4-2010

ACUTA eNews April 2010, Vol 39, No. 4
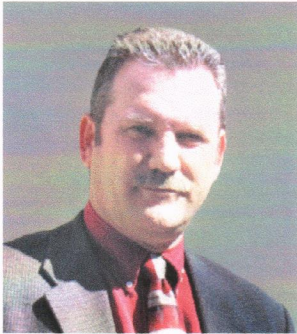
From the President

Harvey "Buck" Buchanan
Director
Telecom Networking Services
Florida State University
buchanan@otc.fsu.edu

Leadership
Thinking

A few days ago I ran across an article in the *FSUTimes* that interviewed retired Vice Admiral William D. Sullivan, a graduate of Florida State University. Admiral Sullivan made several statements which I thought had high impact and high value in the area of leadership and teambuilding. He talked about being on safe ground. He talked about developing relationships with those he did business with and about finding commonalities and the importance of sharing them. He acknowledged the ability of those commonalities to sustain relationships as they encountered contentious situations. I'd invite you to read this article, "Sullivan represented Joint Chiefs at NATO," at http://unicomm.fsu.edu/pages/FloridaStateTimes.html (at the bottom of page 6), and consider the leadership insights that Sullivan is offering.

This article made me think about leadership. It made me wonder how we as leaders make decisions and how we steer our organizations through troubled times. It also made me wonder, how do we develop our new leaders? A lot of emphasis is placed on technical training. We acknowledge the needs and necessity for this type of training; however, often times we overlook the need to develop leaders.

In order to be an effective leader, you need to have appropriate training, which includes understanding concepts that leaders use. I would like to pass on to you a couple of courses that have been helpful to me. A few years ago I ran across a company called The Teaching Company. It offers college-level courses, not for credit, on a variety of subjects. Over the years I have enjoyed several of their courses, but I recommend two in particular: (1) Argumentation — The Study of Effective Reasoning. During our course in business, we have to make arguments. For a lot of people the term argument carries a negative connotation. Actually, to have an effective argument, both sides must acknowledge agreement. In order to have a productive argument, you must agree on:

- The subject of the argument
- Definition of terms
- Which points inside the argument are already agreed upon
- Which points of the discussion are in debate

In This Issue

This foundation of agreement sets the stage for a successful argument. A leader recognizes the process of argumentation as an opportunity to expand commonality. When viewed in that light, the willingness of a leader to go into an "argument" is much greater. It is seen not as an opportunity for conflict but as an opportunity for expanded agreement.

The other course, which I am currently about half way through, is The Art of Critical Decision Making. I have enjoyed this course so far. It explores how people make decisions. It explains the available processes one would use to determine how to decide. This course brings up questions like: How do we know when we've "argued" enough? How do you know when your team is being productive? Did we set up an environment that encourages participation? One of the goals of this is to give you a toolbox of practical knowledge and skills that you can apply to everyday situations. This course is structured to help you become a better critical thinker and a better leader.

Another valuable resource for information on leadership are blogs. I will mention just one, Professor Michael Roberto's Blog (http://michael-roberto.blogspot.com/). There are a lot of good ideas and other useful links at this site that you may find useful in your search for good, solid leadership insight.

I think all of these things are crucial in the development of our leaders of tomorrow. I would encourage you to think about the development of your leaders at your institutions. I encourage you to clarify your organization's approach to building and maintaining an effective training program. I also encourage you to consider not only technical training but also leadership training. Leadership and leadership training are crucial to the success of your organization.

This year in ACUTA, we have set up a Young Professionals subcommittee and also a Mentoring/Career Development subcommittee. Next year, ACUTA is taking a strategic look at the structure of our educational program. Our goal is to take a proactive role in developing tomorrow's leaders. I think that is one of the primary charges of ACUTA —we develop leaders for universities in the ICT arena. I encourage you to make this kind of commitment for your institution.

Board Report
March

George Denbow
Univ. of Texas, Austin
ACUTA Secretary/Treasurer
george.denbow@mccombs.utexas.edu

On March 3, 2010, the Board met via conference call and reviewed and approved the January 2010 financial statements and various monthly reports.

The Board approved changes to the Policy and Procedure Manual related to elections and candidate qualifications. They also approved Mr. Arthur's request to appoint Michael Palladino of the University of Pennsylvania to a one-year term as a Director-at-Large.

Mr. Buchanan mentioned that a strategic planning meeting focused on ACUTA educational offerings was being planned for San Francisco prior to the Summer Seminar.

Ms. Semer updated the Board with a Strategic Plan Status Report, suggesting that since many of the action items have either been accomplished and/or are ongoing, it is time for a review and update of the plan. The new website was discussed, and Ms. Semer reported that the cutover was successful but several updates are still in progress. The listserve still needs to be transitioned to the ACUTA Community group, which was expected to be completed within the next week.

Mr. Arthur congratulated Ms. Semer on her recertification as a Certified Association Executive.

Ms. Hoch reported on the election results and awards.

- Election of Officers and Board members:
  President Elect, Joseph Harrington (Boston College)
  Directors-at-Large, Walt Magnussen (Texas A&M, College Station) and Matt Fuoco (University of Kansas Medical Center)
- Institutional Excellence Award winners:
  Category 1, Berklee College of Music, Honorable Mention
  Category 3, University of Pennsylvania, IE Award; Texas A&M, Honorable Mention; Louisiana State University, Honorable Mention
- 2010 ACUTA Ruth A. Michalecki Leadership Award: Patricia Todus, Associate VP and Deputy CIO, Northwestern University.
- Leadership Survey, for which the recipient will receive free registration, hotel & airfare to attend the 2010 or 2011 Strategic Leadership Forum, graciously donated by Geoff Tristch, 2008 RAM Award winner: Mark Watters (Ball State University)

Respectfully submitted,
George Denbow
ACUTA Secretary/Treasurer
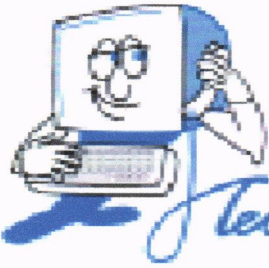
Kevin Tanzillo
Dux PR
kevin@duxpr.com

Riding the Hype Cycle

I had the occasion in my day job a couple of weeks ago to write something that referenced what the esteemed analyst group Gartner calls the "hype cycle."

