Elections and accessions at the Annual Conference ushered in a new Board of Directors for ACUTA's upcoming year. Executive Vice President Pat Searles from Cornell University assumes the presidency, and Coley Burton, University of Missouri, becomes Immediate Past President.

Former Secretary Dave O'Neill of Washington State University was elected Vice President by acclamation, while outgoing Vice President Randy Collett of Central Missouri State University is now Executive Vice President. Bob Aylward, University of Wyoming, was elected to a second term as Treasurer, and Jim Cross of Longwood College, won election to the position of Secretary.

In addition, prior to the conference, Tony Mordosky of Millersville University was elected Northeast Region Director. Jan Weller, University of Kansas, and Bruce McCormack, Brock University, won re-election as Region Directors from the Midwest and Canada respectively.

Members Receive Awards in Nashville

As an organization made up of volunteers, ACUTA is proud to recognize at the conference each year those individuals whose contribution to the association has been outstanding.

Bill D. Morris Award

The Bill D. Morris Award for 1992-93 was presented to Dr. James S. Cross of Longwood College in Farmville, Virginia. This award is given annually to an ACUTA member who, in the opinion of the President, best exemplifies the ideals for which Bill Morris will be remembered.

Outgoing President Coley Burton presented Marianne Landfair with an Achievement Award.
An Interview with Luther Robb

Luther Robb, first President of ACUTA and now retired from Penn State University, consented to an interview as we sat outside the exhibit hall in Nashville. Here are some thoughts from someone who's been a part of ACUTA from the earliest beginnings.

Q: What was the vision when ACUTA began?
LR: Everyone was involved with telephones and recognized that management of telephones should be recognized as a professional part of the university structure. Significant changes were on the way and there was no organization to meet the specialized needs within the college and university.

There were two initial discussions: The continuing education department at Michigan State held two teleconferences in the Kellogg Center in 1970 and 1971 in the fall. Six or seven gathered to talk. At the 1970 meeting this group talked about forming an association. The same group met in 1971 and put me in charge. I made assignments and sent letters to about 200 colleges and universities for charter members. We planned a conference in Chicago for 1972.

Q: Did the vision change, and how?
LR: Originally we looked at the telephone administrator's job as a telephone job; now new technology and divestiture have resulted in significant changes at many levels.

Q: What has happened unforeseen?
LR: Well, certainly the divestiture and the nuances from that. Now the university owns its own switch and we can shop around.

Q: Where is telecommunications headed and what part will ACUTA play?
LR: The pressure on colleges and universities from a budget perspective is going to impact the telecommunications area more than most. Management comes to us for budget cuts. It will always be a challenge to address those needs.

Q: What's right about ACUTA? What's wrong?
LR: ACUTA is the most professionally run of the four associations I belong to. It meets a real need. Many higher education associations don't acknowledge the different levels of experience within their membership. ACUTA does. In addition, the leadership is excellent, and the cadre of long-term members is especially valuable.

I can't say anything is wrong, but I would urge one word of caution: Don't drift from the mission of providing for needs at all levels.

Q: How do we make it better?
LR: Oh, it has so far exceeded our dream. We wondered if we could get 200 members. [Note: Present membership is about 1300.] I feel like a grandfather, proud of my children and grandchildren. I'm especially looking forward to coming to the 25th Annual Conference in Chicago. You know, we had our first conference there.

Robb has recently moved to a new home in Arizona where he plans to remain active in ACUTA affairs and other university telecom functions. He is excited about the activation of the on-line bulletin board, and would love to hear from other retired telecom veterans.

Association of College and University Telecommunications Administrators

ACUTA NEWS, Volume 22, No. 8

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VICE PRESIDENT: David E. O'Neill, Washington State University
SECRETARY: Dr. James S. Cross, Longwood College
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President's Message

The Nashville conference is history—a memorable and successful piece of history—and Coley Burton has passed the ACUTA presidency on to me. This is the first of twelve "messages" I will be sending to the membership over the coming year. I will attempt to keep my columns informative and intend to use them as my main pipeline to the membership. Although I have a rather lofty goal of speaking personally to as many of our members as possible during the coming year, this column will augment those efforts. If you take a few minutes to read it each month, you should be informed as to what is "going on" in your association. Questions and comments are always welcome. Call me (607-255-5525) or send me an e-mail message (PAS2@CORNELL.EDU). I promise a personal response to anyone who takes the time to call or write.

Here's some food for thought to get you started:

- We just finished our most successful conference ever. I haven't seen the evaluations yet but then, I'm writing this only a few days after its conclusion. If you attended the conference, let me know what you think. If you didn't attend, what kept you away?

