10-2012

ACUTA eNews OCTOBER 2012 Vol. 41, No. 10

In this issue...

eNews Sponsor...

Contact ACUTA...

Web
www.acuta.org

Phone
859.278.3338

eMail
jprofitt@acuta.org

A New Mission, a New Vision, and a New Seminar!

I mentioned in my column in the August *eNews* that ACUTA held a strategic planning retreat in June. We now have new mission and vision statements that are approved by the ACUTA Board of Directors. I am excited to share these with you here:
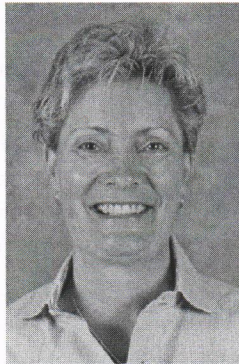
Mission: A mission statement declares in unequivocal terms the purpose of the organization. ACUTA's new mission statement is: "ACUTA's mission is to advance the capabilities of higher education communications and collaboration technology leaders."

Vision: A vision statement defines the work and standard of success of ACUTA's mission. More than that, it clarifies the service that is value added by ACUTA. ACUTA's new vision statement is: "ACUTA will be the premier source for connecting higher education IT leaders with ideas, innovations, and solutions, to deliver superior communications and collaboration technologies."

Jennifer Van Horn
Indiana University
ACUTA President
2012–13

Why should ACUTA's mission and vision matter to you? Because you are ACUTA. As an association, ACUTA has no purpose but to support its members. Without each of us, ACUTA isn't anything. The mission and vision are painstakingly formulated to reflect what matters most to our members. If our needs aren't being met, we need to get involved to choose new directions. That's why the Board, committee chairs, and staff met in June—to identify new paths to everyone's success. I hope you will make a commitment to be a voice in the process; that's how the association will thrive and how we will grow individually as well.

The strategic planning process is continuing as goals are now assigned to committees and individuals with measurable results. I will share more information about the process in my *eNews* column in December, so please stay tuned.

Fall Seminar: A great seminar is fast approaching! ACUTA is hosting the Fall Seminar in Houston October 14–17. The educational sessions and corporate presentations are now in place, and they look like an outstanding field of information. Houston, the location of the seminar, is new for ACUTA and one that I am looking forward to exploring.

As always, there are two educational tracks for this seminar. Track 1 is Voice Communications Trends, which is always a great track to capture what is current in the industry. It will explore ideas for leveraging voice and video technologies in new ways. Several presentations will be case studies from ACUTA institutional members' campuses.

Track 2 focuses on ICT Supporting the Campus—Facilities, Safety, and Instruction. It offers a wealth of information about how we in IT support our campuses. Some highlights are a presentation by Paul Caskey, Chief Technology Officer at the University of Texas System Administrator's Office of System-Wide Information Services, on Frontiers in Identity Management. We also are pleased to have Ron Zimmer, President and CEO of Continental Automated Buildings Association (CABA), presenting on Intelligent Buildings and Smart Grid.

One of the highlights for me at every ACUTA seminar is the many opportunities to informally network with colleagues and to catch up with the latest from other campuses. There is still time to register, so please visit the ACUTA website, www. acuta.org for all the seminar details.

ACUTA Staff Changes

Corinne Hoch, ACUTA Executive Director
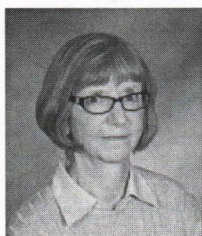
The ACUTA staff has an impressive history of longevity, but from time to time, changes happen. We are experiencing some changes now, as some of you have already learned.

After 15 years with ACUTA, Donna Hall is beginning another chapter in her life, choosing to pursue her many non-ACUTA interests. Her last day was September 7. Donna was the first person to hold the title of Manager of Program Development back in 1997, and she worked tirelessly to build a strong educational program. While we will miss her on a daily basis, we are grateful for the educational cornerstone that she has created for our organization.