Anybody who has spent much time watching telecommunications and IT technology over the last two decades would most certainly recognize the hype cycle, even if you might not have taken the time to quantify the cycle into phases the way Gartner did. I remember seeing the effects of the cycle many times during my magazine editor days in the 90s, although as a writer I did my best not to over-hype a technology on its way up or kick it too hard on its way down.

Beyond its catchy and colorful terminology, the hype cycle can be helpful. If you know that technologies normally go through rapid ascents and descents in public perception before they actually become contributing members of techno-society, you can better weather any criticism leveled at your technology choice. Just because you happen to cast your lot with a technology while it's heading downward doesn't mean you've made the wrong choice. You're more likely just one of those who got on board a little early.

So let's look at the phases of the hype cycle:

It starts with the Technology Trigger, the "launch" of the technology that catches the industry's attention. Then we move to the Peak of Inflated Expectations. This is where the industry and the media that cover it gush over the technology. Raising unrealistic expectations, the technology can come to be depicted as the solution to all our communications or IT problems.

With that kind of a buildup, of course, where else is there to go but down? And the downward run takes you to the low point, the Trough of Disillusionment. This is what happens when either the technology seems to take too long to catch on in the market, or it turns out after all that it won't cure cancer or deliver world peace in addition to its technological capabilities. Not everyone becomes disillusioned, but the overall industry sense is that this technology has sort of let us down.

Yet just as in an economic recession, you have to move up from the bottom sometime. That upward rise is called the Slope of Enlightenment. This is where organizations really begin to understand the benefits and practical applications of the technology and start putting it to work. The final phase is the Plateau of Productivity, when the technology comes into wide use, and its benefits are seen and understood in their own right, apart from undue praise or criticism.

So whether you are looking at cloud computing, femtocells, mobile integration, Unified Communications, Ethernet services, or any number of other technologies as potential solutions to your current and future needs, knowing the phases of the hype cycle might be of value. At least it offers a bit of perspective.

As always, if there are specific topics you would like to see covered in this space, please let me know via e-mail at kevin@duxpr.com.

Washington Update Newsletter for ACUTA Members

In our continuing efforts to keep ACUTA members informed of the latest developments in response to the current economic situation, we are providing a link to the newsletter, *Washington Update* from Dow Lohnes, ACUTA's legal counsel.

Information specific to ICT issues may be found in the "Broadband, Broadcast and Intellectual Property Issues" section. General information on higher education issues is in the section on "Higher Education." Colleges and universities that are affiliated with health care institutions may also be interested in the information under "Health Care."

The newsletter is updated approximately four times per month and posted on the ACUTA website. From the homepage at www.acuta.org, click on Legislation and Regulation on the menu bar. The Washington Update is listed under "Broadband Stimulus Package." Previous copies are also posted for your reference.

Feel free to share this link with others at your institution or company.

D C Update

Dave Ostrom
Washington State University (retired)
ACUTA Legislative &
Regulatory Affairs Committee
dave-at-home@clearwire.net

Universal Service Fund

Perhaps the item with the most immediate impact this month is the second quarter USF contribution rate of 15.3%. This is up from less than 5% in the 2nd quarter of 1999 (one of the lowest rates I could find) and up 1.2% from the first quarter 2010 rate of 14.1%. Several news sources that I reviewed expect that the USF rate will remain high this year. Congress is still looking at USF reform, and the FCC has proposed major changes to how USF funds are allocated in its National Broadband Plan. The FCC has also hinted that it may implement USF reforms in about the next 12 months. USF reform will continue to be a hot topic, although I expect that real progress in reform will be very slow in coming.

National Broadband Plan

As promised the FCC sent its National Broadband Plan to Congress. Some of its key points include the goal of providing 100 Mbps service to 100 million households at an affordable rate, moving the adoption rate of broadband services from its current rate of approximately 65% to 90%, and freeing up 500 megahertz of spectrum for wireless uses with all of this planned for the next 10 years. Several of the items in the plan can be acted on by the FCC, although Rep John D. Dingell has requested that the FCC work with Congress rather than acting on its own.

Amateur Radios and Emergency Services

The FCC has issued a NPRM to fix a problem with the use of amateur radio services during emergencies and during the testing of emergency services. Current rules prohibit using amateur radio services on behalf of an employer as that would be considered a business use. This creates a problem if an amateur radio user wishes to use his or her equipment to assist an employer during an emergency. As an example, if a public safety officer who had amateur radio equipment wanted to assist with communications using their equipment during a major emergency, it would technically be illegal. The public safety office would need to find another amateur radio operator who was not employed by them. The FCC has recognized the value of such assistance by employees during emergencies and is proposing that such uses be permitted in limited circumstances.

For More In-Depth Coverage of Legislative & Regulatory Issues: ACUTA members may read about the latest developments in telecommunications- and Internet-related issues in the most recent Legislative and Regulatory Update, an electronic newsletter prepared monthly by Dow Lohnes. Access this newsletter at http://www.acuta.org/wcm/acuta/legreg.htm.

The FCC's Public Safety and Homeland Security Bureau has issued a reminder to telecommunications service providers of the importance of providing diversity in 9-1-1 and enhanced 9-1-1 services. A report shows that a significant number of failures in providing 911/E911 services were caused by items such as provisioning all circuits on the same digital cross connect system, placing all 911 circuits on the same DS1, a failure of a single fuse, no redundancy between the PSAP and selective router, etc. It makes one wonder about how much risk we really face...

