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eNews

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Seminar in Review and What's New

We've just returned, energized, from the ACUTA Winter Seminar in Palm Springs. Track 1, *Everything IP*, showed us where other schools are on the journey to the provision of VoIP and what some corporations offer to facilitate the transition. Track 2, *21st Century Skills for IT*, provided tried-and-true tips that revealed how many schools recognize the importance of preparing staff with critical educational resources to make big things happen, to capitalize on existing skills, to foster collaboration, and to continually communicate with our stakeholders.

Corinne Hoch, PMP
Executive Director

It was one of the best seminars I've ever attended from a program/ content point of view as the soon-to-be released member evaluations will validate. Along with our host school, California State University San Bernardino, Palm Desert Campus, we welcomed everyone, certain, again, that an engaging time awaited all of us.

All the sessions were valuable, as you'll see in the "highlights" on the next page. The last session, "What Technologies Are Coming and What Skills Will We Need?" was especially energetic with input from each attendee. The facilitated discussion revealed that schools continue to struggle with changing financial models, the swinging pendulum from de-centralization to enterprise management, the evolutionary VoIP and cloud drama, and the ever-growing need to support it all and do more with less.

ACUTA members continue to learn from other ACUTA members, so I offer a plea to you to share your current RFPs and RFIs with us. First-time attendees from the University of Colorado, David Hamrick and Jane Kenney, are just beginning their huge VoIP, UC, and DAS projects, and they, like so many others, need our help. They came to the Winter Seminar to learn from us, were pleased at our willingness to share, will continue to mine the ACUTA website and take advantage of the listserv, and will definitely attend future meetings.

Dave and Jane will also find what so many of you already know ... that you get more out of ACUTA by volunteering. Whether it's volunteering as a committee or subcommittee member, as a session moderator, publishing articles in the *ACUTA eNews* or the *ACUTA Journal*, contributing to the ACUTA listserv or in the ACUTA communities of interest, sharing your RFPs or RFIs, networking, revealing your invaluable experience so that others can build upon your successes and avoid any pitfalls, or responding to surveys, it makes us feel pleased with our accomplishments and with our roles in the support of our school missions. Please note in this issue the announcement of the Jeri Semer Volunteer Recognition Award created to emphasize the importance of volunteer service.

You may have noticed in Palm Springs that ACUTA is doing even more new things for you, such as providing an electronic bulletin board, offering free streaming video of selected ses-

sions for registered attendees, and providing an abbreviated session evaluation form in preparation for the conference app that will be launched at the Annual Conference in Indianapolis.

Hopefully you have responded to our Environmental Scanning Committee Survey that will help us provide educational content to meet your needs. This week ACUTA President Joe Harrington asked you to participate in the ACUTA Residential Network (ResNet) Study. Recognizing that today we must find creative solutions to meet student connectivity needs, overcome bandwidth challenges, support multiple devices, and combat illegal file sharing and that 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 is conducting an industry study aimed at tracking the trends and practices across higher education institutions in the U.S. By volunteering insights to your ResNet related decisions, ACUTA will be better equipped to guide ResNet policies, best-practices, and contribute to developing standards in this rapidly evolving field. We have contracted with Forward Analytics, a national market research firm, to lead the research effort, and we plan to publish the results of the study soon.

Come see what else we have planned for you in Indianapolis at our 41st Annual Conference, April 29–May 2 and/or at our 16th Annual Strategic Leadership Forum, April 30 – May 1. President Joe Harrington will announce the winner of the Jeri Semer Volunteer Recognition Award and guarantees that each attendee will be a winner by finding the educational content of every event invaluable!

