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eNews

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Register for the Conference and
Book Your Room by this Friday
and **\$AVE!**

Benefitting from ACUTA

We've just returned, energized, from the ACUTA Winter Seminar in Phoenix. For attendees, the educational tracks were both on target to help the IT professional with the incessant juggling act. But all ACUTA members will benefit from this event, and I'm pleased to give you four examples of how that happens.



Corinne Hoch, PMP
ACUTA CEO

1. LEEDS guidelines. Our many thanks go to our Corporate Affiliate members and the HetNet Forum members who collaborated with our institutional members in Phoenix to develop guidelines that may be shared with design engineering teams who build LEEDS-certified buildings on our campuses to ameliorate the current thwarting of cell-phone penetration. The DAS architectural specifications will soon be published as a result of the ACUTA task force, chaired by Walt Magnussen, Ph.D., ACUTA Director-at-Large and Director of Telecommunications at Texas A&M College Station. (Thanks to our task force members, listed on page 2.)

2. Net neutrality and other FCC issues. Wednesday's session *IP Transition in the Public Switched Network* provided the perfect platform for J. G. Harrington, Coolley, LLP, to announce the late-breaking news on net neutrality ... talk about impact on users! Check out the Leg/Reg Hot Topics on the ACUTA website that was posted immediately: <http://www.acuta.org/wcm/acuta/>

3. Eight recorded sessions. If you weren't able to attend a session in another track or not able to attend the event, streamed videos of the following sessions are available :

1. *Privacy & Other Legal Considerations for Collaboration Tech*, J.G. Harrington, Cooley, LLP
2. *E-911 for Unified Communications*, Geoff Tritsch, Vantage Technology Consulting Group
3. *Univ. of Manitoba Student Email Migration to Office 365*, Doug Stoyko, Univ. of Manitoba
4. *Getting the Most Out of SIP Dialing – Using ENUM to Link to Other Schools*, Walt Magnussen, Texas A&M
5. *Building a Results-Oriented Work Environment: A Case Study*, Jocelyn Rojeck & Jason Striker, Arizona State University
6. *Replacing Our PBX with UC – MS Lync*, Victor Martinez & Dan Smith, Marquette Univ.
7. *Voice System Replacement*, Jerry Krawczyk, Penn State University, & Geoff Tritsch, Vantage Technology Consulting Group
8. *Breaking Down Barriers with Video Conferencing*, Robby Spraul, Utah State University

Those who registered for the ACUTA Winter Seminar will soon receive a link to the videos at no charge. The presentations are synched with the PowerPoints provided by the speakers. Non-registrants will be able to purchase the link to the videos at the nominal fee of \$89. Details are available at www.acuta.org.

4. 22 First-time attendees. We were delighted that 22 people who had never before attended an ACUTA event were able to join us. I hope they were impressed with what they found, and that they will become active volunteers. Whether you volunteer as a committee member, session moderator, eNews or ACUTA Journal author, contributor to the ACUTA listserv or in the com-

munities of interest, or just responding to surveys, your participation contributes to the greater good—for individuals as well as the association. Volunteers are how the association supports our mission—connecting campus IT professionals to ideas and solutions. We welcome our 22 first-time attendees and hope to hear from them regularly!

You should also know that you have a voice! Hopefully you have responded to our recent ResNet survey. Today we must find creative solutions to meet student connectivity needs, overcome bandwidth challenges, support multiple kinds of devices, and combat illegal file sharing. Because ResNet represents one of the largest IT expenses at a time when colleges and universities are under pressure to address critical cost and management challenges, ACUTA partnered with NACUBO and ACUHO-I to conduct an industry study for the third consecutive year to track the trends and practices across higher education institutions in the U.S. By volunteering insights to your ResNet-related decisions, ACUTA is better equipped to guide ResNet policies and best practices and contribute to developing standards in this rapidly evolving field. The ACUTA Environmental Scanning Committee oversees the effort in concert with Forward Analytics, a national market research firm.

And recently Dee Childs, CIO, University of Alabama, Huntsville, and Chair of the ACUTA Environmental Scanning Committee, also asked you to participate in the annual ACUTA survey that will help us provide educational content to meet your needs.

