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Communication for Information Communications Technology Professionals in Higher Education

December 2011

Vol. 40, No.12

Supporting higher education information communications technology professional in contributing to the achievement of the strategic mission of their institution

Nominate a Colleague for ACUTA Ruth A. Michalecki Leadership Award

The ACUTA Awards Committee is pleased to invite nominations for the 2012 Ruth A. Michalecki Leadership Award (www.acuta.org/ram)

This annual award recognizes an outstanding leader among the institutional and corporate affiliate membership.

The person selected for this award:

- Engages in activities that have produced results directly benefiting the ACUTA organization and/or the broader higher education community
- Motivates and fosters collaboration to accomplish goals, objectives and the mission of their institution while demonstrating exceptional leadership qualities
- Actively participates in and promotes the education, professional development, and mentoring of other professionals
- Demonstrates initiative the ability to take charge by creating or developing a program, project, or activity that impacts the community
- Demonstrates leadership in the communications technology industry

We encourage you to nominate someone by completing the nomination form (link to www.acuta.org/ram). There, you will also find a listing of previous recipients and their accomplishments.

Deadline for nominations is January 20th. Nominees must be representatives of ACUTA institutional member schools, corporate affiliates, or associate members.

ACUTA extends appreciation to PAETEC for sponsoring the award again this year.

Mark Your calendar...Make Your Plans! Annual Conference & Exhibition April 29-May 2 Indianapolis, Indiana



Thanks to the sponsor of the December eNews

NextG Networks

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From ACUTA Headquarters



Corinne Hoch ACUTA Executive Director choch@acuta.org

What's New?

Like you, I am often asked, "What's New?" It's an excellent conversation starter because we can easily talk about new technology, new gadgets, new projects, new hot topics ... the list is endless. At ACUTA we have many new and innovative ideas to share from the new look for the eNews to new staff titles to new free webinars, and stay tuned for what the new year will bring—new streaming video and a new strategic plan to develop even more new initiatives!

We wanted to change the look and feel of the ACUTA eNews to something more enticing, perhaps even more exciting to read. We hope that you enjoy the format as much as we do. Behind the scenes we evaluated different possibilities and selected a publishing tool that allows you to view the issue by "flipping" through the pages as though you were reading it "magazine style." And, of course, the monthly issues are still filled to the brim with your great, informative articles, what's new from the committee corner, info links, press releases, and much more.

You may already have noticed that I am not the only one with a new title ... I've dropped the Interim from Executive Director so that it is now much easier to introduce myself. Allow me to present the new ACUTA Staff member "promotions":

Amy Burton	Director of Strategic Relationships	
	Director of Finance & Administration	
Aaron Fuehrer	Director of Information Technology	
Donna Hall	Director of Professional Development	
Joanie Profitt	Finance & Accounting Specialist	
Pat Scott	Director of Communications	
Lisa Thornton	Director of Meetings & Events	
	Director of Membership Services	
 ioin me in congratulatin	a each one of our very hard-working team mem	h

Please join me in congratulating each one of our very hard-working team members!

Hopefully you are aware of the first free ACUTA webinar scheduled for Tuesday, December 6, at 1:30 p.m. Eastern Time. J.G. Harrington and Michael Pryor, Partners with Dow Lohnes, PLLC, will present *DAS Deployment Options, Contracts, and Regulations* and will discuss the benefits of using distributed antenna systems (DAS) to extend coverage and increase capacity for wireless services to the campus community. The presenters will describe DAS systems and review their use on campuses to-date. As wireless data usage explodes, students, and faculty require even more capacity. DAS systems will evolve from meeting coverage requirements to addressing capacity shortages. Michael and J.G. will review:

- How DAS systems are deployed and utilized to increase coverage and capacity.
- Pros and cons of different deployment options: utilizing neutral hosts, partnering with a wireless carrier, self-provisioning.
- The importance of designing multi-provider systems capable of carrying existing wireless service provider signals, campus WiFi networks and emergency messages.
- Who pays for DAS systems.
- Opportunities for revenue sharing.
- Key contracting considerations: control and performance, updating systems as new technology emerges, space and siting considerations.
- Regulatory developments that may affect DAS system deployment.
- Efforts undertaken by the ACUTA Legislative/Regulatory Affairs Committee (with its legal counsel) to influence regulations covering DAS.