Injunction Against Inc21.com for Fraud

In a March 1st notice the FTC announced that it had halted a massive cramming operation that placed charges on customer's phone bills for website hosting, website design services, search engine advertising, etc. Many of these customers were either never contacted, offered free trials, or only asked to verify contact information. A preliminary injunction has been issued against the company, Inc21.com Inc. although the trial has not been scheduled at this date.

Magnussen Named to Pandemic Planning Working Group

Walt Magnussen from Texas A&M has been named to the Pandemic Planning - Priority Service Requirements Working Group (Working Group 7) of the Communications Security, Reliability and Interoperability Council (CSRIC). The CSRIC is a federal advisory committee established to provide recommendations to the FCC to ensure optimal security, reliability, and interoperability of communications systems, including public safety, telecommunications, and media communications. Walt will be representing the interests of Texas A&M University, but will be able to voice the concerns of the higher education community as well.

According to Jeffrey Goldthoi of the CSRIC, "In the event of a major outbreak of infectious disease there will be a tendency for large groups of people to telecommute to avoid clustering in common locations. This migration from enterprise to residence will be difficult to plan for and may lead to congestion in communications networks."

The Pandemic Planning-Priority Service Requirements Working Group will: (1) develop a NGN IP priority service requirements document that specifies the order of magnitude of users, types of services covered (e.g., voice, data, video, others), number of levels of priority, processes for authorizing priority access, performance standards/metrics, and expected costs; and (2) develop a priority services implementation strategy (e.g., which types of service should be rolled out first).

Congratulations to Walt—former ACUTA President who was just elected Director-at-Large—for this vote of confidence in his ability and for his willingness to serve in this important role.

Congratulations Sharon Stille and Mark Watters

Congratulations to Sharon Stille, Illinois State University, who was randomly selected as the winner of the free hotel room promotion for ACUTA's Annual Conference coming up in San Antonio! As a special incentive, ACUTA offered a complimentary guest room for up to five nights for one attendee who registered for the conference and booked a room within the ACUTA block at the JW Marriott San Antonio Hill Country by March 12. When Sharon was notified that she had won on Monday, March 15, she said that was a great way to start a week!

Mark Watters from Ball State University is also a winner for the Conference this year. In 2008, Geoff Tritsch, Vantage Technology Consulting Group, won a total attendance package for the Strategic Leadership Forum as the recipient of the ACUTA Ruth A. Michalecki Leadership Award. Geoff donated this prize, and Mark's name was drawn.

Congratulations to both Sharon and Mark, who are really looking forward to this year's conference!

Add Names from Your Campus to Your ACUTA Roster

NEW!

In the past, the number of personnel from each member campus who received full benefits of the institution's ACUTA membership was limited, based on the enrollment. We are excited to announce that this has been changed! Now school members may name an unlimited number of campus personnel to their membership rosters. All newly named members will receive full benefits of membership enjoyed by all current members, including access to members-only sections of the ACUTA website, subscriptions to the *ACUTA Journal, eNews*, and Leg/Reg Update Newsletter, and access to the new online ACUTA Community.

Each member school will still have just one primary voting member. This person has the authority to add new individuals to the roster. To add new people, or to see a list of the current named members for your institution, please e-mail Amy Burton at aburton@acuta.org or call 859/278-3338 x240.

NOTE: This policy applies only to schools, not company members. Companies choose their level of participation (Copper, Bronze, Silver, and Gold), which determines the number of named members.

Member Anniversaries

ACUTA is pleased to recognize the following individuals who have been designated as ACUTA representatives from their institution or company for a number of years. We congratulate you, and we appreciate your contribution to ACUTA.

If you expect to see your name on this list and do not, please contact Michele West at mwest@acuta.org.

If you are attending this year's Annual Conference in San Antonio, please be sure to come to the front of the room at the end of Tuesday's general session to have your picture taken and to receive your anniversary pin.

30 Years
Jeffrey C. Kuhns, Penn State

25 Years
Shay Dakan, Oregon State Univ.
Vicky Gentry, WTC Consulting, Inc.
Luis V. Klitin, Emeritus (Retired from Miami Dade College
Kenneth Leverington, Univ. of Arkansas
James Maat, Ferris State Univ.
David McShane, William Rainey Harper College
John Petrella, Tompkins - Cortland Comm. College
Carmine R. Piscopo, RCDD, Providence College
Geoffrey C. Tritsch, Vantage Technology Consulting Group

20 Years
Susan Cooperider, Ohio Wesleyan Univ.
Victor Davidovic, Albert Einstein College of Medicine of Yeshiva Univ.
Christopher V. Freitag, Western New England College
Corinne M. Hoch, Columbia Univ.
Stephen A. Judycki, Amherst College
Richard A. Miller, Univ. of Rhode Island
Darci O'Connell, Hamline Univ.
Michael A. Palladino, Univ. of Pennsylvania
Penny J. Pietraszka, Bryant Univ.
Mark S. Reynolds, Univ. of New Mexico
Jeanne K. Spinosa, Johnson & Wales Univ.

15 Years
Auralynn Adams-Kelly, Cal. State Univ., Long Beach
Elise Angiolillo, Florida Atlantic Univ.
Timothy Ay, Villanova Univ.
Robert R. Aylward, Univ. of Wyoming
Roy Badger, Univ. of Wisconsin - Milwaukee
Kelly Borke, Macalester College
Richard Brown, Univ. of Tennessee at Chattanooga
James A. Burke, John Carroll Univ.
Ramon Cadena, New Mexico State Univ.
Marianne E. Chitwood, Indiana Univ.
Tammy G. Cobb, Tennessee Technological Univ.
Doug Combs, Lewis-Clark State College
Dana Cullison, St. Mary's College of Maryland
Mac Culpepper, Mississippi College
Tom Curtin, 1Call, A Division of AMTELCO
Walter L. Czerniak, Northern Illinois Univ.
Patrick Daly, Univ. of Dallas

