10-2011

# ACUTA eNews October 2011, Vol 40, No. 10

# eNEWS

## Nominate Now for 2012-2013 Board of Directors

Once again it's time to think about ACUTA elected officials! New officers will, as always, begin their terms at the close of the Annual Conference. For 2012-2013, that will be May 2, 2012.

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 Matthew V. Fuoco of University of Kansas Medical Center and Walt Magnussen, Texas A&M University. Matt is finishing his second consecutive term and is therefore ineligible to run for the position this year. Walt is eligible to serve another term if he so chooses.

In other positions not on the ballot this year, Secretary/Treasurer: Riny Ledgerwood of San Diego State University will be completing her term as Secretary/Treasurer, which is a two-year term.

Directors-at-Large who will serve the second year of their two-year terms are Randal J. Hayes, University of Northern Iowa, and Mark S. Reynolds, University of New Mexico. Immediate Past President Matthew K. Arthur, Washington University in St. Louis, will step off the Board, and President Joseph E. Harrington of Boston College will serve as Immediate Past President.

President-Elect Jennifer Van Horn of Indiana University will step into the presidency for 2012-13.

Nominations must be received by 5:00 p.m. EST, November 14, 2011. Send all nominations to Matthew K. Arthur, Immediate Past President, at arthur@wustl.edu. Phone nominations will not be accepted.

## In This Issue

# Corinne Hoch Named ACUTA Executive Director

Effective October 1, 2011, Corinne Hoch assumed the role of Executive Director of ACUTA. Corinne has served as Interim Executive Director since April 11, following the passing of Jeri Semer last spring.

Corinne retired from Columbia University in August 2010 after being a member of ACUTA for 21 years and serving in numerous leadership positions in the association. During her year as president in 2008-2009, she was integral to shaping and moving ACUTA's strategic plan forward and led the way to many improvements for the membership. At the Annual Conference in April, she was honored as the recipient of the ACUTA Ruth A. Michalecki Leadership Award. As Interim Executive Director, she has been able to provide a seamless transition of leadership that has allowed all programs to continue without interruption.

Announcing Corinne's decision to accept the position, ACUTA President Joe Harrington said, "The Board is thrilled to have Corinne permanently at the helm on a daily basis. She has the insight, experience, and vision to lead ACUTA in a time of rapid technology change and economic challenges. We are confident that her contribution will be immediately obvious."

Some of the issues Corinne expects to address in the near future include:

1. Continuing to convey the interests of our institutional membership to the FCC
2. Providing alternate avenues for program content distribution
3. Embracing the explosion of campus mobility needs
4. Accurately forecasting technology demands of the generation after the next generation
5. Continuing to foster the enriching networking culture of ACUTA for our institutional and corporate affiliate members

Expressing her enthusiasm about her new role, Corinne says, "As a member of ACUTA, I grew to depend upon the organization. As president of ACUTA, I grew to lead it. As executive director of ACUTA, I have grown to value it. How fortunate I am and how exhilarating it is to extend its exemplary dedication, knowledge, and vision to our membership and beyond."

Corinne invites you to contact her anytime at choch@acuta.org.

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# Define Your Expectations to Vendors

**Ron Walczak**
Walczak Technology Consultants
*ron@walczakconsultants.com*

There is a new and frustrating paradigm for those who are facing the replacement of a legacy telephone system with a VoIP system. We have found that with too many of today's VoIP installation companies (even those who were traditionally selling TDM systems), the concept of a database administrator (DBA) as part of the pre-engineering and deployment team has somehow disappeared. The sales model seems to be driven by the same folks who sell network gear; as a result, too many of these companies are handing clients Excel spreadsheet versions of "key sheets" expecting YOU to complete it so they can input it. They don't budget the time to actually listen to the customer to distinguish needs from wants or to explain functionality. It is important to be very explicit in defining your expectations of the winning vendor.