- A new opportunity was initiated at the conference this year. As incoming president, I allocated some small blocks of time and invited members to participate in "open door" sessions, providing an opportunity for them to talk to me about whatever was on their mind. It was a busy conference, but five members took advantage of the sessions; I received lots of valuable feedback and was able to answer some important questions. I will encourage such dialog on a continuing basis, both at our events as well as in between.

- The last two components of our strategic planning effort will be completed in the second half of this year: One is a members-needs assessment and the other is a governance study. Approximately 50% of our members will receive an anonymous questionnaire in about 60 days. The results of that survey will help determine ACUTA's direction. More information will follow in my column next month concerning this needs assessment. The governance study will map our organizational structure to our future direction to ensure that they are in synch with one another. Again, more information will follow as the Board of Directors completes the analysis.

- In early July, the Board approved funding to develop an electronic access system which will allow members to communicate more effectively with each other and the central data base in the Lexington office to share and/or access information. Start-up funding for the first year will come from ACUTA's fiscal reserves so as not to unduly burden membership dues during service development. We will be forming a small committee to complete the fine-tuning of the planned service and are looking for volunteers. A few people came forward at the conference and asked to be considered for the committee, but I want to give all members an opportunity to express their desire to participate in this committee. Let me know if you think you're qualified, and we can discuss what will be involved. We're eager to get this committee formed and underway, so respond quickly if you're interested.

The last thing I want to do is thank those leaving the Board for their dedication and welcome your new representatives. Paula Loendorf, our Immediate Past President, will "retire" from the Board after six years of service. Paula's vision and professionalism have served us well and we appreciate her tireless commitment to our strategic planning efforts. Don Hoover has stepped away as Northeast Region Director. Don has carried out several successful region meetings and workshops during his tenure and I'm sure Tony Mordosky will continue the tradition as the new Region Director. Tony and Don have worked together on many of these events, so the members should see a smooth transition. Jim Cross joins the Board as our Secretary. Jim was a member of the Strategic Planning Committee. I know he will bring the same strong sense of responsibility and volunteerism to his newly-elected position.

We have a very full agenda for the coming year as we work to ensure ACUTA is meeting the needs of our diverse membership. Many of our members are undergoing radical organizational change and ACUTA needs to adapt to meet those changing needs. These are interesting times... even more so than what we went through with divestiture and deregulation. If the only thing certain is change, these certainly are interesting times!
Paradigms and Paradoxes
Highlights of the presentation by Dr. Robert Heterick, Jr., President of EDUCOM

Dr. Robert Heterick delivered his keynote address to more than 500 eager listeners who filled the Chattanooga room at the Opryland Hotel. Immediately engaging his audience with humor directed at himself, various stereotypes, and technology, he led us easily into a meaty discussion of change.

Higher education is facing extraordinary problems, Heterick began, with exponential growth at exponentially increasing costs. Some 40% of the median family income is now required to pay for private education, and even public education requires 18%.

The nation is in an uproar over health care costs, which have doubled the rise in the consumer price index over the last ten years, but higher education costs have tripled the consumer price index. Costs are just one driving force behind change.

"It is critical," Heterick told us, "that we understand the implications of technological change and alter our ways of dealing with those changes that inevitably occur. Technological change will change the way we look at our world, and, in fact, create a whole new world."

Since the invention of moveable type, there has been close parallel tracking between print as a medium and society. For example: For years the textbook has been the principle learning adjunct while the principle outlet for the faculty researcher is the journal. That close parallel tracking is being deflected in a very major way right now by computer and communications technologies and that is a consequence of being able to look at datum in a digital format.

Digital is a ubiquitous medium, highly compressible, and capable of being packetized and presented asynchronously.

All of this leads to a huge change in the way we view the world we live in, cutting to the heart of our daily job.

What are the characteristics of these technologies?

What we see happening, to condense Heterick's evaluation, can be described in stages: New technology can be considered first generation. The time to market is quite long and the leverage that comes as a consequence of the technology is small. In the second generation, the time to market gets shorter, and leverage gets larger.

Characteristics of the third generation stage, which is where we are with technology today, include incredible reductions in costs and incredible increases in capacity. Many tasks that we used to do manually are going to become the province of our computer and communications technologies.

For maximum benefit, it must occur to us eventually that technology is not a substitute for the old way of doing things; it is defining a totally new way of going about our jobs. For instance, why do people have to come to campus to learn? Why is information mediated by lecture when we have the technology to teach via rich multi-media material that involves the senses?

