3-1993

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FCC Reaffirms Colleges and Universities as Aggregators

Report No. CC-499
Common Carrier Action March 5, 1993
College Groups Denied Redefinition under OSP Rules
The FCC has denied a petition filed by ACUTA, American Council on Education (ACE) and NACUBO that sought a ruling that colleges and universities are “aggregators” for the purposes of the FCC’s Operator Service Provider (OSP) rules only with respect to payphones on their campuses, but not with respect to telephones located in dormitory rooms. On April 9, 1991, the Commission released a Report and Order adopting comprehensive regulations regarding certain practices and telephone service offerings of operator service providers and the call aggregators with whom they contract to provide operator services. Among other things, the regulations adopted the statutory definition of aggregator as “any person that, in the ordinary course of its operations, makes telephones available to the public or to transient users of its premises, for interstate telephone calls using a pro-

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Fraud Protection for Payphones

The FCC must rule that US West’s practice of requiring independent public payphone (IPP) providers to choose between international direct-dial (IDD) blocking services and other fraud protection is unlawful and violates the FCC’s order requiring that local exchange carriers (LECs) offer central office-based IDD blocking for IPP providers, the American Public Communications Council (APCC) told the Commission in a petition dated Feb. 1, 1993.

Furthermore, US West’s practice is inconsistent with US West’s tariff, APCC added. The unavailability to IPP providers of a full range of fraud protection from US West forces IPP providers to choose which form of fraud they are willing to tolerate. These statements were included in an emergency petition for a declaratory

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ACUTA Petitions for FCC Waiver

The following is a letter submitted by ACUTA to the Federal Communications Commission on March 4, 1993, requesting a waiver of hearing aid compatibility requirements. Look for a followup article in the April ACUTA News.

To the Secretary:

The Association of College and University Telecommunications Administrators (ACUTA) supports Goodwill Industries in their request for a waiver of the FCC’s Order in the case of Docket 87-124 [Handicapped Access Compatibility Act of 1988]. Additionally, we hereby petition the FCC for a similar waiver of compliance for the following reasons:

1. ACUTA is a non-profit organization with more than 700 public and private college and university members. The

Please turn to page 6
CUPA Administrative Compensation Survey

<table>
<thead>
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<th>Institutional Budget</th>
<th>$10.5 mil. or less</th>
<th>$10.5 to $21.9 mil.</th>
<th>$21.9 to $58 mil.</th>
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Median salaries for nine telecommunications-related positions rose by an average of less than 2% over the previous year, according to the 1992–93 Administrative Compensation Survey conducted by the College and University Personnel Association (CUPA). No substantial gains or losses were noted in any of these categories. The most notable increase was 25% for the position of Director of Telecommunications at institutions with budgets of $10.5 million or less, which rose from $26,078 last year to $34,576 according to this year’s survey. The most significant decrease was 16% for Associate Directors of Computer Centers at the same institutions: $30,395 last year compared to $25,621 this year.

Salary information for some 167 positions, including most classifications of administrative personnel, was solicited from approximately 3,400 institutions of higher education with 1,432 or 42% responding. In the case of Directors of Telecommunications, 320 schools provided salary information for the survey.

Responses were broken down into categories including:
- Enrollment
- Institutional Budget
- Affiliation: Public/Private/Religious
- Doctoral granting institutions
- Baccalaureate institutions
- Comprehensive institutions
- Two-year institutions
To ensure confidentiality, responses were received and tabulated by the staff of the Brookings Institution and reported to CUPA. The names of responding institutions were published in an appendix to the survey.

This edition marks the sixteenth year that CUPA has conducted this survey on an annual basis, providing comprehensive and up-to-date salary data.

For a copy of the survey or supplemental reports, contact CUPA, 1233 20th St. NW, Washington, DC 20036. Phone (202) 429-0311, ext. 23.

CUPA is an international network of nearly 6,000 human resources professionals representing more than 1,600 colleges and universities. CUPA informs its members of the latest legal, legislative and regulatory developments affecting human resources administration as well as trends and innovative policies and practices in the field.
Ultimately, I believe that such a group will go way beyond just the telecommunications and computing groups and include video, libraries, printing services, institutional research and a number of other groups. I am not aware of any school that has yet gone to this extreme, but I know of a number that have made a good start, with generally positive results.

