Texas A&M, Univ. of Miami cited for network excellence

Trans-Texas network covers state

Creation of the Trans-Texas Videoconference Network (TTVN) has made the Texas A&M University System (TAMUS) a leader in interactive distance education and efficient administrative communications at a distance.

In November, Network World magazine gave TAMUS honorable mention in its User Excellence Award program.

Both the academic and administrative sectors of TAMUS have benefited from technology that brings people together – face-to-face – over long distances, says Dr. John Dinkel, Assoc. Provost for Computing and Information Services.  

SONET serves growing Univ. of Miami

Exponential growth of both local and long distance usage had made the need for additional bandwidth and redundancy in the University of Miami's network obvious. The vulnerability of the situation was dramatized by a long distance facility outage on the medical campus.

Early in 1992, when the university was forced to expand the network to serve a new building complex, it selected an option allowing almost unlimited growth over a "Serve and Protect" fiber-optic link routed over divergent paths.

Telecommunications among most stressful work places

If you think your job in the telecom department is stressful, you're probably right.

In a survey of workplace stress in different industries, Human Synergistics of Plymouth, Michigan, found that telecommunications was one of three fields in which employees report being under the greatest stress.

And if you find that your superiors have trouble understanding the stress level in your department, that could be because workers in education administration as well as state and federal government agencies, were among those surveyed reporting the least stress.

Chemical processing and management consulting/training were the other two areas reporting the least amount of workplace stress.

Besides telecommunications, two areas in which workers also reported laboring under the greatest stress were financial services and non-profit organizations (e.g. the ACUTA staff).

The objective of the survey.
Regulatory outlook remained murky at year's end

Federal regulations affecting ACUTA members appeared murky as 1992 drew to a close.

Local exchange companies were under a Federal Communications Commission order to have federally tariffed call screening services in effect by Jan. 10. Once this mandated, fraud-prevention service was in place, call aggregators for which the change could be made for minimal cost, were to unblock 10-XXX-0 access to long distance carriers and operator service providers.

Since opening up 10-XXX-0 access holds the potential for increased toll fraud, the FCC ordered LECs to make call screening available to allay aggregators' fears and help them protect themselves from fraud.

Previously, the FCC has only recommended that LECs provide call screening services to users. The tariffs were to be filed 45 days in advance of the Jan. 10 deadline. Many LECs, however, petitioned the FCC to accept state-tariffed call screening services to fulfill this mandate. The issue of liability if a contracted call screening service failed to stop a fraudulent call appeared to remain unsettled.

The unblocking was originally set to go into effect on March 16, 1992, but was stayed after several parties, including ACUTA and the public payphone owners' association, petitioned for exemption from the 10-XXX-0 order based in part on the possible exposure to fraud resulting from unblocking.

Aggregators who can open 10-XXX-0 access for $15 per line or less were still set to unblock on March 15, 1993. All other aggregators were to unblock in April, 1997.

ACUTA, however, still had a petition pending before the FCC to remove institutions of higher

(Please turn to back page)

Work-place stress

(Continued from page 1)

"Identifying Differential Stressful Thinking Across Industries," was to "determine whether stressful thinking styles are different for different industries and to identify those industries that are viewed as most and least stressful by employees."

A sample of 1,739 men and women, mostly white-collar employees, in 12 different industries completed a 160-question "Stress Processing Report" designed to measure 19 stress-related thinking styles.

These 19 thinking styles can be divided into four broad categories that Human Synergistics cites as "key predictors" of reactions to stress:

- Locus of Control - internal versus external control. A belief that either you control your life or your life is controlled by external events;
- Interpersonal Relations - comfortable and confident in social interactions versus uncomfortable and withdrawn;
- Level of Satisfaction - satisfied with yourself and your accomplishments versus dissatisfaction and the inability to derive pleasure from achieving self-set goals;
- Self-Image - positive versus negative perception of oneself and one's capabilities.

Employees who scored high in these four thinking styles reported the lowest incidence of strain symptoms, while those scoring at the lower end of the scale reported the highest incidence of stress-related symptoms.

In addition to telecommunications, the types of industries surveyed included: agricultural processing, automobile manufacturing, chemical processing, consumer products, education administration, financial services, gas and electric utilities, government agencies, health care administration, non-profit associations and management consulting/training.

Human Synergistics is a consulting firm that develops and markets a wide variety of training and development materials and programs.

Association of College and University Telecommunications Administrators - ACUTA NEWS, Volume 22, No. 1

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MESSAGE FROM THE PRESIDENT

Coley Burton, University of Missouri

I think this is the most extraordinary collection of talent, of human knowledge, that has ever been gathered in the White House — with the possible exception of when Thomas Jefferson dined alone.