Highlights of the Winter Seminar

- Dark fiber project that enabled connectivity for research at the University of Kansas Medical Center
- Transition of legacy voice to VoIP at Rutgers University
- Migration to their multivendor IP infrastructure approach at MIT
- DAS stadium and campuswide project at Auburn University
- How converged IP technologies have enhanced campus security at Virginia Tech
- Introduction to encrypted Internet access used at the University of Tennessee, Knoxville, and at many other schools
- Acme Packet, AT&T Valcom, Cisco Systems, and Campus Televideo gave us a glimpse into next-generation campus IPTV services, how mobility enables new ways to collaborate, how business continuity and disaster preparation can be supported with IP communications ... and more.
- The University of Massachusetts Boston and Vantage Technology Consulting Group reminded us that big plans do, indeed, need big changes.
- Indiana University shared tips and techniques gleaned from their IT Leaders Boot Camp and also described today's New IT Normal that has evolved from being at war to creating a trusting environment.
- Slippery Rock University reminded us that we have digital natives AND digital immigrants on our campuses with unique needs.
- Louisiana State University shared its special recipe for Education, Collaboration, and Outreach Gumbo.
- Bellevue University detailed how it aligned technology with institutional strategy.
- Panelists from Louisiana State University, Penn State, and Slippery Rock University illustrated how the participants successfully manage with their heads in the clouds.
- Stanford University shared highly effective leadership tips for higher education.

Coming soon to the ACUTA website: Streaming video from 8 sessions at the Winter Seminar. Available at no charge to registered attendees.

Jeri Semer Volunteer Recognition Award

ACUTA's Board of Directors is pleased to announce the Jeri Semer Volunteer Recognition Award, a new award intended to honor the memory of Jeri Semer, ACUTA Executive Director 1994 – 2011, who saw the future of the organization reflected in its active members, and who did much to foster the growth of the volunteer programs.

This annual award will be presented in its inaugural year at the opening general session of the 41st Annual Conference and Exhibition in Indianapolis, Indiana, on Monday, April 30, 2012.

The recipient may have served as a subcommittee chair or a committee or subcommittee member. He or she will be an institutional or corporate affiliate member, associate member or emeritus member who has provided extraordinary service during the year, and whose contributions have surpassed expectations during the current ACUTA year.

The recipient of the award will receive:
- A plaque with the name of the organization, name of the award, year received, and name of the recipient
- A complimentary registration for a future annual conference
- A gift card in the amount of one hundred dollars ($100)

Upcoming Events

• February 15, 1:30–2:30 Eastern Time: Webinar: The Challenges of Mobile Connectivity

Presenter: Arthur Brant, Abilene Christian University
Since 2007, Arthur Brant and his team at ACU have been an integral part of a mobile learning initiative that has placed a mobile device in the hands of every full-time undergrad with the expectation that they will be integrated into the classroom. Through this initiative, ACU has learned many lessons about mobile connectivity and requirements to successfully integrate mobile devices into teaching and learning. On this webinar, Arthur will share the observations, challenges, and solutions that have enabled ACU to support mobile devices and a mobile learning initiative.
FREE to ACUTA members. Register at www.acuta.org/webinar. *Thanks to our sponsor, Veramark Technologies.*

• April 29–May 2: 41st Annual Conference & Exhibition

The very best in professional networking, top-quality education, and an exhibit hall filled with companies that want to know who you are and what you need—all that and more await you at the Annual Conference at the beautiful new JW Marriott in Indianapolis. Get more details and register online at www.acuta.org/sc12.

"Given today's innovative and demanding technology climate, I think every IT/telecom professional who cares about success should be at the ACUTA Annual Conference. The information that will be shared and the professional networking that will happen make this event one of the greatest values anywhere. I hope to see you there!" —Joe Harrington, Boston College

Single- vs. Multi-Vendor Approaches to UC

Single-vendor or multi-vendor? Since the beginning of IT and networking, it seems, enterprises have faced that conundrum. The decision hasn't gotten any easier with unified communications (UC). There are good reasons for both approaches.

Working with a single vendor, especially a known incumbent, can make IT management feel more comfortable and potentially reduce implementation problems. But it probably won't provide the lowest price with the greatest menu of UC features.