The results of our little, informal survey at the Winter Seminar substantiates the fact that many of our members are increasingly becoming involved in areas that just a few years ago were considered strictly the responsibility of the computer side of the house. The survey asked, for eight areas, "Who do you think should be responsible for the network components at your site?" The categories and percentages that indicated that telecommunications should be responsible were as follows:

- Cables/connectors: 95%
- Wiring blocks/closets: 95%
- Hub/concentrator/MAU/CAU: 70%
- Bridge/router/gateway: 61%
- Internet connection: 39%
- NIC/adapter: 35%
- Network operating system software: 9%
- Application software: 0%

A small, informal panel discussion was organized at the seminar to discuss how telecommunications and computing were organized at the panelists' schools. As you might expect, structures from complete integration to complete segregation were represented. Another interesting question dealing with integration came out during a question-and-answer session with the panel.

If telecommunications and computing are consolidated into a single group, what happens to the "profit" that telecommunications makes from charging for their services? This is a situation that I hadn't really paid any attention to, but which poses some interesting questions and problems. Since the seminar I have heard from several ACUTA members who have had experiences related to their "profit-making" capabilities. In one case, the computing group was making what could be best called a power play to take over telecommunications in order to get access to the revenue stream. In another case, a state university received a call from the state telecommunications group wanting to know if the university was using its telecommunications revenues to purchase non-telecommunications goods or services—I still haven't figured that one out.

In most telecommunications and computer organizations I am familiar with, there is a decided difference in funding methodology. Computer groups, especially those providing academic computing support, are most often funded using the library model. They don't attempt to recover their costs through charge-back schemes, and within resource constraints provide as much service as their users demand. On the other hand, most telecommunications groups operate using the bookstore model. The services the user wants are paid for based upon usage. Often, the telecommunications function never appears in the school's general operating budget, but rather as an auxiliary enterprise or recharge center recovering all of its costs through charges for service.

As telecommunications, computing and other information-based units are merged into a single information technology group, the question of the use of the revenue stream generated by groups like telecommunications will have to be addressed. I expect there is an entire spectrum of answers and that what is correct and appropriate for one institution would be quite inappropriate for another institution. I know that a number of our member institutions have gone or are going through this process. I am sure the rest of the membership would appreciate it if those of you who have addressed this situation would jot down what your school did and send it to the ACUTA office so we can include your experiences in the ACUTA Newsletter.
Putting Voice Processing to Work at IU

By L. Kevin Adkins
ACUTA Telecommunications Resources Manager

Choosing Technology and Making It Work was presented by Marianne Landfair of Indiana University. Landfair is involved in implementing voice processing at several of the eight IU regional universities, and related her experience to attendees. "We didn't know that much about it (voice processing) when we started, so we went out and attended ACUTA seminars on voice processing, specifically the one in Ft. Lauderdale presented by Mr. Van Doren. We also met with vendors to learn as much as we could about the available applications and visited other universities to see what they were doing, and really learned from other's experiences."

Initially, Landfair's group investigated implementing a centralized voice mail system for all eight campuses. A questionnaire was distributed to departments at all campuses, which basically asked if voice processing was a desired service and if so, here was the cost. Response from the campuses was low, as users viewed the service as glorified voice mail not worth the stated expense. Additionally, the implementation cost and administrative manhour requirements were found to be prohibitive. Essentially, the telecom group tried to fit the users to a standard service offering.

Changing their approach, Landfair said, "We decided to go out and look at the needs of each particular campus. After we ourselves had become educated on what voice processing could do for the campuses, we went out and tried to educate the users." They met with key administrators, faculty members and department heads. This communication exchange allowed them to match available technology with the user needs to create productive and efficient applications. Users were most interested in voice response functions of an automated attendant or bulletin board to post announcement type information, answer routine inquiries or accept orders for mailing requests.

Six months after system turn-up at IU's Northwest campus, Landfair's group conducted a per department usage study based upon system call records. Results were compiled into color stack-bar charts, and distributed to the respective department heads. The charts showed the volume of calls being handled completely within the voice response system, and the volume being routed to staff members. The mailed charts were followed up with a site visit from Landfair's group to gain feedback on the system's perceived effectiveness, resultant money/labor/time savings, and complaints from callers. The results were overwhelmingly positive.

On the South Bend campus, there was interest in providing touch-tone registration (TTR), and an automated attendant (AA) was needed to alleviate a high dropped-call volume facing the campus operator attendant. There was investigation into procuring a system to handle both applications, but a suitable vendor could not be found with appropriate strengths in both applications. Separate systems were installed. For the AA system, the same vendor used at the Northwest campus was used to replace the operator attendant. For the TTR system, a vendor was used which had systems already installed for TTR at other IU campuses.

Strategically, Landfair said that they plan to continue voice processing implementations at other IU campuses. They ultimately hope to network all of the geographically separate PBX systems and voice mail systems together, allowing for seamless call routing and formation of inter-campus voice mail distribution lists. "We've been pleased with our progress so far, and hope that we can continue to make effective use of this technology," Landfair concluded.