The growth of technology suggests that we need an alternate way to apply these technologies to institutions of higher education, perhaps to the point of totally reorganizing the structure of the processes to which they apply. Typical of third generation stage, the cost of these technologies is

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ACUTA Calendar

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

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- **Spring Seminar**
  - Baltimore, MD
  - April 24-27, 1994
  - HOTEL: Hyatt Regency Hotel
  - TOPICS: Hot Management Topics, Campus Cable TV

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- **Winter Seminar**
  - Palm Springs, CA
  - Jan. 9-12, 1994
  - HOTEL: The Westin Mission Hills Resort
  - TOPICS: Planning the Telecom Infrastructure, TQM and Organizational Structures

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- **ANNUAL CONFERENCE**
  - Anaheim, CA
  - July 31-Aug. 4, 1994
  - HOTEL: Anaheim Hilton
  - TOPICS: Management, Regulatory Issues, Professional Growth, Voice, Data & Video, more
going down exponentially while their power is increasing exponentially.

Heterick suggested that this is because we are using the cheapest thing we’ve got for the two defining technologies of our age. The microprocessor and fiber optics are made of silicon, and the most abundant natural resource on earth is sand.

Certain changes have to be in our minds, Heterick remarked, citing three characteristics of the integration of technology into a society:

1. **Diffusion**: The 1990 census says technologies have been characterized by rapid diffusion rates into society. For instance, in 1948 there were 190,000 televisions in the U.S. Five years later that number had increased to 21 million. That’s an incredible diffusion rate, but VCRs and CDs have even faster rates.

2. **Disintermediation**: The telephone diffused most slowly of recent technologies. Why? Because it was mediated. That is, there was a mediator in the person of an operator who was “Central,” required to patch me to you. The cross bar switch disintermediated the telephone, and the diffusion rate increased.

3. **Differentiation**: Technologies that are capable of high degrees of differentiation have the greatest impact. If I can use technology in a different way from the way you use it, we have choices that make the technology more valuable.

Heterick identified three things that define the age we live in: microprocessor technology, fiber optic technologies, and digital datum issues. “As we move into the future,” he remarked, “this will be a major problem on campuses: the trade off between security and access... But any paradigm shift creates paradoxes.” Where an engineer would emphasize the need for “free, unfettered access to the world’s stock of information,” he continued, “an auditor might stress the need for secure, survivable, private systems. For most organizations, the compelling problem will be where on the spectrum we want to be.”

We must adopt new approaches to learning, Heterick emphasized. In the “Ptolemaic” way of looking at the world, technology sat in the center and the user sat outside. The new “Copian” world puts the user at the center and sees technology as a diffuse, disintermediated, differentiated medium. Telecommunications departments will be impacted because these changes are aided by the very technology that we are responsible for in the campus environment.

Describing the net effect and the speed at which change is happening, Heterick identified three great revolutions:

1. **Agricultural Revolution**: With a little bit of attention to fertilization, we were able to increase crop yields by a factor of ten. This transformed society, but it took almost a millennium for the effects to expand throughout society. Human labor was the driving force and land was the measure of wealth.

2. **Industrial Revolution**: Harnessing steam power presented us with a leverage of not 10 to 1 but about 100 to one. It took about a century to permeate society. Capital was the driving force of society, and artifacts—refrigerators, houses, cars—were the measure of wealth.

3. **Information Revolution**: “This has come about as a consequence of microprocessor technology. It has a leverage of one million to one and harnessing of communications technologies, particularly in the form of fiber optics, adds a factoring leverage of another million to one, so that a thousand billion is now the leverage, and we will have only a few decades to adjust. Knowledge is the driving force and access is the measure of wealth. Those of us who are in a position to bring access through these technologies are going to be extremely important to the change that has to take place in the higher education process,” Heterick advised.

Putting it into perspective, he continued, “We’ve discovered that it’s easier to send electrons than sophomores around the campus; in fact, it’s not only easier, it’s cheaper, and it has a cost parameter we can live with.”

Concluding his address, Heterick remarked, “The old way doesn’t work anymore. We must harness technologies to change the breadth and scope of higher education. Your place is in the middle of that change.”
...Awards

continued from page 1

bered: dedication, vision, professionalism, and leadership. Dr. Cross has been an active part of ACUTA for 5 years, winning the respect of his peers as principle author of the Futures Report while serving on the Strategic Planning Committee. In addition, Cross chaired the Institutional Excellence Award Committee, and authored a monograph entitled Telefacsimile Communications in Higher Education. Active also in CAUSE and EDUCOM, Dr. Cross was elected Secretary of ACUTA at this year’s conference.

Institutional Excellence Award

The first Institutional Excellence in Telecommunications Award was presented to Delaware Technical and Community College and accepted by Henry Decker, Chief Information Officer.