On the other hand, using multiple vendors will force the enterprise to manage many different relationships. The various vendors' products might not interoperate or deliver a common user interface. And if the enterprise brings in the cloud for some UC services, these multi-vendor issues will likely increase.

Gary Audin
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Sometimes the single-vendor approach is a continuation of an existing vendor relationship. The vendor is familiar with the enterprise's operations, its present environment, and its long-term goals. It builds on history, having previously won executive approval for other projects. Assuming the enterprise has been satisfied with the relationship in the past, the single incumbent vendor is sometimes selected because this decision presents a much lower career risk for the CIO than gambling on a selection of multiple new vendors.

However, a multi-vendor scenario might sometimes be impossible to avoid. If it is necessary that the UC features be accessible through mobile devices and networks, then multiple vendors will certainly be involved. In many cases it is also likely that management systems provided by third parties will enhance the capabilities of those offered by any single vendor.
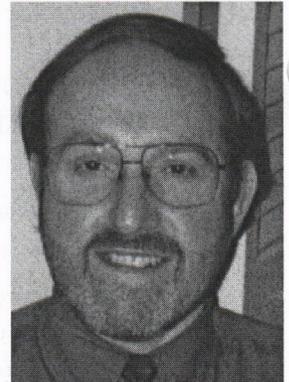
Consider Help from a VAR

If a multi-vendor solution is deemed appropriate, the enterprise might want to contract with a value-added reseller (VAR) that will assume all implementation and operational responsibilities. This approach reduces technical complexity as well as problem-solving and staffing issues the enterprise will face. Furthermore, it offers a single point of contact while delivering the benefits of the multi-vendor approach.

Ultimately, the single- or multi-vendor decision will depend on an enterprise's specific requirements. Often the deciding factors are non-technical ones: e.g., previous vendor relationships, perceived vendor stability, personal preferences of IT personnel or executive management, solution cost (though with non-government entities, cost is often not the driving force).

Further Reading

There are two Webtorials papers in particular that can help you more fully understand the operation and management of multiple-vendor platforms and devices. They are "Unified Communications Solutions and Interoperability" and "Managing Multi-Vendor UC and Collaboration in a Virtual World."

Reprinted from Webtorials TechNotes, January 23, 2012, www.webtorials.com, with permission from the author. We have not included here a chart that appears on the website that visually represents this information in a concise and efficient format. This is a site ACUTA members should find very useful.

To Serve Today's Students, Universities Must Harness Mobile Technology's Potential

James M. Fraleigh and Laura A. Long, Apollo Research Institute

Contrary to popular opinion, not all college students today are traditional "college kids"; rather, many are working adults juggling educational goals with everyday personal and professional responsibilities. Failure to recognize today's nontraditional student demographics may cause educators to miss the mark in meeting students' needs, according to an Apollo Research Institute study, *Americans Flunk Quiz About College Students.*

For next-generation college students, smart and mobile technologies hold great potential to make education accessible, writes Dr. Tracey Wilen-Daugenti, Vice President and Managing Director of Apollo Research Institute, in the article, *Do Smartphones Make Us Smarter? Educators Can Harness the Potential of New Technologies.* With mobile technology, higher education can be delivered seamlessly any time, any place, and can be adapted to many individualized learning goals.

Universities that incorporate smart and mobile technologies into their educational delivery systems are also helping to prepare graduates for the future workplace. Increasingly, technology skills are more than a minimum job requirement—they are essential for a competitive workforce in the global marketplace.

Workers and employers alike predict that technology skills will be among the most valuable in the next decade, according to Apollo Research Institute study, *The Great Divide.* Educators have a responsibility to address the technology skills gap as they help students translate knowledge into workplace contributions, says Dr. Wilen-Daugenti. She urges higher education institutions to seize opportunities to partner with policy makers and industry leaders to align educational goals with workforce needs.
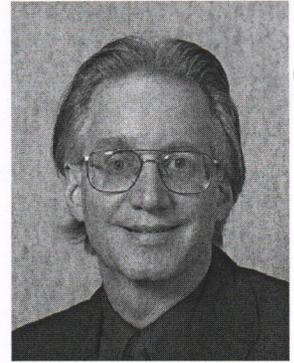
As the academic community uses smart and mobile technology to make education more accessible and to provide more individualized learning experiences, the United States can move closer to developing the highly skilled workforce required for the workplace of the future.

