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ACUTA: Association for College and University
Technology Advancement

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Secrets of Effective PD: The 3 P's

A recent article in *EdTechDigest* captured my attention. An educator and edtech company founder, Eric Westendorf, shared his secrets to great professional development (PD), and I felt as though he were describing ACUTA. As we announced last month, as a result of an overwhelming membership request, we have realigned our tagline to match the letters in ACUTA: the Association for College and University Technology Advancement. So there are no P's in ACUTA, but I am certain that you, too, will draw the ACUTA analogies:

Product. As we have learned from member feedback, much of your positive ACUTA experience is derived from the educational content of ACUTA's program. ACUTA focuses on developing a "publishable" product that you will see at our events but also in the *eNews* and *ACUTA Journal*, providing you with real-life information that you can integrate into your campus responsibilities. It is practical, meaningful, and challenging, at the core of your current (and often future) needs, embedded into a longer, habit-shaping experience. As Westendorf points out, "When you focus professional development on creating something useful, professional learning happens ... Professional growth and learning are by-products of creating" all ACUTA events.

Process. ACUTA doesn't just focus on program content, although, again, based on member feedback, you always know that the program content will be excellent because it is brought to you by your colleagues. Roadmaps provide guidance and the resources you need to accomplish your goals. Presentations are posted on the ACUTA website, and streaming video synched with eight presentations per event is available for future reference and information sharing. And the video library is always available for past reference. Timely webinars on hot topics are also helpful ... email your ideas for sizzling topics to the Program/Content Committee and OnLine Learning Subcommittee: suggestions@acuta.org!

The ACUTA listserv is also always available for quick higher ed IT and telecom questions—instead of "Googling" information, you can just "ACUTA" it! And don't forget that there is also a Google search capability on the ACUTA website. It will facilitate searches from embedded content, legislative/regulatory matters, products, services ... to people, places, and things.

The final P is **People**. Your colleagues are the subject matter experts. For our events, they are directed by Program/Content Chair Arthur Brant, Abilene Christian University; Program/Content Chair in Training Sheard Goodwin, University of Florida; and OnLine Learning Subcommittee Chair Eric Alborn, University of Wisconsin – Madison, and they bring creative, amazing lessons to be learned. Thanks to these volunteers!

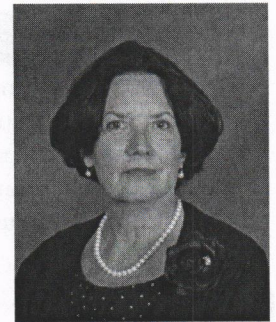
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The Program/Content Committee and Online Learning Subcommittee are so important to ACUTA that not only are board and staff liaisons assigned to support them, but the President and CEO are ex-officio members who also want to hear from you. Again, send your ideas for sizzling topics today ... to suggestions@acuta.org!

Just as our tagline has changed to the *Association for College and University Technology Advancement*, so, you will notice, has our marketing message to reinforce the welcoming, credible ACUTA caring, higher ed relevant, future-focused technology expertise that continually reveal the secrets of aspirational, effective PD.

Webinar **Cooking in the Cloud: Planning for Cloud Service Integrations**

Partnering with cloud service providers can be complicated and time-consuming. For many institutions, the challenges of identity management, single sign-on, and federation aren't apparent until the contract is signed and the implementation is underway. This webinar will discuss what should be included in a project plan for federated cloud service integration. The presenters will also introduce a cloud-service cookbook and explain how this cookbook effort can help schools and vendors create a smoother process for adopting cloud solutions.

The Committee on Institutional Cooperation (CIC) is a consortium of the Big Ten athletic conference universities, plus the University of Chicago. The CIC Identity Management Task Force is creating a Cloud Service Cookbook to help lower the barriers for higher-education institutions to partner with cloud-service providers. Both the cookbook and this webinar will discuss the identity management (IDM) landscape in higher education, offer best practices, and make suggestions from procurement to implementation.

The cookbook and this webinar will also discuss how InCommon membership for both schools and vendors can help to simplify cloud integration. InCommon is an organization that serves the U.S. education and research communities to support a common framework for trusted shared management of access to online resources. InCommon is operated by Internet2, although Internet2 membership is not required for InCommon participation.