Conference is almost here! Visit the website (www.acuta.org/sc14) to see what great things we have planned for you in Dallas at our 43rd Annual Conference, March 30–April 2 and/or at our 18th Annual Strategic Leadership Forum, March 31–April 1. Recipients of the Institutional Excellence, Michaelecki, Morris, and Semer Awards will be announced, and ACUTA guarantees that each attendee will be a winner by finding the educational content invaluable, the exhibit hall exciting, and the connections you make by professional networking the best to be found anywhere.

Early Registration Deadline is February 14! Book your room and save when you register today!

LEEDS Guidelines Task Force

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Walt Magnussen, Ph.D., Chair, Texas A&M
Travis Cook, Texas Christian University
Chuck Enfield, Penn State University
Holly King, Northwestern University
Jason McConnell, Texas A&M
Jana McDonald, Texas A&M
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The DAS Advisors, John Campbell
Fujitsu, Reid Chang, James Anthony
Graybar, Eric Toenjes, Dave Moeller
IBwave, Vladan Jevremovic
InComm, David Eckmann, Drew Rice

Thanks to Winter 2014 Seminar Exhibitors and Sponsors

Thank you to the following companies that participated in the success of our Winter Seminar in Phoenix. As you have opportunity, please remember these companies for RFIs/RFPs. They support ACUTA!

American Tower
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Collaboration Is Not Automatic

Gary Audin, Delphi, Inc.

Simply deploying a new IT or communications tool does not mean it will be used effectively. It may not be used at all. Effective use of collaboration tools means a change in behavior and new habits for those using the tools. The objective is to get users to want to use the collaboration tools, not feel they have to use the tools.

Goals for Collaboration

Before introducing collaboration tools, enterprises must answer the most basic question of why they're doing it. We have read a lot of hype about Unified Communications (UC) and its set of communications and collaboration tools. There are several possible goals for UC:

- Increase productivity
- Reduce costs
- Improve employee retention
- Reduce employee stress
- Increase the pool of employees that can contribute to a project and improve a business process
- Increase customer satisfaction and loyalty
- Generate greater trust among remotely located users (a benefit of video conferencing)

The goals should be prioritized based on their value to the organization. Start with the goals that are most beneficial but are also easily attainable. Do not strive to satisfy every goal with the initial offering of UC tools; start with only one or two goals. Set some metrics for the goals so that there will be criteria for measuring their success.

Some examples of metrics include reduced travel costs, more frequently meeting project deadlines, lower employee turnover, etc. The metrics should be quantified so that there can be a comparison between the costs of offering the UC tools and the effect on the business budget and profit. Just stating that some improvement has been delivered is not enough.

Training to Encourage

We have all attended some type of training in our organization. Since the introduction of the UC tools can have a profound effect on the users, one or more C-level managers should introduce the UC training. It can be a pre-recorded video that introduces the organization's commitment to pursue the implementation of the UC tools. This emphasizes the role of UC in the organization.

A PowerPoint presentation is not good enough for training. The training should include not only the knowledge to use the UC tools, but also how the tools make the work easier, less stressful, and faster to deliver. There should be multiple video scenarios that show how to use the tool, an example of the tool in use and finally the benefits for using the tool. Not all users will have the ability to imagine the tool's use and its benefits. The training should be focused on changing the behavior of the user and producing new communication habits that encourage the tool's use.

One Step at a Time

I have attended classes where I learned too much and then needed to select those items that seemed best for me and ignore the rest of the information. This is not the way to introduce UC.

Select one tool of UC, possibly one that is already in partial use by the organization, that is easy to learn and easy to convince others to use. Remember, collaboration takes two or more users to make it work successfully. I may use the UC tool well, but if those on the other end of the collaboration consistently fail to use it effectively, then I will stop using the tool myself.

The success or failure of a UC tool should provide lessons about how to introduce the next UC tool. The success can also be used to justify the expenditure for implementing the next tool. Even though the IT implementers believe that the entire tool set has value, do not become too ambitious in the introduction of collaboration tools. Success with the first tool will encourage user acceptance of additional collaboration tools.