As the ACUTA office continues to progress toward on-line access to its resource library, several members have made inquiries regarding telecommunications discussion lists or groups which may presently exist on the Internet. If you are aware of or participate in such a group, drop us a line about it.

Phone, fax or mail any information to:

ACUTA
L. Kevin Adkins, Telecom Resources Mgr.
250 W. Main St., Suite 2420
Lexington, KY 40507
Phone 606/252-2882, fax 606/252-5673 or e-mail ACUTA@UKCC.edu.
By Roberta Franchuk, University of Guelph campus newspaper, At Guelph

So you spouse left a message on PhoneMail for you to pick up milk on the way home and you didn’t get the message.

Before you accuse each other of careless telephone practices, you should check to see if a quirk in the telephone system isn’t interrupting the messages before they are recorded. Just ask psychology professor Brian Earn.

Earn wasn’t having any trouble with his ROLM PhoneMail messages—except the ones from his wife, Sharon. “She would phone and say she had left a message, but there would be no indication on the machine,” he says.

Then, during a vacation in Florida, Brian Earn noticed an item in a newspaper warning users of ROLM phones that certain frequencies in some human voices mimic the tone used to signal the end of the message. When he returned to Guelph, he decided to test the theory.

Both his son, Seth, and his wife called his number and left messages on PhoneMail. Although Seth’s message came through, Sharon’s did not. When she called again and used a towel over the receiver to muffle her voice, the message was recorded perfectly. Now she uses a towel whenever she calls campus and leaves muffled but understandable messages.

The problem is known to makers of telephone systems, but nothing can be done about it, says Jim McGann, the representative of ROLM’s distributor in Canada. All phones in North America use a standard system of tones to signify numbers, he says. Certain voices, particularly women’s, imitate certain tones. When the phone system receives these tones, it thinks the user has hit a stop key and it bounces out of PhoneMail.

There are no statistics on how many people have this trouble with their phone systems, says McGann, although it’s “probably more than we think” because people aren’t likely to suspect that their voice may be cutting off call accidentally.

Brian Earn worries that students or colleagues may call on campus and feel snubbed if their messages are not returned. If you think this may be happening to you, try Sharon Earn’s terry-cloth solution and see if it works. :)

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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
  - TOPICS: • Telecom Mgmt. Info Systems • Financial Mgmt. Under Austere Conditions

- **Winter Seminar** • Palm Springs, CA
  - Jan. 9–12, 1994
  - HOTEL: The Westin Mission Hills Resort
  - TOPICS: To be announced

- **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

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...Aggregators

*(Continued from page 1)*

vider of operator services.” The Commission specifically determined that colleges and universities were aggregators.

The petitioners in this case asked the Commission to determine that colleges and universities were aggregators only with respect to pay telephones on their campuses, not with respect to telephones in dorm rooms.

The Commission said that, although the petitioners styled their petition a request for “clarification,” it was, in fact, a petition for reconsideration of the April 9, 1991 ruling and merely argued the position they had taken in comments considered by the Commission in adopting the April Report and Order. The FCC noted that the petition was filed nearly nine months beyond the statutory deadline for filing petitions for reconsideration of the April Report and Order.

**ACTION BY THE COMMISSION** MARCH 2, 1993, BY MEMORANDUM OPINION AND ORDER (FCC 93-128). CHAIRMAN QUELLO, COMMISSIONERS MARSHALL, BARRETT AND DUGGAN.

**Comment:**

We are extremely disappointed with the decision by the FCC and I might add with the lack of followup support from the Hill. Lack of documentation of meetings and internal conversations in Washington between the Hill and the FCC offices obviously took its toll. While everyone we discussed the issues with was sympathetic and tentatively agreeable to supporting ACUTA’s position, no one was willing to take the first step and go on record to request or approve a “clarification.” (The “clarification” route was suggested by the FCC/Common Carrier Bureau.)

This ruling was received the day this newsletter was due on press. Look for reactions from ACUTA’s Regulatory Committee Chair, President, and a representative of Sutherland, Asbill and Brennan (the firm representing ACUTA) in the April ACUTA News. :)

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...Payphones
(Continued from page 1)

ruling submitted to the FCC on February 1, 1993.

As required by an FCC order regarding operator service access that went into effect Jan. 10, 1993, IPP providers must unblock their payphones for 10XXX dialing. 10XXX dialing allows consumers access to their preferred long distance carrier. The unblocking of 10XXX also allows the use of certain fraudulent dialing sequences to bill IDD charges to the payphone from which the call originated, placing IPPs at risk of incurring costly IDD toll fraud. FCC recognized the relationship between unblocking 10XXX and the need for fraud protection and ordered LECs to offer a service providing central office-based blocking of IDD calls. The schedule for unblocking 10XXX, therefore, was set to coordinate with the availability of IDD call blocking.

