ACUTA eNews October 1992, Vol. 21, No. 10
Lopez to speak at seminar

Despite hurricane, university phones remained on line

When Hurricane Andrew struck south Florida on Aug. 24, electrical power went out and the public water supply was disrupted. Even the National Hurricane Center had its roof blown off.

The University of Miami's telecom system, located in a building across the street from the Hurricane Center, stayed intact, however. Having withstood Andrew's onslaught, the university Information Resources Dept., which includes telecom and computing services, became the communications center for recovery operations in Dade County immediately after the storm.

One of the worst natural disasters ever to strike the United States, the hurricane destroyed more than 50,000 houses, leaving more than a quarter of a million people homeless.

The university's disaster preparation and recovery plan, in which telecom personnel had invested many tedious hours, was up to Andrew's challenge. As a storm survivor, the university's Information Resources operation was an island of stability in the first chaotic hours of recovery for the community. Gas powered electric generators kicked in and supported voice communications, including critical links to the

(Please turn to page 6)

SDSU extends voice mail to students

By Riny Ledgerwood
San Diego State University Region 4 (West)

San Diego State University (SDSU) installed a 72-port Octel voice mail system in January, 1992, to replace an old 20-port system. The increased capacity enabled the university to offer voice mail to approximately 2,500 students in residence halls as well as gain additional features such as caller menus, dial-by-name, expanded management reports, etc.

Involved Housing from the Start

To implement a successful voice mail system for students, we knew we would need to work closely with the Housing Office. Before the request for proposals (RFP) was written, we met with Housing and explained the benefits that students and parents as well as the Housing Office would gain by making voice mail available to students. We stressed that the networking feature of the new voice mail system would be maximized if all students were assigned their own mailboxes. The entire campus community would benefit from improved communications between faculty, administration and students, we assured them.

(Please turn to page 8)
Central Missouri State University is participating in a trial venture with Sprint's local telecom division, United Telephone-Midwest, and Northern Telecom to determine the effectiveness in an educational environment of VISIT, a new telecommunications product.

Developed by Northern Telecom, VISIT is a family of personal multimedia communications products that will create powerful new capabilities for people who use a phone and a computer.

Initial VISIT products include VISIT Video and VISIT Voice. VISIT Video features software, a video circuit board, camera and communications hardware to access public and private telephone networks. It is a desktop videoconferencing application that lets computer users—thousands of miles apart—conduct meetings and collaborate without leaving their desks. They can share documents, graphics and other information on each other's computer screens, and see a visual image of the person with whom they are communicating.

VISIT Voice transforms the personal computer into a personal telephone management center, providing users with convenient access to existing telephone and voice-mail features. It allows users to dial, log phone calls, track usage and set up directories.

Seven VISIT systems will be placed at key locations on Central's campus. Each configuration will utilize a Macintosh microcomputer platform, according to Tom Archibald, director of Information Services at Central.

Three of these desktop units will go to a residence hall that is also being equipped with networked Macintosh LC computers in each room. One of these will be available for general student access, while the other two will go to honors students' rooms.

The university's Biology Lab, the Math/Computer Science Lab and the Planning Center, as well as the library's Self Instruction Center (SIC), will each receive a unit.

The placement of these units will foster several types of across-campus communication. Archibald said: student to student, student to faculty, faculty to faculty, administrator to faculty, administrator to student, student to tutor, and any user to the SIC group, where projection capabilities can accommodate larger audiences. Central's campus-wide, fiber-optic and copper voice/data/video cabling system will facilitate use of the equipment.

A systematic method for obtaining feedback from students, faculty, staff and administrative users will help determine new applications for this powerful new communications tool. That information will be shared with United and Northern Telecom, as well as other people in higher education who are interested in this new technology.

"Through this trial, we hope to uncover new applications for the product in higher education," said Jeff Benson, Manager of Market Development, with Northern Telecom. "We believe VISIT represents a unique opportunity to personalize the education experience for students, faculty and administration."

That interest is shared by United Telephone-Midwest, the Sprint Company which provides local telephone service to the university. United will work closely with Information Services at Central to facilitate the project.

"We are pleased to participate as a partner with Central Missouri State University, Sprint's local telecom division and Northern Telecom Inc. on this project," said Ben T. Watson, Director of Public Relations for United Telephone-Midwest. "Our participation reflects our company's support and commitment to education and enables us to evaluate this leading edge technology in a practical application setting. This partnership is a part of United's on-going effort to provide state-of-the-art solutions to our customers' evolving communication needs."