Presenters: Keith Wessel, Univ. of Illinois at Urbana Champaign, and Keith Hazelton, Univ. of Wisconsin-Madison

Registration

Registration for ACUTA members is \$89; for nonmembers, \$129. Your registration includes complimentary access to the archived version via video streaming following the live session. As a special offer to nonmembers, if you participate in this webinar and then purchase an ACUTA membership within 90 days, \$40 will be credited to your initial membership dues.

You may also order video streaming of an archived version of the webinar from the ACUTA Store if you cannot participate in the live session.

For more information regarding content, contact Michele West, ACUTA Director of Professional Development, mwest@acuta.org, or phone 859/721-1655.

Direct questions regarding registration to Joanie Profitt, Registration and Database Coordinator, jprofitt@acuta.org, or phone 859/721-1658.

We encourage you to share this educational opportunity with anyone at your university or company.

If you have an idea or a topic for an ACUTA webinar or conference session,
please send your thoughts to suggestions@acuta.org.

Thursday
July 17
3-4:00 pm EDT
Register by July 14

Canada's Anti-Spam Law (CASL)

Mona Brennan-Coles, Western University

Canada's Anti-Spam Law (CASL) began to take effect on July 1, 2014. CASL is meant to help Canadians avoid spam and other electronic threats. The law includes more than email spam – “unauthorized alteration of transmission data, installation of computer programs without consent, false and misleading electronic representations (including websites), unauthorized collection of electronic addresses and the collection personal information by accessing a computer system in contravention of an Act of Parliament.”¹ It applies to any commercial electronic message (CEM) sent from or accessed by a computer system located in Canada.

In addition to explaining the law, Canada's Anti-Spam Law website has lots of good information about how to protect your computers, mobile devices, email addresses and yourself for everyone – Canadian or not.

What does it mean for Canadian Individuals?

Before July 1st, it has meant receiving many emails asking us to explicitly confirm that we wanted to continue receiving emails from organizations and businesses. I had hoped that this would be an easy way to stop the flood of emails that result from visiting vendors in conference exhibit halls – consenting to only those that are still pertinent to my current needs. However, the three years of implied consent means that I will have to explicitly unsubscribe to some.

In the future, it means providing explicit consent in order to receive commercial electronic messages.

What does it mean for Organizations and Businesses – Canadian and non-Canadian?

CASL applies when a computer system located in Canada is used to send or access the CEM. Simply routing a CEM through Canada is not enough.

“Anyone who makes use of commercial electronic messages, is involved with the alteration of transmission data, or produces or installs computer programs needs to be aware of this law.”¹

“If you are sending a CEM to an electronic address, then you need to comply with three requirements. You need to: (1) obtain consent, (2) provide identification information, and (3) provide an unsubscribe mechanism.”¹

In my research, I came across many good websites that can help you understand the law. I have listed them at the end of this article. Canadian higher ed institutions have been examining CASL to understand and comply with the legislation. At Western, our lawyers reviewed the law from Western's perspective and communicated their recommendations. For non-Canadian higher ed institutions, I urge you to consult your legal department or a third-party expert if you have questions.

References

1. Canada's Anti-Spam Law FAQs retrieved from http://fightspam.gc.ca/eic/site/030.nsf/eng/h_00050.html on 20140630.
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5. Osler Anti-spam Legislation Coming Into Effect retrieved from http://www.osler.com/NewsResources/Default.aspx?id=7467&utm_campaign=Video-Banner&utm_medium=banner&utm_source=Michael-Fekete-Anti-spam-Legislation-Coming-Into-Effect&utm_content=Banner

Annual Dues Reminders Mailed July 1

Reminder invoices for annual dues were mailed July 1. If you haven't already responded, please renew your membership today. Every member is important to ACUTA!

In addition to the finest professional network available to higher education communications and collaboration technology leaders, benefits such as discounts on events, free webinars, access to important legislative and regulatory information, the quarterly Journal and monthly eNews, ACUTA offers volunteers leadership opportunities to help you develop new skills and advance your career.

Mail your check today, or call ACUTA headquarters at 859/278-3338 for more information.