IPP providers in the region served by US West have been informed by the LEC that IDD calling could "not be provided in conjunction with another blocking or screening feature." APCC reminded the Commission that the use of both IDD call blocking and other types of blocking and screening services are essential as means of fraud prevention. US West is forcing IPP providers to choose between IDD call blocking service and other types of blocking or screening, APCC said.

The FCC's International Blocking Order required LECs to provide IDD call blocking and to provide screening services. "The FCC did not say that LECs must provide either IDD call blocking or other screening services," the group said. APCC requests that the FCC declare US West's practice in violation of the FCC's International Blocking Order.

In addition, the FCC should grant a temporary waiver or suspension of its 10XXX unblocking requirement for payphones in US West's territory, APCC said. As a result of being forced to choose between blocking options, IPP providers are placed in an untenable position. "IPP providers continue to incur the risk of fraudulent calling because they cannot get a full range of protection services from US West," APCC said. It is clearly not in the public interest to subject IPP providers to the choice of exposing themselves to an increased risk of fraud that the FCC has previously found unacceptable or to violating FCC rules by not unblocking 10XXX.

For more information, contact APCC at (202) 296-9800.

...Request for Waiver
(Continued from page 1)

The extension of the HAC requirement to all telephones in the workplace is particularly troubling to members of ACUTA. Typically, telephones in private offices and residences are not available for general public use. If the occupant requires an HAC handset, one is provided at no charge.

3. Implementation of this requirement will cause substantial financial resources to be redirected from our members' primary mission of educating students to replacement of telecommunications equipment. Such actions are clearly not in the public interest. To illustrate, we cite just three examples of retrofit costs. These examples are based on quotations from vendors to the institutions listed below:

<table>
<thead>
<tr>
<th>Institution</th>
<th># Phones</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Brigham Young Univ.</td>
<td>10,000</td>
<td>$390,000</td>
</tr>
<tr>
<td>Univ. of Virginia</td>
<td>9,350</td>
<td>$271,150</td>
</tr>
<tr>
<td>Univ. of Rochester</td>
<td>12,087</td>
<td>$458,025</td>
</tr>
</tbody>
</table>

4. ACUTA believes that colleges and universities should be granted a waiver for HAC requirements for telephones in private offices and residences (non-public areas). Telephones in these locations are not available for public use; the public is directed to public pay telephones. We believe that good cause for granting this waiver has been demonstrated in the above examples.

5. If not granted a waiver, the availability of HAC handsets may still preclude compliance by the required date. Our members report that vendors are quoting delivery times of up to 30 weeks due to backlog of orders.

Thank you for consideration of our petition. We hope to hear from you promptly so that we may notify our members about any required action prior to the May 1, 1993 deadline.

Sincerely,

Randal R. Collett, Chairman, Legislative & Regulatory Affairs

New NATA Publications

The North American Telecommunications Association has announced three publications:

Telecommunications Sourcebook: Membership directory of companies that manufacture, sell, install and maintain communications products and services.


ACTAS 1993 Computer-Telephone Integration Business Solutions Catalog: Profiles ACTAS members and reviews components of CTI systems and how they can be used in industry-specific applications.

For more information, call NATA at (800) 538-6282, ext. 260 or 279.
Auto Attendants: Still Not Quite Human

By L. Kevin Adkins
ACUTA Telecommunications Resources Manager

"What we have found is that an automated attendant is almost never better than a live operator; it's only different," said Kath Mullholand of the University of New Hampshire. "Yet, one of the most prevalent reasons for using automated attendants today is to replace people we can't afford to pay, and that to me is not necessarily the best reason to have an automated attendant," Mullholand told the Voice Processing session at the ACUTA Winter Seminars in Tampa, FL.

She emphasized that automated attendants should typically augment, not replace, a human contact for incoming calls. "If it allows you to replace a receptionist who can hold a student's hand by walking them through their course catalog or help them with some other problems, to me it's not a good (automated attendant) application because you've replaced something you can't afford to lose." In this instance, the automated attendant could screen incoming calls, routing calls of common interests, but still allow special-problem callers to drop through the system to the receptionist for personalized handling.

Some possible uses for automated attendants highlighted by Mullholand included:

- Relaying either static or regularly updated information
- Routing calls after relaying information; call screening
- Routing calls after hours or when a receptionist is unavailable
- Collecting messages not requiring human intervention
- Forwarding calls in lieu of using PBX-based call forwarding
- Offering information "bites" with flexibility to hear only those of interest.