"This is another significant step in the university's efforts to remain at the forefront of technology education in the state of Missouri," said CMSU President Ed Elliott. "We hope that through our participation, we can discover uses for VISIT which are even beyond its creators' comprehension."

For additional information, contact Jeff Murphy, Central Missouri State, 816-543-4640.
MESSAGE FROM THE PRESIDENT

Coley Burton, University of Missouri

Computers are useless. They can only give you answers.

Pablo Picasso (1881-1973)

This may be old news to many of you. The September, 1991, Scientific American was a special issue on Communications, Computers and Networks — “How to Work, Play and Thrive in Cyberspace.” Of the eight feature articles, seven of them have either communications or networks in their titles. In truth, the one article that doesn’t, “The Computer for the 21st Century,” deals with multiple layers of computers, all communicating with each other over a variety of media, wireless and otherwise.

In addition to the eight articles exploring present and future uses of computers and networks, there is a section on computers, networks and public policy. After having read the articles on the many fantastic ways that computers and networks are changing how we work and play, one is brought back to reality by this section, which deals with how out-of-step governmental policy.

common law and general ethics are with the Information Age. The folks who heard Winn Schwartau discuss computer terrorism at the Annual Conference in July got some feeling for how really far behind society is in these areas.

One thing that struck me was how much of what we call telecommunications has changed since I suffered one of my mid-life crises in 1983 and switched from computing to telecommunications. As I remember, both professions were reasonably constrained, even parochial, back then.

In the computer arena, we were concerned with mainframes and millions of instructions per second, megabytes of disk storage and how fast we could read and write data from a reel of magnetic tape. Of course, we had on-line systems, but almost all of the access was through dumb, albeit expensive, terminals using dedicated or dial-up telephone lines. A big deal was our two 50,000-bit-per-second data lines, which in reality were 12, four-wire analog circuits and a multiplexer. To be sure, there were a number of microcomputers around as well as some rudimentary local area networks, but there was no connecting them to the mainframe.

One reason why I was asked to take the telecommunications job was because our computer facility was heavily into data communications — over 36,000 circuit-miles at one count. Another reason was that I was already here, and promoting me was a lot cheaper than looking for someone who might know what they were doing.

The telecommunications field I entered was basically telephones. We were concerned with features, PBX versus Centrex, banded WATS optimization, and a myriad of other things that would make the operation more efficient. I remember someone sending me an article from a trade journal “proving” that an analog switch was superior to a digital one — a thought that makes no sense to anyone these days.

The one place where computers and telecommunications came together then was in the question of whether the new systems, PBX and centrex, that everyone was installing should provide switched data connections in addition to voice — a concern since rendered essentially moot by the rapid deployment of local area networks.

Also in the Scientific American special issue are some articles dealing with the transformation to the “information society,” how computers and networks work, and the possible effects of networks and computers on how we will work, play and learn in the Information Age.

If you have time to read only one article, it should be “Computers, Networks and Education,” which explores both the potentially positive and negative aspects that computers and networks can have on education and learning. In part, the article discusses how difficult it is for us to change our view of what education and learning is. One telling sentence from the article suggests how that change will come. “As Thomas S. Kuhn notes dryly in The Structure of Scientific Revolution, a paradigm shift takes about 25 years to occur because the original defenders have to die off.”

Ultimately, we are all in the education business. We are also experts in a field that is having a profound impact on education. We have to constantly contend with and try to exploit technical changes, which often occur with blinding speed. We need to provide efficient service to our institutions, and at the same time be an agent of change, working to improve the educational services of our institutions. Just as telecommunications and computers have changed dramatically since 1983, so have responsibilities of the college or university telecommunications professional. If we don’t step up to playing a role in shaping the institutions of the future, we will always be viewed as the “telephone people” or to paraphrase the beginning quotation, “Telecommunications is unimportant: it only gives you dial tone.”
Internship gives telecom major practical experience

By Matthew Wright
Indiana University Student
Region 3 (Midwest)

In my four years at Indiana University, I have participated in several meaningful classes, events and extracurricular activities that have contributed to my liberal arts education. I think this broad background will prove useful throughout my career in telecommunications as it provides a foundation upon which to learn. The experience that will help me most in the first few years after graduation, however, has been my internship with University Telecommunications.

While universities are proficient at teaching theory-based classes, my internship has given me a chance to put those theories to work in real-world situations. For instance, one of my responsibilities included retrieving and analyzing traffic data from the PBXs on our regional campuses. As a result, I have been able to see first-hand some of the tactics and strategies of network design.