Nominations for this award are made by the ACUTA membership through a call for nominations in the February newsletter and a special mailing. Selection of award recipients is made by a committee appointed by the President based on the telecommunications department’s contribution to the mission of their institution including services provided, cost effectiveness, and user services. Nominations are evaluated on the basis of the scope and complexity of the particular endeavor, technological leadership, benefit to the institution and key constituents, and demonstration of excellence and professionalism.

Member Service Awards

Anthony Tanzi of Brown Univ. received the only 20-year service pin awarded in Nashville. Receiving a 15-year pin was Patricia Tobin, Boston College. Ten-year pins were awarded to Coley Burton, Univ. of Missouri; Susan Fisher, Univ. of Connecticut; Shirley Fortier, Univ. of Vermont and State Ag. College; Kathe Garrison, Southern Bell; Julie Hatfield, Tulane Univ.; Pat Searles, Cornell Univ.; Kenneth Soper, George Washington Univ.; Garry Tatsum, Univ. of Guelp; Jan Whitted, Tufts Univ.; and Diane R. Winkler, Union College.

In addition, the following 5-year pins were awarded: Leif Aagaard, Jr., Sweet Briar College; Buck Bayliff, Wake Forest Univ.; Phillip Beidelman, Western Telecommunication Consulting; Duane Bennett, Florida State Univ. Patricia Billeter, Charles Co. Comm. College; William Blomgren, Illinois State Univ.; Donna Borden, Univ. of Delaware; John Bradley, Rensselaer Polytechnic Inst.; LaFrance Bragg, Univ. of San Diego; Timothy Casey, Skidmore College; Barbara Ciesieliski, California Polytechnic State Univ.

Also receiving 5-year pins were Don Corcoran, Vanderbilt Univ.; Dr. Jim Cross, Longwood College; Larry Davis, Univ. of North Florida; Nancy Gallagher, Saint Anselm College; Janet Halpern, SUNY Health Science at Brooklyn; Elizabeth D. Ivey, Austin Peay State Univ.; Tim Kilpatrick, Southwest Missouri State Univ.; Jo Ann Light, Univ. of Missouri; Joseph Massey, Jr., JTM Assoc; Margie Milone, Kent State Univ.

Other 5-year pin recipients were Dave Moeggenberg, Northwood Univ.; Rod Morrison, Wittenberg Univ.; Lynne Myers, Stanford Univ.; Dave O’Neill, Washington State Univ.; Daniel Patterson, Univ. of Utah; Ronald Pointer, St. Louis Univ.; Alfred Snyder, II, Susquehanna Univ.; Neil Stackel, New York Telephone; Robert Stephenson, Davidson College; Terrence Stratton, West Chester Univ.; Terry Wallace, Pepperdine Univ.; Teresa Weavil-Saul, Elon College; and Jan Weller, Univ. of Kansas.

Achievement Awards

In recognition of their contributions to ACUTA, higher education, and the telecommunications profession, Achievement Awards were presented to the following: Dave Barta, Univ. of Oregon; Marianne Landfair, Indiana Univ.; and Mary Peck, Emory Univ.

Nominations for this award are accepted by a committee after a Call for Nominations appears in the April newsletter.

Certificates of Appreciation

Certificates of Appreciation were awarded to: Jan Weller, Univ. of Kansas, and Robert Aylward, Univ. of Wyoming, for their work on the Financial Planning Committee; Janice Bellman (Amertech), Chip Chapman (The Fic Co.), Alan Cayton (VMX, Inc.), Fred Davenport (AT&T), Fred Dorsey (Bell Atlantic), Mike Gage

See "Awards..." on page 11
The Opryland Hotel was spectacular!

Our host was Middle Tennessee State.

Registration went smoothly for most.

Nashville Scenes...

First-Timers needed lots of signatures from Eleanor Smith and others.

Regional meetings are part of the ACUTA network.

The Exhibit Hall opened with a reception on Sunday evening.
Exhibits...

...Exhibits...

Nashville Scenes... Nashville Scenes...

...and more exhibits!

Barbara Bradham proved that ACUTA members are always winners!
Mike Toner discovered how creative the exhibit area can be!

Speakers, such as Joe Massey, provided us with excellent information.

Pam Holmes presented a frank discussion of ADA and campuses.

Everyone worked hard to take back to their own campuses the information they learned.

Food at all the catered events was beautifully prepared.
Monday night we all enjoyed dinner and a show aboard the General Jackson.

The head table reflected our Wednesday night banquet theme, "Proud to be patriotic."

The banquet was truly a taste sensation!

Hotel staff delivered baked Alaska in style.