Educational Sessions



Professional Networking

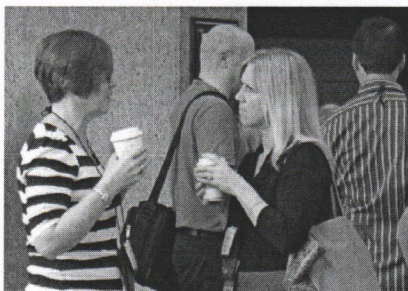


Exhibit Hall



Register for Fall Seminar in Boston

Plan now to attend the Fall Seminar to be held at the Boston Park Plaza October 26–29. Find complete details at www.acuta.org/wcm/acuta/pdf/031814a.pdf. For this seminar, the Program/Content Committee is planning interesting sessions relevant to our two tracks:

Track 1: Trends in Service and Technology Delivery

University technology groups function to deliver services and technologies to their institutions. How these services and technologies are delivered is as varied as institutional sizes, reputation, and cultures. The Trends in Service and Technology Delivery track will explore how the “as a service” trend is offering new avenues for service delivery; how virtualization in the data center, network, and at the desktop is opening new opportunities for service delivery; how delivery of services doesn’t depend on physical assets; and how these delivery options are changing hiring practices within technology service departments.

Track 2: Securing our Connected Environments

Universities are among the most connected environments. With more devices and users who feel comfortable with this connectivity, universities face a daunting challenge to ensure that their users, resources, and environments are secure and protected. Track 2 will explore methods institutions are using to educate their faculty, staff, and students about securing their devices; technology solutions to monitor perimeters and borders for inappropriate activities; policy and procedural initiatives to govern appropriate access and use of technology or data; and best practices that enable ease of access without compromising security.

Contact Michele West, Director of Professional Development, at 859/721-1655 or mwest@acuta.org if you have questions.

Register online at www.acuta.org/fs14 or call Joanie Profitt for assistance at 859/721-1658.

After Event: Security Awareness Day at CCRI

The Community College of Rhode Island is pleased to invite all attendees at this fall’s ACUTA Seminar in Boston to the college’s annual Security Awareness Day. This event will be held on Thursday October 30 (the day after Boston ACUTA) at the CCRI Knight Campus in Warwick RI from 8am to 4pm and is free of charge. Warwick is about 1.5 hours from Boston.

The purpose of the CCRI Security Awareness Day is to promote this topic and to extend this culture within the user community. This public service event will include attendees from higher education, k-12, municipalities, state government, private industry, law enforcement, students and others. A diverse mixture of leading experts including eight higher education presenters will share their insights and perspectives on the foremost security trends and prevention awareness agenda required to build an in-house security program.

RI Congressman Langevin, who chairs the Congressional Cybersecurity Caucus, will be the keynote speaker. Morning general sessions will be followed by afternoon breakout sessions addressing the attendee’s topic of interest in security from a technical, business, legal and management point of view. General consumer issues such as privacy, personal identity security tips and on line banking information will be covered. This year we will also include a fun Security Awareness Game Show! The tentative as yet complete agenda can be found at www.ccri.edu/securityawareness.

On line registration will be available in the late August/early September timeframe. As this event usually sells out, we recommend that interested ACUTA attendees register as early as possible. For any questions regarding this event please contact Bruce Barrett at bbarrett@ccri.edu.

911? 9911?

by Martha Buyer

On-site alert capabilities could improve emergency communications for hotels and other institutions operating with multiline telephone systems.

On December 1, 2013, Kari Rene Hunt was murdered, allegedly by her estranged husband. The murder took place in a hotel room in Marshall, Texas. One of the many tragic elements of this brutal crime was the fact that the attack on Ms. Hunt was witnessed by her young children. Seeing their mother in grave danger, the eldest tried to call 9-1-1, not just once, but 4 times. But she had no luck reaching first responders, because the way that the hotel's phone system was set up, an extra "9" needed to be dialed before a caller could reach an outside line. This is something that Kari Hunt's young kids would not have known.

Although the need to dial an extra digit before reaching first responders has surely cropped up before, this case has received considerable attention because of the brutality of the crime and the fact that the kids in the room with the victim did precisely what they'd been trained to do. Unfortunately, their actions weren't enough.

NENA (National Emergency Number Association), an organization that represents more than 7,000 members dedicated to saving lives, has long promoted the simple concept of "One Number, Any Device, Anywhere." The phrase is way more than a catchy tagline. With personal communications devices like cellphones and home landlines, an extra digit need not be dialed to reach fire, police or ambulance personnel. However, this is not the case for telephones serviced by multiline telephone systems (MLTS/PBX), such as those that exist in offices, hotels, hospitals and many other locations.