Monitoring and Measuring Success

Measure the success of the UC tool. The ability to generate tool use metrics and their value may be part of the UC offering, or you may have to procure a third-party measurement solution or use a cloud service. Some of the benefit information may have to be obtained from existing business processing systems.

continued

Just because a tool is used more does not mean its use produces measurable benefits to the organization. It is up to the UC tool implementers to relate tool use to improved business metrics that show how the collaboration tool met one or more of the goals set for its adoption.

People like numbers. Create a presentation for management showing the business process before the introduction of the collaboration tool use. Then measure the same business process at about 3 to 4 months into the tool use. Show how the tool use generated the improvements. Use this to justify the further introduction of collaboration tools and create user buy-in for the introduction of additional new tools.

Behavior Can Limit Collaboration Success

A user may have a favorite tool such as Instant Messaging (IM) and use it exclusively, avoiding other collaboration tools. While monitoring IM traffic, an organization found a user who sent about 4,000 IMs a month while the average user in that organization sent 300 IMs a month. The heavy IM user rarely used his desk phone (calls seemed to always go to voice mail), video, or wanted to be part of conferencing sessions.

This means that others are forced to use the IM tool exclusively when they communicate with this user and cannot avail themselves of other collaboration tools. This behavior placed the collaboration control on only one end of the communications. This behavior severely limits the values and benefits of collaboration tools and should be discouraged. Collaboration requires two or more participants selecting the best tool for collaboration, not just one user insisting on just one tool.

This article is taken from the No Jitter website (www.nojitter.com) and presented here with permission from the author. Reach Gary at delphi-inc@att.net.

Webinar: Identity and Access Management: A Getting Started Guide for Techs and Execs



Wednesday, February 26 • 2:00 – 3:00 p.m. Eastern Time

Identity and access management (IAM) is perhaps one of the most perplexing challenges being faced by information technology and security in higher education today. Certainly, emerging trends such as BYOD and cloud computing are presenting unique risks and opportunities; but having a solid identity-and-access-management foundation should be a means not only to provide security to the organization, but to go beyond to deliver significant business value, automation, and improvement of the customer-service experience. In this 1 hour webinar, technologists and executive leaders learn how other universities are successfully doing IAM in a flexible and manageable way that delivers real value to the institution and opportunities for internal IT teams.

Presenter McCree Lake, Director, Business Integration and Solutions at Kennesaw State University, has experience managing a vast application-development portfolio as well as complex IT budgets. McCree's team manages the IAM initiative at Kennesaw State and has won awards for integrations and improvements made in the IAM space, including a state-wide award for the mobile campus directory system that his team created and manages. McCree's team is also one of the recipients of the 2013 CSO40 awards as well as a nominee for the Information Security Executive (ISE) project awards in 2013.

For More Information:

Please direct questions regarding content to Michele West, ACUTA Director of Professional Development, mwest@acuta.org, or phone 859/721-1655.

Questions regarding registration should be directed to Joanie Profitt, Registration and Database Coordinator, jprofitt@acuta.org, or phone 859/721-1658.

Registration: Register online at www.acuta.org. ACUTA members: \$89; Nonmembers: \$129

Please register with ACUTA no later than Friday, February 21.



Riny Ledgerwood
Secretary/Treasurer
San Diego State Univ.
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Board Report

The Board met via a conference call on February 5, 2014, and approved the following:

- November 2013 financial report
- December 2013 and January 2014 strategic plan dashboard
- Monthly committee minutes and reports
- Membership reports
- Committee nominations
 1. Ambassadors Task Force: Carmine Piscopo, Providence College, nomination for another 2-year term as Chair
 2. Higher Ed Advisory Panel: Joanne Kossuth, Franklin W. Olin College of Engineering, nomination for 2-year term as Chair
 3. Environmental Scanning Committee : Melody Childs, Univ. of Alabama, Huntsville, nomination for another 2-year term as Chair
 4. Membership Experience Committee: Jana McDonald, Texas A&M, nomination for her first 2-year term as chair

The 2013 ACUTA Financial Audit was presented to the Board members by an independent auditor.

President Kovac discussed the Board and committee chairs' activities at the 2014 Annual Conference in Dallas.

CEO Corinne Hoch commented that the 2014 Winter Seminar in Phoenix went well. The program content was excellent.