Everyone enjoyed dancing to the music of The Big Thrill.

And then it was time to go home.
Adkins Ears RCDD Designation

Member Services Enhanced

Kevin Adkins, ACUTA's Telecommunications Resources Manager, has recently earned the professional designation of Registered Communications Distribution Designer (RCDD), as granted by the Building Industry Consulting Service International (BICSI). Adkins successfully completed the competency examination held at BICSI's Summer Workshop in Lexington on June 28th.

Pre-qualified RCDD candidates must pass a two and one-half hour exam covering design areas of service entrance, equipment rooms/closets, bonding and grounding, backbone systems, horizontal distribution, firestopping, LANs, fiber installation, construction specifications, codes/standards/regulations, etc.

As an RCDD, Adkins will be better prepared to assist ACUTA members with questions on wiring design and specifications. The designation will also help position ACUTA to favorably influence wiring standards and procedures as related to the special needs of a higher education campus environment.

The RCDD designation is fast becoming a recognized industry standard of excellence for communications distribution design in commercial and multi-family buildings. It is increasingly cited as an RFP requirement in cable distribution contracts. RCDD status is valid for three years and may be extended for subsequent three-year intervals by meeting BICSI's continuing education requirements.

As time permits, Adkins will be pleased to assist members with questions regarding building wiring and cable. Contact ACUTA, L. Kevin Adkins, Telecom. Resources Mgr., 250 W. Main St., Ste. 2420, Lexington, KY 40507. Phone 606/225-6172, fax 606/252-5673, or e-mail ACUTA@UKCC (Bitnet) or ACUTA@UKCC.uky.edu (Internet).

...Awards

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(Northern Telecom), Michael Katz (Sunbelt Business Computers), Sydne Paredes (US West), Dave Stanley (Anixter Bros.), Buck Bayliff (Wake Forest Univ.), Coley Burton (Univ. of Missouri), and Randy Collett (Central Missouri State Univ.) for their participation on the Vendor Liaison Committee. Also, Dave Barta (Univ. of Oregon), Marianne Landfair (Indiana Univ.), and Marv Peck (Emory Univ.), for work on the Publications Committee.

Certificates were also awarded to Program Committee members Susan Fisher (Univ. of Connecticut), Bonnie Johnson (Univ. of Kentucky), Steven Turner (Westmont College), John Meickle (Yale Univ.), and JoEllen Schmit (Carleton College).

State Coordinators Anthony Tanzi (Brown Univ.), Tony Mordosky (Millersville Univ.), and Linda Bogden-Stubbis (SUNY Health Science Center) received Certificates of Appreciation as well.

From the Legislative and Regulatory Affairs Committee, the following people were awarded certificates: Harry Kyle (Oklahoma State Univ.), Tony Mordosky (Millersville Univ.), Ferrell Mallory (Brigham Young Univ.), and Whitney Johnson (Northern Michigan Univ.).

Duke Univ. was presented a certificate for ACUTA News article submissions, and Mal Reader (Univ. of Calgary) and Margie Milone (Kent State Univ.) were recognized for their contributions in the areas of Programs and Membership, respectively.

Congratulations to everyone for a job well done!

Vendor Participation Outstanding

A packed exhibit hall and a multitude of corporate-sponsored meal and social functions were testament to a growing vendor commitment at ACUTA events. The nearly 500 full conference attendees were equally committed to learning all they could from participating vendors.

Attendees were treated to 70 diverse telecommunications exhibits, filling the 29,000 sq. ft. hall to near capacity. Industry segments represented included long distance, PBX, voice mail, cable/wire/hardware, CPE, fiber, wholesale supply, secondary market, outside plant, call accounting, TMIS, consulting, coin/emergency phones, ADA-compliant equipment, compressed video, distance learning, independent telcos, and RBOCs.

Exhibit hours were filled with information exchange and topical discussion, punctuated with food and drink, contests, give-aways, caricature artists, and other activities that enhance the educational opportunities available.

A number of corporations generously sponsored many of the meal and social functions that afford peer networking opportunities to attendees in a relaxed, and often festive atmosphere.

Attendees gave very high ratings to both the exhibits and meal/social activities in the conference evaluation survey. Corporate representatives likewise ranked the conference high for attendee networking opportunities, and praised the attendees' knowledge of telecom issues and for provision of end-user feedback.

ACUTA gratefully acknowledges the generous support and valuable educational benefits provided by all participating vendors.
Total Quality Management

Highlights of presentation by
Paul Noakes, Motorola

Paul Noakes of Motorola identified his company's fundamental objective—everyone's overriding responsibility—as Total Customer Satisfaction. TQM is helping them accomplish their goal.