John F. Kennedy at a dinner for 49 Nobel laureates, April 29, 1962

Last month I deviated from my avowed intention of avoiding Association affairs in this column, and I am afraid I am doing it again this month — probably to the great relief of many.

Last month's newsletter contained an article soliciting nominations for ACUTA's new Institutional Excellence in Telecommunications Award. If you didn't happen to see it, or read it, please look at the article on the bottom of page 9 in this month's newsletter.

Jim Cross of Longwood College and his committee have put together a comprehensive data collection and evaluation process for the awards. ACUTA policy directs that the evaluation committee be composed of two members at large, two Board members and two corporate affiliates.

In addition to Dr. Cross, this year's committee includes Sue Fisher of the University of Connecticut, Dave O'Neill of Washington State University, Ferrell Mallory of Brigham Young University, Fred Davenport of AT&T College/University Systems and Sydney Paradis of US West Communications. Three awards are to be given, one each for a small, medium and large ACUTA member institution, based upon enrollment.

While anyone can nominate any ACUTA institution, a presumption is that institutions will nominate themselves. When we were growing up, one of the "rules" most of us were taught was that it wasn't nice to brag about yourself. While few ACUTA members could be characterized as shy or introverted, I am always amused by the "ah shucks, gee whiz" response most of us come up with when complimented on the way we and our organizations do our jobs.

The award is intended to recognize the quality and contribution of an institution's entire telecommunications organization. Hopefully this distinction will overcome your natural inhibitions of bragging about yourself.

I cannot remember the source of this quote, but it's message is appropriate: "If you don't blow your own horn, someone will use it for a spittoon."

Beginning on the front page of this newsletter are two articles reporting that the University of Miami and Texas A&M University have earned honorable mentions in Network World's User Excellence Awards competition.

Those of us who heard Ruben Lopez's presentation at the Fall Seminar will certainly agree that the University of Miami deserves a great deal of recognition for their response to the Hurricane Andrew disaster.

Texas A&M's recognition is for their implementation of a statewide video teleconferencing network. Having personal experience with such a network here in Missouri, I know how important this technology is going to be to the future of higher education. Texas A&M is to be commended for the foresight and leadership in developing the Texas network.

While the University of Miami and Texas A&M have received well-deserved recognition for their efforts, I know full well that there are many other ACUTA institutions with great stories to tell.

One of the really fun things about ACUTA is learning first hand about the really excellent and significant projects and operations that ACUTA members work on and with, on a daily basis.

When I have an opportunity to meet and talk with telecommunications folks from the private sector, the "real world," I find that few of them have to contend with the breadth of services and technologies that are found in most college and university telecommunications departments.

Not many of us have to deal with massive international, or even national networks, on a daily basis. However, we deal with large campus networks, state-of-the-art switches, touch-tone registration, cable television, satellite earth stations, distance learning, student services, hospitals, and on and on. In many cases we are doing all this, and more, in an environment that hasn't yet recognized telecommunications as a strategic resource, as it has been recognized in the private sector.

While I won't go so far as to claim that our job is more complex or difficult than that of our private-sector peers, it sure does get wild and woolly at times, and eventually we see just about everything.

The ACUTA banquet brings together in one place some of the most experienced and talented telecommunications folks in the world; maybe not quite on the level of President Kennedy's

(Please turn to page 9)
Funds offered to network education innovators

The Annenberg/CPB Math and Science Project has released guidelines under which it will award approximately $5 million in 1993 for projects intended to accelerate the pace of reform in K-12 math and science education.

"New ideas about how to reform math and science teaching in the schools are plentiful," said Mare Mayor, director of the Annenberg/CPS Math and Science Project. "What is needed now are creative ways to share those ideas so that educators, administrators, and parents can learn from each other as they seek to make local improvements."

The Annenberg/CPS Math and Science Project encourages applicants to recognize that, while reform happens locally, literally millions of people need to be involved if real change in math and science education is to occur. The telecommunication and information technologies -- from broadcast television to videocassettes to computer conferencing -- are tools which can make possible the thoughtful communication that encourages informed action.

Mayor noted, "One to one, one to many, many to many -- all types of exchanges are possible with the technologies. These can be accomplished with efficiency, modest cost, and real interaction."

Four funding initiatives will be available in 1993, all emphasizing improved communication and understanding of math and science reform among teachers, teachers of teachers, the general public, and education reformers.

**Initiative I** focuses on helping teachers visualize the kinds of changes needed in science education. Applicants are asked to create visual resources that reveal how different teachers implement the new approaches in classes from kindergarten through eighth grade. The resources are intended for eventual use within workshops and courses for teachers across the country. Total funds of up to $2 million are available for these projects.