Multiline systems often require a special access code (in most cases a dialed "9") that provides the caller with access to an outside line. An individual who is situated "behind" an MLTS/PBX is likely required to dial 9-9-1-1 in the event of an emergency. As communications system technology has become increasingly sophisticated, the conflict of dialing 9-1-1 and dialing 9-9-1-1 has been recognized and addressed by many vendors in many ways that are internal to the MLTS/PBX, and often at no additional cost to the MLTS/PBX owner/operator.

On May 21, 2012, the Federal Communications Commission's Public Safety and Homeland Security Bureau requested industry comments regarding multiline telephone systems pursuant to the Next Generation 9-1-1 Act of 2012. Comments on elements of the feasibility for precise 9-1-1 location information, as well as comments on the NENA model legislation, were included in this request.

The response by NENA, along with other industry players, has been clear. There was then--and is now--no technology gap. There was no financial barrier. Affordable and easily implementable solutions exist in most environments today, and it is merely the lack of education and awareness that remains as a barrier between MLTS/PBX users and Public Safety officials who every day make the difference between life and death.

Certainly the most desirable solution is the on-site alert capability. This internal system process allows for some form of immediate notification between the switch and the front desk once someone has dialed the emergency digits. That is, when a guest in, say, room 624 dials a 9 followed by a 1, rather than immediately assuming it's a long-distance call, the PBX or device that's doing the switching waits for the third digit, and if it's a 1, it notifies someone at the front desk or in an administrative position, while routing the call immediately to outside 911 trunks. This capability increases both local and on-site awareness by both notifying house staff of an emergency and its location within the building, while not impeding the emergency call.

Stickers on phones were once the only way of ensuring that everyone in a building had some form of notice about what to dial. However, by themselves, they're not a good idea because people may see them, but tend not to remember them or benefit from the information that's contained on them. At best, emergency stickers--even if they're printed in fluorescent colors--are an ugly step-sister when compared with the capability that dialing 9-1-1 directly, coupled with on-site notification, provides.

Often, when implementing new technology, customers inquire about the status of the law with respect to E9-1-1 notification and MLTS/PBXs. Unfortunately, that answer is often unclear, particularly when an enterprise has locations in multiple



continued

states where no statutes or rules exist on the kind of information that must be provided from a multiline telephone system. Lack of existing rules in a particular state does NOT relieve the enterprise from taking basic steps to ensure employee safety, which is a federal obligation that OSHA is more than happy to enforce with significant penalties for non-compliance.

If you're unsure of what your state requires--or what good business practice dictates (and the maintenance of a safe workplace is an essential element of good business practice)--find out. Not only could it save time and money, but it could also save a life!

Martha Buyer is an attorney whose practice is limited to the practice of telecommunications law. In this capacity, she has negotiated a broad array of agreements between providers and both corporate and government end users. She also provides a wide range of telecommunications consulting and legal services, primarily geared to support corporate end-users' work with telecommunications carriers and equipment providers. Reach Martha at martha@marthabuyer.com.

This article is taken from the No Jitter website (www.nojitter.com) and printed here with permission from the author.

My First Encounter with the Budgeting Process

by Cathy O'Bryan

Back in 1999, I made the switch from director of technology for a large school district on the north side of Chicago to manager of a technical training unit at a large "Big Ten" university. I was fully prepared to be a small fish in a much larger sea and to have a narrower area of focus. My expertise in curriculum development, instructional techniques, and leadership of the instructional technology transformation of the "typical classroom" were focal points of great interest. I was not prepared for the changes in my fiscal responsibilities—otherwise known as budgeting and reconciliation.

Upon arrival, I discovered that I had agreed to manage an entirely cost-recovery unit that provided fee-based technical training. One would think that this would have come up in the interview process. However, with my limited knowledge of institutional lingo, I don't believe it did. I can't say for sure. But I can assure you that the fact that this technical training unit had been in the red for the previous five years to the tune of five and six figures was not mentioned once. My career decision would have been different had I known that.

