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ACUTA

Connecting Campus
IT Professionals with
Ideas & Solutions

eNews

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Nominate for Board of Directors

Once again it's time to prepare for ACUTA elections. New officers will, as always, begin their terms at the close of the Annual Conference. For 2014-2015, that will be April 2, 2014. ACUTA's Nominating Committee has issued the call for nominations for the positions of President-Elect and two Directors-at-Large.

President-Elect: As stated in the Bylaws (Article III, Sect. A6), "Candidates for the office of President-Elect must have served as a member on the Board of Directors for a minimum of one year or served as the Chair of a permanent committee for a minimum of one year." Nominees for this position must also be prepared to serve the following two years as President and Immediate Past President.

Directors-at-Large: Two positions shall be elected each year for two-year terms. The Nominating Committee will assemble a slate of nominees from names submitted by the membership. The two candidates receiving the most votes will be declared the winners. Directors-at-Large whose terms will expire this year are Walt Magnussen from Texas A&M and Sharon Moore, Smith College. Both are eligible to serve another term if they so choose.

President-Elect Mark Reynolds of the University of New Mexico will step into the presidency for 2013-14. Immediate Past President Jennifer Van Horn, Indiana University, will step off the Board, and President Ron Kovac, Ball State University, will serve as Immediate Past President.

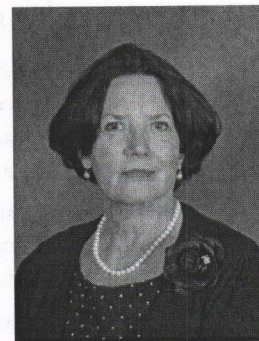
Secretary/Treasurer Riny Ledgerwood of San Diego State University and Directors-at-Large Simeon Ananou from Salisbury University and Adrienne Esposito from Rutgers are all in the second year of their two-year terms.

Nominations must be received by 5:00 p.m. EST, November 18, 2013. Send all nominations to Jennifer Van Horn at jvh@indiana.edu. Phone nominations will not be accepted.

PD and More from ACUTA

We just officially closed the books on the 2013 membership statistics, and we thank everyone who renewed for the coming year. ACUTA is continually examining the real return on your investment, trying to make it as high as possible. If you are receiving this eNews as a link in an announcement, that means you chose to renew. We hope that when it's time to renew again next year, you will be so pleased with how we have served you that renewing will be automatic. A given. If it's a hard choice to make, please let us hear from you.

To encourage you to make the most of your membership, I'd like to remind you of the many benefits of being a part of this excellent association. Let's look at where the ROI comes from in ACUTA.



Corinne Hoch, PMP
ACUTA CEO

continued

Continued from page 1

Benefits that may immediately come to mind are ...

- Professional networking at events and from your office
- Technology advice from colleagues via the listserv (instead of “Google-it”, try ACUTA-it)
- Webinars on timely topics, such as Section 255 of the Communications Act
- Legislative/Regulatory technology monitoring and alerts
- Making corporate affiliate connections
- ACUTA news-curation page via Rockzi (www.acuta.org/rockzi)
- Certification discounts at the SIP School and the CIBET DAS Bootcamp
- Member-in-Transition status
- A customer-service support model that exceeds even Jeff Bezos’ level of expectations ...

And much more. Check ALL the ACUTA member benefits at www.acuta.org/

But I was reminded of yet another FREE ACUTA offering as I was reading PD for Free, a recurring column that explores professional development opportunities for campus housing professionals at little or no cost in the summer 2013 issue of “Talking Stick”:

PD for Free: Connect with ACUTA

ACUTA was my organization of choice for the 25 years that I was with Columbia University in the City of New York. Why? It was the best leadership development training that I ever received.

I was actively engaged in the organization. I chaired committees. I learned how to gain consensus. I developed strategic plans. I studied trends. I was mentored by other members. I mentored other members. I created and delivered presentations. I wrote articles. I enjoyed meeting other people. I spent quality time in the exhibit halls. I shared information with colleagues. I posted questions and replied to others on the list-serv.

I am an introvert who makes herself act like an extrovert because ACUTA provides a perfect environment in which to grow. I campaigned and was elected Director-at-large, then President Elect which led to the President and Immediate Past President positions. I represented you at board meetings.

I received much, much more than I ever gave.

And now I am CEO and working with so many others who recognize the value of belonging to the professional organization, ACUTA. I continue to be rewarded each day and know that it is an honor and a privilege to continue serving you.

What do you seek? Innovative learning sessions? A world class exhibit hall? Amazing networking opportunities? If you come to an ACUTA event, you will find all of that and much more. Connect with us in person or from your desk, and we guarantee that your life will be enriched. We thrive on social interaction. We guarantee that you, too, will find professional development for free ...