Donna Hall

Effective Monday, October 1, Michele West is the new Director of Professional Development. Michele has been ACUTA's Director of Membership Services for the past five years. Prior to rejoining ACUTA (Michele worked as a temp at ACUTA way back in 1993), she served as Manager of Meetings and Distance Learning at NACUBO.
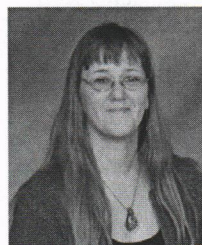
Michele West

Another change in the ACUTA staff is the promotion of Joanie Proffitt, who has served so capably as Finance and Administration Specialist assisting Tom Campbell, Director of Finance and Administration/CFO, and answering ACUTA's phone. Joanie's new title is Registration and Database Coordinator. We are currently advertising for someone to fill Joanie's front desk position temporarily as we await the return of Lori Dodson in January.

Joanie Profitt
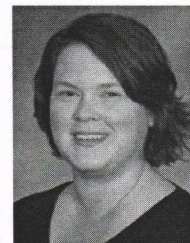
As a result of the upheaval in the staff, Amy Burton will expand her role as Director of Strategic Relationships to include institutional and corporate recruitment and retention, with assistance from Joanie.

Amy Burton

Please join me in thanking Michele, Amy, and Joanie for strengthening the professional support for our membership, and in extending our best wishes to Donna as she travels new paths.

Institutional Excellence Award Deadline Nears

Nominations for the annual Institutional Excellence Award are due by November 2. If you haven't yet considered self-nominating a recent project, please take advantage of this opportunity to gain recognition for your campus or your department for a job well done. If you know of a neighboring campus that has done something worthy, please contact the IT leaders and encourage them to submit a nomination.

Winners are selected by the ACUTA Awards Committee on the basis of the information technology department's contribution to and support of the mission of the institution. Applications are evaluated on the basis of scope and complexity of the endeavor, technological leadership, benefit to the institution and key constituents, and demonstration of excellence and professionalism. The endeavor, product, or service should be innovative and exemplary and should provide significant advantage to the institution, faculty, staff, and/or students.

Up to three awards may be given annually, to one institution in each of three enrollment categories: Category 1, fewer than 5,000 students; Category 2, 5,000–15,000 students; Category 3, more than 15,000 students.

All the information is available at www.acuta.org/iea.

How to Be a Hero When You Roll Out UC

Michael Finneran, President, dBrn Associates

So management has decided it's time to take the unified communications (UC) plunge. You've gotten the budget and allocated the resources. What's it going to take to get the project done right?

Organizations finding themselves in this position are often gripped with cold fear, because they are short on experience, users have high expectations, and management has the project under the microscope. Fortunately, UC deployments are no longer rare, and a considerable body of expertise has been developed to draw upon. By keeping a few basics in mind, you can deliver a stellar UC rollout and look like a hero to management and users.

• Don't try to do it all on Day 1. Not everyone is ready to swallow UC all in one gulp. Think carefully about which capabilities will have the biggest impact with the least inconvenience, start there, and keep focused. If you've done your planning right, once users start to experience what UC has to offer, they'll be eager for more. Approach the rollout as a planned and phased implementation, not a blitzkrieg.

• Find the right partners. If you plan to use a VAR or systems integrator for your deployment, shop carefully. Just as data network managers had trouble mastering voice communications, UC requires another major leap in understanding. Many of the most knowledgeable VARs for solutions like Microsoft Lync are data-focused, so find partners with voice expertise, too.

• Secure the right ancillary components. Many user UC complaints relate to basics, such as headsets. No UC vendor has all of the bits and pieces you need, so they depend on certified partners to provide gateways, session border controllers, desk sets, video teleconferencing equipment and even headsets. Buying components designed to work in conjunction with your UC platform will stave off an avalanche of user complaints and save you lots of aggravation.