Do you expect them to:

• Sit with department representatives to understand their telephony needs?

• Explain and demonstrate features/functions? (Do they even understand them, themselves?)

• Provide tutorials?

• Review their data gathering with you prior to programming the system (don't laugh, it happens)?

• Provide system diagrams that detail how components interconnect/integrate?

Think back to the last good telephone install, and insist that the things that worked are repeated. You do not want to be filling out a database with little or no assistance and all the liability for customer dissatisfaction.

# ACUTA Alert: IRS Issues Additional Guidance on Taxation of Employer-Provided Cell Phones

Michael Hepburn
Dow Lohnes

Last year, employers received welcome relief when President Obama signed the Small Business Jobs Act which changed the tax rules applicable to employer-provided cell phones and other similar devices (e.g., smart phone, PDA, Blackberry, etc.). Under the Act, employer-provided cell phones ceased to be considered "listed property" for which onerous recordkeeping requirements must be satisfied to avoid treatment as a taxable fringe benefit.

The change in the law still left some questions unanswered. Specifically, to avoid being considered a taxable benefit, employer-provided cell phones still need to qualify as a working-condition fringe and any personal use would need to qualify as a de minimis fringe benefit. Unfortunately, no additional IRS guidance addressing these standards was forthcoming.

In September, the IRS issued Notice 2011-72 which finally offers clarification and provides employers with a path forward. Under the Notice, the IRS has indicated that a cell phone provided by an employer primarily for non-compensatory business reasons will be treated as a non-taxable working condition fringe without further substantiation of the actual use of the cell phone. The Notice indicates that an employer must have "substantial" reasons relating to the employer's business for providing an employee with a cell phone in order to avoid adverse tax treatment. By way of example, the Notice indicates that the need to be in touch for work-related emergencies, the need to be in touch with clients when an employee is out of the office, or the need to be in touch with clients outside of the normal work day would all constitute "substantial" reasons for providing a cell phone.

Under this new guidance, employers no longer need to keep records detailing the actual use of an employer-provided cell phone in order to avoid taxation of their employees. Nevertheless, employers should revisit their cell phone policies to ensure that there is a business reason for providing an employee with a cell phone.

In addition to the Notice, the IRS issued a Memorandum to its field examiners that addresses the treatment of employee reimbursements for business use of personal cell phones. Prior to the change in tax treatment of cell phones, some employers had shifted to a stipend or reimbursement for cell phone use in order to avoid the recordkeeping burdens under prior law. Unfortunately, cash payments, without other evidence of business purpose, were taxable to the employees. The Memorandum indicates that cash payments need not be considered taxable income. In order for the cash payment to avoid taxation, the employer must have a substantial business reason for requiring the employee to use a personal phone for business purposes (e.g., a need for the employee to keep in touch with clients outside of normal business hours). In addition, the employee's cell-phone plan must be reasonably related to the business need for the phone, and the reimbursement must be reasonably calculated so as not to exceed the expenses incurred by the employee. As an example, the Memorandum indicates that the reimbursement for a flat-rate plan for a phone used by an employee for business reasons to maintain contact with clients after hours will not result in additional income to the employee even though the phone (and minutes under the flat-rate arrangement) are used for personal purposes.

Employers should revisit the structure of any reimbursement arrangements in light of the Memorandum, as compliance with the newly issued guidelines will allow employers to avoid taxing employees on certain cell-phone reimbursement arrangements.

# Institutional Excellence Award 2012

The ACUTA Institutional Excellence Award is presented each year to institutions that, through an evaluation process, are recognized as leaders in technology excellence and professionalism.
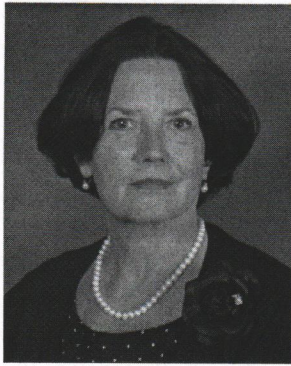
This year's award will be presented at ACUTA's 41st Annual Conference on May 1.