I have also written a procedure for the regional campuses to follow in dealing with abusive telephone calls. This project has given me a new perspective on the bureaucracy of a large organization such as a university, as well as insight into some of the legal and regulatory constraints placed on telecom users and vendors.

“My internship has let me put theory to work in real-world situations.”

Another project that has given me a better understanding of the legal and political environment of telecommunications is the development of a shared-access agreement with Intelenet, a telecommunications reseller to state and local government. The agreement will allow voice hop-off for Intelenet to connect to its customers through IU’s regional campus switches. Clearing the many regulatory, political and technical hurdles to reach an agreement acceptable for final consideration by all parties took several months.

I have also been able to do some research of emerging technologies and services such as Group IV facsimile, Open Network Architecture, Fax over the Internet, and applications of those technologies and services that might benefit the university. From that experience, I gained a better, “real-world” understanding of some of the technologies that I have studied in the classroom.

While the Internship has benefited me, I believe that I have been of help to University Telecommunications as well. While most of my projects have not been of immediate importance to the department, they were jobs that needed to be done. I have assisted the full-time staff by doing the small things that can eat up a significant portion of a telecom professional’s day. This has given them more time to concentrate on the more urgent problems of end users.

Internships give students a unique opportunity while they are still in school to put to use some of the theory learned in the classroom. Liberal arts-based telecommunications programs provide a foundation for a career in telecommunications, but internships give students the opportunity to meet others in the industry and gain practical experience that will help in job searches and entry-level positions. Internships also help end users by taking some of the burden off of full-time staff and allowing more time for the immediate, pressing projects and problems of end users.

(Matthew Wright wrote this essay after completing an internship with the Indiana University Telecom Department. He graduated this year with a B.A. in telecommunications.)
By Stephen Doster and Pamela Potent
Telco Research Corp.

The sign on the round luncheon table read “Advertising.” The ACUTA Conference attendees who chose this Birds of a Feather discussion had plenty of questions about marketing telecom services to students and faculty, but no one seemed to have any answers.

Among those seated were Miriam Tripp of North Carolina State, Stephen Moore of Dallas County Community Colleges, and Edie Lynch of the University of Alaska.

Two scenarios were put forward for consideration. Miriam Tripp wanted to promote her department’s achievements to the university administration in hopes of at least deflecting the budget ax next time around if not getting an increase approved.

Stephen Moore wanted to notify students, almost all of whom commute to school, of any changes in university services or procedures.

As we ate and brainstormed, we came up with a number of ideas for achieving either of the above objectives. Suggestions included:

- Send releases or buy advertisements in the campus newspaper and radio station.
- Post messages on cable television.
- Send releases to The Chronicle of Higher Education or other higher education or telecom journals.
- Insert flyers in your monthly bills, or print a message on the statement itself.
- Include announcements in registration packets.
- Send mass mailing of brochure, letter or flyer.

Cost can be kept low if campus mail is used.

- Set up voice mail boxes that students, faculty and staff can access for announcements. (These can be helpful in reaching off-campus students.
- Set up an electronic bulletin board for messages.
- Post flyers at student center.
- Enlist help of student majoring in marketing.
- Emulate promotions that reach you.
- Ask other departments how they disseminate information to students, faculty and administrators.
- Offer free long distance minutes or free messages on voice mail as incentives.
- Sell or give away telecom items, T-shirts, pens, scratch pads, during registration at campus bookstore.

- Get marketing support from residential advisors. Hold a training class and reward them with free service.
- Place training literature/information in residence hall rooms.
- Set up tutorial line to provide easy resolutions for “cockpit errors.”
- Cultivate campus leaders, such as student newspaper editor, class presidents, key faculty, department heads, who can tell your story and give you other exposure.

- Give users a “report card” to rate your services. Publicize how your school compares with peer institutions.
- Ask fellow ACUTA members for advice. Surely someone else has had success with such efforts.
- Try all of the above, one at a time. You’ll never know which ideas will work until you try one.

Just as with chemistry, promotions require experimentation, studying of results and frequent revisions.

(Editor’s Note: Later in October, ACUTA will publish a monograph by Terry Robb, Univ. of Missouri, on marketing telecommunications services on campus.)

Summary of Projected ACUTA Budget
Oct. 1, 1992 to Sept. 30, 1993

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| Total Expenses       | $954,975 |
| Reserve              | 8,650  |
Miami hurricane
(Continued from page 1)
university hospital and all emergency services, for 28 hours. The metropolitan area data network was taken off line to avoid damage from lightning, but after the storm passed, it was up and running. Communications to the off-shore Virginia Key campus was interrupted temporarily, however.