Mullholand listed some of the advantages and pitfalls of automated attendants:

**Advantages**
- 24-hour coverage
- Consistent, professional, efficient and cheerful service
- Patient reiteration of information on demand
- Freeing up staff time spent on repetitious or rudimentary customer requests
- Freeing up customer time engaged in "polite conversation"

**Pitfalls**
- Shutting out callers with rotary or pulse dial phones
- Sending callers to "electronic Hades" with no opportunity for redemption

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**Tampa in Review**

Specific issues should be discussed with users who are requesting an automated attendant, Mullholand advised. "You need to talk to them about what they want an automated attendant to accomplish; what problem are they really trying to solve. There may be an easier or more efficient way to deal with it." At what time the automated attendant is expected to answer calls and what choices the callers should have are two additional critical questions. "They know their business; you don't. Make them think about what they want the automated attendant to look like (to incoming callers). Get them to write the scripts," Mullholand advocated. From their submitted scripts, an administrator can gain clues to the mindset of the user regarding what they're trying to accomplish.

Mullholand then advised preparing the user for their customers' responses to the attendant. "The first response to an automated attendant is usually negative, and they (the users) need to be prepared for that." Users should also be prepared to recognize when the amount and intensity of negative response is indicative of serious underlying problems. "If the negative response lasts more than a couple of days (depending on call volume), chances are the automated attendant is not set up properly," Mullholand warned.

Automated attendants incur special operational considerations for the telecom administrator, and Mullholand discussed several:

1. Be prepared to assign additional extensions.
2. Recognize that automated attendants generally use more port time and less memory than voice mail boxes.
3. Put the most popular choices first to reduce usage time.
4. Provide a non-publicized test number for every automated attendant.
5. Keep them simple if possible, five choices or less per level.
6. Keep detailed records of extension numbers and the title of each menu choice.
7. Keep written copies of recorded scripts; they can prove excellent for troubleshooting.

In conclusion, Mullholand stated, "I think sometimes because we know the technology, we tend to let it take us over and figure that it can solve all the problems... but it really can't. Human beings are the best solution for most call processing situations."

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To order tapes of Winter Seminars, see page 10.
PBX Toll Fraud Prevention Checklist

The checklist that follows is an excerpt from the publication Toll Fraud and Telabuse by Telecommunications Advisors, Inc. This two-volume work is available to ACUTA members at a $50 discount. Contact the ACUTA office for details.

ACUTA News will be reprinting a number of toll fraud checklists from Toll Fraud and Telabuse in the coming months which will cover fraud prevention for operators, voice mail, call diverters, automated attendants and CPE. Evaluate your own PBX against the following checklist. Implementing these checklist suggestions will significantly reduce your PBX fraud risk.

☐ Evaluate necessity of using the remote access feature. Use DISA only if absolutely necessary. If not absolutely necessary, block or eliminate and require vendor in writing to do so. Do not allow the feature to lay dormant. Instead, block the feature. Otherwise, hackers might "activate" it for you. Rather than DISA, consider other options, such as:
  ☐ Telephone credit cards
  ☐ Virtual private network (VPN) capability

☐ Use maximum number of digits for all access authorization and barrier codes. We recommend 14.

☐ Randomly generate all access authorization and barrier codes.

☐ Avoid any consecutive or sequential codes.

☐ Review and eliminate codes susceptible to fraudulent use.

☐ Do not use codes equivalent to:
  ☐ Telephone extension numbers
  ☐ Employee ID numbers
  ☐ Social Security numbers
  ☐ Anniversaries
  ☐ Maiden names
  ☐ First names

☐ Only the System Administrator should issue security codes.

☐ Ensure each employee has a separate, distinct access authorization code.

☐ Do not let employees determine their own access authorization codes.

☐ Do not assign department or group access authorization codes.

☐ Use multiple levels of security.

☐ Use both barrier codes and access authorization codes.

☐ Periodically change access authorization codes and barrier codes.

☐ Change monthly.

☐ Never exceed 90 days of use.

☐ Accomplish either manually or through software.

☐ Deactivate all unassigned access authorization codes. The System Administrator should:

  ☐ Keep independent log of all authorized users and their access authorization codes.
  ☐ Compare codes in PBX with log.
  ☐ Repeat process at least monthly.
  ☐ Correct all discrepancies immediately.

☐ Deactivate codes not being used by authorized employees.

☐ Continually interact with personnel department. Deactivate codes of:

  ☐ Former employees, summer interns, etc., when they leave.
  ☐ Current employees who no longer have a need-to-know or are no longer permitted access to the system.