Respectfully Submitted,

Riny Ledgerwood

ACUTA Secretary/Treasurer

Discounted Dallas Mavericks Tickets for Conference Attendees!

Come to Dallas on Saturday March 29 so you can watch some great basketball in person as the Dallas Mavericks take on the Sacramento Kings at the American Airlines Center at 7:30 p.m. Secure your **discounted** tickets today by logging onto on.mavs.com/mavs13 (no www or http needed) and selecting the Sacramento Kings game on 3/29. The special offer code is mavs13. If you have any questions or prefer to order tickets by phone, please contact Deanna Rothberg at (214) 658-7120 or by email at Deanna.Rothberg@dallasmavs.com.



Two Top Legislation Issues Facing Higher Ed

The following is an excerpt from Eric Breese's article in the Fall 2013 ACUTA Journal. If you missed the article, read it at your convenience online at www.acuta.org under Member Services/Publications.

Cybersecurity Legislation

For the past several years, the federal government has been looking into cybersecurity with the goal of protecting the nation's power plants, water systems, and other forms of critical infrastructure from crippling cyberattacks. While higher education isn't the focus, there will be an effect, especially for research universities.

The current debates in Congress have been over how to provide incentives for businesses that adopt voluntary standards and liability protections for those sharing information. However, the two parties remain split over whether the federal government should set critical infrastructure cybersecurity standards.

In summer 2013, the Department of Homeland Security's Industrial Control Systems Cyber Emergency Response Team released a report that shows companies that operate critical infrastructure systems have seen a sharp rise in cybersecurity incidents. In 2011, 198 incidents were reported, up from 41 in 2010 and 9 in 2009.

With little action in Congress, the White House issued an executive order in February that relies on public-private collaboration to improve critical infrastructure cybersecurity and includes elements to enhance information sharing, develop a cybersecurity framework, and create a voluntary cybersecurity program. In addition, it requires the Department of Homeland Security to identify the "critical infrastructure where a cybersecurity incident could reasonably result in catastrophic regional or national effects on public health or safety, economic security, or national security."

In April, the House of Representatives passed the Cyber Intelligence Sharing and Protection Act. The act provides companies with immunity from lawsuits when they voluntarily share information (such as threats to computer networks and malicious source code) with each other and the federal government. The Department of Homeland Security was designated as the civilian agency to receive information from companies, with the Department of Justice tasked with serving as the collection point for information about cyber crimes. The House bill will probably have little chance of passing the Senate, which prefers fewer controls on what information is shared.

In May, the House Energy and Commerce Committee and its Subcommittee on Communications and Technology held hearings on cyber threats and security solutions. The focus was on federal government and private-sector actions to strengthen critical infrastructure and mitigate exposure to cyberattacks. It also looked at security solutions to better protect against cyber threats, including enhanced information sharing, public-private partnerships, and greater industry collaboration. The subcommittee examined how to secure the communications network supply chain, focusing on potential vulnerabilities and the wide-ranging impacts on national security and the economy.

Data Security Legislation

For years, Congress has been discussing data security—which is different from cybersecurity. The initial focus has been on notification of data breaches. Congress is trying to determine if federal legislation is needed to protect consumers. The only federal statute that covers data breaches is HIPAA. (Even FERPA doesn't address this topic.) Most data-breach notification laws have been left up to the states. Currently, 46 states have enacted their own notification requirements. Most states define a data breach as the unauthorized acquisition of personal information. They typically define personal information in terms of data that may lead to identifying a specific individual and data that may lead to financial harm. As Congress continues to address this issue, I expect higher education to be significantly affected due to the nature of the data we retain about a student.

The Leg/Reg Committee will stay on top of these and other issues. Watch for special alerts or emails when important information becomes available.

Eric Breese, chair of ACUTA's Legislative and Regulatory Affairs Committee, has been active in the committee since 2008. Contact him at eric@breesestolt.org.

Info Links

Frequently, vendors, associations, governmental bodies, and others provide white papers and other informational documents which are announced through a variety of media sources. While some admittedly have a certain slant or opinion, others are quite objective; however, they often contain valuable information. Below are links to selected documents.