**Initiative II** addresses the isolation of rural teachers of math and science, and their desire to create a community with colleagues who may be widely dispersed. Applicants are asked to develop on-line services for rural teachers through which they can exchange teaching materials and ideas, access resources and experts in mathematics and science, and share their problems and successes. Total funds of up to $1.5 million are available for these projects.

**Initiative III** targets the need for new approaches to communicating with the public about math and science education so they actively support improvements. Applicants are invited to develop and to implement new, cost-effective strategies for educating the public, especially parents, about these issues. Total funds of up to $1.5 million are available for these projects.

**Initiative IV** encourages better information sharing among the many educators involved in math and science reform. Rather than each school and teacher starting from scratch as they seek to improve their math and science programs, there ought to be ways for them to learn from each other, work together, and share resources. To encourage the development of new strategies to address this key problem, the project will award planning grants of up to $75,000. Total funds of up to $225,000 are available for these projects.

Deadlines for Initiatives I and II are June 8, 1993. Deadlines for Initiatives III and IV are April 1, 1993. To receive guidelines, applicants may call 202/879-9658; or write to: The Annenberg/CPB Math and Science Project, Attn: Guidelines, 901 E St. NW, Washington, DC 20004-2006.

The Annenberg/CPB Math and Science Project is a 12-year effort to help all children excel in math and science. It is being funded by a $60 million grant from The Annenberg Foundation to the Corporation for Public Broadcasting. The project encourages the use of telecommunication and information technologies to accelerate the national effort to reform math and science education.

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ACUTA Calendar

- **Spring Seminar** - Vancouver, BC
  - April 18-21, 1993
  - HOTEL: Hyatt Regency
  - TOPICS: "Strategic Planning for Telecom" "High Performance Wire and Wireless/Cellular"

- **Fall Seminar** - Traverse City, MI
  - Oct. 17-20, 1993
  - HOTEL: Grand Traverse Resort

- **22nd Annual Conference** - Nashville, TN
  - July 18-22, 1993
  - HOTEL: Opryland Hotel
  - TOPICS: Management, Regulatory Issues, Professional Growth, Voice, Data and Video, User Groups, Regional Meetings

- **Winter Seminar** - Palm Springs, CA
  - Jan. 9-12, 1994
  - HOTEL: The Westin Mission Hills Resort
  - TOPICS: To be announced
Proposals sought for basic datacom monograph

Honorarium increased to $500

The ACUTA Publications Committee has issued a call for outlines or abstracts for a "datacom primer."

The purpose of the monograph would be to give ACUTA telecom professionals an overview of present data communications technologies and what can be expected in the foreseeable future.

It should include information on how these changing technologies affect telephone and cabling systems on and between campuses. The topic should be of wide interest, since data communications is a broad topic with wide ranging impact for telecommunications.

The preferred length for monographs is approximately 20 pages. More than 25 pages is discouraged.

Potential authors will be interested to know that the ACUTA Board of Directors has voted to raise the monograph author honorarium to $500.

ACUTA members or affiliates who have the appropriate knowledge, want to be of service to their fellow professionals and would like to add authorship of a professional paper to their career accomplishments are encouraged to submit proposals for the datacom primer or other pertinent monograph topics.

Proposals should be sent to, and additional information, can be obtained from, ACUTA Publications Editor Bill Robinson. Contact him at: Lexington Financial Center, Suite 2420, 250 W. Main, Lexington, KY 40507. Phone (606) 252-5665. Fax (606) 252-5673.

Consortium seeking Distinguished Chair of Telecommunications

An alliance of Atlanta universities is seeking an individual to fill a "Distinguished Chair of Telecommunications/Technology Transfer."

Working under the auspices of the Georgia Center for Advanced Telecommunications Technology, the Chair will facilitate "the integration of the five industrial groups which define Advanced Telecommunication to benefit the quality of life and promote economic development in Georgia, throughout the U.S. and internationally."

The consortium will "focus on transfer of research to application by drawing on the resources of its member schools and Georgia-based companies." Institutional members include: Georgia Tech, Georgia State, Emory University, Clark Atlanta University, the Medical College of Georgia and the University of Georgia.

Digital compression could increase cable channels 10-fold

Tele-Communications Inc., the largest cable television operator in the U.S., plans to introduce by 1994 a digital compression technology that could increase by 10-fold the number of channels carried. Such a system would have plenty of space for interactive services. The Wall Street Journal reported in December. Compression could increase the 150 channels on Quantum cable system of Brooklyn, NY, to 1,500.