Noakes listed the following directives in describing Motorola's approach to TQM:

- Focus on total customer satisfaction.
- Benchmark to define areas for and magnitude of needed improvement.
- Set "reach out" improvement goals on a corporate-wide basis.
- Integrate quality improvement process into normal day-to-day jobs.
- Establish common metrics which are reviewed daily, weekly, monthly, and quarterly.
- Integrate quality plan and business plan.
- Provide education and training to support required changes.
- Empower, involve, recognize, and reward employees.

Some efforts fail, he indicated, due to lack of: management involvement, communication of TQM processes, a measurement system, and focus on training, tools, and teams. What separates successes from failures, he felt, is the management process.

Noakes attributed Motorola's success to a high level of management commitment and involvement, aggressive goals measured from end to end, and management accountability for quality improvement. In achieving total customer satisfaction, he identified Motorola's key beliefs as constant respect for people and uncompromising integrity. Key goals include increased market share; being best-in-class in people, marketing, technology, product, manufacturing, and service; and superior financial results.

Motorola is committed to their 6 Sigma Quality program, striving for perfection. To that end, they work for total cycle time reduction, profit improvement, and empowerment for all in a participative, cooperative, and creative workplace. Noakes remarked significantly that we "suffer from a lack of expectation." He characterized quality as a business issue, stating "Quality doesn't cost money; it makes money... Quality is not an assignable task; it is part of everyone's job."

Super Schools

Highlights of presentation by Jerry Reedy, Ameritech

Ameritech's Jerry Reedy cited some startling statistics in his opening statements: A 1992 Harris poll from among employers and college admissions counselors indicated that 30% of high school graduates were ready for the workplace and 36% ready for college. Unfortunately, when parents and students were polled, they believed that close to 70% were adequately prepared. So if the product equals the student, we live in a society where the people buying the product are not satisfied. Ameritech's conclusion is that we must reform our educational system.

To address the issues and shape a vision for the future, Ameritech has devised the Super School concept, identifying key issues facing reformers today as funding, equity, and quality. Advanced technologies will play a growing and vital role in our future education system as they are adapted to support educational applications. Information resources and exchange will be available to all, regardless of location.

According to Reedy, "The ever-increasing need for scientific and technological education, both in curricula and in instructional techniques, only emphasizes the need for our educational system to make dramatic and swift changes in order for American students to keep pace with societal changes, and to be able to hold their own in the information age against students and workers around the world... Information and telecommunications technologies can make classwork more interesting, expand the capabilities of teachers, help administrators manage more efficiently, and actively involve students in the learning process.”

Ameritech feels that "The technological revolution that has shaped our society will reshape our education system... The growing capabilities of already-advanced telecommunications technologies can enhance, expand, and ultimately revamp the way we educate our school-age population from kindergarten through college, with new techniques for instruction, study, research, and virtually every daily interaction.”

Ameritech's new Super School is a “fully-functional model of integrated information and telecommunications tools for education that supports more than 30 advanced technology applications,” including multimedia libraries, database networking, desktop conferencing, and the SuperBook hypermedia system that integrates audio, video, images, data, and text at the student workstation.

Reedy quotes Ameritech Chairman William Weiss saying, "...Education is the most important investment any society can make in its future.”
Win-Win Relationships

Highlights of presentation by Patricia Fripp

People today expect good service from those who serve. What we have to do is exceed their expectations,” Fripp said. One system for accomplishing this is to build our reputation, prove our reliability, and develop strong relationships. Working as a team, according to Fripp, means Together Everyone Accomplishes More. She defined a team as a group of people who may not be equal in talent, ability, or education, but share commitment. The best people in the world must still strive for a goal for the good of the team, always turning conflict into cooperation. “No verbal rock throwing,” she advised.

Fripp also recommended thinking entrepreneurially. Make sure everyone in the department makes decisions as if it were their own company. “Life is a series of sales situations,” she remarked, adding, “Whatever you’re asking for, the answer is no if you don’t ask.”

Quoting Dwight Eisenhower, Fripp defined leadership as “the ability to decide what has to be done and then getting people to want to do it.” She described today’s generation as “stimulation junkies with short attention spans,” reminding us that we do business with people we like. “Don’t concentrate on making a lot of money, but rather concentrate on becoming the type of person people want to do business with and you most likely will make a lot of money.”

She encouraged her audience to be risk-takers, saying getting to the top requires self-confidence and the ability to speak up even when your position is unpopular. Change is good and necessary, and we should embrace it and have a good sense of humor about it. Many things are beyond our control, but it’s important that we focus on the things we can make different.