☐ Do not publish the remote access telephone number.

☐ If possible, use during business hours for other purposes, e.g. telemarketing, outward dial capability, etc.

☐ Program software to terminate access after third invalid barrier or access authorization code attempt.

☐ Modify software to automatically terminate call or route to PBX switchboard operator. Routing to PBX switchboard operator will:

  ☐ Deter intruders
  ☐ Provide near real time indication of possible fraud attempt
  ☐ Allow immediate notification of system administrator.

☐ Restrict/block remote access capability during non-business hours.

☐ Use time-of-day restriction feature or

☐ Use automatic route selection feature.

☐ Consider establishment of verbal passwords.

☐ Ensure the 800 number servicing the remote access feature has the correct geographic band.

☐ Restrict to only the area code sets required.

☐ Purchase call detail reporting and ANI for each 800 number.

☐ Do not use a steady state tone as a remote access prompt.

☐ Use voice recording or silent prompt.

☐ Use ring delay option.

☐ Wait four or five rings before answer connection is made.

☐ Restrict individual employee calling capability.

☐ Restrict levels to each unique access authorization code.

☐ Use alternate restriction levels during non-business hours.

☐ Toll restrict outside trunks and station lines.

☐ If company does not do business internationally:

  ☐ Use international restriction feature.
  ☐ Block all unnecessary area codes.
  ☐ If possible, obtain IXC and LEC 011 and/or selected area code blocking. Confirm all instructions in writing and preserve records.
  ☐ In any event, block all calls to area code 809, and instruct your LEC and IXC to restrict, putting directions in writing and preserve copies.

☐ If company does do business internationally:

  ☐ Toll restrict outgoing trunks and station lines accessible through PBX remote access feature.
  ☐ Block area codes in the PBX to those countries in which your company does not do business and especially those to which most Toll Fraud calls are placed, such as 809 area.
Markey Addresses Communications Infrastructure at USTA Conference

Rep. Edward Markey (D-MA), chairman of the House Energy and Commerce Subcommittee on telecommunications and finance, delivered a speech on communications policy to a meeting of the U.S. Telephone Association on Feb. 16, 1993 laying out his agenda for the 103rd Congress. Markey identified five separate questions that “have emerged recently to define the horizons of my Subcommittee... First, how should we develop the national telecommunications infrastructure? Second, how should we safeguard consumers and competitors from any potential problems as the RBOCs participate in information services? Third, should the RBOCs be allowed to enter manufacturing and long distance business, and if so, how do we protect consumers? Fourth, how do we encourage competition for local phone service while protecting ratepayers? And fifth, how do we define our overarching public policy goals as technological change blurs the line between industries, such as in the potential for direct competition between telephone and cable companies?”

Elaborating on the communications infrastructure question, Markey expressed concern that “tomorrow’s visions and today’s needs” be served. Congressional attention is demanded, he suggested, because “the communications infrastructure is too important to our society to be left to the invisible hand of the marketplace.”

Markey’s Subcommittee is holding “a series of hearings on the needs of the computer industry, the healthcare sector, the education community, and the manufacturing industry.”

Markey further identified as a goal putting “our nation on a path to a future infrastructure which meets the needs of business users and residential consumers alike.”

The hallmark of that infrastructure will be that it is “universally available,...reasonably priced,... and that we will see the advantages of the infrastructure before...the year 2015.”

To accomplish his stated objectives, Markey proposed that “we as a nation must set measurable and objective goals in legislation which will guide future regulatory decisions. Clearly, the NTIA is the right agency to set these concrete goals, and with Commerce Secretary Ron Brown and the White House having the wisdom of choosing a ‘visionary’ Hill staffer in Larry Irving to head NTIA,” Markey continued, “I am confident that this agency can manage that task.”

One of his immediate goals is that all Americans should have access to digital service to their home, at affordable rates. “With federal leadership, it is clearly possible for all Americans to enjoy ‘digital to the home’ within 5 years, and most families could have access to this service in 3 years or less.”

Markey indicated that government should play a limited role in building a communications and information infrastructure, confined largely to “setting goals and facilitating improvements in the network, to setting standards for interconnection and interoperability and access, and to funding limited pilot projects to demonstrate how an advanced communications system can work.” Beyond that, Markey indicated the private sector should be the primary source for meeting communications needs.

In conclusion, Markey stated, “...how we answer these questions will define not only the communications infrastructure of the next century, but also the economic well being of our Nation.”

Rep. Markey’s speech was published in Washington Telecom Week.

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Pay Phones for Cabs

New York City taxis may soon have pay phones in the back seat that take credit cards and cost $1.20 to $2 a minute to call anywhere in the continental U.S.