Hope to see everyone in St. Louis at the ACUTA Fall Seminar October 6 – 9! Travel safely.

Nominations Open for 2014 Institutional Excellence Awards

The ACUTA Awards Committee is accepting nominations for the 2014 Institutional Excellence in Information Technology Award until October 25. This award is presented each year to institutions that, through an evaluation process, are recognized as leaders in technology excellence and professionalism. Full information is provided on the ACUTA website at <http://www.acuta.org/iea>. This year’s award will be presented at ACUTA’s 43rd Annual Conference in Dallas on April 1.

Please encourage your staff and colleagues to consider submitting a nomination form for an initiative on your own campus or one at another institution. The round one application deadline is Friday, October 25. Institutions selected to advance to round two will submit detailed information by January 15.

Up to three awards are given annually from three enrollment categories: category 1 for campuses with fewer than 5,000 students; category 2, 5,000 to 15,000 students; and category 3, more than 15,000 students.

This is a wonderful opportunity for an institution and its technology leaders to be recognized for their contribution to the success of the institution. Plan now to submit your application or nominate a colleague’s project for this award.

The Institutional Excellence Awards are sponsored by Pinnacle, a Windstream Company.

What's on Your Desk?

Andrew Nichols

Manager, Unified Communications

University of Illinois at Urbana-Champaign

In June, 2012, all faculty, staff, and graduate students at the University of Illinois at Urbana-Champaign were moved from a Centrex voice system to Microsoft Lync 2010. This initial transition was rough at times. We ported tens of thousands of phone numbers from AT&T to Windstream, procured an additional 35,000 numbers solely for the use of the E911 system, and effected a substantial change in the communications culture on campus.

After a year in production, the service has matured greatly. Provisioning and de-provisioning processes are in place and most end-user support is handled by tier 1 and tier 2 support using custom tools specific to our unified communications service. (We'll be presenting about these tools at the ACUTA Fall Seminar).

Enter Lync 2013. Lync 2013's feature enhancements include robust mobile clients that support audio, video, and conferencing on all major mobile OSs. After many months of planning, designing, and testing, we began upgrading from Lync 2010 to Lync 2013 on September 20 and finished on September 28. The upgrade was performed in stages and conducted after hours to minimize user impact.

During the upgrade, we migrated:

- 29,373 user and role-based accounts
- 1,376 common area phones
- 614 response groups

During a typical month, we see 930,00 logins, 900,000 instant messages, 1.1 million voice calls, 1.9 million voice minutes, 592 video sessions, and 6,462 video minutes.

Reach Andrew at abn@illinois.edu.

Save the Date!

ACUTA
43rd Annual Conference
March 30–April 2, 2014
Dallas, Texas
Hyatt Regency

Updates available at
www.acuta.org



Using Social Media During Times of Crisis

This article is taken from Joe Dysart's article "Using Social Media During times of Crisis." In case you missed it, you can read the entire article in the summer issue of the ACUTA Journal, page 26, which is available online at www.acuta.org.

Given that most college students first reach for Twitter, Facebook, and other social media during times of crisis, scores of universities no longer consider the Internet an afterthought. Instead, it's a critical communications component for every emergency.

"Universities must make social media not just a tool in the crisis communications toolbox, but a focal point of the entire strategy," says Sara Estes Cohen, a social media strategist at G&H International Services.

Of course, college communications officials have no plans of abandoning more traditional methods of emergency communications. "The more tools that are available to reach the audiences, the better," says Jeff Hanna, director of communications and public affairs at Washington and Lee University.

But many believe the immediacy of social media—as well as the danger of allowing false rumors on social media to take over the emergency conversation—makes it imperative that the technology be part of every emergency outreach.

College officials already using social media also say they were moved to do so after frustration with relatively slower media, like e-mail. Plus, college communicators also say social media's relative simplicity is also driving the trend. Given that most college communities already have some place on Facebook where college students congregate, getting access to the community—and getting information out quickly and accurately—often only takes a few key strokes.

"The focus of emergency communication should be in the social media community you have already developed," says Eric Melcher, coordinator of communications and public relations, Volunteer State Community College. "That's where everyone will expect to see emergency communication."