Among her concluding remarks, Fripp told the audience, “What you are is more important than what you do... If the world were perfect, what would it look like? Think big; start small.”

She ended her presentation with a statement from Thoreau: “The sub-par teacher informs, the average teacher explains, the superior teacher demonstrates, and the truly great teacher inspires.”
North Carolina Plans World's Fastest Communication Network

North Carolina will soon boast the world's fastest wide-area, multi-media communications network. The North Carolina Information Highway will be able to simultaneously transmit computer words and graphics, television-like video and voice communications traveling at the speed of light over hair-thin optical fibers beginning in 1994.

According to Governor James B. Hunt, quoted in First! (May 11, p. 6), "The highway will give us a dramatic new chance to educate our children, provide medical services, create jobs, streamline our criminal justice system, and increase the efficiency of our government."

The key to the telecommunications network is Asynchronous Transfer Mode switching technology. As Governor Hunt explained, "A single optical fiber used by our Information Highway will be capable of transmitting the equivalent of more than 30,000 simultaneous communications... Using the 33-volume Encyclopedia Britannica as a yardstick, with the communications switching technology available in 1970, sending that entire set of reference books between sites would have required 84 hours. With the switching available today, that same stack of information would require 13 hours to transfer. With this new ATM switching, a mere 4.7 seconds will be required."

The North Carolina network will be the result of a joint design-and-deployment effort undertaken by Southern Bell, a BellSouth company, GTE, and Carolina Telephone.

NEC Introduces Personal Earth Station

From EDUPAGE, we learn that NEC has introduced a 29-pound, briefcase-sized earth station with both send and receive capability. The Mink-5000 terminal can be manually rotated until it electronically locks in on the INMARSAT satellite and can receive and transmit from anywhere on the globe.

Electronic TV Guides

Scientific-Atlanta and StarSight Inc. of California are ready to offer electronic TV guides this fall, enabling viewers to order their TV sets to find, preview, and record any show. The StarSight system even keeps track of what you like to watch and can scan some 12,000 shows on any given week and flag or record programming for you.

Illinois Bell Demos Distance Learning Technology

Illinois Bell's 10,000-foot Super-school exhibit has been traveling the Midwest showing off interactive computer technology the company believes will soon be commonplace in classrooms and homes. One of the demonstrations is an Illinois Bell worker talking to his computer, with the machine responding to his commands and translating his voice into words on the screen. Those who have demonstrated the equipment say it works far better than the systems of 5 years ago, and it's available for as little as $1,600.

The distance learning system combines off-the-shelf personal computers and CD-ROM technology with some customized software. Similar to teleconferencing technology in the corporate world, the system will give students in rural areas the opportunity to tie into classrooms hundreds of miles away and take classes not offered in small schools. It could also be used in hospitals for remote diagnoses and transmission of x-ray images.

The Illinois exhibit also demonstrates less expensive home versions of the teleconferencing system, and systems that would allow students to access library card catalogs, encyclopedias, and super-computers from home.

Overheard on Campus

Q: What's worse, ignorance or apathy?
A: Who knows?
A: Who cares?
“Nashville Now” has always been rated a very good TV program. But the latest program out of Nashville was “Opryland—ACUTA Style.” While “Nashville Now” has its regular stars, so did ACUTA. With the 22nd Annual Conference and Exposition being hosted by Middle Tennessee, Opryland’s Convention Services Department, and the ACUTA staff, the attendees, according to their critiques, were treated to the best ever all round conference in the last six years since we have been keeping tabs on conference activities, speaker/session critiques, location, etc.

Educational Sessions
The overall rating was a 4.3 (possible 5). This ties St. Louis (1991) for the highest rating for sessions. The range was 3.4 to 4.8 in Nashville. The two highest attended breakout sessions were Coming Together: An Innovative Merger and Voice Mail. The two least attended breakout sessions were Secondary Market and 800 Portability. The bottom line, though, was that we had 33 different topics for breakouts covering a wide range of subjects, and all presenters received favorable comments.

Conference Activities
The Nashville Conference (excluding the sessions) was given an overall rating of 4.2 out of a possible 5. Last year’s rating of San Francisco activities was a 7.9 out of a possible 10. (We changed the rating scale this year from 1-10 to 1-5.)

Of the six categories—location, hotel facilities, exhibits, costs, food, and social activities—all were rated higher this year except for location. Now we know, despite the city’s high cost, why San Francisco is the number one convention city in the U.S.

The quality of the exhibits received its highest ever rating, and those in attendance noted more specific applications to higher education being displayed.