Past President Dorothy Heinke sends greetings

Dear ACUTA Friends:

It is good to write to you during this Holy Season to let you know that you are in my thoughts and prayers. This has not been a very good year for me. As many of you know, I had exploratory surgery in December 1991, which revealed that I have inoperable abdominal cancer. I remained hospitalized until Jan. 20, 1992, during which time I had my first two chemotherapy treatments.

Once discharged from the hospital, I returned to my home with daily assistance from the Home Health Care staff. Between January and May, I returned to the hospital for more chemotherapy, but my physical condition deteriorated slowly. In July, I had additional surgery, the results of which persuaded me to undergo no further chemotherapy.

Knowing that I could not return home, I moved to the Martin Health Center at Westminster Village. My address is 2025 E. Lincoln St., Bloomington, IL 61701. My phone number is 309-662-2756.

My pretty Penny is leading a happy life with Father and Mary Wilcox. Fr. Wilcox is the priest of my home parish here in Bloomington. I do not know what I would have done without the Wilcoxes. They have become my extended family and visit daily. They tend to my personal and spiritual needs at this difficult time. My Penny comes to visit me each week. I believe that there is joy on both sides of this situation with my little Penny and her new home.

My short-term memory is not good, but my long-term memory is good, and I still remember how much everyone in ACUTA means to me. I look forward to hearing from you during this holiday season. If you should call me and get no answer, please call Father or Mary at their home – 309-633-9053 – or at Father's office – 309-662-4646.

May God watch over you and grant you a good New Year.

Love,

Dorothy
SONET serves Miami

(Continued from page 1)

The existing network was supported by a single AT&T Definity Generic 2 with little or no backup. The university had to balance the needs of its users for increased reliability and competitive advantage with shrinking budgets that would eliminate significant capital outlays in the near future. After reviewing the available alternatives, the telecom department determined that a synchronous optical network (SONET) held the greatest potential for growth while providing for increased bandwidth and redundancy.

A SONET or OC-3 network would give the university both point-to-point as well as drop-and-insert capabilities while carrying more than 155 Mbps of bandwidth. Software upgrades or an upgrade to OC-12 (600 Mbps) could be accomplished simply by swapping an optical line interface unit (OLIU) circuit pack and upgrading the software release.

The primary capital investment to implement SONET, purchasing equipment and installing the fiber optics, occurs up front. Individual components can be changed out at less than major expense allowing bandwidth to grow on demand.

Later in the implementation, the university was able to segment a DS-3 over the backbone with a limited capital outlay. When a second DS-3 is needed, it will cost less than 15 percent of the initial investment, or the same as leasing a facility from a local exchange carrier for two months.

The new system was installed using only four T-1s out of the first 28 T-1s (45 Mbps). The need for a second DS-3 (45 Mbps) path for image transmission between the building housing the telecom hardware was forecast, however.

The second DS-3 will cost the same as leasing one from a LEC for 2 months.

This could be accomplished by adding the appropriate circuit packs to the AT&T DDM-2000 and running connections to the appropriate customer premise equipment (CPE).

SONET enabled the university to meet its strategic planning objective of growth by providing for bandwidth on demand and for reliability through redundant, self-healing circuits between its two most critical network nodes. This was all accomplished without substantial capital outlays.

explains Rubin Lopez, Director of Computing and Network Services.

The University of Miami also managed to implement automatic alternative routing without purchasing expensive electronic tandem network (ETN) software.

The metropolitan and campus area networks are served by six AT&T switches, three G-2s and three G-1s. Two G-2s are linked to one of the G-1s in a triangular topology. The remaining G-1s and G-2 are linked to the two "main" G-2 switches via T-1 tie lines. Access to the public network is gained through one of the main G-2s in the triangle. The remote G-1, or third leg of the triangle, acts as a tandem switching node between the G-2s. It also provides service to more than 500 resident users.

To accomplish this routing via ETN software would have cost the university more than $75,000. Creative networking and engineering ingenuity, however, allowed the university to achieve this objective for less than $12,000.

Miami's Planning and Engineering team, working with AT&T, devised a scheme to route on-net (station-to-station) and off-net (local and long distance) calls through alternate nodes. Using the Definity G-2's automated route selection (ARS) software and manipulating the dial access
Telecom teaching, research network planned

The Telecommunications Education Research Network (TERN), initiated by the University of Pittsburgh with the assistance of corporate backing, is intended to create a networking and research capability among universities offering degree programs in telecommunications.