How to Use Social Media

Key tactics recommended by communications specialists when implementing social media communications in college emergency preparedness include the following:

1. Make participation in emergency preparedness mandatory: "You can't register for classes until you give us an emergency notification number" for texts and other forms of communication
2. Preestablish a list of trusted sources. False rumors can be as dangerous as the emergency itself. Preestablish the authenticity of e-mail addresses, Twitter handles, and the like for professors and university officials who may or will play a major role in a campus outreach when a crisis occurs.
3. Preestablish predefined Twitter hashtags for emergencies: Hashtags are one of the easiest ways to unearth related posts on Twitter. Type in #emergencyCampus, for example, and you'll be able to get any posts related to a shooting on that campus.
4. Preestablish standard emergency messages. Have templates for text, tweets, web, e-mails, computer pop-up screens, and public service announcements that cover imaginable emergency scenarios.
5. Use software that broadcasts in multiple social media formats: SchoolCast, Rave Alert, Blackboard Connect, and e2Campus all broadcast emergency alerts and updates in multiple formats.
6. Cross-train campus police in social media. Campus security needs to be conversant in Facebook, Twitter, and other social media, and be trained to use them during an emergency.
7. Use social-media listening software: Software packages are available that allow college communications specialists to troll social media for talk about an institution, including any crisis afoot. The same software can be used to monitor social media to determine the kind of information a college campus is hungry for during an emergency.
8. Consider pasting a QR code on every dorm room door. QR codes are two-dimensional bar codes that can point a user to a specific, emergency information website when scanned with a smartphone. QR codes are already being used in some hotels to offer emergency information to guests on room doors. The same codes can be pasted to the back of every dorm room door for the same purpose.
9. Consider a Twitter town hall on emergency preparedness. Attending an in-person town hall on emergency training has all the allure of a root canal for many college students. You may get better attendance if you hold the town hall on Twitter—a fast, easy, efficient alternative.
10. Evaluate available social media communications suites: Here are a few to get you started.
 - CampusCast, HighGround Solutions (www.highgroundsolutions.com/campuscast.asp)
 - Rave Alert, Rave Mobility Safety (www.ravemobilesafety.com/)
 - Blackboard Connect (www.blackboard.com/Platforms/Connect/Products/Blackboard-Connect.aspx)
 - e2Campus 360 Safety Suite, e2Campus (www.e2campus.com/notification_services.htm)

Why You Should Customize Lync-qualified Phones

by Gary Audin

This is the fourth in a series of guest-authored educational blog posts on using Microsoft Lync with Enterprise Voice posted at www.snonchannel.com.

Not all Lync IP phone users are equal or have the same business needs. That's why tailoring the IP phones for specific users requires customization.

What is Customization?

Customization is the process by which an individual or a group modifies a technology (IP phone) to suit their needs and requirements and makes it their own. Customization can be viewed as a form of personalization, which involves using technology to accommodate the differences between individuals and groups of users.

Why Customize?

Customization personalizes the IP phone for the user. This yields a device that is tuned to the individual user or a specific group. It improves productivity and may improve responsiveness to emergency situations. Customization keeps track of who called whom and when. The storage of placed and received call information avoids the need to take notes on these activities. Customization allows the user to make the phone their own.

Customization enables administrators to restrict features and functions to only those with permission. Common area phones (usually located in lobbies, conference rooms, emergency calls, classrooms, etc.) should be secured and customized for their location, not allowing open access to all the features normally provided to individual users.

Considerations for Customization

There are two classes of Lync IP phone, qualified and optimized. In most cases, Lync-qualified phones are the better option for organizations that require customization, simply because the degree of customization is far greater than with Lync-optimized phones.

Lync-qualified phones contain firmware tested with the phone manufacturer's software. Qualified phones do not require gateways for interoperability and support core Lync features and allow for customized telephony features and third-party voice applications. They are tested and qualified by Microsoft to provide direct connectivity, core call functionality, presence awareness, and server management and provisioning. They can offer a wide range of features beyond those offered on an optimized Lync-optimized phone.

Lync-optimized phones run the Microsoft Lync Phone Edition software on the phone and support PBX functions, access to calendar and contacts, conferencing, and extended functions when connected to the PC, and integrated security and manageability. Optimized phones are designed specifically for Lync. These phones have been firmware tested with the Lync Phone Edition software, work only within a Lync environment and are limited to the features and functionality provided by Microsoft.

There are several factors to consider when deciding whether and to what extent Lync-qualified IP phones can and should be customized. These include:

- Who will use the phone?
- Where will the phone be located?
- What privileges or restrictions should be applied to the customized phone?

snom's Lync-qualified phones can be customized in the following ways:

- Lync address book creation and search
- Boss/administrator
- Speed dial
- Multi-line appearances
- Busy lamp fields
- Transfer- 1 button, safe, direct to voicemail
- Intercom – one and two way, single or group
- 1 button call park

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To use these customizable features effectively, the phone must be versatile and simple to use, with the ability to add or remove features easily. That said, programmable keys are a necessity.