I discovered immediately that a thorough working knowledge of AR, AP, revenue, general funds, green dollars, net and reconciliation was expected. AR? AP? Off to Wikipedia I went after every meeting with the finance department. Aren't all dollars green? Why are some funds general? Are others more specific? No wait! I could do line-item breakdowns on general funds ... hmmm.

As for reconciliation, it was very similar to a giant checkbook that had to balance across a 72-page spreadsheet set. Amazing! My very patient new boss spent hours explaining each item and then began to ask me "simple" questions such as, "What is that \$174.36 for?" I spent about ten hours trying to find that alone.

Finally, I set my pride aside and asked my father, a retired CPA, to look over the 72 pages. I remember his reply word-for-word to this day: "You don't have a cost problem, you have a revenue problem. Get out there, meet your potential customers, find out what they need, produce it, and sell it. The costs will take care of themselves when you have a revenue stream."

Wonderful! Something that I knew I could do well. With my background in education and faculty development, I focused on developing a set of professional development products that were a good value, meaningful, and easily customizable. Much work needed to be done in this area. I spent my time and talents rebuilding the service offerings, including the creation of an online learning team.

We ended that first year in the black with a revenue growth of 212 percent. Sure enough, the costs took care of themselves. The \$174.36 was a projector bulb, and I'll never dig that deep again for so little gain. I went with my strengths.

As for my new boss, he was thrilled, but rightfully continued to spend much of the next five years helping me appreciate what the budget could tell me. Together we built more meaningful budgets and reduced those 72 pages to about 30. More important, six years later, we had five times the staff, a diverse set of program offerings, and 93 percent customer-repeat rate. In my tenth year there, I was appointed to the much-coveted divisional budget committee. And yes, I'm very glad that I made the decision that I did.

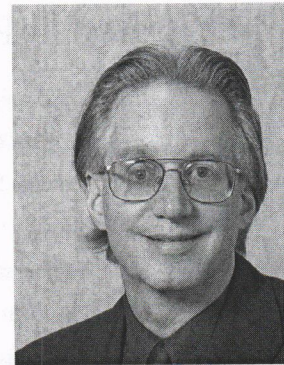
Cathy O'Bryan is director of client support at Indiana University. Reach her at caobryan@iu.edu.

This article is just one of the interesting pieces you'll find in the summer issue of the ACUTA Journal, which should arrive on your desk right away.

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.

- BITAG – VOIP Impairment, Failure, and Restrictions:
http://www.bitag.org/documents/BITAG_-_VoIP_Impairment,_Failure,_and_Restrictions-Report.pdf
- AT&T/Emerg Mgmt – Public Safety IP Revolution :
<http://www.emergencymgmt.com/papers/257711571.html>
- Dell – Network Security Threat Report 2013 (03/2014):
http://www.sonicwall.com/app/projects/file_downloader/document_lib.php?t=WP&id=129
- Verizon – 2014 Data Breach Investigations Report:
<http://www.verizonenterprise.com/DBIR/2014/>
- Tescoco – Cell Booster Presentation:
<http://www.youtube.com/watch?v=LO60bbmd4Fk>
- PPI – State of U.S. Broadband – Is it Competitive?: http://www.progressivepolicy.org/wp-content/uploads/2014/06/2014.06.Ehrlich_The-State-US-Broadband_Is-it-competitive-are-we-falling-behind.pdf
- AT&T – Report on Internet Interconnection Ecosystem:
<https://prodnet.www.neca.org/publicationsdocs/wwpdf/61214att.pdf>
- FCC – Low Power FM Update:
http://transition.fcc.gov/Daily_Releases/Daily_Business/2014/db0613/DOC-327635A1.pdf
- GAO – USDA Should Eval Performance of Rural BB Loan Pgm:
<http://www.gao.gov/assets/670/663578.pdf>
- FCC Measuring Broadband Report 2014:
<http://data.fcc.gov/download/measuring-broadband-america/2014/2014-Fixed-Measuring-Broadband-America-Report.pdf>
2013 Report: <http://transition.fcc.gov/cgb/measuringbroadbandreport/2013/Measuring-Broadband-America-feb-2013.pdf>
2012 Report: <http://transition.fcc.gov/cgb/measuringbroadbandreport/2012/Measuring-Broadband-America.pdf>
2011 Report: http://transition.fcc.gov/cgb/measuringbroadbandreport/Measuring_U.S._-_Main_Report_Full.pdf
- FCC Consumer Guide to Broadband Speed:
<http://www.fcc.gov/guides/broadband-speed-guide>
- FCC – Local Telephone Competition Report:
http://transition.fcc.gov/Daily_Releases/Daily_Business/2014/db0625/DOC-327830A1.pdf
- FCC – Internet Access Services Report:
http://transition.fcc.gov/Daily_Releases/Daily_Business/2014/db0625/DOC-327829A1.pdf
- FCC – Commissioner Pai on Direct Dialing 911 from MLTS:
http://transition.fcc.gov/Daily_Releases/Daily_Business/2014/db0624/DOC-327812A1.pdf
- FCC – Technology Transitions Update (TDM-IP):
http://transition.fcc.gov/Daily_Releases/Daily_Business/2014/db0613/DOC-327630A1.pdf
- FCC – Low Power FM Window:
http://transition.fcc.gov/Daily_Releases/Daily_Business/2014/db0613/DOC-327630A1.pdf
- Phoenix Ctr – Bounds of FCC Action Over BB Service Providers:
<http://www.phoenix-center.org/PolicyBulletin/PCPB35Final.pdf>
- Benton – Making IP Transition Work for Vulnerable Areas:
<http://benton.org/sites/benton.org/files/the-new-network-compact-ip-transition.pdf>
- Pew – Networked Info and the Media Ecosystem:
<http://www.pewinternet.org/2014/06/19/streams-stacks-snacks-socials-signals/>
- Pub Knowledge – Pub Safety/Net Reliability in IP Transition:
<https://www.publicknowledge.org/assets/uploads/documents/IPTransitionTestimony.pdf>
- Georgetown – The Economics and Law of Net Neutrality:
http://www.gcbpp.org/files/EPV/Mayo_EPV_Net_Neutrality.pdf