TERN's primary objective is to provide telecommunications students with access to state-of-the-art laboratory facilities in an operating network. To achieve this end, TERN seeks to provide the telecommunications industry with a unique research capability. TERN will pool and coordinate the faculty of participating schools, creating a body of telecommunications expertise that can be matched only by a few large companies.

All universities offering degree programs or concentrations in telecommunications are encouraged to participate.

TERN is intended to solve a perpetual problem facing academic programs in telecommunications, the lack of adequate equipment for student use.

TERN is based on a two-fold concept:

- It is an independent, non-profit organization comprised of universities and private corporations governed by a board of directors representing participating organizations.
- Unlike private-sector networks, such as those of AT&T, MCI and Sprint, and academically-oriented networks, such as NSFNET and BITNET, that are dedicated to user service, TERN will operate and maintain a broadband network dedicated to education and research in advanced telecommunications.

Corporate donations are funding creation and operation of TERN at present. Additional funding is being sought from governments and foundations as well as the corporate sector. The goal is to have consistent funding from corporate membership fees and research revenues.

TERN's research and education will focus on applications and networking technologies that are driving the industry to broadband networks. Universities have an advantage in doing this, TERN's backers believe, because the wide variety of research they conduct usually involves higher speed networks.

Bell Atlantic to carry video over fiber network

Bell Atlantic has reached a landmark 10-year agreement to carry cable television programming and other video fare over its phone lines for a new company that will compete against the sole cable operator in Toms River, NJ.

This is the first venture by a regional Bell company in conjunction with a cable programmer to offer alternative television service to telephone customers. The Wall Street Journal reported Dec. 16.

Bell Atlantic has a contract with FutureVision of America to furnish an optical-fiber network capable of carrying 60 channels of TV programming in addition to voice communications.

The system would serve about 38,000 homes and businesses in Toms River, midway between New York and Philadelphia.

Bell Atlantic said the system would be fully interactive and that FutureVision plans to take advantage of the two-way connections to offer subscribers a variety of home shopping and advertising services.

Voice, video proposed for high-band spectrum

The Federal Communications Commission has proposed using airwaves to deliver voice and video in a form that could compete with local telephone companies and cable television firms.

The new technology could also open the way for local telephone companies (LECs) to provide two-way video services and other advanced telecommunications -- including movies on demand, video teleconferencing and telecommuting services. The Wall Street Journal reported Dec. 11.

And other operations, such as cable TV firms, could in turn use the technology to compete with LECs.

The FCC voted 5-0 in early December to seek public comment on a plan to set up service in the 28 gigahertz band -- a frequency once considered too high to be useful, the newspaper pointed out.

The plan grew out of a request by Suite 12 Group, of Freehold, NJ, that has developed a system to deliver high-quality video over a network of microcells that would transmit to flat, four-inch square antennas mounted either inside or outside a building window. Suite 12 recently began offering 49 channels of cable TV programming in the Brighton Beach neighborhood of Brooklyn for $29.95 a month, according to the Journal.

"The full potential of this technology has yet to be explored," said Robert Pepper, head of the FCC's Office of Plans and Policy. "But it holds the very exciting prospect of introducing new services in both the video and the telecommunications marketplaces."
A&M cited for networking excellence

(Continued from page 1)

During 1991, its first year of existence, videoconferencing made possible by TTVN's digital links have reduced travel time and costs for both administrators and faculty. (Over 18 months, travel costs dropped by approximately $2 million.) It also enhanced communications among members of the TAMUS community, between TAMUS and other state agencies and with other institutions.

Additional benefits were realized in the first year as users became familiar with the capabilities of the system. These included:

- More individuals can participate in meetings which formerly involved travel. Staff members and their colleagues can participate in meetings that previously included only the principal participants.
- Administrators, faculty and staff are able to interact with their counterparts throughout the state of Texas. They are able to participate in meetings and classes on their home campuses, even when they are doing work in other parts of the state.
- Faculty members have been able to teach courses simultaneously at several TAMUS locations, multiplying the number of students reached per faculty member and sharing intellectual resources among several campuses.
- Team-teaching of courses, drawing on faculty expertise from multiple campuses, has enhanced the curriculum.

The Second Year

In its second year, the Trans-Texas Videoconferencing Network made possible 958 videoconferences, an increase of more than four-fold from the first year. Through its connection with the Sprint Meeting Channel, TTVN has originated videoconferences with participants as distant as Indianapolis, Atlanta and Washington, DC.

Academics

During the fall, spring and summer terms of 1991-92 academic year, each of the 20 TAMUS campuses participated in some form of distance education. More than 300 students, enrolled in 23 courses, received instruction from faculty members in distant locations. Courses were offered in such varied disciplines as education, environmental engineering, international trade, nuclear engineering, nursing, oceanography and veterinary pathobiology.