• Plan for—and document—hard ROI. In today's economic climate, business managers are looking for a measurable return on investment. To get your UC project the support it needs, start collecting data on hard-dollar saving initiatives from the outset. Typically conferencing and collaboration can have major payoffs from UC such as reduced use of outside conferencing services. That can be an easy sell to users, because the ability to schedule conferences easily and to join with a single click trumps dialing access codes, entering PINs and waiting for laggards to jump in.

If you can add video and Web conferencing capabilities, you can likely reduce travel costs for multi-site meetings, regularly scheduled conferences, and training events. Once managers start comparing the cost of hosting those events electronically to traditional travel costs, UC starts looking like a real bargain. Start collecting and documenting those savings right from the start, not after the fact, so when management asks why you're spending all this money, you can reply with stats on how much money you're saving.

• Think "applications." Key to delivering hard ROI on UC is integrating communications with core business processes. Customer-facing contact centers are one obvious target, but you should investigate any communications-intensive business activity. Check the vendors' Web sites for case studies to get ideas. We have seen loan organizations able to process applications days faster, healthcare facilities reduce patient checkout time from hours to minutes (freeing beds for other patients) and organizations handle greater sales-order volumes with fewer employees. When you can start tying UC capabilities to top- and bottom-line performance metrics, you bolster your credibility.

• Communicate with users. UC isn't something you can simply dump out there and hope users will pick up on it. User training is essential and should be a key deployment element. We worked with one client that had hoped to slash its $12,000 monthly conferencing bill but six months post-UC deployment was shelling out the same $12,000 to the conferencing service each month. It turns out nobody had bothered to teach users how to set up a UC conference (which was far easier than with the service) so they kept doing things the old way.

User communications is how you discover those real ROI-producing applications. So along with training, marketing, and user engagement, work with business managers on how UC can make their operations run smoother and more efficiently. The key to UC project success is to understand the magnitude of the change, plan ahead, and focus on business and user adoption concerns.

What's on Your Desk?

Tony Tanzi
Director of Technical
Services
Wentworth Institute of
Technology
tanzia@wit.edu

Like at so many other institutions, we at Wentworth Institute of Technology's Division of Technology Services (my home department) have, due to funding, resource limitations, and timing, been forced to make choices as far as our proposed strategic initiatives. My unit, Technical Services, is focused on the following three major initiatives for this year. These initiatives have been deemed as closely aligned with supporting the vision of continually moving our school forward, keeping it competitive and among the top-ranked engineering schools on both the regional and national level. Our goal is to do all of the initiatives on time and in budget:

1. Tablet Utilization: Laptop V3.0 will be the main focus for the remainder of FY 2012 and through FY 2013. The purpose of this initiative is to determine the appropriate form factor to either replace or augment the current laptop issued to faculty, students, and some staff at Wentworth, a population of close to 4,500 users. (We are a two-platform—Apple and Lenovo brand—mandatory-use laptop school where all undergraduate and some graduate students are issued a laptop for classroom use. See www.wit.edu/laptop for more information). The overarching question will be: "Where do business class tablet computers—Apple IPad or Lenovo Slate type computers—fit within our community?" A study group has been formed and is ready to convene to discuss the question and come up with recommendations.

2. Virtual Desktop Infrastructure (VDI): "VDI is the practice of hosting a desktop operating system within a virtual machine (VM) running on a hosted, centralized or remote server. A simple use for desktop virtualization occurs when the controlling computer will work almost the same as on a duplicate desktop, except that the actions of the controlling computer may be almost unnoticeable on the remote computer display." (Definition taken from various sources.) The purpose of this initiative is to reduce hardware (and possibly software) costs for our laptop and desktop programs.

3. 64-Bit Computing Utilization: We currently use 32-bit systems and software in our laptops. The terms 32-bit and 64-bit refer to the way a computer's processor (CPU), handles information. The 64-bit version of operating systems handles large amounts of RAM more effectively than a 32-bit system, allowing for faster processing, better utilization of software, and general system performance enhancement. We plan to roll out 64-bit based software for our community; most of our software is considered "high end," meaning requiring large amounts of processing power. The roll out will encompass discovery of how 64 bit interacts with older equipment in our community, including printers, plotters, scanners, and other equipment and working with departments to mitigate disruption during the upgrade.