Karen Davis, Frostburg State Univ.
R. Michael DeSalle, Columbia College, Illinois
Gary Dickens, Pima County Comm. College District
Mark J. Dumic, Swarthmore College
Nola Elliott, Virginia Tech
Ruth B. Esteras, St. Thomas Univ.
Ralph Fasano, Rhode Island School of Design
Anna M. Fisher, Virginia Institute of Marine Science
Michele L. Frazier, Texas State Univ.-San Marcos
Charles T. Friedrich, II, RCDD, Florida State Univ.
James Galib, Roger Williams Univ.
Maria Garcia-Barajas, Cal. State Univ., Dominguez Hills
Ruskin Golden, MidAmerica Nazarene Univ.
Paul M. Grieggs, Indiana Univ. of Pennsylvania
Donald Grubb, Saint Mary's Univ. of Minnesota
Mary K. Hale, Univ. of Wisconsin - Oshkosh
Arthur L. Hartigan, Boston Univ.
Joel Hartman, Univ. of Central Florida
Richard A. Haugerud, Univ. of Nebraska - Lincoln
Rick Hayter, Univ. of Dallas
Michael J. Hazdra, Benedictine Univ.
Carl Heideman, Hope College
Clay Hopkins, Eastern Illinois Univ.
Roy Horvath, Fort Lewis College
Donna Humbard, Univ. of New Mexico
Nancy Jackson, Central Washington Univ.
Jeanne Jansenius, Sewanee: The Univ. of the South
Eileen Kelly, Governors State Univ.
Joseph Steven Keys, Univ. of Tennessee at Knoxville
Terry Kirkvold, Univ. of Lethbridge
Janet Knox, Baylor Univ.
Ronald W. Kurdziel, Syracuse Univ.
Dr. Carolyn Lightfoot, Lee College
Pierre Malochèe, Catholic Univ. of America
Keith M. Marks, Elizabethtown College
Dr. Jack Maxwell, Ottawa Univ.
Gary J. Melnick, Bloomsburg Univ. of Pennsylvania
Walt A. Moody, Univ. of Arizona
Javier Munoz, Miami Dade College
Ginny Murphy, Stonehill College
Karen Ornelas, Univ. of Denver
Robert C. Paver, Southwestern Univ.
Kathie Pendo, Cal. State Univ., San Marcos
Cindy Phillips, Northern Illinois Univ.
Stephen D. Prichard, Middle Tennessee State Univ.
Denise M. Quinones, Marymount College
Phillip Rath, Vincennes Univ.
Robert Rickert, Quinnipiac Univ.
Stephen Rohrer, Univ. of Illinois at Springfield
Jonathan Rood, San Francisco State Univ.
Joanne Rosczyk, Winona State Univ.
Paul Rowan, Eastern Oregon Univ.
Kenney W. Russell, Bates College
Michael L. Schilling, Univ. of Cal., Los Angeles
Vince Sefcik, Univ. of Cal., Santa Barbara
David Senior, Middle Tennessee State Univ.
Carl E. Starling, Florida A & M Univ.
Gail Stephens, Radford Univ.
Mark J. Strawcutter, Indiana Univ. of Pennsylvania
Kevin S. Thompson, Tennessee Technological Univ.
Becky Tyler, Colorado State Univ.
Karin H. Tyler, Univ. of Louisville
Paul T. Valenzuela, Univ. of Cal., Santa Barbara
Ronda Vaughter, Middle Tennessee State Univ.
William E. Vereen, Univ. of North Carolina at Wilmington
Ron Walczak, Walczak Technology Consultants, Inc.
Carolyn Ward, Lees-McRae College
Michael Wentling, Univ. of Maryland Univ. College
Brian R. White, Univ. of Cal., Santa Barbara
David Wilmot, St. Edward's Univ.
Gale D. Wilson, Jr., Univ. of Tennessee at Chattanooga
Marjorie Windelberg, Ph.D., Windelberg Consulting, LLC
Angel N. Wingate, Duke Univ.
Gerald R. Wray, Univ. of Notre Dame

10 Years
Michael Adkins, Marshall Univ.
Richard Altheide, Missouri Univ. of Science & Technology
Eddie Alvarado, Kern Comm. College District
Jon Armstrong, Stephen F. Austin State Univ.
Walter J. Baransky, Cedar Crest College
Theresa Barnes, Univ. of Cal., Irvine
Stacey Benningfield, Baylor Univ.
Virginia Bentley, Illinois Institute of Technology
Steven Bigda, Springfield College
Mary Jane Blackwell, Univ. of Alabama in Huntsville
Robert Blood, Univ. of Alabama in Huntsville
Rick Bresler, Eastern New Mexico Univ.
Brian Buckler, Univ. of Cal., Irvine
Norma J. Burkholder, James Madison Univ.
Michael Caraballo, SUNY Plattsburgh
Bruce Carpenter, Connecticut College
Katherine E. Carr, Univ. of Akron
Stephanie Chelales, New York Univ.
Gail Clancy, Michigan State Univ.
Travis Cook, Texas Christian Univ.
Hamid Danesh, Columbus State Comm. College
William Dickhaus, Miami Dade College
Linda Dobb, Bowling Green State Univ.
James F. Edwards, Univ. of North Florida
Tim G. Evans, Univ. of Iowa
Dawn Feher, New York Univ.
Ileana Figueredo, Miami Dade College
Todd Finney, Columbus State Comm. College
Dr. Jan Fox, Marshall Univ.
Kathleen Francus, Univ. of North Carolina at Charlotte
Danny Fronce, Kansas State Univ.
Robert Geldmacher, Johns Hopkins Univ.
Mary George, Univ. of Idaho - ITS
Shawn Gibbons, Valdosta State Univ.
Don E. Goodlin, Jr., Westminster College, Pennsylvania
Robert C. Goodman, James Madison Univ.
Michelle Guerra, New Mexico State Univ.
Louis Hammond, Univ. of Minnesota
Pam Harper, Univ. of Richmond
Stan Harris, The Univ. of Montana
John Hermes, Oklahoma Christian Univ.
Jill C. Hishmeh, Univ. of Cal., Riverside
David Howard, College of Southern Maryland
Kathy Ireland, Southern New Hampshire Univ.
Micah Jenkins, Columbus State Comm. College
Janice Johnson, Cal. State Univ., Northridge
William Jones, Virginia Commonwealth Univ.
Jo Josephson, Univ. of Iowa
Mark Kalbfleisch, Wilfrid Laurier Univ.
Robert Kellner, Valdosta State Univ.
Jeanne Kellogg, Colgate Univ.
Jackie M. Kisinger, Laramie County Comm. College
Joanne Kossuth, Franklin W. Olin College of Engineering
Ann Marie Kottmann, Syracuse Univ.
Maria Londono, Miami Dade College
Marjory McCoy, Drexel Univ.
David McGary, Murray State Univ.
Christopher Megill, The George Washington Univ.
Arnold Miller, Marshall Univ.
Dave Miller, Calvin College
Sheri Morgan, Univ. of Cal., Riverside
Timothy B. Murphy, Valdosta State Univ.
Mark Neidermyer, Univ. of Wisconsin - Stout
David E. Neighbours, Cal. State Univ., San Bernardino
Lynne W. Newlin, Univ. of Delaware
Kathleen Niederhelm, Univ. of Missouri-Columbia
Diana Noelcke, Univ. of Cincinnati
Rick Oliver, Univ. of Virginia
Mike Ondisco, Millersville Univ.
Linda Peterson, Pellissippi State Technical Comm. College
Anne M. Phillips, Michigan State Univ.
Susan Pierce, Rider Univ.
Teri Reid, Northern Illinois Univ.
Clayton Riddel, Univ. of Toledo