- Appeals Court – FCC Network Neutrality Opinion: Original FCC Report and Order On Net Neutrality (Dec. 2010): <https://prodnet.www.neca.org/publicationsdocs/wwpdf/fcc10201.pdf>
Opinion (Affirms FCC Authority; Vacates Anti-blocking/Discrimination):
[http://www.cadc.uscourts.gov/internet/opinions.nsf/5DFE38F28E7CAC9185257C610074579E/\\$file/11-1355-1475317.pdf](http://www.cadc.uscourts.gov/internet/opinions.nsf/5DFE38F28E7CAC9185257C610074579E/$file/11-1355-1475317.pdf)
Slight Correction Notice: [http://www.cadc.uscourts.gov/internet/opinions.nsf/2B05B57390DF805185257C61007457DB/\\$file/11-1355-1475316.pdf](http://www.cadc.uscourts.gov/internet/opinions.nsf/2B05B57390DF805185257C61007457DB/$file/11-1355-1475316.pdf)
Re-hearing Procedure (Cases that the Appeals Court Ruling May Impact):
<https://prodnet.www.neca.org/publicationsdocs/wwpdf/11514tenth.pdf>
- U.S. House – Hearing on Comm. Act Update (Jan. 15):
<http://energycommerce.house.gov/hearing/commactupdate-perspectives-former-fcc-chairmen>
White paper on Updating Comm Act: <http://energycommerce.house.gov/sites/republicans.energycommerce.house.gov/files/analysis/CommActUpdate/20140108WhitePaper.pdf>
Article by U.S. Reps. Upton and Walden on Updating Comm Act: <http://energycommerce.house.gov/icymi/opinion-fred-upton-and-greg-walden-broadcasting-cable-and-multichannel-news-commactupdate-promote-innovation-economic-growth>
U.S. House “One-Stop-Shop” on Updating Comm Act: <http://energycommerce.house.gov/CommActUpdate>
- Free State: Initial Thoughts on Net Neutrality Decision: http://www.freestatefoundation.org/images/Some_Initial_Reflections_on_the_D.C._Circuit_s_Verizon_v._FCC_Net_Neutrality_Decision_011614.pdf
- C-SPAN – Telecom Policy/Cybersecurity (a Must-See!): <http://www.c-spanvideo.org/program/317267-1>
- Deloitte – Technology, Media, & Telecom Predictors 2014:
<http://www.deloitte.co.uk/tmtpredictions/assets/downloads/Deloitte-TMT-Predictions-2014.pdf>
- OECD – Broadband Statistics Update: <http://www.oecd.org/sti/broadband/broadband-statistics-update.htm>
- NTCA – Wireless Survey Report: www.ntca.org/images/stories/Documents/Advocacy/SurveyReports/2013ntcawirelessurvey.pdf
- NTCA – Response to FCC on Refining USF Support Mechanisms: www.ntca.org/images/stories/Documents/Advocacy/ExParteLetters/12.16.13%20FCC%20ex%20parte%20-%20WCB%20DOBB-CBM%20followup.pdf
- CRS – The FCC: Current Structure/Role in Telecom Landscape: <http://www.fas.org/sgp/crs/misc/RL32589.pdf>
- CRS – Spectrum Policy: Provisions in the 2012 Spectrum Act: <http://www.fas.org/sgp/crs/misc/R43256.pdf>
- CRS – Nanotechnology: A Policy Primer: <http://www.fas.org/sgp/crs/misc/RL34511.pdf>
- National Nanotechnology Initiative: Overview, Reauth, and Approp Issues: <http://www.fas.org/sgp/crs/misc/RL34401.pdf>
- CRS – Internet Domain names: Background/Policy Issues: <http://www.fas.org/sgp/crs/misc/97-868.pdf>
Internet Governance and the Domain Name System: Issues for Congress: <http://www.fas.org/sgp/crs/misc/R42351.pdf>
- White House – Liberty & Security in a Changing World: www.whitehouse.gov/sites/default/files/docs/2013-12-12_rg_final_report.pdf
- ITU – Trends in Telecom Reform 2013 (Executive Summary):
http://www.itu.int/dms_pub/itu-d/opb/reg/D-REG-TTR.14-2013-SUM-PDF-E.pdf
- Chaltel – Impact of PSTN-to-IP/Copper to Fiber: <http://apps.fcc.gov/ecfs/document/view;jsessionid=D2pLShhhTLPGP1D4fG2m4SSCv1wQwW1N6SB5cvWhC8ISRQ4H4ns!1357496456!-1864380355?id=7521064589>
- NASUCA – Key Policy Issues with the PSTN-IP Transition: http://www.nasuca.org/archive/NASUCA_Response_to_Kovacs_Final.pdf
Paper from Anna-Marie Kovacs prompting the NASUCA Response:
http://internetinnovation.org/images/misc_content/study-telecommunications-competition-09072013.pdf
- CTC – Assessment of Engineering Issues for PSTN-IP Transition: <http://ctcnet.us/PublicKnowledge.pdf>
- TPI – CPNI & Non-Aggregate Call Records/Privacy: http://www.techpolicyinstitute.org/files/lenard_cpni_comments.pdf
- Project Tomorrow – Making Learning Mobile 1.0: <http://www.tomorrow.org/publications/MobileDevicesTransformTeaching.html>
- Free State – Five Faulty Premises in Telecom Policy Debates: www.freestatefoundation.org/images/Five_Faulty_Premises_in_Telecom_Policy_Debates_010814.pdf
- Yale Law – Tiny Constables and the cost of Surveillance: <http://www.yalelawjournal.org/the-yale-law-journal-pocket-part-constitutional-law/tiny-constables-and-the-cost-of-surveillance:-making-cents-out-of-united-states-v.-jones>
- Cisco – The Internet of Everything: <http://internetofeverything.cisco.com/>