A front seat box with a mute switch also allows cabbies to dial 911, making drivers less vulnerable to violent crime. The first phone-equipped taxis are expected on the streets by summer, and will carry a special decal on each side door.
Partnerships are Vital in Voice Processing

By L. Kevin Adkins
ACUTA Telecommunications Resources Manager

"It is very necessary that you work closely with staff departments to develop (voice processing) applications, where you put two heads together to come up with a creative solution," said Riny Ledgerwood of San Diego State University. "Because of this interaction, you gain better cooperation and in turn, better results. It creates a 'win-win' situation, where the department's needs are met, and the telecom group gets to sell its products and services," Ledgerwood told the Voice Processing session at the ACUTA Winter Seminars in Tampa, Florida.

Her presentation chronicled the university's voice processing history and highlighted the critical issues encountered along the way. They began with a voice mail system having 20 ports and 40 hours of message storage, purchased in 1988 in conjunction with a new PBX. By 1990, they had grown to over 1,100 users and were beginning to experience system downtime. After a 14-month acquisition period, a new 72-port system was cut over with 231 hours of message storage and RS-232 integration with the PBX. Ledgerwood noted that the method of integration makes a difference. "Our old system used analog in-band signaling to the PBX, which used 3 of our available 20 ports just for administration. The new system uses a separate digital link, leaving all ports available for message usage."

Foremost in implementing the powerful application features of the new system was to establish departmental contacts, according to Ledgerwood. "The first thing we did was send out letters to all the department heads asking them to designate a 'telephone coordinator' within their departments, so we would have a single point of contact to work with." These coordinators proved to be a key element in developing departmental partnerships and their resultant voice processing applications. This person's responsibilities on behalf of their department included:
- liaison between department and Telecom Services
- coordinate moves and changes
- issue service orders
- coordinate training

Being empowered by their own departmental bosses caused the telephone coordinators to take their responsibilities very seriously. They essentially became stakeholders in Telecom Services goals for smooth and efficient operations of telephone service, and proved invaluable in their assistance.

The transition to the new voice mail system was a multi-step process, the most challenging of which was educating the existing users about the impending changes. Ledgerwood's group began by distributing newsletters explaining the new system, its differences from the existing system and the transition and training processes. "We know that most users glance at a newsletter, then toss it into the wastebasket," Ledgerwood noted, "so we also scheduled a series of meetings with the department coordinators where we basically covered the same issues discussed in the newsletters." One important procedure that eased user trauma during the transition was to switch users onto the new system by logical group, i.e. groups of people in frequent daily contact were switched together to lessen intersystem messages.

Telephone coordinators were offered formal training on the new system, then given the option of training their departmental users or simply distributing the user manuals and answering questions as they arose. Ledgerwood's group utilized a transition form, filled out by either the user or the telephone coordinator, which provided information essential to creating new mailboxes. The only glitches encountered during the transition were user resistance to change and their accompanying complaints. Ledgerwood explained, "People don't want to change. They were happy with what they had and didn't care about the new features. They complained about the differences; the voice was different, the prompts were different... basically, people like to complain anyway." This last remark drew knowing laughter from other voice mail administrators in the audience.

In conclusion, Ledgerwood noted that partnerships had benefited in developing new applications that met department needs, added to the success of promoting and selling telecom services, generated university revenue, and raised the visibility of Telecom Services in supporting the university's mission in higher education.

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Tampa in Review

Audio tapes of the Voice Processing and the LANs and Internet tracks of the ACUTA Winter Seminars are available separately from the ACUTA office for $75 each. Handouts are also available for $20. Prices include shipping.
that organizations must have a variety of programs to meet diverse needs of a broad array of members.

**Support Your Local Sheriff!**

Your Regional Directors and State Coordinators are charged with several important functions that serve the membership. Among them are apprehending members to write newsletter articles, monographs, tidbits about departmental activities, etc., helping to identify and interrogate potential new members and publicly extolling the virtues and values of ACUTA membership. The Regional Directors and State Coordinators should also be pursuing leads to keep informed of member issues and needs on campus so they can be properly presented as evidence at ACUTA board meetings and events. So please, you must Support Your Local Sheriff if you expect him (or her) to give you quality service and protection from fraud.

**Defend Your Constitutional Rights!**

Your constructive criticism plays an important role in ACUTA’s mission. It is appreciated as much as your laudatory comments at events, which give support to those involved. Your active participation at business meetings and right to run for and hold office should be exercised to the extent that you have been properly represented. After all, this is your (institution’s) association. While you don’t have stock to sell, it’s your obligation as an owner to ensure that your association is governed and managed in the best interests of those it serves, and your privilege to Defend Your Constitutional Rights.