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 application deadline is Friday, November 11. 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.

Full information is provided on the ACUTA website at http://www.acuta.org/iea. This is a wonderful opportunity for an institution and its technology leaders to be recognized for their contribution to their institution. Plan now to submit your application or nominate a colleague's.

**From ACUTA Headquarters**

**Corinne Hoch**
*ACUTA Executive Director*
*choch@acuta.org*

# Looking Back to the Future

Share your vision for 2021

During a recent week in the Lexington, Kentucky, office, I had an opportunity to read some back issues of the ACUTA newsletter published in 1996 in celebration of our 25th year. It was a way to remind myself of what happened when and to re-acquaint myself with earlier leaders and our membership. One article caught my attention: Visions of the Future. Members were invited to describe their vision of telecommunications in 2021, the year of ACUTA's 50th anniversary. I'd like to share a couple of those that were insightful—except that they actually *under*stimated how quickly technology would achieve dramatic changes.

*From Michael Tkacz, Curtin University, Western Australia:*

"The telephone...is a small, portable miniature device with a digital chip which will record voice calls and fax information, videos, electronic mail information, games, and movies for viewing at a time and place chosen by the staff member. The same device will use voice recognition and artificial intelligence to identify you to personalized services such as answering and responding to messages, locating people and hard-to-find information, organizing your calendar, paying your bills, turning your dictation into letters, and translating your speech into correspondence and instructions for others."

*From Stephen Doster, Telco Research Corp.:*

"Many college and university students will attend classes at different schools around the globe without leaving their home. They will be virtual students enrolled in a virtual, multi-school environment. For instance, Julian in Canberra, Australia, will sit in on a University of Missouri political science class. The professor, who is on loan from Oxford University, will make his presentation from England ... Julian will use holographic equipment which will give him the impression that he is actually sitting in the virtual classrooms. His history homework assignment will be to view film footage of the Battle of Stalingrad. Julian chooses to view the film using the virtual reality tools."

ACUTA members—always ahead of their time. Telecommunications began moving to the network long ago, and there's an app for everything. ➜ *I invite today's members to share your vision of technology in 2021, the year of ACUTA's 50th Anniversary.* Go to http://www.acuta.org/facebook and comment on my posting about campus technology in 2021. Or respond to my blog on the ACUTA Community by going to http://community.acuta.org. Displayed on the right side of the welcome page after you log in are the personal blogs. I have posted a blog and invite you to share your thoughts. By the way, we're almost 41 now...

Join us in Boston at the ACUTA Fall Seminar, October 9-12, at the Boston Park Plaza Hotel for two educational tracks that were a mere vision 16 years ago: Emergency Communications Management and Supporting Users Communicating on the Move. We guarantee that you'll be glad you did!

# Board Report
## September 2011

Riny Ledgerwood
San Diego State University
ACUTA Secretary/Treasurer
*rledgerw@mail.sdsu.edu*

The Board met via conference call on September 7, 2011, and approved the following items:

- July 2011 Financial Statements
- Monthly Committee Minutes and Reports
- Membership Recruitment Plan and Report
- Committee & Subcommittee Appointments:
  o Online Learning Subcom: Helen Zheng Zhang, Univ. of Illinois at Urbana-Champaign
  o Legislative/Regulatory Affairs Committee: Greg Sparks, North Carolina State Univ.

• Video Streaming Proposal to replace the current DVD distribution model with on-line streaming videos over the next few months in order to bring educational content to members who could not attend the Annual Conference and/or Seminars and as an attendance value-add.

• Survey Proposal: 5-year resnet survey to reach out to member and nonmember schools to identify industry trends. Details will be coordinated by the ACUTA Environmental Scanning Committee.

ACUTA will conduct another 5-year Strategic Planning Process in 2012.