In addition to university credit courses, several continuing education courses were taught via TTVN. The Texas Engineering Extension Service and the university's Dept. of Human Resources used TTVN to provide instruction to distant students while reducing travel time for instructors and guest lecturers.

As they were planning the first major expansion of the network, Walt Magnussen, the Telecommunications Manager, and Dr. Rod Zent, Director of Educational Broadcast Services at Texas A&M, received the brochure for ACUTA's 1991 Winter Seminars in Tucson, Arizona, which had Distance Learning as one of its two tracks.

Both attended the seminar and gained "immense benefit" from the presentations. "Since ACUTA primarily serves telecommunications professionals, I was not sure that Rod would benefit from the seminar," says Magnussen. "But we both left with information that aided significantly with the latest expansion of our network. We also picked up ideas that we are considering for future expansions."

The program not only covered technical configurations, which were very beneficial, but included "a number of administrative and policy implications that we were just beginning to encounter," he added.

Administration

Diverse management, operational, research and academic groups have taken advantage of TTVN's efficient communications to accomplish their goals. More than 300 administrative meetings were conducted via TTVN during the past fiscal year. TAMUS
also sponsored several state-wide videoconferences for
the Texas Higher Education Coordinating Board to
demonstrate the effectiveness of interactive videocon-
ferences to other university and college administrators.

**TTVN Facilities**

The Trans-Texas Videoconference Network grew from
12 to 20 locations during 1991-92 as new video-
conference rooms were brought on-line in Dallas,
Houston, Amarillo/Pantex and Temple. Facilities were
also set up at the Wisenbaker Engineering Research
Center, the Harrington Education Center, the Eller
Oceanography and Meteorology Building and the
Board of Regents meeting room in College Station.
The system administration office's videoconference
system was moved to the new TAMUS State Head-
quar ters Building in College Station.

During August 1992, all 20 of the network video-
conference systems were upgraded with Video
Telecom's new MediaMax system to keep pace with
advances in digital technology. To install this new
equipment, TTVN staff made a week-long sweep of
the state. MediaMax conforms to the new international
videoconference standards, provides improved audio
and video quality and makes possible such new
features as computer conferencing and video mail.

**TTVN Personnel**

The small number of permanent staff who coordi-
nate a large number of videoconferences is another
illustration of TTVN's efficiency. Three full-time em-
ployees at the Network Operation Center in College
Station are complemented with 19 Location Facilities
Coordinators. All of the Location Coordinators include
this responsibility among their other duties ranging
from clerical staff to department head.

**The Present and Future**

During the 1992 fall semester, 21 academic
courses were taught via TTVN. More than 500

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**Nominations sought for Institutional Excellence Award**

Nominations are being sought for the first presentations of
ACUTA's Institutional Excellence in Telecommunications Award.
The Award, to be presented at
the 22nd Annual Conference in Nashville, Tennessee, July 18-22,
will recognize ACUTA member institutions for telecommunications
excellence and professionalism.

Three awards are to be given annually. The selection of winners
will be based upon a telecommunications department's contribution
and support of the mission of its institution.

Nominated institutions will be requested to provide specific
information describing their telecommunications endeavors, prod-
ucts or services which demonstrate excellence and professionalism in
supporting the mission of the institution.

"I encourage everyone to apply
or make nominations for the 1993
Awards," said Dr. James Cross,
Chair of the Awards Committee.

Applications must be post-
marked by March 15, 1993. For
more information regarding nomi-
 nations or applications, contact:
ACUTA, Institutional Excellence in
Telecom Award, Lexington Finan-
cial Center, Suite 2420, 250 W.
Main St., Lexington, KY 40507.

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**President's column**

(Continued from page 3)

Assemblage of Nobel laureates,
but within our frame of reference,
pretty close.

The Institutional Excellence in
Telecommunications Award will
recognize and honor three of our
member institutions. More than
that, the awards will recognize
and honor the quality and excel-
lence to be found at all our
member institutions.

I am really looking forward to
making the three presentations at
the banquet in Nashville this
summer. Please call the ACUTA
office and have them send you the
nomination information now.
Voting members of the Telecommunications Resellers Association (TRA), an association of switchless resellers of long distance services, has unanimously agreed to uphold a code of ethics.

The action was taken at the 1992 Conference and Exhibition, Nov. 16-19 in Naples, FL, the first membership meeting since TRA was formed by the merger of the Telecommunications Marketing Association and the Interexchange Resellers Association.