Read more about the perception and reality concerning today's college students in the executive summary, *Americans Flunk Quiz About College Students,* at http://apolloresearchinstitute.com/research-studies/nontraditional-students/americans-flunk-quiz-about-today039s-college-students. Read Dr. Wilen-Daugenti's article, *Do Smartphones Make Us Smarter? Educators Can Harness the Potential of New Technologies* (http://apolloresearchinstitute.com/sharing-our-research/new-technologies-education/research-institute-vice-president-and-managing). Read the executive summary of *The Great Divide* at http://apolloresearchinstitute.com/research-studies/workplace-perception-gap/great-divide-worker-and-employer-perspectives-current-and.
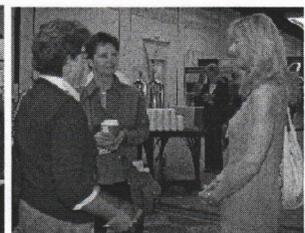
Info Links

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.

- Ex Texting – Top 18 Mobile Stories for 2011:
  http://www.eztexting.com/2011-mobile-review/

- KPMG – 2011 Mobile Payments Outlook:
  http://www.kpmg.com/Ca/en/IssuesAndInsights/ArticlesPublications/Documents/2011-mobile-payments-outlookv2.pdf

- KPMG – Monetizing Mobile:
  http://www.kpmg.com/Ca/en/IssuesAndInsights/ArticlesPublications/Documents/monetizing-mobile-report.pdf

- KPMG – Mobile Payments....Is Canada Ready?:
  http://www.kpmg.com/Ca/en/IssuesAndInsights/ArticlesPublications/Documents/5803_Mobile%20Payments_Brochure%20Canada%20EN_web.pdf

- NASCIO – Cloud Computing – Part 3: http://www.nascio.org/committees/EA/download.cfm?id=145
  Part 2: http://www.nascio.org/committees/EA/download.cfm?id=138
  Part 1: http://www.nascio.org/committees/EA/download.cfm?id=134

- New Rules Project – Lessons on Muni Networks from Vermont:
  http://www.muninetworks.org/sites/www.muninetworks.org/files/bt-lessons-learned.pdf

- McKinsey – The Internet Matters:
  http://www.mckinsey.com/Insights/MGI/Research/Technology_and_Innovation/Internet_matters

- BB Forum – 3rd Qtr Global Broadband Growth:
  http://www.broadband-forum.org/news/download/pressreleeases/2011/BroadbandForumsGrowth-Since2009.pdf

- FSF – Lifeline Program (by Former FCC Commissioner Tate):
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/11112tf.pdf

- FCC – USF/ICC Order:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/fcc11161.pdf

- Fed Register – USF/ICC Rules:
  http://www.gpo.gov/fdsys/pkg/FR-2011-11-29/pdf/2011-30378.pdf

- Fed Register – USF/ICC Summary & Policy Statement:
  http://www.gpo.gov/fdsys/pkg/FR-2011-11-29/pdf/2011-30378.pdf

- FCC – USF Monitoring Report:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/122911usf.pdf

- BTOP – Quarterly Program Status Report:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/122311ntia.pdf

Randy Hayes
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Board Report: January 2012

The Board met via conference call on January 4 and at a face-to-face meeting in Palm Springs on January 21, 2012, and approved the following items:

- ACUTA Audited Financials (ending September 30, 2011), and November 2011 Financial Statements

- Monthly Committee Minutes and Reports

- Membership Recruitment Report

- Waiver of Annual Conference Registration Fee for User Group Coordinator

- Integration of Journal/Newsletter Subcommittee and Publications Development Subcommittee into one committee called "Publications/Media Committee" and the informalization of the Journal Editorial Review Board.