"The University's disaster preparation and response plans recognized that getting people and equipment to campus after a disaster had occurred was just as important as maintaining on-campus hardware," explained Ruben Lopez, Director of Computer and Network Services.

As Andrew approached, Lopez sent his family to stay with relatives a safe distance away. He and other staff rode out the night of the storm in the Information Resources facilities to assure communications for the university community.

From 3 a.m. until 8 a.m. Andrew ravaged the area, snapping the steel re-enforced concrete poles that supported high-tension electric power lines. Broadcast antenna towers were toppled, and satellite downlink dishes were blown around like Dixie Cups. The storm surge filled buildings, including Lopez's home, with six feet of salt water, blowing out their walls.

"I served two tours of duty in Vietnam and experienced other hurricanes in Texas when I was stationed there in the Air Force," said Lopez. "But I have never seen such devastation as inflicted upon this area by Hurricane Andrew."

Andrew arrived as the university opened its residential colleges for incoming students who were on campus for freshman orientation. "Almost 5,000 people, including many parents and other family members who had come along to help the students move into their rooms, huddled in dormitory hallways as 165 mile per hour winds attacked the campus," Lopez recounts.

Two hours after the eye of the storm had passed, clean-up operations were already underway. "Hundreds of cellular phones appeared after the storm passed, but the system was able to handle them," according to Lopez. Long distance service also continued 24 hours a day.

Hurricane Andrew "changed south Florida forever," says Lopez. "We will not be back to normal for years, but we can rebuild. And because of sound planning beforehand, rebuilding will be easier."

In the meantime paychecks went out on time Aug. 25.

University of Miami's Ruben Lopez will speak at ACUTA Fall Seminar

By coming through Hurricane Andrew with "flying colors," the University of Miami’s Information Resources has set an example for preparedness. Hear about it first hand by attending either of the ACUTA Fall Seminars set for Hilton Head, SC, Nov. 1-4. A special combined session of the two scheduled seminars will hear Ruben Lopez, Univ. of Miami's Director of Computing and Network Services, explain the university’s disaster plan and how it passed the test of Hurricane Andrew. The principles of Miami’s plan can be applied to any type situation, not just natural disasters.

Facilities, services survey to be separate publication

By L. Kevin Adkins
ACUTA Telecom Resources Manager

As the membership survey database resource grows, our distribution and handling of its information must change. The Membership Survey Data Report published in June was very well received by the membership, with feedback emphasizing the benefit of indexing member contacts by survey categories. To continue this benefit, the survey information included in last years Membership Directory will be excluded from the 1992-93 edition, and will instead be published in a separate document called the 1992-93 Membership Facilities & Services Index. This index will arrive in the mail with the Membership Directory as a companion document.

The Index will contain an alphabetized listing of all primary members with pertinent contact information and the coded line of survey information. The Index will include categorical indexes of the original 13 questions, plus new questions on touch-tone registration, 911 service and in-house vs. outsourcing. In accordance with member suggestions, the categorical indexes will contain the institution name only. This will make the Index a dramatically smaller document than the original Survey Data Report, even with its additional three survey questions.

The Series II survey data on departmental structure and financial operation will be used in the next ACUTA Executive Summary, tentatively scheduled for release in November or December. It will include all Series II survey information received up to an as yet undetermined cut-off date in October. If you have not returned your survey form, please send it as soon as possible for inclusion in the Executive Summary.

While the Series II survey data will be published only in statistical form, any ACUTA member can request a detailed listing of schools based upon any survey question (except salary data, which will be available only in statistical format) or combination thereof simply by writing or calling the ACUTA office and making the request. Several members have already taken advantage of this service in past months. An example request might be for a listing of all schools with a ROLM PBX serving 2,001 to 4,000 lines who outsource their switch maintenance.
Regional Feud' introduced at San Francisco Conference

Responses reveal ACUTA members' knowledge, practices

The survey conducted at the ACUTA 1992 Conference in San Francisco this past July polled approximately 100 member attendees for their perceptions on a number of telephony related questions.

The most popular responses for each question were compiled and used in the Regional Feud game played during the Monday night event. The survey responses provided both entertainment and insight. Here are most of the survey questions and their responses (with percentage weighting) used during the game.