Randy Hayes
Leg/Reg Affairs Committee
Univ. of Northern Iowa
randal.hayes@uni.edu



Riny Ledgerwood
Secretary/Treasurer
San Diego State Univ.
rledgerw@mail.sdsu.edu

Board Report

The Board met via conference call on June 5 and approved the following:

- April 2014 Financial Statements
- Strategic Plan – May Dashboard 2014
- Monthly Committee Agenda, Minutes and Reports
- Membership Reports
- Committee and SubCommittee Appointments and Nominations
 1. Legislative/Regulatory Affairs Committee: Jarret Cummings, EDUCAUSE, nomination to complete Joanna Grama’s two-year term
 2. Publications/Media Committee: Abraham Arakelian, Vantage Technology Consulting Group; Toni McAllister, AVST; Robin Burns, Principia College
- Proposed ACUTA Tagline, recommended by AMP
- Annual Conference Focus Group Report by AMP
- Proposed AMP Charges

ACUTA recently retained AMP Consulting Firm to assist ACUTA in developing a three-year marketing strategic plan to increase our membership by aligning our program/content and services with our members’ needs and the ACUTA strategic plan.

Respectfully Submitted,

Riny Ledgerwood
Secretary/Treasurer



AGL Media Group would like to invite ACUTA members to attend AGL Conference at the Hilton Anatole in Dallas October 9th, 2014. Benefit from a one-day educational conference and practical discussion about small cell best practices from wireless infrastructure and IT professionals. Session topics include small cell installations, prevent-ing catastrophic failures, maintenance, best practices, and other insights that will help you make better business decisions.

Registration is \$119. Use this code AGLACT at checkout for 15% discount.

Learn more here <http://www.aglmediagroup.com/aglevents/>

Emergency Preparedness Checklist

June is the official start of the hurricane season. For good advice about how to prepare for a hurricane or other emergency, check out the Emergency Preparedness Checklist at

www.acuta.org/checklist

Grow the Network: Tell a Colleague about ACUTA today!

Board of Directors 2014–15

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Welcome New Members

Institutional Member

Trident Technical College, Charleston, SC. T4 www.tridenttech.edu
Bernie Straub, VP of IT (843/574-6994) bernie.straub@tridenttech.edu

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)

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Help your colleagues who are looking for work! To send job postings, go to www.acuta.org. Click on one of the jobs listed there and you will link to the jobs listed now and a link where you can post a job.

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- Director of Networking and Telecommunications, University of Connecticut, Storrs, CT
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