"As a self-policing effort, TRA's Code of Ethics sends a clear signal to our suppliers, regulators and end users that switchless resellers are intent on being viable and credible participants in the long distance market," said TRA Chairman Ashok Rao.

Generally, the code states members of TRA "recognize and uphold their obligation to their subscribers, end users and the public to provide quality services at reasonable rates, under stated terms and conditions, to conduct business ethically and with integrity and to place customer satisfaction foremost in their endeavors."

The 11 tenets prescribed by the code address fulfillment of regulatory obligations, accurate representation of products and services, expedient response to service inquiries and complaints, timely payment to underlying carriers and provisioning of orders only with customer consent.

The ethics code also outlines censure procedures to be taken if a TRA member fails to follow the guidelines. Generally, complaints will be reviewed by the TRA Ethics Committee consisting of six TRA voting members, which will act as an intermediary between the members and the complainant until the issue is resolved, or until the committee determines in favor of the member or the complainant.

If the committee finds against a member in three separate incidences within 18 months, the Ethics Committee will recommend that the member be removed from the TRA rolls.

"We believe these specific enforcement procedures display the sincere and positive position TRA stands for in the long distance industry," said Ethics Committee Chairman Dennis Miga.

As the voice for switchless resellers, TRA represents and promotes the interests of more than 130 companies involved in the switchless resale of long distance telecommunications services.

TRA's mandate is to foster the business and financial interests of its members and the competitive long distance industry. It strives to ensure fair representation before federal and state regulatory bodies, to build and maintain strong relationships with the major facilities-based long distance carriers and local exchange carriers, to promote ethical operating practices and to create awareness of the value-added telecommunications services offered by its members to the calling public.

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**Telecom Resellers Association Code of Ethics**

Members of the Telecommunications Resellers Association recognize and uphold their obligation to their subscribers, vendors and the general public to provide quality services at reasonable rates, under stated terms and conditions, to conduct business ethically and with integrity and to place customer satisfaction foremost in their endeavors. Therefore, the members of the Telecommunications Resellers Association hereby agree to empower the The Board of Directors to act upon and enforce the following:

- Members' advertising and promotional materials will accurately, honestly and clearly represent their company products and services as actually provided.
- Members will accept responsibility for representations made on behalf of their company by employees or agents.
- Members will fulfill their regulatory obligations and cooperate fully with all regulatory agencies.
- Members will make available, upon request, accurate and clearly understandable service rates, terms and conditions to the public.
- Members will offer subscribers toll-free calling access to their respective companies.
- Members will respond to subscriber service inquiries and complaints expeditiously and honestly, and will work in good faith to resolve subscriber concerns to the subscriber's satisfaction.
- Members will accept financial responsibility on behalf of their subscribers for service provisioning, accurate and timely billing and customer service.
- Members will accept financial responsibility for timely payment of service rendered by underlying carriers in accordance with the provisions of the agreements and/or tariffs between members and vendors.
- Members will not submit orders for provisioning without customer authorization, or participate in "slamming" activities.
- Members will treat competitors with respect, refraining from making any disparaging comments, accusations, unfavorable implications or providing misleading information about a competitor's service.
- Members will adhere to the Bylaws of the Telecommunications Resellers Association.
Those of us in non-profit association work, and especially those in telecommunications (i.e. like ACUTA) have very related problems, since the purpose of an association is to support its members - members who have differing and changing needs that we need to be able to respond to in a timely and efficient manner.

This certainly is not a time for any of us to throw up our hands in distress and take pity on ourselves. It is a time that we must strive harder to understand each other's needs, share resources, and cooperate to the fullest in our efforts to raise the level of excellence in telecommunications on campus.

It is the time for members and board to communicate; it is a time for board and staff to communicate; it is time for members and staff to communicate, and it is time for members to communicate with the campus departments they serve.

And above all, that communication must have a common denominator with common, shared, objectives that both parties understand to create a win-win environment.

Much of what telecommunications managers and association management do today is educate the people we work with. Telecommunications manager and staff must educate their campus users and administrators about new technology and how that technology can play a part in the institution’s strategy to provide and/or support academics.

It is also important to change the mentality of the "old heads" in administration that telephony should no longer be considered a basic utility, because it includes many more things besides a key system with dial tone and a few whistles and bells.

I'm reminded of this on a weekly basis as I read journals depicting new organizations and associations portraying various facets of telecommunications serving academia - sometimes it is an academic department head or a professor who leads the discussion of the new technology, how it works and its application for the department.

You - as your institution's resident expert in telecommunications - should be involved, paving the way for your institution to be among the leaders in its use, or at least making it aware of the technology and its place in the institution's strategic plan.