DAS continues to be a very hot topic, and we have a record-breaking number of registered participants for the webinar.

You asked us to improve the quality of our recorded educational sessions, and I am pleased to announce that not only will we provide slides synced with the presentation and the capability of moving through the slides during the session, but beginning with the Winter Seminar 2012, streaming video content of selected sessions will be available to all attendees at no additional charge and to non-attendees for only a nominal charge.

These are just a few highlights of the new ACUTA initiatives ... again, stay tuned for what the new year will bring ... and join us at the ACUTA Winter Seminar January 22 - 25, 2012, in Palm Springs at the Renaissance Esmeralda for Everything IP and/or 21st Century Skills for IT ... you'll be glad you did!

Coping with the Next Ethernet, IEEE 802.3ba

Gary Audin Delphi, Inc. delphi-inc@att.net As the standard begins to work its way into products, enterprises will need to be ready for its impact.

Back in June 17, 2010 the IEEE announced the ratification of the next generation of Ethernet standard, 802.3ba. As the standard begins to work its way into products, enterprises will need to be ready for its impact.

Preparing for 40 and 100 Gbps speeds over fiber will require many changes--changes to cabling, interface cards and network systems. Will the enterprise be ready? Where are the systems that support 802.3ba? Will the enterprise be able to take advantage of these higher speeds? What will be the impact and cost of the new cabling? Will we ever be able to futureproof the cables?

The press release, "IEEE: Launches Next Generation of High-Rate Ethernet with New IEEE 802.3ba Standard" stated, "The new standard will act as the catalyst needed for unlocking innovation across the greater Ethernet ecosystem. IEEE 802.3ba is expected to trigger further expansion of the 40 Gigabit and 100 Gigabit Ethernet family of technologies by driving new development efforts, as well as providing new aggregation speeds that will enable 10 Gbps Ethernet network deployments. The standard's ratification also dovetails into efforts aimed at delivering greater broadband access, such as the U.S. Federal Communication Commission's 'Connecting America' National Broadband Plan, which calls for 100 Mbps access for a minimum of 100 million homes across the U.S."

IEEE	802	.3ba	Cab	ling
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Media	Maximum Distance
OM3 Multimode Fiber	100 Meters
OM4 Multimode Fiber	125 Meters
Single Mode Fiber	10 Kilometers
Single Mode Fiber	40 Kilometers
Copper Cable	7 Meters
Backplane (Device)	1 Meter

The 40Gbps standard uses a bundle of 12 fibers, compared to 2 fibers used by 10Gbps Ethernet. The multi-lane version of 100Gbps requires a bundle of 24 fibers. If the enterprise has already installed OM3 and/or OM4 cables, this does not mean they can automatically support the new standard.

This is the first time two speeds (40 and 100Gbps) have been included in an Ethernet standard. These high speeds look attractive, but the consequences of moving to the new standard are multifold. The enterprise needs to consider:

- Existing cables may not work with the new standard. As can be seen by the table above, most enterprises will have to install new cables.
- That the cable bundles will be far larger, taking up more conduit space.
- Upgrading or replacing the switches, routers and firewalls.
- That the existing network management systems will not be able to monitor the traffic at 40 and 100Gbps.
- Network analyzers will also be too slow for testing the network.
- That new cable testing equipment will be required.
- Installing the new network in a phased approach and operating the new network while the old network is still installed and available if the there are problems. The cable will not be the only component to evaluate. The network devices and interface cards can be problems as well.
- Attempting to process data at 100Gbps can be overwhelming. This is equivalent to over 700G bytes of information to be stored in one minute.