Hospital Scenario

A different scenario and operation occurs in a hospital setting. Phones for nurses' stations need features allowing the sharing of connections and tasks. The nurses' station phone must have multi-line capability so that calls can be picked up anywhere in the hospital. There needs to be a "nurses group" button on every nurse station phone throughout the hospital.

Doctors' phones, which may also be located in different parts of a hospital, will have the same requirements. The transfer of a call from a nurse's phone to a doctor's phone must be as simple and as fast as pressing a single button. Paging and intercom operation should be available to all the nurse and doctor phones.

The phones in a hospital lobby, waiting area, and the patient rooms should be limited in their feature set and be unable to communicate with the nurse or doctor group multi-line phones.

Organizations of all sizes and stripes require flexibility and personalization so everyone can perform at maximum efficiency. Think about it. You personalize your cell phone and the applications it contains. The same thought process should apply to Lync-qualified phones.

Board Report

The Board met via conference call on September 4, 2013, and approved the following items:

- July 2013 financial statements
- Monthly committee minutes and reports
- Membership reports
- Committee and subcommittee nominations
 1. Publications/Media Committee: Cathy O'Bryan, Indiana University; Andrew Nichols, University of Illinois at Urbana-Champaign; David Lutes, Marymount University
 2. Publications/Media Committee's Journal Advisory Board: Shad Ahmed, University of Rhode Island; Matt Arthur, Washington University in St. Louis
 3. Program/Content Committee – Online Learning Subcommittee: Cathy O'Bryan, Indiana University; Eric Alborn, University of Wisconsin-Madison; Jeff Christie, MaxCell
 4. Corporate Liaison Committee: Damon Odegard, CentricsIT, LLC

The following discussions will continue at the October Board meeting in St. Louis:

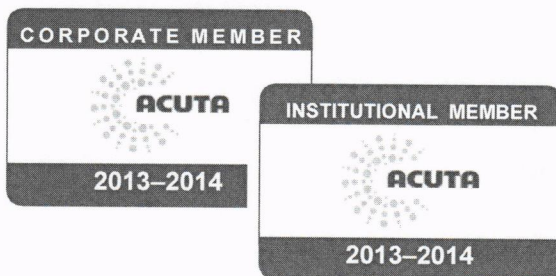
- Event Task Force Report – the Board is reviewing ACUTA event structure to determine if any changes are needed.
- Marketing Report – the Board is reviewing ACUTA marketing activities (now and future).

President Kovac is leading the Board's discussion to review ACUTA status (i.e. where we are, where we are going, and what changes we need to make) in order to ensure we are aligned with our strategic plan goals to meet members' changing needs.

Respectfully Submitted,

Riny Ledgerwood

ACUTA Secretary/Treasurer



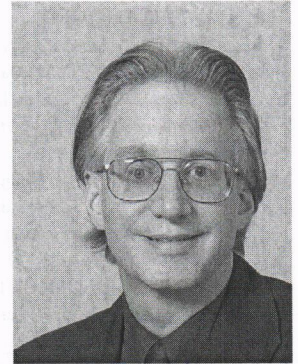
Get Your Logos Here

ACUTA school and corporate member logos can be used to identify you and your institution as an ACUTA member. They can be used on press releases, e-mail signatures, websites, marketing materials, and more. Please email Amy Burton (aburton@acuta.org) to request your logo.

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.