Caroline Rinker, Juniper Networks
Randy Roberts, Temple College
Alan Robinson, Berry College
Tonia Franklin Roseberry, Univ. of Southern Mississippi
Gregg Sasis, Biola Univ.
Kenneth Sedgley, Univ. of North Texas
James Shanks, Rochester Institute of Technology
John Stier, Stony Brook Univ.
Richard Stuart, Alfred Univ.
Lionel Torres, Fashion Institute of Technology
William Traver, The College of Saint Rose
Thomas E. Travis, The Univ. of Montana
Bill Ward, Cal. State Univ., San Marcos
William R. Whigham, Carnegie Mellon Univ.
Tina Wing, Univ. of San Diego
Nicole Witting, Univ. of Missouri-Columbia
Michael H. Woolman, James Madison Univ.
David Zeter, Montana State Univ.
Joseph E. Ziemba, SUNY Upstate Medical Univ.
Mark Zuber, Kirkwood Comm. College

5 Years

Adam Akers, Bethel College, Kansas
Mary Allen, Simon Fraser Univ.
Kim Baryluk, Univ. of Saskatchewan
Robert Beattie, Univ. of Auckland
Brian Benz, Campus TeleVideo
Paulette Blass, Principia College
David Boelhower, Middlesex County College
Jean L. Boland, Morrisville State College
Denise Borel, NEC Unified Solutions, Inc.
Thomas M. Bostick, Verizon Business
M. Angela Bradley, Iowa State Univ.
Charles Brady, Apogee
April Brown, Univ. of Virginia
Yvonne Bird, Grand Valley State University
Donald Campbell, Johnson County Comm. College
Michele Campbell, CCMI
James R. Carlton, Vanderbilt Univ.
Jeff Carpenter, Michigan State Univ.
Christine M. Cermak, Ph.D., Naval Postgraduate School
Daniel Chace, Southern Illinois Univ. Edwardsville
Robert E. Cloud, II, Univ. of Alabama at Birmingham
Ned N. Coonen, Elgin Comm. College
Dan Corbeil, Univ. of New Hampshire
Paul Corraine, Convergent Technologies Design Group,
MaryEllen Cossette, Morrisville State College
Evans Coursey, Univ. of Delaware
Matthew Cullen, Charles R. Drew Univ. of Med. & Science
La Vergne Dacuycuy, Chapman Univ.
William Deigaard, Rice Univ.
Annie Docken, Saint Olaf College

Josè Dominguez, Univ. of Oregon
Tony Douglas, Cal. State Univ., Fresno
Gerard Duguay, Seattle Pacific Univ.
Terry Dunigan, T-Metrics, Inc.
Stuart A. Dye, Purdue Univ.
Elizabeth Eaton, Eastern Oregon Univ.
Cynthia Ebert, PAETEC
Harry L. Faircloth, Norfolk State Univ.
Rhonda Fiscus, Iowa State Univ.
Larry Fox, Wright State Univ.
Katherine Frazer, Dartmouth College
Bob Fyock, Johnson County Comm. College
Roy Galang, Berklee College of Music
Abraham George, Columbus State Univ.
Kara Beth M. Glover, Univ. of Virginia
Lisette Granadillo, Harris-Stowe State Univ.
Karl Griffith, Graybar
Timothy Grubbs, Jr., Wake Forest University
Keith Hacke, Saint Louis Univ.
Vera Hajduk, Dominican Univ.
Dan Hamsta, Andrews Univ.
John Hanks, George Mason Univ.
John E. Higgins, RCDD, Skyline Group, Inc.
Waiel A. Hindo, The Univ. of Chicago
Tom F. Hopkins, Virginia Military Institute
Mark Howland, Archi-Technology, LLC
Rudy Ibarra, St. Thomas Univ.
Layman Idol, Univ. of North Carolina at Greensboro
Dave James, SUNY College at Oswego
Greg James, North Carolina State Univ.
Mari Jaynes, Montana State Univ.-Billings
Richard Johnston, Suffolk Co. Comm. College
Heather Jones, Central Michigan Univ.
Robin Judkins, Johnson County Comm. College
John Kearney, Wilfrid Laurier Univ.
Timothy Kearns, Cal. Polytechnic State Univ.
Kip Kimalat, Northwood Univ.
David Klein, Cal. State Univ., Stanislaus
Steve La, Cal. State Univ., Long Beach
Russ Little, Sinclair Comm. College
Rick Lovelace, Old Dominion Univ.
Eman Makar, Cal. State Univ., Fresno
Michael Malaspina, Pace Univ.
Jocelyn Manalili, The Lawrenceville School
David Mathews, Vanderbilt Univ.
Werner Matson, Augusta State Univ.
Kent C. McKinney, Cal. State Univ., East Bay
Jeff Melhorn, Slippery Rock Univ.
Judy Michael, Univ. of Missouri-Saint Louis
Bruce Miller, Univ. of Cal., Santa Barbara
Demetrice Mitchell, Univ. of Alabama in Huntsville
Joe Morvan, Norwich Univ.
Mur Muchane, Davidson College