Continued on page 4

The influence of the new standards will be felt in many areas:

- The cost of 10Gbps interface cards will probably drop.
- There will be a need for newly certified cable installers.
- New network devices such as switches and routers will be coming to the market.
- Servers and storage devices will need to be improved to support the higher speeds.
- Carriers and ISPs will have to look at and eventually support the use of IEEE 802.3ba connections to their services.
- There may be a push to expand the Ethernet frame size well beyond 2000 bytes to allow for more efficient transmission.

Keith Cambron, President and CEO, AT&T Labs is quoted in the IEEE press release stating, "With traffic on our IP backbone network continuing to grow at a rapid pace, we are pleased to see the IEEE ratify the 802.3ba standard. We've seen traffic on AT&T's IP backbone network double over the last three years, and it now carries nearly 19 petabytes of traffic on an average business day. The ratification of the 802.3ba standard is an important milestone as we work to stay ahead of this continuing growth."

This article is reprinted from the November 14 entry on www.nojitter.com with permission from the author. Contact Gary Audin at delphi-inc@att.net.

View 6 Sessions from the Fall Seminar at Your Desktop Attendees made some glowing comments about both tracks at ACUTA's Fall Seminar in Boston, such as "I took back something from every single session I attended" and "My only challenge is that I wanted to attend sessions from each track." So if you missed this highly rated seminar, or if you were there but would like to listen to certain presentations again or share the content with others from your campus, we are happy to provide a CD/DVD of 6 excellent sessions. The following sessions were recorded and are offered as Windows Media files on CD/DVD:

- 1. Emergency / Incident Communications: Bringing it All Together
- 2. Mobility: A Paradigm Shift for Higher Ed IT
- 3. First Responders at The University of Western Ontario
- 4. Cross-Campus Coordination of Emergency Communications
- 5. Emergency Communications Contingency Layers at Notre Dame
- 6. Regulatory Impacts on Mobile Learning

For a member cost of \$139, you can purchase a CD/DVD of these sessions in a high-quality Windows Media video format that can play right on your laptop or desktop computer.

Benefits include:

- More than 6 hours of high-quality video and audio on a single CD/DVD disc
- Slides of many of the 6 sessions included on same disc in Adobe Acrobat PDF format
- · No Internet connection required for viewing video
- Portable and archivable for long-term viewing and review
- Can be copied to any portable device that accepts Windows Media video files

Purchase from the ACUTA e-Store at www.acuta.org.



The ACUTA Staff Wishes Everyone a Safe and Joyous Holiday and Peace and Prosperity in the New Year! From the Young Professionals Subcommittee:

Helping Young Professionals Get Professional Development

Jana McDonald Texas A&M University Chair, Young Professionals Committee jana-mcdonald@tamu.edu Are your educational and travel budgets shrinking, or even disappearing? If your college or university is like many others, the large funding cuts, both federal and state, are really putting the brakes on travel funds. Additional revenue losses occur as departments cut back on services, further reducing the money available for professional develoment. What little funding is left is typically reserved for the directors and vice presidents.

One of the pitfalls of the lack of funding is that young professionals, the up-and-coming stars within organizations, are being left out of the training loop and prevented from improving their skills by attending conferences and trainings. This could have an increasingly negative effect on an organization as the older staff members retire and younger staff assume their positions without adequate training.

How can your campus protect its future from the negative impact of this budget shortfall? ACUTA has answers. One of the recent changes ACUTA has made is to remove the limit on how many named members a campus can have, making it easy to involve some of the younger individuals within your department. Also, just this year, ACUTA has begun including four free webinars per year with your school membership. This allows an unlimited number of school personnel to view educational sessions from the convenience of their conference room or office. This is a great way to include those individuals who may not be able to receive other training due to budget constraints. The first of the free webinars will be on December 6, and will cover the topic "DAS Deployment Options, Contracts and Regulation." ACUTA also offers some webinars for a fee, and while there is a cost associated, the ROI is excellent.