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Welcome New Members

Institutional Member

Community Colleges of Spokane, Spokane, WA. T5 www.ccs.spokane.edu
David E. O'Neill, Ph.D., CIO (509/434-5425) david.o'neill@ccs.spokane.edu

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Derek Johnston, Dir. of Marketing (330/848-0200) johnstond@corning.com

Our portfolio of in-building wireless infrastructure solutions offers built-in RF intelligence & flexible architectures to fit every facility. As a leading DAS vendor, our enterprise-ready, operator-grade solutions enable a wide variety of technologies & service offerings, including 4G LTE network architecture for the newest breed of mobile devices.

• **Hellermann Tyton**, Milwaukee, WI..... www.hellermann.tyton.com

Doug Till, Business Development Mgr. (651/769-4318) dtill@htamericas.com

Hellermann Tyton is a leading global manufacturer of systems & solutions that help customers better manage & identify wire, cable, & components. We offer an integrated approach in the design, manufacturing, and delivery of products which result in higher quality and lower costs.

• **Matsch Systems**, Grand Rapids, MI www.matsch.com

Steve Schafer, President (616/459-0782) steve@matsch.com

Matsch Systems provides colleges and universities with IT and telemanagement solutions, and has significant experience and expertise automating the most complex and sophisticated chargeback scenarios. Referrals from higher ed available on request.

• **Unimax**, Minneapolis, MN www.unimax.com

Todd Remely, Dir. of Marketing (612/801-5752) tremely@unimax.com

Unimax believes that administering PBX and voice-messaging systems can be far less complex and costly, while delivering better service levels. We simplify voice system management by providing tools for employee self service (i.e., voicemail password reset and more), help-desk agent MACs, automation, advanced reporting & much more for single/multi-vendor telecom environments.

• **Wilcon**, Los Angeles, CA www.wilcon.com

Anna Anderson, Managing Sales Dir. (213/542-0100)

Wilcon is the premier west-coast provider of best-in-class fiber and data-center infrastructure solutions helping to enable the digital future of our service provider and enterprise customers.

Check It Out

Press Releases, Job Postings, & Corporate Webinars

The ACUTA website lets you communicate with other members—share some exciting news, fill a position, or find just the right vendor. Check the website for the latest postings frequently. Here are items that have been posted since our last eNews.

PRESS RELEASES: www.acuta.org/wcm/acuta/pressroom/pr.pdf

Send press releases to Amy Burton (aburton@acuta.org)

- FastLinks Celebrates Its 15th Year in Business by Offering ACUTA Members a Point to Point, 100Mbps FSO Link at 75% Off List Price
- ADTRAN Expands ActivReach Ethernet Switch Portfolio Unleashing VoIP Deployments in Challenging Environments

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