Christopher Myers, Wofford College
Mark Nester, Milligan College
Ben Ocker, Shippensburg Univ.
Martin O'Connor, Marywood Univ.
Teri O'Rourke, Southern Oregon Univ.
Victor Panaligan, Pace Univ.
Brenda Parks, Western Illinois Univ.
James R. Phillips, Pima County Comm. College District
Phillicia Phillips, Texas State Univ.-San Marcos
Dale E. Pittman, Pasadena City College
Gary Potts, Pasadena City College
Pat Power, Dalhousie Univ.
Miguel Ramos, Univ. of Tennessee at Knoxville
Thomas C. Rauscher, Archi-Technology, LLC
Fourier Ross, Oakland Univ.
Stephanie Ross, Cal. State Univ., San Bernardino
David Rotella, Florida International Univ.
David Schmidt, Fort Hays State Univ.
Kevin Schmidt, Univ. of Cal., Santa Barbara
Brian Schnurbusch, Southeast Missouri State Univ.
Kevin Schukraft, Kutztown Univ.
Neal H. Shact, CommuniTech Services, Inc.
Gary Sigmen, Tacoma Comm. College
Neal Snyder, Florida Gulf Coast Univ.
Teresa Sordelet, Univ. of Saint Francis
Evelyn Stehling, Univ. of Texas at Austin
Brian Stengel, Univ. of Pittsburgh
Tina M. Stuchell, Mount Union College
Giuseppina R. Sullivan, Boston College
Shanmuga Sundaram, Vanderbilt Univ.
Ann Swancer, Univ. of New Mexico
Michelle Tangen, Portland State Univ.
Donna L. Taylor, Florida State Univ.
Steve Taylor, Texas Tech Univ.
George Thorning, III, RCDD, Univ. of New Mexico
Jerry Thornton, Univ. of Vermont & State Ag. College
Mary Toomey, Assumption College
James R. Tucker, Park Univ.
Brian Van Donseloor, Dordt College
Brian D. Voss, Louisiana State Univ & A & M College
Ralph Wagner, Millersville Univ.
Dan Walsh, Portland State Univ.
Sandra Warner, Johnson County Comm. College
William Wells, Univ. of Southern Maine
Barbara White, Univ. of Georgia
Cedric White, Bucks County Comm. College
Diane W. Whitlock, Virginia Tech
Charles (Randy) Williams, Benedictine Univ.
Danny Williams, Evangel Univ.
Veronica Willis, Norfolk State Univ.
Greg Wirth, St. Charles Comm. College
Robert Yanckello, Univ. of Central Florida
Sarah Yee, San Francisco State Univ.

Multi-Event Discount: Attend More in 2010 and Save More!

All attendees from a college or university will be eligible for discounts based on how many events they attend in 2010. The discounts get better as the number of events you attend increases: 20% discount for the 2nd event, 30% discount for the 3rd event, and a whopping 50% discount on the 4th event!

If you attended the Winter Seminar in New Orleans, you are eligible for 20% off your registration for any other event in 2010. For example, ACUTA members could use it to save $130 off the early registration fee for the 2010 Annual Conference. The second event registration makes you eligible for 30% off your third event, and if you can make it to all four of ACUTA's face-to-face educational events in 2010, the fourth one will be half price.

More information can be found online at www.acuta.org. (Note: The multi-event discount is available only to paying institutional attendees. The discounts are only good for 2010 ACUTA events, are provided to individual attendees, and are non-transferrable within the institution.)

Weather Report: Some Clouds

Posted to nojitter.com
y Gary Audin, Delphi, Inc.
Nov 27, 2009

Cloud services are not all sunny. Those who push cloud computing have a strong interest to ensure its success. The alternative of owning the technology and network may seem archaic, but older methods of computing and communications do have their value and in many cases the cloud is not right. Moving to the cloud has many issues.

My two previous blogs ("The CaaS Cloud; Security and Compliance" and "UCaaS, UC in the Cloud") dealt with security, compliance, and the possible service-provider implementations of cloud services. It is not my intent to stop cloud computing. I want the enterprise to look at the ramifications that will ensue if cloud services are to be part of the their operations.

First, what is old is not necessarily obsolete. Consider the mainframes. They have survived much longer than the PC/server pundits ever imagined. IBM still has a thriving business in mainframes. There are still supercomputer competitions. BTW, Cray just won the last competition.

For most businesses, if it works and the capital costs have been written off, then cloud computing has to compete with the old technology maintenance and upkeep, which is usually cheaper and more stable than the cloud alternative.

The requirements of enterprises, manufacturers, educational institutions, government agencies, and all the others are different. One size does not fit all. If this were true, we would all use the same business software, with only one vendor and no third-party developers. Competition would be on price and operational costs, not product differences.

Do you think that most organizations that have data centers will close them down? Not likely. A reason may be the data center is not paid for yet so it has to be operational until the costs have been capitalized. There may be leases that have years to run.