Another benefit offered by ACUTA as part of your school membership is the Online Community. 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 allows individual members to start their own blogs. Currently five of the hottest topics in higher education are being discussed in the Online Forums: resource management, communications, IPv6, project management, and emergency communications. This is a great opportunity to discuss your questions and concerns with knowledgeable ACUTA colleagues who will help find solutions or answers to some of your most pressing issues. This is another great way to get your young professionals involved without spending additional money. The website contains a wealth of practical, timely information. See for yourself at http://community.acuta.org to get involved.

Was there a session that sounded great but you were unable to attend at a recent ACUTA event? ACUTA offers DVDs of some of the most popular sessions at a fraction of the cost of attending a conference. Members can receive some of the same educational benefits by purchasing the DVDs as they could by attending a conference. Plus they have the ability to share it with their departmental staff to help further their educational skills as well.

Being a member of ACUTA has always been a bargain, but especially during these tough economic times. A whole multitude of benefits can be obtained without a large travel bud-get—without stepping foot out of the office, in fact. It is a great time to take advantage of these ACUTA offerings as well as to get your young professionals involved in a great organization to help further their professional development and prepare them for leadership in the years ahead.



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

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.

- Language Line Language Trends in the U.S:
- pr@languageline.com (Type "Language Trak" in Subject Field of Email)
- BMJ Use of Mobile Phones and Risk of Brain Tumours: http://www.bmj.com/content/343/bmj.d6387.full.pdf
- FCC Emergency Alert System (EAS) Handbook for 11/9/2011:
- FCC Emergency Alert System (EAS) handbook for FF772011. http://transition.fcc.gov/Daily_Releases/Daily_Business/2011/db1026/DA-11-1788A2.pdf
 Fem-to Forum - Femtocell Market Status:
- http://femtoforum.org/fem2/resources.php?id=194
- Common Sense Media 0-8—Children's Media Use in U.S: http://www.commonsensemedia.org/research/zero-eight-childrens-media-use-america
- GIIC Point of View—Wireless Point of Disconnect: https://prodnet.www.neca.org/publicationsdocs/wwpdf/102011wireless.pdf
- AT&T Compass Lexecon Merger Simulation Model (Redacted) : https://prodnet.www.neca.org/publicationsdocs/wwpdf/102411att.pdf
- FCC Infographic on Spectrum Crunch: http://transition.fcc.gov/infographics/spec-it-out.pdf
- WDS Controlling the Android (High Maint Costs for Cheapos): http://www.wds.co/enlightened/whitepaper.asp
- A.D. Little Mobile Voice OTT..Threat or Opportunity?: http://www.adlittle.com/downloads/tx_adlreports/ADL_OTT_Disruptive_threat_or_innovative_opportunitypdf
- FCC -- 3rd Annual Report to Congress on States & 911 Fees: http://transition.fcc.gov/Daily_Releases/Daily_Business/2011/db1108/DOC-310873A1.pdf
- Pew Internet Teens, Kindness, Cruelty on Social Net Sites: http://www.pewinternet.org/~/media//Files/Reports/2011/PIP_Teens_Kindness_Cruelty_SNS_Report_ Nov_2011_FINAL_110711.pdf
- U.S. Commerce Broadband Adoption in the U.S: http://www.ntia.doc.gov/files/ntia/publications/exploring_the_digital_nation_computer_and_internet_use_at_home_11092011.pdf
- U.S. Commerce 2nd Report on 500 Mhz Spectrum Free-up: http://www.ntia.doc.gov/files/ntia/publications/second_interim_progress_report_on_the_ten_year_ plan_and_timetable.pdf
- CWA The AT&T/T-Mobile Merger and Jobs—The Real Story: https://prodnet.www.neca.org/publicationsdocs/wwpdf/111411cwa.pdf
- FCC Small Business Cybersecurity Planner: http://transition.fcc.gov/Daily_Releases/Daily_Business/2011/db1117/DOC-311062A1.pdf

ACUTA Member Benefit of the Month

Free Webinars

Past issues are archived HERE

DAS Webinar FREE to Members! Dec. 6, 1:30 p.m. EST 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 FREE webinars available to all members.

