Corporate Affiliate
- Ascend Communications, Alameda, CA. Steve Thomas (510) 814-2324
- Sim J. Harris Co., San Diego, CA. Henry Coleman (619) 277-5481

CONTACT INFO
ACUTA News
152 W. Zandale Dr., Suite 200
Lexington, KY 40503-2486
Call for Presentations

Fall Seminar
October 16–19, 1994
Richmond, Virginia

Track I
Student Services

Suggested Topics
- Dial-in Registration
- Data, Fax, and Telephone Services
- Long Distance
- Voicemail
- Technology Assisted Services
- Instructional Video
- Toll Fraud and Telabuse
- Remote Access
- Library Services
- Entertainment Video

Track II
Network Planning & Management

Overview
One principal speaker supported by selected presentations including:
- Definition of the job of network management: organizational structure, technology, and people
- The issue of standardization in terms of OSI, MIB and SNMP
- The issue of systemization: trouble tracking, documentation, resolution
- Comparison of traditional telephone network management with datacom network management
- Management of LAN interface, Internet and LAN/WAN environment
- Examination of issues associated with management of cabling infrastructure
Application Instructions

- Institutional & Affiliate Members and Non-member service providers may apply.
- Deadline for applications is June 10, 1994.
- Selections & Notifications complete by June 24, 1994
- Presentation material (camera ready) due on or before September 1, 1994
- Submit applications to: Lisa Cheshire
  ACUTA
  152 W. Zandale, Ste. 200
  Lexington, KY 40503-1486

Presenter Application Form

Name __________________________ Title __________________________

School/Company __________________________

Phone __________________________ Fax __________________________ E-mail __________________________

Title of presentation __________________________

Anticipated duration

☐ 45 min  ☐ 90 min

Planned format

☐ Lecture  ☐ Panel  ☐ Demonstration

Names & Titles of Co-presenters __________________________

What aspects of your presentation would be of particular interest to ACUTA members?

________________________________________

Brief Outline of Presentation

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