Name a duty telecom directors hate most to perform:
31% Personnel evaluations
25% Annual budget
19% Attend meetings/serve on committees
13% Do monthly bills
12% Take inventory

Name a Telecom magazine read by ACUTA members:
24% ACUTA News
20% Business Communications Review
20% Communications Week
20% Teleconnect
16% Telecommunications

Name a popular reason for attending an ACUTA conference:
57% Networking
11% Learn new technology
11% Gain new knowledge
11% Exposition/Trade show
10% Food/Drink

To whom should the Telecom Director report:
39% Vice President
21% VP Information Technology
18% VP Business/Finance
13% VP Administrative Services
9% Physical Plant/Facilities

Administration
Name a popular method for buying/paying for a PBX:
41% Bonds
34% Lease/purchase
16% Credit/term payments
9% Student Resale

Name a commonly used custom calling feature on a single line phone:
45% Call forwarding
36% Call waiting
7% Make busy
6% Conference calling
6% Hold

Name an average number of full-time employees in a Univ. telecom dept.:
48% One to five
30% six to ten
13% 15 to 25
9% 30 to 45

Name an hour of the day that a cutover would begin:
30% Midnight
30% 5 pm
19% 7 pm
11% 6 pm
10% 2 am

Name an average number of meetings a telecom director attends outside his/her department each week:
32% three
21% five
21% four
14% 10
12% seven

FBI Director defends call for new wire tap law

In a letter to The Wall Street Journal, FBI Director William Sessions disputed the contention of Electronic Frontier Foundation counsel Mike Godwin quoted earlier by the newspaper as saying the recent indictment of several young New York City "hackers" undercuts the Bush administration's argument for new legislation to facilitate court-ordered monitoring of telecommunications as technologies change. (See August 1992 ACUTA News, page 12.)

Electronic surveillance has been "an invaluable investigative tool in combating serious and often life-threatening crimes," since an "exacting procedure" for its use by courts and law enforcement was passed by Congress in 1968, he said. The wiretap law "contemplates cooperation by the telecommunications service providers in implementing these court orders," he continued. "The proposed legislation only clarifies that responsibility by making it clearly applicable regardless of the technology deployed.

"The deployment of digital telecommunications equipment that is not designed to meet the need for law enforcement to investigate crime" will jeopardize successful investigations such as the one that led to the indictment of the New York City hackers known as the Masters of Destruction, the FBI Director asserted.

All the new legislation would do "is ensure that the status quo is maintained and the ability granted in 1968 by Congress is preserved," he concluded.
Among the benefits for students were:

- Built-in answering machine, i.e., no tapes to replace, no machine to repair.
- Private boxes secured by a password. Even if a phone is shared, each individual's voice mailbox will be private.
- "Future delivery" (Record messages for others, reminders to oneself. Store them and schedule their delivery for another day and time).
- Record your own greeting and change it as often as you like. Messages can be picked up from any touchtone phone anywhere in the world.
- Greetings can be changed from any touchtone phone.
- Send messages between students, faculty and administration.

Housing would benefit from these features:

- Bulletin boards and distribution lists to send reminders, information, emergency instructions, etc., to students' mail boxes. Students must listen to bulletin boards, i.e., they cannot be skipped.
- Distribution lists set up for students by floor, by residence hall, or by other criteria as needed.
- Messages can be recorded and sent to individual students to remind them they owe money, a particular form needs to be signed, they have an urgent message at the front desk, etc.
- Check to see if a message has been received, i.e., did the student hear the message? This might be important, especially for messages that involve money, legal problems, special notice, etc.
- Set up "future delivery" messages to distribution lists. Delivery for those lists can be set up for delivery at night, when line use is light.
- Set up auto attendant (caller menu) lines, with announcement boxes such as Residential Life information line, cafeteria menu for the day line, maintenance problem reporting line, etc.
- A marketing tool to recruit students to stay in residence halls.

One reason for Housing's interest in voice mail for students was the office's own productive use of voice mail for the past four years. Their main concern was the cost of service. We assured them that once the bid was known, we would compute and negotiate an acceptable rate per mail box. We also involved Housing by inviting them to name a member of the Bid Evaluation Committee.

The RFP process took a little more than a year. Once we knew our cost to purchase a 72-port voice-mail system, we calculated the rate to charge per mail box.

To keep the cost of mail boxes down, gain the maximum benefit from networking and make training and administration easier, we agreed with Housing on the following guidelines:

- All students are automatically signed up for telephone and voice mail as part of their room contract.
- Each student has his/her own mail box, i.e., two mail boxes per room via use of caller menu and individual passwords.
- Telecommunication Services bills Housing monthly for nine months (2 semesters), from September 1 to May 31.
- No more than 12 messages per box at one time.
- No message will be more than two minutes long.
- No more than 2 future messages recorded at one time.
- Can record message(s) and send to any other mailboxes in system, but no more than 3 distribution lists per box.
- Recorded "how-to-use-voice-mail" information always available. Telephone number for personal help available during normal work-week.