Respectfully submitted,
Riny Ledgerwood

## Info Links

**Randy Hayes**
Univ. of Northern Iowa
*randal.hayes@uni.edu*

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.

- FCC – Proposed 4th Quarter USF Contribution Factor:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/da111543.pdf
- USAC -- USF Support Qtrly Contribution Base for 4th Q 2011:
  http://www.universalservice.org/about/governance/fcc-filings/2011/Q4/4Q2011%20Contribution%20Base%20Filing.pdf
- USAC -- USF Fund Size Projections for 4th Q 2011:
  http://www.universalservice.org/about/governance/fcc-filings/2011/Q4/4Q2011%20Quarterly%20Demand%20Filing%20_FINAL%208.2.11_.pdf
- Norton -- CyberCrime Report:
  http://www.symantec.com/content/en/us/home_homeoffice/html/ncr/
- National Safety Council – Distracted Driving:
  White Paper: http://www.nsc.org/safety_road/Distracted_Driving/Pages/CognitiveDistraction.aspx
  Distracted Driving Videos: http://downloads.nsc.org/UnderstandingDistractedDrivingVideoSeries/
  Distracted Driving Videos (You Tube): http://www.youtube.com/playlist?p=PL337F74DED367FDE7
- Pew Internet - Americans & Their Cellphones:
  http://www.pewinternet.org/~/media//Files/Reports/2011/Cell%20Phones%202011.pdf
- Pew Internet - Stats on Smartphone Apps Use:
  http://www.pewinternet.org/~/media//Files/Reports/2011/PIP_Location-based-services.pdf
- Pew Internet - Social Networking and Online Adults:
  http://www.pewinternet.org/~/media//Files/Reports/2011/PIP-SNS-Update-2011.pdf
- Pew Internet - Digital Revolution/Higher Ed/Online Learning:
  http://www.pewinternet.org/~/media//Files/Reports/2011/PIP-Online-Learning.pdf
- Benton Foundation – Nat. Broadband Plan Tracker:
  http://benton.org/initiatives/national_broadband_plan#recommendations
- Pando – U.S. Internet Network Study:
  http://www.pandonetworks.com/Pando-Networks-Releases-Nationwide-ISP-And-Network-Study
- Pando – U.K. Internet Network Study:
  http://www.google.com/fusiontables/DataSource?snapid=S2343028rVt
- AT&T – Response to Justice Dept. on T-Mobile Merger:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/9911attct.pdf
- Sprint Filing on AT&T/T-Mobile Merger:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/9611sprintct.pdf
- Public Knowledge – Opinion on AT&T/T-Mobile Merger:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/9911attct.pdf
- NTCA – 2011 Wireless Survey Report:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/ntcawireless.pdf
- Free State Foundation – Abolish Access Charges Now:
  http://www.freestatefoundation.org/images/Abolish_Access_Charges_Now_083011.pdf
- Helsinki U - Applying 3D Virtual Worlds to Higher Ed:
  http://lib.tkk.fi/Dipl/2009/urn100120.pdf
- ICC – Internet Backbone Interconnection Agreements:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/9611iccpaper.pdf
- ITU -- Measuring the Information Society 2011:
  http://www.itu.int/ITU-D/ict/publications/idi/2011/Material/MIS_2011_without_annex_5.pdf
- GAO/Prison Bureau - Improved Cell Phone Detection:
  http://www.gao.gov/new.items/d11893.pdf
- NMECG – Economic Impact of NBBP on New Mexico:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/91611nmecg.pdf
- NCTA – RUS Should Reassess USF Support for BBand Loans:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/91611nctareport.pdf
- NANC – Economic Analysis for Number Portability Admin:
  https://prodnet.www.neca.org/publicationsdocs/wwpdf/91611nctareport.pdf
- IRS – Clarification on Cellphones/Listed Property Issue:
  http://www.irs.gov/pub/irs-drop/n-11-72.pdf

## Committee Corner

In this column, we will identify projects and activities of interest to our members. We won't have something from every committe each month, just the high points from those of special interest. We hope this will create more awareness of the contribution of our volunteers and perhaps inspire more members to take part in the work of the committees. Committee chiars are listed on the back page of the eNews.