Regulatory, security, and compliance issues may be hindering the cloud implementation. How much responsibility will the cloud provider accept? What happens when the requirements are not met? Is the enterprise left holding the bag? I think that the contracts for these issues of cloud services will become very complex with the providers trying to absolve themselves of any liabilities. This will certainly make the enterprise reluctant to move their functions into the cloud.

Remember time sharing, computing in a cloud that was popular 30 years ago? So the cloud concept is not new. It operated under a different business model and had a different name, but it was still a service that was off site for computing. There was still a data center, but owned and operated by a third party.

The more unique functions and features that an enterprise needs, the more likely they will not be found in the cloud. Where would be the profit for such services, unless the customer was very large and the investment were worthwhile? There will always be functions that are common to most enterprises. These will be the candidates for cloud services.

I believe that large enterprises will keep functions in-house and will only work with cloud computing when the scope of the service needs to be nearly ubiquitous and the users are mobile. The smaller enterprises that cannot afford all the functionality of a large enterprise will be more attracted to cloud services because otherwise the smaller enterprise will not have access to these functions. There will probably be multiple service offerings by vertical market.

The cloud provider will set the Acceptable Use Policies (AUP). The AUP will favor the provider's business model and revenue. Read your AUP for ISP service to get an idea of the unbalanced arrangement that favors the providers.

The service level greement (SLA) will be measured over a long period of time, possibly weeks. Of course the SLA will be met when no one is using the service. The SLA is most important when the busy hour occurs. Experience with the SLAs of MPLS services is an example of the biased arrangements that clearly need to be renegotiated to satisfy the busy hour of the day.

The demarc for accessing the service may be much farther away than the entrprise expects. The distant demarc means that the provider is not responsible to meet the SLA at or near the customer premises or desktop.

Check into the reports produced by the provider. Do they offer real insight into the usage? Are they demonstrating how to tailor the offering to meet the customer's needs after the service

is turned on? As more features and functions are introduced, the customer should be able to evaluate who uses what and how well so that only the features and functions of value continue.

The cloud services can be offshore. What does this mean to the enterprise? This is very much the same as offshore outsourcing. The issues are the same. If the enterprise did not consider outsourcing, then what is the attraction of cloud services?

There will be several business models for the cloud providers. The business model may complicate some and maybe all of the issues mentioned. Here are the possible models I have discovered:

* A total cloud service where the provider owns the hardware, software, network and has the staff that implements the service.

* The cloud service can be a collection of dedicated or shared servers that run customer-owned software. Here the SLA covers the platforms and network but not the features and functions offered.

* A software vendor operates on another provider's hardware and network.

* A reseller that owns nothing but sells cloud services for one or more providers.

The business model will have a great influence on the SLAs and AUPs that an enterprise will encounter. The stability of the service may be in jeopardy if the service provider business model is not successful. What if the cloud provider goes out of business? What if the cloud provider decides to terminate some functions and features? The enterprise should have a backup plan in place.

Your State/Province Could Be #1!

It's pretty obvious to all of us that being a part of the ACUTA network of professionals is one of the most valuable benefits of membership—if not the *most* valuable. So why isn't every college and university a member? Surely it's just because they don't know about us!

We're on a campaign to fix that right now.

We'd like to have at least one new member from each state and province in time for the Annual Conference April 18-21 in San Antonio, Texas.

Here's how you can help make it happen:

1. Get in touch with your competitive spirit and commit to making your state/province the one with the highest percentage of member schools. (We suggest aiming for 100%!)

2. Contact your state/province coordinator to find out which schools in your area are not members. (Contact Amy Burton at 859/278-3338 x240 or aburton@acuta.org if you aren't sure who your state/province coordinator is.)

3. Volunteer to contact the IT/Telecom/Communications manager or director on those campuses to invite them to become ACUTA members.

Celebrate with us in San Antonio when dozens—or maybe hundreds!—of new members become part of the great ACUTA network!
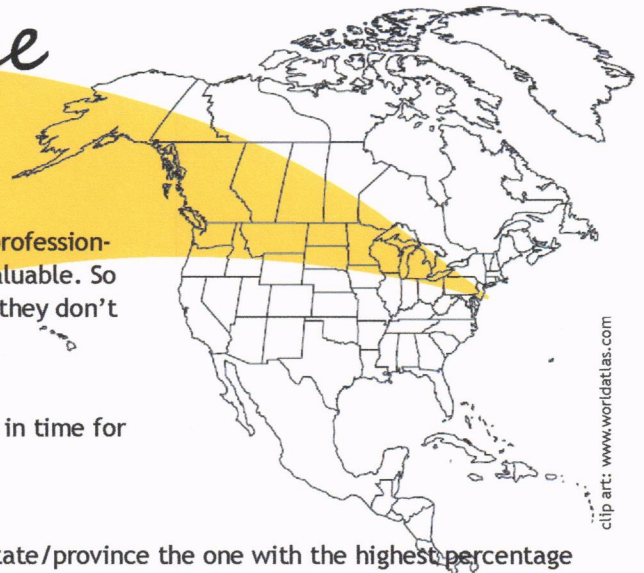
clip art: www.worldatlas.com