ACUTA Member Benefit of the Month: ACUTA Website Press Room

**Past issues are archived HERE*

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 are focusing on the Press Room on the ACUTA website. Institutional and corporate members are encouraged to submit press releases for posting within the ACUTA Press Room. Submissions can include:

- Press releases about new products/services
- Personnel changes
- Address changes and new location announcements
- Corporation/school name changes
- Award announcements
- Mergers/acquisitions announcements
- Publication announcements
- Press releases from exhibitors about what they will be showcasing at an ACUTA event

New submissions are also recognized via the ACUTA Twitter account as well as noted in each issue of the *ACUTA eNews.* If your school or company would like to post any current press releases within the ACUTA Press Room, please email them to Amy Burton (PDF format preferred).

Contact Amy Burton with any questions. (aburton@acuta.org, 859/278-3338 x240)

New Media Literacy Brings Life to Digital Age 2.0

James M. Fraleigh, Apollo Research Institute

Unlike their predecessors, workers born since 1982—the Millennial generation—don't rely solely on print as the ideal channel to produce and absorb information. They are digital natives, at home in an on-screen world of social media and video blogs, and familiar with the apps used to craft them. As these tools are increasingly used for designing workplace presentations, Millennials assigned to create them will add polished video, animation, and virtual environments to enliven what were once sleep-inducing slide decks full of dull facts and deadly graphics.

Millennials and other workers who compose, consume, and distribute these presentations will reflect the growing workplace need for new media literacy—the ability to develop and deliver persuasive content in the latest, most effective formats. It's one of 10 vital skills described in Future Work Skills 2020, a report by Institute for the Future for Apollo Research Institute. (Link for report title: http://apolloresearchinstitute.com/node/52) Millennials and their predecessors alike will use this skill to assess emerging message platforms, select those that best express their data and takeaway, and tailor presentations to specific audiences and the channels they prefer.

As specialized presentation apps and open-source software proliferate, expect the tools for producing these vibrant presentations to be offered more cheaply or for free, which will help producers become savvy in crafting and delivering their work. Word processing and desktop publishing software brought awareness of typesetting to every desktop computer. Likewise, the fusion of video tools, easy-to-use editing and effects software, and the ability to search for answers to technical questions on the Internet will make it far easier to include video segments in PDF- or Web-based workplace reports, education materials, and PR releases.

Producing new media no longer occurs in a vacuum. Widespread mobile computing makes it an interactive process, creating new roles for organizations' outreach professionals. Content managers already know the best time of day to tweet or get YouTube content uploaded so it will be seen, favorited, and redistributed widely. They will also need to interact with multiple audiences inside and outside their organization, all of whom can make their preferences instantly known. This presents a rich opportunity to gather data on how users consume messages and which ones are most relevant to them.

Unlike producers of printed annual reports or newsletters, tomorrow's content publishers also will need to cultivate a trustworthy online identity, both as representatives of their organization and for their own career development. Misleading messages can be more easily debunked and their creators blacklisted more swiftly than ever before. New media literacy will require users of every generation to be transparent and truthful—because in the online world, good faith can be lost with a single ill-advised social-network message, and past gaffes are only a search query away.

Learn more at www.apolloresearchinstitute.org.
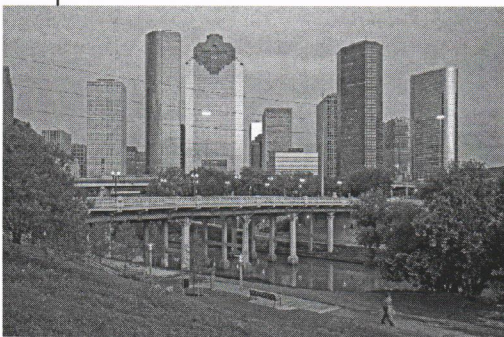
Info Links

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.