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Secretary/Treasurer
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The Board is planning a strategic planning retreat to be held in Lexington, June 27-29, 2012. Participants will include all Board members, committee chairs, and staff members.

The Board reviewed the DUX marketing report. Some of the action items will be used in preparation for the strategic planning process in June.

The Board discussed the implementation recommendations by the Collaboration Task Force. The purpose is to enable collaboration and share content throughout all committees to better generate, position, or introduce new content into our live and Web-based events.

The Board discussed the potential opportunity for ACUTA to collaborate with Internet2 on a new project.

The 2012-13 election will run for two weeks starting on February 1. There are five candidates for two Director-at-Large positions and two candidates for President-Elect.

Ms. Van Horn and Ms. Hoch attended the ASAE CEO Symposium in Florida.

ACUTA is updating its Policy and Procedures Manual for posting on the ACUTA website when completed.

The Board reviewed the ACUTA Financial Dashboard for November 30, 2011, and 2011-2012 Financial Projections.

Committee Corner

ACUTA committees and subcommittees are tremendously important in planning and implementing ACUTA's various programs. Below are reports from groups that have met during the previous month. If you would like to be a part of the work that goes on behind the scenes, talk to any Board or staff member about committee membership.

The Corporate Liaison Committee was very pleased to welcome five companies exhibiting for the first time at the recent Winter Seminar.

The Young Professionals Subcommittee and the Ambassador Task Force will be participating on a joint conference call in February to discuss issues related to both committees.

The Membership Experience Committee is putting together a session for the Annual Conference about ACUTA and all it has to offer, for long-time members as well as newcomers.

The second annual Environmental Scanning Committee survey has been distributed to the membership. The committee expects the results will be useful in planning, especially as they are compared to last year's responses.

The Social Networking, New Media and Web Resources Subcommittee is excited about the "IT2.0—Changing Our World" session accepted for the conference. Arthur Brant is setting up a panel of three presenters, and the goal is to encourage audience participation in a dynamic, conversational, thought-provoking session.

Member Benefit of the Month: Membership Directory

Welcome to the latest edition of the ACUTA Member Benefit of the Month. Each month we spotlight one of our many member benefits and provide information on how all members can get the most from their participation. This month we will be focusing on the printable Membership Directory available on the ACUTA website.

Members of ACUTA with an active My ACUTA account can access the Membership Directory through the Member Services section of the ACUTA website—it's the 2nd bulleted item in the list. Please be sure to logon first in order to access the directory.

The directory can be searched by individual name or institution/company name. You may print the document or save the PDF to your computer. (Because we want to protect our members from unwanted correspondence, the Membership Directory cannot be changed electronically.)

A lot of information can be found within the directory, including the following:
- Contact information for ACUTA Board of Directors
- List of ACUTA standing committees and their members
- List of the State/Province Coordinators
- Past Presidents
- Award winners from years past
- Professional staff and contact information
- Individual listings for institutions, corporate affiliates and individuals
- Internet access information

And last but not least:
- The Guide to Products and Services

Be sure to check out the Guide to Products and Services. It includes descriptions of what the corporate affiliate advertisers offer to higher education institutions. It's arranged by product category, so if, for example, you are looking for an expert on emergency notification systems, look in the Guide to find a vendor who is a member of ACUTA. If network management and cloud computing are demanding your attention, look in the Guide for a provider who knows the unique needs of higher education.

We hope this information on the ACUTA Membership Directory has been helpful. Please contact Amy Burton with any questions. (aburton@acuta.org, 859/278-3338 x240)

Thanks to Exhibitors and Sponsors

Thanks to the following companies that exhibited and/or sponsored at our Winter Seminar in Palm Springs. As you have opportunity, please include them in your RFPs and thank them for their support of ACUTA.