- Alexicon—Rebuild of the FCC's Quantile Regression Analysis:
www.alexicon.net/wp-content/uploads/2011/12/Lessons-from-Rebuilding-the-FCC-Quantile-Regression-Analysis.pdf
- FCC – Connect America Fund (CAF) Ph 1/Round 2 Map:
<http://www.fcc.gov/maps/connect-america-fund-phase-i-round-two>
- APWG – Mobile Threats & the Underground Marketplace:
<http://apwg.org/resources/mobile/>
- Ponemon – Visual Privacy Productivity Study:
http://www.ponemon.org/local/upload/file/Visual_Privacy_Productivity_Study.pdf
- Ponemon – The Post Data Breach Boom:
<http://www.ponemon.org/local/upload/file/Post%20Breach%20Boom%20FINAL%201.pdf>
- Ponemon – Healthcare--Patient Privacy & Data Security Study:
<http://www2.idexperts.com/ponemon2012/>
- Noel-Levitz – Mobile Browsing Impact on College Search Process:
<https://www.noellevitz.com/papers-research-higher-education/2013/2013-e-expectations-report>
- Capex – 7 Admission Marketing Trends (Mobile/Txt/Web):
<http://www.cappex.com/media/Cappex7AdmissionMarketingTrends.pdf>
- Absolute – Smartphone Crime Trends and Solutions:
<http://www.absolute.com/en/resources/whitepapers/smartphone-crime-trends-and-solutions>
- Absolute – 2012 Endpoint Security Report:
www.absolute.com/en/resources/whitepapers/endpoint-security-report-2012?ClickID=cwlwkzvqfwqspvnqefqfznwxiwpizkznsx
- Benton – Net Neutrality Delayed, Net Neutrality Denied:
<http://benton.org/node/159415>
- EC – EU Launches New Innovation Indicator:
http://europa.eu/rapid/press-release_IP-13-831_en.htm
- NRDC – Small Network Energy Consumption in U.S. Homes:
<http://www.nrdc.org/energy/files/residential-network-IP.pdf>
- NRDC – Cutting Energy & Costs to Connect to the Net at Home:
<http://www.nrdc.org/energy/files/residential-network-IB.pdf>
- VM/Plum – The European App Economy:
<http://www.act4apps.org/wp-content/uploads/2013/09/ACT-The-European-App-Economy-20131.pdf>
- Cisco – Modernizing the E-Rate Program:
http://images.politico.com/global/2013/09/04/cisco_e-rate_connected.html
- Ca PUC – FCC Reply Comments on VOIP Number Plan Issue:
<https://prodnet.www.neca.org/publicationsdocs/wwpdf/0823cal-1.pdf>
- ATIS/NEC – National Call Completion Testing Program:
<http://www.atis.org/PRESS/pressreleases2013/082313.asp>
- Pew – Home Broadband Adoption Report 2013:
<http://www.pewinternet.org/Reports/2013/Broadband.aspx>
- Pew – Teens and Mobile Apps Privacy:
- Pew – Where Teens Seek Online Privacy Advice:
www.pewinternet.org/Reports/2013/Where-Teens-Seek-Privacy-Advice.aspx
- NARUC – Cooperative Federalism & Telecom in 21st Century:
www.naruc.org/Publications/20130825-final-DRAFT-Federalism-Task-Force-Report.pdf



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Board of Directors 2013–14

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Online Learning Subcommittee..... Christopher Waters, Elon Univ.
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Social Media Subcommittee..... Janice Bundy, UCLA

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Welcome New Members

Institutional Members

Marian University, Indianapolis, IN. T2 www.marian.edu
Peter Williams, AVP/CIO (317/955-6054) pewilliams@marian.edu

Corporate Affiliates

COPPER MEMBERS

SMS, Inc., Phoenix, AZ

Don Bowen, CEO (602/386-4423) dbowen@smstv.com

Industry veteran 25 years, project management, cable television, high-speed Internet and distribution construction to campuses. Experts in Build Operate Transfer (BOT) model. Offering virtual CATV to individual subscribers on campus with no infrastructure changes.

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)

- ShoreTel Receives a 2013 Internet Telephony Excellence Award
- Dali Wireless to Showcase Its RF Router Wireless Distribution System at PCIA's 2013 Wireless Infrastructure Show
- Security Executive Council Selects Guardly as a Key Solution Innovation Partner
- 911 Enable and Carousel Industries Announce Reseller Partnership
- Code Blue Shines Brighter with All-New LED Beacon/Strobe
- Dali Wireless Appoints Lance Craft as Vice President of Sales, Americas
- Campus Televideo Adds Rave Mobile Safety to EAS Partners Integrating with Higher Ed TV Platforms

JOB POSTINGS: www.acuta.org/jobs

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.

- 2 Positions: Telecom Service Coordinator, Senior Software Systems Engineer, Northern Arizona University, Flagstaff, AZ
- IT Security Analyst Senior, University of Central Florida, Orlando, FL
- Director of Network Services, University of Florida, Gainesville, FL
- Cisco Wireless RF Network Engineer, UC San Diego, La Jolla, CA
- 3 Positions, University of Maryland, College Park, MD: Network Operation Center Senior Engineer; Network Operation Center Engineer II; Network Operation Center Manager

FREE WEBINARS HOSTED BY ACUTA CORPORATE MEMBERS:

www.acuta.org/corporatewebinars

Many free webinars are available through ACUTA Corporate Members. Check the website at www.acuta.org/corporatewebinars to see what is currently available. (Corporate members e-mail Amy Burton at aburton@acuta.org to get your free webinars listed.)

*You know why you are a member of ACUTA.
Do you know why your colleague is not?
Do your friends a favor: Invite them to join ACUTA!*