As it is on campus, so it must be with an association. Board and staff serve the members. And as with any new, evolving organization with changing roles, education and a constant, open exchange of information is essential for successful implementation of new roles and strategies.

Let me draw an analogy to the above - telecommunications managers and the departments/users they serve in comparison to an association board/staff and its members. Before telecom managers take a new proposal to a department and its users, they must first educate themselves. In some major decisions, it could be a joint education venture before decisions are made.

The "education" could come from a vendor, a professional facilitator or an unbiased consultant. However, the decision must come from the group endowed with the responsibility to make and defend that decision. Such decisions and commitments are made after arriving at a thorough understanding of the needs and the means to meet those needs. If one party is a "disbeliever," then those issues are brought out on the table for resolution. Once a resolution is made, and the majority opinion is stated and published - the group must act as one unit with undivided support from all involved, including those who voiced exceptions.

The bottom line is that, yes, we are in stressful times with conflicting ideas. Everyone wants to ensure that "their" needs are on the priority list. That means it's very important that we roll up our sleeves and get involved.
Regulatory outlook remained murky as 1992 drew to a close
(Continued from page 2)

education from the aggregator classification. Acceptance of the petition would likely grant colleges

Positions Available
Communications Specialist
Bloomburg University
Responsibilities: Management of a Definity G-2 PBX, cable plant and communications office.
To Apply: Send resume by Jan. 20 to: James Michael, Human Resources, Bloomburg University, Bloomburg, PA 17815. Fax (717) 389-3700.

Communications Systems Project Manager
Major University (ACUTA Member)
Washington, DC area
Responsibilities: Develop strategic plan for voice telecom network detailing methodology, topology, financial justification, and implementation; design comprehensive inter- and intra-building cable plant infrastructure in accordance with telecom architecture to support voice, data and image communications; coordinate voice and network communications to ensure consistency of daily service provisioning; coordinate renovation, new construction of cable plant with engineers, architects; prepare standard cable plant specs document; manage progress, productivity of voice telecom team, resources; prepare periodic reports for senior management; supervise professional, technical project staff; develop policies, procedures for management of new, upgraded voice telecom system, cable plant; provide tech support in configuration, implementation of integrated communications solutions; perform technical tasks, e.g., systems analysis, configuration.
Qualifications: Bachelor's degree, five years progressively responsible telecom systems experience, including recent implementation of digital micro-processor based switching technology in PBX, Centrex, ISDN arenas; working knowledge of telecom theory, applications, i.e., transmission media, cable/wiring schemes/standards, protocols, modems, systems management, Ethernet, FDDI, X25, X400 X500, fiber optics.
Salary: $46,000 to $54,000
To Apply: Submit resume to Brian Gray, BG and Associates, 10112 Langhore Court, Suite B, Bethesda, MD 20817-1250. Fax: 301-365-0435.

Director's column
(Continued from page 11)
sleeves and pull together as a team to face the tough issues.
I don't believe that it is as much of an issue of whether we have the resources, but that we exercise prudent judgment in using those resources, i.e., that the uses are justified and necessary.
If telecommunications and you, its educator, are going to continue to increase their roles in higher education, both must obviously play a bigger role in the financial impact on institutions' budgets, but in a rewarding way.
I would like to end by quoting the motto of the State of Kentucky: "United we stand; divided we fall."
I sincerely believe that this is very important to ACUTA and the telecommunications manager's role in higher education, if we are to achieve one of our strategic goals — raise the visibility of the two in the eyes of senior administrators to where we are recognized as a leader in higher education.

As the Clinton administration was poised to take over the government on Jan. 20, the regulatory picture was further clouded by the announcement of FCC Chairman Alfred Sikes that he would leave office Jan. 19. If the commission failed to act before the chairman's resignation took effect, action on ACUTA's petition could be put on hold until a new chairman was in place and had reviewed the issue.

In a related issue, Tennessee Congressman Jim Cooper, who was largely responsible for having "universities" included in the legislative history of the Operator Services Act of 1990, was on a "short list" of candidates to fill the Senate seat formerly held by Vice President Al Gore.

ACUTA Welcomes New Members
The following joined ACUTA between November 19 and December 21, 1992.

INSTITUTIONAL MEMBERS
Region 1 (Northeast)
The Dickson School of Law, Joyce Skalaratos
Region 3 (Midwest)
Moody Bible Institute, Eric Beckman
St. Norbert College, David Quimby
ASSOCIATE MEMBERS
Region 2 (Southeast)
Pensacola Christian College, Joel Huff
Corporate Affiliates
COPPER
Communications Resources, Inc.
Lodestar Technology, Inc.
Network Equipment Technologies, Inc.