911 Enable
Acme Packet
Alcatel-Lucent
American Tower
ANS Advanced Network Services
Apogee
AVST
Brocade Communications
Campus Televideo
Carousel Industries
CenturyLink Business

Ciena Corporation
Crown Castle
e-Cycle
Esnatech
Jabra
Microsemi
Mitel Networks
NextG Networks
Parlance Corp.
Polycom, Inc.
PosTrack Technologies, Inc.

Procera Networks
Professional Computing Resources, Inc.
Retrotel, Inc.
Sentri, Inc.
SonicWALL, Inc.
VALCOM
Vantage Technology Consulting Group
Verizon
Windstream
WTC Consulting, Inc.

Board of Directors 2011–12

Welcome New Members

Institutional Members

SUNY College at Brockport, Brockport, NY. T1
Shannon Sauro, Dir. Telecom & Business Processes (585/395-7002)....................ssauro@brockport.edu

Hood College, Frederick, MD. T1
Michael Pasquerette, Assoc. Dir, Telecom (301/696-3726) ....mpasquerette@hood.edu

Corporate Affiliates

COPPER MEMBERS

The DAS Forum/PCIA, Alexandria, VA................................www.thedasforum.org *and* pcia.com
Tracy Ford, DAS Forum Direcotr, 703/535-7459 (tracy.ford@pcia.com)
The DAS Forum is a group within PCIA–The Infrastructure Association dedicated to the deployment of distributed antenna systems as a viable component of wireless networks, bringing wireless capacity and coverage indoors and outside.

Listen Technologies Corp., Bluffdale, UT ....www.listentech.com
Brooks Gibbs, Conferencing Group Leader, 801/542-7749 (brooks.gibbs@listentech.com)
Listen Technologies is a leading provider of sound solutions for a diverse range of organizations. Academic excellence starts with great sound in the classroom. So Listen offers systems designed to better capture the right sounds and use them to bring learning to life.

Stoneware, Inc., Carmel, IN ....www.stone-ware.com
Harvey Cahoon, Internet Mkt. Analyst, 801/701-1787 (hcahoon@stone-ware.com)
Founded in 2000, Stoneware is in the business of developing cloud computing solutions that deliver the data center through Web technologies and presenting those resources through a desktop built inside a browser.

Check It Out:
Press Releases, Job Postings, RFIs/RFPs, Special Deals, and Corporate Webinars

The ACUTA website is a useful tool for communicating with other members, whether you've got some exciting news to share, a position to fill, or a project for which you need a vendor. Check the website for the latest postings frequently. Here are items that have been posted since our last eNews.

PRESS RELEASES

- Mutare EVM Plus Integrates Enterprise Voicemail into Google Gmail & Google Talk IM
- Aastra BluStar™ Receives 2011 Internet Telephony Product of the Year Award
- EarthLink Offers Aastra SIP Phones with EarthLink Complete Voice
- Oberon, Inc. Announces New Compact NEMA-4 Enclosures for Stadium Deployments
- Code Blue Names David Cook Chief Operating Officer
- Mutare Announces Refined Interface, Enhanced Broadcast Capabilities with ENS v3.6
- Talk-A-Phone Co. and ComNet Announce the Completion of Interoperability Testing
- Aastra New Attendant Application Provides Outstanding Call Handling Capabilities

JOB POSTINGS

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 we have now and a link where you can post a job.

- Network Administrator, Samford University, Birmingham, AL
- IT Service Management Coordinator, Miami University, Oxford, OH
- 2 Positions, Univ. of Central FL, Orlando, FL: Systems Admin. & Systems Analyst / Programmer Sr
- Network Engineer - Intermediate, DePaul University, Chicago, IL.
- Telecommunications Engineer, Michigan Technological University, Houghton, MI
- Telecommunications Analyst, University of Maine, Orono, ME
- Vice President of Information Technology Services, Bethel University, Saint Paul, MN

RFIs/RFPs: Submit your RFI/RFP today!

SPECIAL DEALS!: See special deals posted by Corporate Affiliates

FREE WEBINARS HOSTED BY ACUTA CORPORATE MEMBERS
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.)