The Legislative/Regulatory Affairs Committee reminds everyone that the first national emergency alert test will be held on November 9 at 2:00 EST. Also, look for the Fall Journal article on DAS by Ken Salomon & J.G. Harrington, Dow Lohnes. Note that ACUTA has filed reply comments responding to the Amendment of Parts 1, 2, 22, 24, 27, 90, and 95 of the FCC's Rules to Improve Wireless Coverage Through the Use of Signal Boosters to ensure that boosters can be deployed where they are needed without undue difficulty. We will be speaking with the FEE representatives next week. (Our comments resulted in a phone call to me—they are anxious to talk to us!)

The Membership Experience Committee, in response to a request from the Board of Directors, has formed a working group to develop ways ACUTA could provide information and resources to the membership about how our members can support students and faculty traveling internationally on behalf of the institution.

The Mentoring Committee will be offering the Buddy program again at the Fall Seminar in Boston to help first-time attendees or anyone get even more out of the event.

The Social Networking, New Media and Web Resources Subcommittee is hoping their session will be selected for presentation at the Annual Conference in April and encourages everyone to plan to be in Indianapolis.

The Program/Content Committee is currently reviewing proposals and identifying presenters for the ACUTA Winter Seminar that will be held in Palm Springs January 22-25 and the Annual Conference that will be held in Indianapolis April 29-May 2. Preliminary details for both events will be announced on the ACUTA website as they become available.
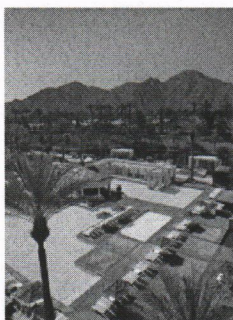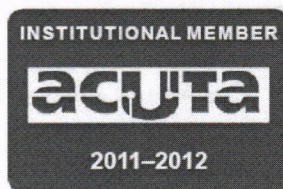
The new Online Learning Subcommittee met for the first time on October 3 to begin planning webinars for the coming year. The subcommittee is looking for additional ACUTA institutional members who are interested in recommending presenters and reviewing content for upcoming webinars. If you're interested, please e-mail Donna Hall, ACUTA Director of Professional Development for an application at dhall@acuta.org.

## 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.

The logos can be downloaded from the ACUTA website (you must have a member log-in account) or by e-mailing Amy Burton at aburton@acuta.org.

**INSTITUTIONAL MEMBER** — acuta 2011–2012

**CORPORATE MEMBER** — acuta 2011–2012

## Winter Seminar • Palm Springs, CA •Jan. 22-25, 2012

Track 1. Everything IP

Track 2. 21st Century Skills for IT

Details at www.acuta.org

## Documenting the Worth of an IT Degree

IT graduates can expect to receive a high return on their educational investment, according to a study by University of Phoenix Research Institute scholars Dr. Arlen M. Griffey and Dr. Ruby A. Rouse. The researchers report that earning a degree in computer science, programming, systems analysis, or information science/systems improves earning potential, especially among nontraditional students—individuals 23 years old or older who are financially self-supporting and who often struggle to balance school, work, and family. Traditional students can expect to realize a 16% to 24% ROEI (return on educational investment), while the ROEI for nontraditional students is predicted to be between 26% and 49%.

Yet, IT employees may be reluctant to return to school because they may think balancing classes with their work schedules and family commitments will be too difficult, or they may overestimate the cost of a degree program and fail to realize the financial return. Hiring managers can use ROEI statistics to help their employees make data-driven decisions about obtaining a degree. By raising awareness about higher earnings of IT graduates and offering proper incentives that appeal to nontraditional students, IT hiring managers will be more likely to recruit and retain the top talent their enterprise will need to excel.