- AllStream – SIP Trunking eBook....Complete Buyer's Guide:
  http://www.allstream.com/resources/sip-trunking-ebook-complete-buyers-guide.html
- NACR – SIP Enhancing Communication White Paper:
  http://www.nacr.com/promotions/sip-enhancing-the-communication/
- FCC – Fourth Quarter USF Contribution Factor:
  http://hraunfoss.fcc.gov/edocs_public/attachmatch/DA-12-1484A1.pdf
- GAO – Broadband Programs Would Benefit From Better Data:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/91412gao.pdf
- GAO – FCC Regulatory Fee Process Must be Updated:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/91112gao.pdf
- FCC – CAF Phase 2 Cost Model Workshop:
  Model Overview – Part 1: https://prodnet.www.neca.org/publicationsdocs/wwpdf/91312costquest1.pdf
  Model Overview – Part 2: https://prodnet.www.neca.org/publicationsdocs/wwpdf/91312costquest2.pdf
  Model Presentation – Alaska: https://prodnet.www.neca.org/publicationsdocs/wwpdf/91312acscaf.pdf
  ABC Coalition FTTP Cost Model: http://www.fcc.gov/maps/abc-coalition-fttp-cost-model
  ABC Coalition FTTD Cost Model: http://www.fcc.gov/maps/abc-coalition-fttd-cost-model
- ATIS – Free Webinar –Best Practices in Rural Call Completion:
  http://www.atis.org/events/webinars.asp
- Analysys Mason – Internet Global Growth...Lessons for Future:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/91212amreport.pdf
- Pew – Privacy & Data Management on Mobile Devices:
  http://pewinternet.org/Reports/2012/Mobile-Privacy.aspx
- Pew – Smartphone Ownership Update...September 2012:
  http://pewinternet.org/Reports/2012/Smartphone-Update-Sept-2012.aspx
- Pew – Politics on Social Networking Sites:
  http://pewinternet.org/Reports/2012/Politics-on-SNS.aspx
- Pew – Photos and Videos as Social Currency Online:
  http://pewinternet.org/Reports/2012/Online-Pictures.aspx
- Shockey – Issues in PSTN Transition to IP and SIP:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/9412shockey.pdf
- AT&T – Checklist for FCC in Transitioning from PSTN to IP:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/83112att.pdf
- NIST – Info Security – Guide for Conducting Risk Assessments:
  http://www.nist.gov/customcf/get_pdf.cfm?pub_id=912091
- FCC – Third Annual International Broadband Data Report:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/da121334.pdf
- FCC – Restrictions on Political Autodial/Prerecorded Calls :
  ttp://transition.fcc.gov/Daily_Releases/Daily_Business/2012/db0911/DA-12-1476A1.pdf
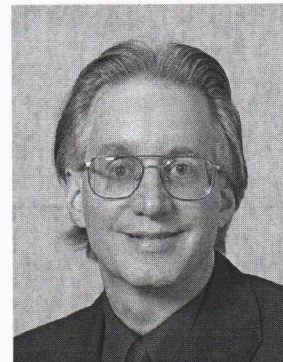
Randy Hayes
Director at Large
Univ. of Northern Iowa
randal.hayes@uni.edu

Board Report

The Board met via conference call on August 1, 2012, and approved the following items:

- July 2012 Financial Statements
- Monthly Committee Minutes and Reports
- Committee and Subcommittee Appointments:

  Awards Committee: Frank Moore, Longwood Univ.; Tamara Closs, Verizon; Bruce Barrett, Comm. College of Rhode Island; Penny Pietraszka, Bryan Univ.; Donna White Delay, Georgetown Univ.; Brandon Pemberton, Optelian; Dee Childs, Univ. of Alabama Huntsville

  Corporate Liaison Committee: Diane McNamara, Union College

  Membership Experience Committee: Jana McDonald, Texas A&M; Jeff Handal, LSU; Emily Harris, Vassar; Marjorie Hartleben, Univ. of Akron

- Integration of Mentoring/Career Development Subcommittee into the Membership Experience Committee
- Membership Reports

ACUTA's new Strategic Plan will be presented to the Board in Houston after it has been revised and reviewed by a specially appointed task force.