One of the newest benefits offered to ACUTA members is the availability of four free webinars per year. These webinars, which will be specifically designated as being free, will cover a variety of topics of broad interest to the entire membership.

Anyone from a member school or company may register for these webinars at no cost—they do not have to be listed on the institution's member roster in order to be eligible.

The first free ACUTA webinar will be held on December 6, 2011, on the topic "DAS Deployment Options, Contracts and Regulation." Additional free webinars will be planned throughout 2012.

We hope this information on the free ACUTA webinars has been helpful. Please contact Donna Hall with any questions: dhall@acuta.org, 859/278-3338 x231.

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 met recently with the FCC to share actual DAS implementation experiences. It was an event ACUTA can be proud of, as we were able not just to get the attention of the FCC but to share information that they would not have known without this effort. (More on that later.) The Committee recently welcomed new member Greg Haledjian who will represent EDUCAUSE on our committee. Greg is an attorney with extensive experience as a government relations professional in Washington, representing the FCC and every conceivable business represented by the FCC. We will benefit from all his experience, including broadband deployment and adoption, USF, Network Neutrality. ACUTA members are encouraged to access the Legislative/Regulatory Update anytime at http://www.acuta.org/legregupdate.

The <u>Ambassadors Task Force</u> had a very interesting discussion of creative ways to encourage campuses to attend events and join ACUTA.

The <u>Journal/eNews Subcommittee</u> had a lively discussion about reaching out to new members via member-contributed articles in the eNews that cover a broad range of topics. Comments on the new "flip" version of the eNews have been very positive.

The <u>Membership Experience Committee</u> will be offering some creative perks in the weeks ahead to make ACUTA membership even more valuable. Watch your e-mail!

The <u>Program/Content Committee</u> is very busy with plans for multiple events, including the Winter Seminar and the Annual Conference. One of the agenda items on the early November call was a

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Board Report November 2011

Riny Ledgerwood San Diego State University ACUTA Secretary/Treasurer rledgerw@mail.sdsu.edu The Board met via conference call on November 2, 2011, and approved the following items:

- A. Approval of September 2011 Financial Statements
- B. Monthly Committee Minutes and Reports
- C. Committee & Subcommittee Appointments
 - 1. Awards Committee: Brandon Pemberton, Optelian
 - 2. Journal Editorial Review Board: Mike Grunder, Vatage Technology Consulting Group
 - 3. Online Learning Subcommittee: Justin Ragsdale, Wentworth Institute of Technology
- D. Membership Recruitment Report (2011 and 2012)

E. ACUTA Corporate Code Proposal (to be implemented in 2012). The purpose is to provide a higher level of courtesy and service and open communication between members and corporate partners.

Mr. Fuehrer presented the video hosting service called Knowledge Vision to replace the current DVD model for delivering educational sessions from ACUTA Seminars and the Annual Conference to an online streaming format (for implementation in 2012).

The Board discussed the upcoming strategic plan retreat, Jeri Semer Service Award, and the DUX Marketing Report, but no decisions were required at this time.

The Board is pleased with the great turn-out and evaluation results from the recent Fall Seminar in Boston.

Respectfully submitted, Riny Ledgerwood

Do a friend a favor: Invite a colleague to join ACUTA!

Thanks to our 2011 **Exhibitors**

ACUTA thanks the following companies for exhibiting at our 2011 national events. In addition to providing attendees with the latest information on products and services, the exhibit hall generates revenue which help keep registration fees low.

As you choose the companies with whom you will do business, we hope you will remember these ACUTA Supporters.

All 4 Events

Apogee AVST: Applied Voice & Speech Technologies **Campus TeleVideo CenturyLink Business Crown** Castle ExteNet Systems, Inc. **HP** Networking Microsemi

NextG Networks PAETEC Parlance Corp. Polycom, Inc. Professional Computing Resources, Inc. Verizon WTC Consulting, Inc.