**Formula for Monthly Fee**

Based on the above assumptions as well as storage and port capacity, we estimated that student use would take up 50 percent of port use and storage. We then applied the 50 percent to the system cost plus administrative overhead for five years and came up with $2 per mail box per month. We compared this fee with that of other institutions as well as PacBell and found that $2 was competitive, usually less than what others charged. Since our goal was to provide voice mail service to students, we were happy that it could be done for a low monthly fee.

Service could be offered at a low monthly fee. Once the students and the Housing Office experience the benefits of the voice mail service, we believe fees can be increased if needed. The Housing Office accepted the proposed pricing and agreed that pricing may be flexible and subject to change by either party to accommodate future changes.

In preparation for the student voice mail cutover, we obtained all of the telephone numbers in each of the residence halls. Although we did not know who would be staying in each room, we knew that there would be two students (in most cases) in each room. First we set up the class-of-service using the parameters from the assumptions listed above. Next we set up the caller menu mailbox and the two mail boxes associated with each telephone number. We then individually configured each caller menu box with the caller destinations.

After the students checked into their rooms, we received a list of student names and their room numbers from the Housing Office. We then recorded the caller menu for each telephone number - a very time-consuming process. We looked at other options, such as having students record their own caller menu, but decided against it because of the potential for abuse.

Instead of providing training for the entire residence hall population, we offered it to appropriate Housing staff including Residence Hall Advisors and Assistants prior to system cutover. We also published a student-voice-mail user guide, a simplified explanation of features offered only to students.
I listed the reporting which visit also answer questions. Successful boxes four time was approximately semester we questions and voice, mail following is responsible running mailbox, the was staffed be asked future. number for when students transferred to another, answering the night of rooms, the instructions are different from those for rooms shared by two or four students.

- Include a telephone question-answer column in the Housing newsletter.
- Batch residence hall mail boxes for future use. Batch all student mail boxes by residence hall at the end of each semester and store the information in the computer will allow us to remove mail boxes by batch in the summer and add them back to the system in the fall.
- Emphasize to students the importance of changing the initial, assigned password. Passwords were identical to box numbers when first assigned. A few students have entered others' mailboxes and changed the greetings as a joke when passwords were not changed.

More ideas for improvement will be found as we gain more experience. So far the responses from the students and the Housing Office have been mostly positive. A few students and parents have asked for removal of their mailboxes.

In the future, we intend to promote our telecom products move actively through flyers and letters to students and parents and offer better instruction in their use. Once students are accustomed to voice mail, we hope to develop other applications to further enhance student life.

### Even President's mailbox not immune to prowlers

When San Diego State Telecom Services installed a voice mailbox for the main line serving the University President's office, the staff, as were all campus voice mail users, was advised to create a new password. Upon installation, the default password for every mailbox is identical to the five-digit extension number.

Unfortunately, the President's staff neglected to follow through on Telecom's advice.

Since a campus-wide voice mail system had begun service in January, any faculty, student or staff person familiar with campus voice mail would know the default password. Someone tried it and gained access.

On the morning of August 6, the President's staff discovered to their chagrin that the mailbox greeting had been changed. When they tried to erase the new, "gag" greeting, they discovered that the prankster had also changed the password.

The office staff called Campus Security who then called Rini Ledgerwood, Director of Telecom Services, who had a new password set up for the mailbox and a review made of the call records.

After reviewing event records for the mailbox, Telecom found that the box had been tampered with at 10:36 the night before. There was no way to say who entered the mailbox, only that the call was made from off campus or from a campus phone without voice mail. The new message appeared to have been recorded by a male.

At 10:35 a female had called the President's office and left a message which was full of four-letter words but contained no threats.

After the new greeting was entered, there were a series of calls, most of which seemed to be calls made only to listen to the new greeting. Very few messages were left, and most of them short and innocuous.

The new password, 15 digits long, is known only to the President's staff. That password should protect the box more than adequately, says Ledgerwood.
Answers to new members’ most often-asked questions

By Margie Milone
Kent State University
ACUTA Membership Director

We are pleased to have processed 25 new university/college applications for ACUTA membership in the past four months as well as 13 new corporate affiliations.

Additionally, 54 first-timers attended our San Francisco annual conference. That not only demonstrates support for the Association, but also recognition of the valuable benefits for our schools and careers that are available from participation in ACUTA conferences and seminars.

Between sessions, at lunch or during breaks – whenever I saw a new face with a green-ribboned first-timer name badge – I tried to greet and shake hands with every first-timer at the conference.