**Stand by Your Man (Or Woman)!**

For the past 18 months, your board, staff and several members at large have spent an enormous amount of personal time and significant ACUTA funds to research, analyze, categorize and finally document in a strategic plan the goals and objectives necessary to support higher education in general and the specific, diverse needs of our members. Your input was requested and received—some informally and some formally through focus groups and direct representation on committees.

Now comes the all important step: selecting implementation priorities and identifying the means of supporting the programs. During this process, each of you must Stand by Your Man/Woman (board members) and support them in their decision process. Support them by voicing your positive attitude and acceptance of those final decisions and also talk to your peers. Too many times only a very small but vocal minority is heard from while the majority remains passive. Don’t remain passive and be taken for granted when a lot is at stake.

**Ask Not What Your Country Can Do for You, Ask What You Can Do for Your Country!**

Over the past four years or so, i.e., since ACUTA established a permanent office and employed a staff to implement ACUTA’s policies and objectives prescribed by the board and manage its day-to-day activities, the way ACUTA “does business” has undergone significant changes. Your association provided a central focal point to serve its members in a more responsive, efficient and consistent manner.

Two new major programs have been introduced—monographs and a resource library—but have been slow getting off the ground. A few other minor programs were initiated with mixed results.

A list of additional enhanced services that have been added during the past few years for current programs includes: exhibits at all events, user groups at conferences, regional meetings at conferences, well-known professional speakers, members products and services reference book, regulatory affairs intervention.
...Executive Director
(Continued from page 11)

representation in other higher education and telecommunications organization, dual-track programs at seminars, additional break-out sessions at conferences and the list could go on and on. And all this has been provided at a very modest increase in cost to its members—thanks mostly to our vendor affiliation program and the efficiency and continuity of operations resulting from having a permanent office instead of physically moving major organizational functions each year.

Now, with our new strategic plan, ACUTA, the industry and you, the telecommunication expert, will elevate to a new level of management and involvement in higher education. It is up to you to support the plan and impress upon your peers and senior administrators the value of your institution's (not just you and/or your telecom department) membership and dependency upon ACUTA. If necessary or appropriate, don't be bashful about comparing your institution's involvement, and yes, even "cost" with ACUTA compared with other higher ed associations. You will be pleasantly surprised.

The most immediate ways you can support your organization are in ACUTA's resource library and publications areas. Some statistics on the resource library: During the past year we filled 61 requests for information out of more than 150 requests. We have a current backlog of 43 requests. Of the 43, we do not have the information to respond to 25 of them, and the other 18 are backlogged due to higher priorities in the resource management function. The reason that we are able to fill many requests is because of your excellent response to the facilities and services index. Magnificent! Almost 90%. However, the downside is that we have only received six documents (specs/RFPs) and six campus directories—for a total of 12 donations to date—of a lot of other pertinent documentation that exists in your files.

In the area of newsletter articles, you gave support about two years ago! We actually had a backlog of several articles waiting for the next newsletter. Today we have to glean stories from other sources. Everyone wants to hear what everyone else is doing on their campus. Did you know that if each university member wrote just one article, we would have three articles per month for more than 22 years?!

Now let's make it easy! You don't have to be a good writer—or even a writer at all. Pat (our new Publications Editor) will help you develop a topical outline and then turn that into a cohesive treatise with natural flow. Just pick a subject you're familiar with or an experience you've just had on campus. It does not need to be a long article; just a half page in the ACUTA News is excellent. (Give Pat a call at 606/252-2882. Remember, she is approachable!)

From the above, you can see what your association HAS done for you. Now what CAN you do for your association? As telecommunicators, shouldn't we be building bridges to begin with? History has shown us that walls WILL BE torn down.

ACUTA Welcomes New Members

The following institutions joined ACUTA between Jan. 27 and Feb. 23, 1993. Person listed is primary representative.

INSTITUTIONAL MEMBERS

Region 3 (Midwest)
Aurora Univ. (IL), Brian Krupicka

Region 4 (West)
Univ. of California (Davis), Carole A. Barone

Corporate Affiliates
BRONZE
Intelicall, Inc.

COPPER
Cabling Business Magazine
Telecom Services

Personnel Changes

The following changes/additions were submitted by member institutions between Jan. 27 and Feb. 23, 1993.

Region 1 (Northeast)
Hahnemann University (PA), Maria Foschi-Smith
Thomas Jefferson University (PA), Janet L. F. Smith

Region 3 (Midwest)
North Dakota State University, Joan Chapek

SPRING SEMINARS
Vancouver, BC
April 18–21

Call ACUTA at (606) 252-2882 for more information.