2 Events

3 Events

Acme Packet Alcatel-Lucent **Ciena Corporation Comcast Business Class Enterasys Networks** snom technology Inc. VALCOM

911 Enable A1 Teletronics AirWatch Cloudpath Networks, Inc. Conveyant Systems, Inc. CSDNET Inc. **GAI-Tronics** Corporation IPC Technologies, Inc. Oberon, Inc. Optelian PosTrack Technologies, Inc. Sentri, Inc. Talk-A-Phone Co. T-Metrics, Inc.

1 Event

3M 911 ETC, Inc. Aastra Alertus Technologies Allot Communications **ALTIUS Communications** Aruba Networks AT&T Atlantel/Telecom Gear Black Box Resale Services **Broadview Networks BTI Systems** Carousel Industries CDW-G CEECO Cisco Systems, Inc. Code Blue Corporation Common Voices, Inc. CommuniTech Services, Inc. Convergent Technologies Design Group, Inc. **Corning Cable Systems** Cortelco CRI De Long Industries Group, Inc. Digium, Inc. e2Campus By Omnilert, LLC Executive Broadband Communications eZuce Fujitsu Network Communications, Inc. GBH Communications, Inc.

Grace Hunt Hytera Communications Infinite Conferencing, An Onstream Media Company InfoPlus - a Bristol Capital Company Integer Wireless Jabra LanSchool Technologies LockDown, Inc. **MAC Source Communications** Mapcom Systems Microsoft Mutare Software Phybridge Inc. Premise One Inc. **Professional System Services** Public Telephone RAMTEL RedSky Technologies, Inc. Retrotel, Inc. **Riverbed Technology** Ronco ShoreTel, Inc. Sprint **STC Services** Superior Essex, Inc. **TE Connectivity** VistaOne Corporation Windstream Xirrus Z-Band, Inc.

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Welcome New Members

Institutional Members

Indiana University, South Bend, IN. T3 Elizabeth VanGordon, Regional CIO (574/520-4463).....vfordon@iu.edu. Central State University, Wilberforce, OH. T1

Dr. Donald Stewart, VP/CIO (937/376-6028).....dstewart@centralstate.edu.

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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

- Apogee Announces Banner Year Growth, Meets 100% Renewal Target
- Marietta City Schools Wins One Year of Free Internet Content Filtering from TeleMate.Net Software
- · Aastra BluStar Launch Marks a New Era in Enterprise Communications
- Mutare's EVM Plus Now Supports Voicemail to Lync Instant Messaging
- Talk-A-Phone Introduces a New Card Reader Surface Mount for Drive-Up Applications

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.

- Sr. Windows System Engineer/Systems Support Supervisor, Eastern Washington Univ., Cheney, WA
- · Senior Network Engineer, University of Iowa Hospitals & Clinics, Iowa City, IA
- · Voice Applications and Services Consultant, Stanford University, Stanford, CA
- Director, ICT Security, University of Saskatchewan, Canada
- Director of Network and Systems Services, Colorado College, Colorado Springs, CO
- · Communications Technician, Syracuse University, Syracuse, NY
- 2 Positions, University of Central Florida, Orlando, FL
- Applications Systems Analyst/Programmer Lead; Systems Administrator
- Systems Administrator II, Miami University, Oxford, OH
- Telecommunications Analyst, Rutgers University, Piscataway, NJ
- Senior Consultant, Vantage Technology Consulting Group, New York, NY
- Operator Service Center Supervisor, Stanford University, Stanford, CA
- Senior Enterprise Applications Systems Administrator, Princeton Univ., Princeton, NJ
- 2 Positions, Austin Community College District, Austin, TX Telecommunications Technician; Network Administrator
- 4 Positions Metropolitan Community College, Omaha, NE Lead Programmer Analyst, Network Server Analyst, Internet Services Specialist, and IT Architect.

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.)