I was fortunate to wear my wrist and talk briefly with the majority of these eager and enthusiastic participants!

I was impressed by the desire of first-timers to discover everything that is available from ACUTA NOW! They were eager to take advantage of new resources and apply newly acquired knowledge to projects already underway or about to commence at their schools.

Making a mental note of their comments and questions, I compiled a list of answers to the most often-asked questions about ACUTA:

- **WHO CAN BE A MEMBER? WHO CAN ATTEND EVENTS?**
  Most any not-for-profit, accredited institution of higher education may be a member. Each member institution has one primary representative, typically the person who is responsible for the institution’s telecommunications services and budget. While only primary representatives are eligible to vote in ACUTA elections and business meetings, associate members and other employees of a member institution enjoy such benefits as attending events at reduced rates.

  Employees of non-member institutions are welcomed to attend ACUTA events but must pay the non-member rate.

  Hospitals, prep schools, state agencies and related organizations which share some of ACUTA’s interests but whose missions are other than higher education may qualify for associate membership in the Association. Rules of associate membership as well as corporate affiliation can be found in the ACUTA bylaws published in the annual Membership Directory.

- **WHAT SEMINAR TOPICS ARE OFFERED? HOW OFTEN AND WHERE ARE EVENTS HELD?**
  The Annual Conference, as well the three annual seminars, are rotated among the Association’s five regions: Northeast, Southeast, Midwest and West United States as well as Canada. Held at popular locations, these events feature professional speakers and vendors who are knowledgeable about diverse needs of telecommunications in higher education. They provide instructive presentations, technology updates, service and product demonstrations. Special presentations on legal, management and other relevant concerns are frequent highlights as well.

  Seminar and conference fees are reasonably priced with discounts for early registration. Free time is built into each program to provide opportunities for networking. Handout materials or workbooks to augment educational sessions also are provided.

  ACUTA negotiates for reduced group rates for both hotel accommodations and Delta Airlines air fares for participating members and eligible guests. ACUTA is the only organization covering all of North America that focuses on the application of telecommunications to higher education. Seminars and conferences offered by other organizations are usually geared to the broad range of for-profit enterprises. The topics will not apply specifically to your environment. These events are generally more expensive and DO NOT include meals.

- **WHAT’S IN THE NEWSLETTER?**
  The monthly newsletter communicates such useful information as member reports of activities on their campuses and news about upcoming ACUTA events, as well as legal and industry updates.

(please turn to back page)
In the past year, institutions from Australia and New Zealand have joined ACUTA. As Mike Tkacz, one of our two members from Australia has said, "I suspect that with our recent deregulation (I prefer to call it 're-regulation'), our environment will soon start to parallel that of North America. Belonging to ACUTA has enlightened us and given us an awareness of how to prepare for the issues we shall soon face. Many of the topics at your San Francisco Conference appeared to be quite relevant to our institutions today."

Also, some institutions of our sister associations in higher education have already conducted "exchange programs" with their counterparts in Europe and give glowing reports of their success. More are being planned.

**Technology's Role in Association Management**

More and more, associations are depending on technology to assist in the management of their organizations. Not only for management but also to store information from members for easy access by other members.

With respect to association management, ACUTA is "automated" in many areas but is still working toward improvement, particularly the analysis of information for budget projections and event planning. Collecting, storing, categorizing and making information available for member use is one of the highest priorities of the ACUTA Strategic Plan. Already we're asking members for information (see September issue of ACUTA News) that we will input into an ACUTA computer system in the future.

ACUTA members can then be provided with customized reports which will help them with research and background material for their internal decision making.

**Availability and Development of Volunteers**

Increasingly, organizations and institutions are being asked to do more with fewer people. This is directly affecting how people spend their free time. It also means that less "spare" time is available during the normal work day. "The commitment demanded by people's professional and personal lives is becoming increasingly larger," according to Catherine Brown, Vice President of Meeting Services for an association management company in New Jersey.

Associations must deal with having fewer volunteers with less time to commit to helping with the organizations' goals and tasks, especially with members asking for and expecting more services from their associations.

Larry Wennick, President of a management and meeting consulting firm in Washington, believes that associations' younger members, being products of the 1970s and 80s, are used to paying for a service rather than doing it for themselves - and are not used to volunteering. "They use car washes, they have gardeners and financial advisors and they buy packaged foods, unlike their do-it-yourself predecessors."

This doesn't mean that there are no more volunteers, but they're hard to find and to develop into an effective team. To keep volunteers interested, associations will have to make projects and committees more task oriented, so that volunteers of all ages will have the sense of being committed to a worthy cause but not feel that they have made a lifetime commitment.