The Secretary/Treasurer's report shows positive growth in dues revenue and investments as well as a decrease in Lexington office expenses. We continue to be good stewards of our members' money by evaluating costs/benefits and conservative fiscal management.

Executive Director Corinne Hoch has completed annual staff performance appraisals and is working on filling the position left vacant by Donna Hall's retirement from ACUTA.

Respectfully Submitted,
Riny Ledgerwood

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

2013 ACUTA Educational Calendar

Winter Seminar • January 13-16 • Hyatt Regency • Tampa, FL
Track 1: Next-Generation Data Networks
Track 2: ICT Disaster Preparedness: Plan, Prepare, Practice, and Protect

42nd Annual Conference & Exhibition
April 14-17, 2013
Manchester Grand Hyatt
San Diego, California

San Diego 2013
Ideas and Solutions for Tomorrow

Fall Seminar • October 6-9 • Renaissance Grand Hotel • St. Louis, MO
Track 1: Turning ICT Service and Support into a Strategic Asset
Track 2: All Things Wireless, Mobile, and Cloud

Welcome New Members

Institutional Member

Appalachian State University, Boone, NC. T4
David Hayler, Dir., Info Tech Infrastructure & Systems (828/262-8635)...............haylerd@appstate.edu

Corporate Affiliate

COPPER MEMBERS

CentricsIT, LLC, Norcross, GA.. www.centricsit.com
Damon Odegard, Global Acct. Mgr., 678/495-1319 (damon@centricsit.com)
CentricsIT is an award-winning international reseller of surplus technology headquartered in Metro-
Atlanta. CentricsIT provides first-rate customer service and personalized IT solutions, including hard-
ware procurement, third-party maintenance and support, and IT staffing services.

Check It Out:
Press Releases, Job Postings, RFIs/RFPs, and 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 post-
ings frequently. Here are items that have been posted since our last *eNews*.

PRESS RELEASES

Send press releases to Amy Burton (aburton@acuta.org)
- ADTRAN Extends the Reach of Ethernet and Expands Opportunities to Deploy VoIP and Data over Voice Grade Wiring
- ShoreTel Receives 2012 INTERNET TELEPHONY Excellence and TMC Labs Innovation Awa
- Former M5 Stockholders Give ShoreTel Strong Vote of Confidence
- Georgia State University Selects Apogee as Managed ResNet Service Provider
- ShoreTel Named Winner of the Midsize Enterprise Summit West 2012 XCellence Awards
- ShoreTel: Australian Telecommunications Vendor of the Year
- Archbishop McCarthy Goes Back to School in ShoreTel Style
- ShoreTel Mobility Keeps Customers on the Move
- ShoreTel to Demonstrate Cloud-to-Cloud CTI Integration Solution at Dreamforce
- Code Blue Corporation Joins the Cisco Developer Network as Registered Developer and Completes Cisco Interoperability Verification Testing
- 911 Enable Announces Highly-Anticipated 2012 Fall Webinar Series
- ShoreTel Enterprise IP Market Share in the U.S. Grows to Over 8 Percent
- ShoreTel's Cloud Solution Now Branded ShoreTel Sky
- Choice of ShoreTel's Brilliant Simplicity a Slam Dunk for Boston Celtics

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.
- Media/Communications Specialist, Univ of Illinois at Urbana-Champaigns, Champaign, IL
- 2 Positions, University of Central Florida, Orlando, FL
  Applications Systems Analyst/Programmer Lead
  Microsoft Applications Programmer
- Information Security Officer, Elgin Community College, Elgin, IL
- Communications Technician, Syracuse University, Syracuse, NY
- 2 Positions Available, Univ. of Maryland, College Park
  Unified Communications Network Engineer
  Storage Administrator

FREE WEBINARS HOSTED BY ACUTA CORPORATE MEMBERS

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