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 – National Broadband Plan:Press Release:
  http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-296880A1.pdf
- National Broadband Plan (by chapters or in full):
  http://www.broadband.gov/download-plan/
- iPass – Mobile Workforce Report:
  http://www3.ipass.com/wp-content/uploads/2010/02/Mobile-Workforce-Report-22510.pdf
- McAfee – Critical Infrastructure in the Age of Cyber War:
  http://csis.org/files/attachments/100128_mcafee_CSIS.pdf
- NTIA – Digital Nation....Progress toward Universal Broadband:
  https://portal.neca.org/portal/server.pt/gateway/PTARGS_0_0_307_206_0_43/http%3B/prodnet.
  www.neca.org/publicationsdocs/wwpdf/226usdc.pdf
- ITU – Measuring the Information Society 2010 (Exec. Summary):
  http://www.itu.int/newsroom/press_releases/2010/pdf/PR08_ExecSum.pdf
- Pew – Wireless & Internet Increasing as News Sources:
  http://www.pewinternet.org/Reports/2010/Online-News.aspx?r=1
- FCC/SSRC – Broadband Adoption in Low-Income Communities:
  http://webarchive.ssrc.org/broadband_adoption.pdf
- GAO – Info Collection/Management at the FCC:
  https://portal.neca.org/portal/server.pt/gateway/PTARGS_0_0_307_206_0_43/http%3B/prodnet.
  www.neca.org/publicationsdocs/wwpdf/31gaoreport.pdf
- NIST – Guide for Risk Mgmt. on Federal IT Systems:
  http://csrc.nist.gov/publications/nistpubs/800-37-rev1/sp800-37-rev1-final.pdf
- IAE – The Economics of Free Conferencing Services:
  https://portal.neca.org/portal/server.pt/gateway/PTARGS_0_0_307_206_0_43/http%3B/prodnet.
  www.neca.org/publicationsdocs/wwpdf/32iae.pdf
- Chetan Sharma – Wireless Data Market 4th Q/2009 Annual:
  http://www.chetansharma.com/US%20Wireless%20Market%20Q4%202009%20Update%20-
  %20Mar%202010%20-%20Chetan%20Sharma%20Consulting.pdf
- McAfee – Protecting Assets...Lessons from Aurora Operation:
  http://www.wired.com/images_blogs/threatlevel/2010/03/operationaurora_wp_0310_fnl.pdf
- CRC – Rural Advocate Report 2010 (U.K)..Digital Divide:
  http://www.ruralcommunities.gov.uk/files/CRC118-rural-advocate-report.pdf
- Internet2 – Anchor Chart & Reply to FCC on UCAN:
  https://portal.neca.org/portal/server.pt/gateway/PTARGS_0_0_307_206_0_43/http%3B/prodnet.
  www.neca.org/publicationsdocs/wwpdf/33internet2.pdf
- FTTH Council – Economic Benefits of BB Build-out:
  http://www.ftthcouncil.org/sites/default/files/Singer-West%20FTTH-C-1.pdf
- Digital Impact -- The Economic Impact of Digital Exclusion:
  https://portal.neca.org/portal/server.pt/gateway/PTARGS_0_0_307_206_0_43/http%3B/prodnet.
  www.neca.org/publicationsdocs/wwpdf/dig.pdf
- Public Knowledge – Reforming the FCC:
  https://portal.neca.org/portal/server.pt/gateway/PTARGS_0_0_307_206_0_43/http%3B/prodnet.
  www.neca.org/publicationsdocs/wwpdf/35pkreport.pdf
- Amer. U. – Industry Lobby Keeps Public in Dark about BB:
  http://investigativereportingworkshop.org/investigations/media-and-broadband-project/story/indus-
  try-lobbying-keeps-public-dark/
- MaaS360 – Managing/Securing Mobile Healthcare Devices:
  http://www.maas360.com/fiberlink/en-US/knowledge/whitepapers/ForresterHealthcare.html
- DYNA – The Myth of Spectrum Scarcity:
  http://www.dynallc.com/SpectrumScarcityMyth.pdf
- Aberdeen Group – Predictive Analytics:
  http://www.aberdeen.com/includes/asp/sponsored_registration.asp?ci=/launch/report/bench-
  mark/6287-RA-predictive-analytics-customer-retention.asp&spid=30410182&camp=

Institutional Members

Georgia Gwinnett College, Lawrenceville, GA. T1
Lonnie Harvel, CIO/VP Educational Tech. (678/407-5256) .... lonnie.harvel@ggc.edu

Southern California College of Optometry, Fullerton, CA. T1
Gary Gray, Dir. of IT (714/449-7481)... ggray@scco.edu

Corporate Affiliate Members

COPPER MEMBERS

Airwave Networks, Annapolis, MD .... **www.airwave-networks.com**
Harold Edwards, VP Research & Dev. (443/995-3025, hedwards@airwave-networks.com)
Airwave Networks specializes in providing advanced technology and telecommunication solutions to the
higher education community. this includes engineering, installation, operation and maintenance of data
networks, cable TV, voice, e-learning, and video surveillance systems.

Public Telephone, San Clemente, CA .... **www.pubtel.net**
Scott DeLong, CEO (949/325-0106, scott@pubtel.net)
Public Telephone provides disaster recovery systems, inbound call recovery and back-up satellite for phone
systems, outbound notifications, conference calling, Web conferencing, pay telephones, directory assistance,
and other telecommunications services.

Wyde Voice, Long Beach, CA... **www.wydevoice.com**
Michael Eastman, Dir., Sales (562/230-1117, meastman@wydevoice.com)
Wyde Voice develops and manufactures the most advanced audio and Web conferencing bridges on the
market. Our systems are based on off-the-shelf hardware and offer a rich software solution fully integratable
with other OCS products.

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

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 fre-
quently. Here are items that have been posted since our last eNews.

PRESS RELEASES

- Blackboard and Sprint Team Up to Bring Mobile Learning to Students at No Additional Cost to Schools
- Optelian Makes Major Breakthrough in DWDM Network Opex with Automatic Optical Pow-er Balancing Capability
- Fujitsu Introduces Advanced 40 Gbps Coherent Optics
- Mapcom Announces the Release of M4 Solutions Version 9
- MagicBox Becomes e2Campus Certified Endpoint Provider

NEW JOB POSTINGS

Help your colleagues who are looking for work! Send job postings to jobpost@acuta.org.

- Information Security Analyst, Texas State University, San Marcos, TX

RFIs/RFPs

- Request for Consultant - Provision of a Distributed Antenna System: Grand Valley State University, Allendale , MI

SPECIAL DEALS!

- Save up to 30% on Sticklers Fiber Optic Cleaning Kit from Techni-Tool (Expires: 4/30/10)

Visit the website for more Special Deals! (Look under Member Services.)