Additionally, the efforts of volunteers must be praised and given lots of positive re-enforcement. Publicizing this recognition among their peers is usually the ultimate honor that can be bestowed upon them.

**An Association Should Be Run Like a Business**

The single most-agreed-upon conclusion of 66 association executives in a recent survey was that "associations will only become more important in the future."

They are vital for the professional growth of any industry and the individuals who work in it. The Present Futures Group - a forecasting research and consulting company in Falls Church, VA, says: "Associations have to consider themselves business enterprises. They can and should look at the services they provide, and charge accordingly. But to do this, associations will have to examine carefully what their members' needs are."

"Good associations track the issues and keep members informed, but they must also provide education."

Like any other institution, an association cannot exist unless it provides a high-value service or product that people are willing to pay for. Coupled with that is the increasingly difficult challenge of tracking the diverse needs of its members. Future educational programs will be, of necessity, broader and offer more alternatives. Another trend in association planning is to reduce registration fees to get more people to meetings.

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New members, first-timers eager to learn about ACUTA

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Some articles outline specific applications recently implemented, success stories with tips on what problems to anticipate, honest evaluations of "how it worked" and "what didn't work," solutions for cost containment, revenue enhancement and other relevant topics.

WHO BELONGS TO ACUTA?
The Membership Directory lists every member and affiliate along with information regarding the telecommunications environment of each campus. This includes the range of services provided, installed equipment, number of lines, budget, student resale and primary toll carrier. Details about the ACUTA Board of Directors, professional staff, bylaws, map of regions, and a calendar of events round out this valuable resource for peer networking and references.

IN WHAT OTHER WAYS CAN I PARTICIPATE AS A MEMBER?
Members may volunteer to participate on a number of committees who work with the Board of Directors and the ACUTA professional staff. Express your interest in a specific committee or project to the committee chair, your State Coordinator, Region Director or any member of the ACUTA staff or Board of Directors. Your talents and time in helping this very busy organization will be much appreciated.

Member contributions to the newsletter, whether a finished article, rough narrative or outline about what you are doing on your campus or would like to do are always encouraged. The newsletter editor will polish an article for print from your submission.

Member presentations at conferences and seminars are also strongly encouraged. At the conference

Position Available

Director, Telecommunications
Univ. of Tenn.-Chattanooga

Responsibilities: Telecom systems operations on UT-Chattanooga campus, provide leadership, design service programs, determine manpower/equipment needs, develop training programs and work assignments, compile data for preparation of budgets and special reports, supervise building operations, perform support maintenance, operational and programming requirements of computerized phone system, including installation of new services and expanding system, with assistance of technical staff.

Qualifications: Experience in administrative/supervisory positions, familiarity with analog and digital PBX systems with working knowledge of digital, B.S. in electrical engineering or computer science or bachelor's degree with certification in electronics or computer science, two years experience with computerized systems, five years experience in maintaining/operating phone systems preferred.

Salary Range: $28,000 to $32,000
To apply: Send letter, resume, transcript for institution awarding last degree, three references to: Human Resources Dept., UTC, 615 McCallie Ave, Chattanooga, TN 37403.

Director's column

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To do this, tours and social functions are being made optional, paid for on an à la carte basis. But the educational programs must continue to be strong and address the issues of association members.

All in all, I believe ACUTA's strategic plan, entering its final stages at this time, has addressed members' current needs and provides a platform that will continue to receive feedback from our members to refine the plan from year to year as member needs change.

ACUTA Welcomes New Members

The following institutions joined ACUTA between August 22 and September 18. Person listed is primary representative.

Region 1 (Northeast)
Roger Williams Univ. (Rl), Stephen Terrien Elizabethtown College (PA), Edwin Cable Russell Sage College (NY), Rad Taylor

Region 2 (Southeast)
St. Andrews Presbyterian College (NC), Teresa Tingler,

Corporate Affiliates

COPPER
ALLTEL Supply Inc. (GA)
College Cable Services (KY)
Integrated Communications Networks (IA)
MultiAccess Computing Corp. (IA)
Phillips Communications & Equip Co. (VA)
Probe Research Inc. (NJ)
Source Inc. (TX)
Specialized Resources Inc. (TX)
Strata Group (MO)
SwitchView Inc. (TX)

Personnel Changes

The following changes were submitted by member institutions between August 22 and September 18.

Region 2 (Southeast)
St. Thomas Univ. (FL), Martha Medina

Region 4 (West)
Univ. of Portland (OR), Mike Arts