Overall conference ratings of past events were: St. Louis, 8.1; Orlando, 8.7; and Philadelphia, 7.4. Nashville’s 4.2 converts to 8.4, making it second only to Orlando’s 8.7.

Are you entitled to additional copies of the ACUTA News?
One of the benefits of the new tiered dues structure is that levels 2, 3, and 4 may designate additional names of anyone on campus (even your boss!) to receive their own copies of the ACUTA News. If you haven’t sent us the names of those who would benefit from receiving this newsletter, please contact Kellie Bowman at the ACUTA office (606) 252-2882 right away.
**Editor's Notes...**

Send your newsletter today! ... Using the video technology at Univ. of Kansas' new Regents Center, 3 courses were beamed via microwave from Lawrence to Overland Park this spring. Also, a new T-1 network for voice and data that links the Center and the Lawrence campus includes 7 channels reserved for compressed video, facilitating future expansion ... Thanks to Linda Bogden-Stubbs, Dir. of Telecommunications at SUNY Health Science Center, for sending the TOA Constrictor, the Newsletter for SUNY Telecommunications Reps. This issue includes a helpful list of telecom publications with brief descriptions and addresses for each. Handy for staff who want to know what's happening in the industry ... F R E E TQM/SPC software: EDUPAGE reports that free TQM and Statistical Process Control Software is available for academic and government use. For info, send email to marks@meaddata.com. ... North American Numbering Plan rolls on. Area code 416 will split in October, the first area code split in Canada... Send news and notes to: Pat Scott, ACUTA, 250 W. Main St., Ste. 2420, Lexington, KY 40507. Phone (606) 252-5665 or fax (606) 252-5673.

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## BULLETIN BOARD

### NOTICE

All dues must be received by September 1 in order for you/your institution's name to be included in the 1993–1994 directory.

### Positions Available

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<th>Manager, Customer Service (Computing Manager, Principal)</th>
<th>Manager Telecommunications Facilities (Computing Manager, Principal)</th>
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<td>University of Arizona</td>
<td>University of Arizona</td>
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<tr>
<td><strong>Responsibilities:</strong> Manage Cust. Serv. section which obtains &amp; translates customer telecom. requirements into services &amp; solutions. Provide info to customers through switchboard, trouble desk, newsletter, &amp; training classes.</td>
<td>Responsibilities: Manage planning, design, engineering, installation, maintenance &amp; operational integrity of telephone &amp; data communications systems including AT&amp;T 5ESS switch, Ethernet, &amp; 10 Base T, Network Control Center, &amp; cable plant.</td>
</tr>
<tr>
<td><strong>Qualifications:</strong> Bachelors Deg. in related field; 8 yrs. exp. in telecom., including 3 yrs mgmt. exp. Extensive knowledge &amp; exp. in telephone switching systems, data network capability &amp; functionality, voice proc. technology, &amp; telecom. mgmt. info. sys. Strong planning, team building, &amp; interpersonal skills. Proficient with PCs &amp; software. Training experience helpful.</td>
<td><strong>Qualifications:</strong> Bachelors Deg. in related field; 8 yrs exp. in telecom., including 3 yrs mgmt. exp. Extensive training &amp; exp. in data &amp; telephone communications, system analysis, design, operation, &amp; maintenance, inventory mgmt., voice proc. sys., &amp; telecom. mgmt. info. sys. Proficient with PCs &amp; software.</td>
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<td><strong>Salary Range:</strong> $35,102–$49,991</td>
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<td><strong>Deadline:</strong> September 1, 1993</td>
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<td><strong>Resume &amp; refs to:</strong> Paula Loendorf, Director, Univ. Telecommunications, Univ. of AZ, Computer Ctr, Tucson, AZ 85721 An AA/EEO Employer</td>
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**October ACUTA News deadline:** September 5

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### FYI

Has your long distance carrier updated you on the results of a lawsuit brought against MCI by AT&T and the implications of those results on your long distance bill?

A U.S. District Court judge in Washington has ordered MCI to file detailed federal tariffs listing rates charged in its customer-specific contracts. As reported in the July 12 issue of Telecommunications Report, "Granting a preliminary injunction requested by AT&T in a lawsuit, Judge Stanley S. Harris told MCI that 'All rates charged shall be either published in or readily ascertainable from the published schedule.'"

MCI reportedly has assured its major customers that it will fulfill all current or future contracts, emphasizing that it has complied with applicable regulations at each stage of the legal process and will continue to comply. While MCI is the only carrier named in this ruling, the underlying legal principles equally impact all non-dominant carriers.

Bottom line: In most instances, tariffs override contracts. Contact your long distance carrier for more information about your specific agreement(s) and any financial impact for your campus.