Read the executive summary on the return on educational investment for Computer Science/ Management Information Systems degrees at http://www.phoenix.edu/research-institute/ publications/2011/07/return-on-educational-investment-for-specific-academic-degrees. html. Read a related study on the return on educational investment for traditional and nontraditional students at http://www.phoenix.edu/research-institute/publications/2011/03/ traditional-and-nontraditional-students-is-bachelors-degree-worth-investment.html.

*Source: "Return on Educational Investment—Computer Science/Management Information Systems"*

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## Member Benefit of the Month
## ACUTA Community

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 ACUTA Community.

The ACUTA Community is ACUTA's online social network. It hosts the popular Telecom Listserv as well as Online Forums dedicated to specific topics and Groups for committees and special interest groups. The Community also includes a shared Library that can be accessed by all members and the availability of individual members to start their own blogs.

All members have access to the ACUTA Community and are encouraged to participate.

Please visit http://www.acuta.org/wcm/acuta/mbr/mbom.pdf to learn all about ACUTA's social network site!

## CALENDAR

- Fall Seminar • October 9-12, 2011 • Boston, MA • Boston Park Plaza Hotel
  1. Emergency Communications Management
  2. Supporting Users Communicating on the Move
- Winter Seminar • January 22-25, 2012 • Palm Springs, CA • Renaissance Esmeralda
  1. Everything IP
  2. 21st Century Skills for IT
- 41st Annual Conference & Exhibition • April 29-May 2 • Indianapolis, IN • JW Marriott
- Fall Seminar • October 14-17, 2012 • Houston, TX • Hilton Americas

# Welcome New Members

## Institutional Member

**University of Maryland, Baltimore County**, Baltimore, MD. T4
Mark Cather, Dir. of Communications & Security (410/455-3783) ...mark.cather@umbc.edu

## Corporate Affiliates

### COPPER MEMBERS

**Ace Wire & Cable Co., Inc.**, Woodside, NY...............................www.acewireco.com
Harris Firestone, Vice President. 347/683-3349, harrisaf@acewireco.com)
Ace can afford its customers a complete product package for all wiring systems, i.e. building wire, voice, data, video, power, fire alarm, and security. We supply copper and fiber optic cable and all associated cable management products: cabinets, data racks, patch panels, cable assemblies, etc.

**Ronco Communications**, Tonawanda, NY........................................ www.ronco.net
Christopher Wasp, President. (716/879-8107, cwasp@ronco.net)
Ronco provides flexible communications at affordable prices, including mobility; anytime/anywhere multimedia conferencing for productivity; secure, real-time interaction between students and staff; desktop integration, easy expansion to accommodate growth; disaster recovery; emergency notification applications; media management systems; announcement systems; and more.

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## 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

No new press releases were submitted in September.

### 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 Architect, Portland State University, Portland, OR
• 2 Positions: Systems Administrator & Applications Systems Analyst/Programmer Lead, Univ. of Central Florida, Orlando
• President, NASPA, Washington, DC.
• Lucille Packard Children's Hospital Service Delivery Manager, Stanford Univ., Stanford, CA
• Linux Systems Administrator, University of Pennsylvania, Philadelphia
• Network Analyst, Union College, Schenectady, NY
• Network Administrator, UC Santa Barbara, Santa Barbara, CA
• IT Administrator II – Network Administrator, Univ. of Tennessee at Martin
• Mgr., Order & Process Mgmt, Networking/Telecom. Svcs, Univ. of Maryland, College Park
• IT Administrator II, University of Tennessee, Knoxville
• Instructional Design & Technology Specialist, Miami University, Oxford, OH

### RFIs/RFPs: Submit your RFI/RFP today!

### SPECIAL DEALS!: Special 10% Discount for Educational Institutions from Microsemi

### 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.)