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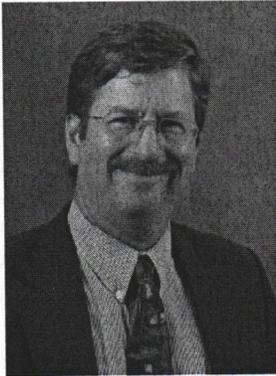
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From the President



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Evolution: It Just Seems like a Revolution

ACUTA Mission Statement: To support higher education information communications technology professionals in contributing to the achievement of the strategic mission of their institution.

ACUTA as an organization will be celebrating our 40th Anniversary at the Annual Conference in April 2011. For most of our existence, you could have replaced "Information Communications Technology Professionals" with "Telecommunications Professionals." In fact, those of us who were not a part of ACUTA before 1998 may not recall that ACUTA originally stood for the Association of College and University Telecommunications Administrators. At a strategic planning session in spring '98, the ACUTA leadership began a process of changing the foundations of our organization with the realization that who we were and what we did was expanding throughout higher education.

As the same wire and pathways became common to many different endpoints (telephone, network, catv, wireless access points, card access, closed-circuit security video, digital signage, etc...), it became clear that our roles on campus were expanding to encompass a wide range of applications and services. And yet the mission of ACUTA in supporting those professionals was the same. Our organization supports those professionals "in contributing to the achievement of the strategic mission of their institution." To do that, ACUTA has had to expand its scope beyond simply adding more categories of professionals to our membership logs.

Every few years the ACUTA leadership, volunteers, professional staff, and corporate partners take part in a strategic planning retreat. The last two retreats have been evolutionary in that they have helped to define which professionals on our campuses would benefit from ACUTA participation and expanded our programming vision for our various live events (both in person and via the Web). Being slightly denser than the "average bear," I had a harder time putting my figurative hands around *who* we were until the last strategic planning session incorporated the terms "information communications technology" into our tag line. Those three words brought it all into focus for me.

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We restructured our membership dues with the goal of reducing our reliance on meetings revenue, although ACUTA still has lower membership fees than most higher education associations. Over the last two years, we have greatly modified and expanded our committee structure. In addition, our professional staff has been realigned over time to more accurately reflect the needs of ACUTA. And finally, last year we made a major investment in an updated Web presence that will help to keep us in tune with the Web 2.0 and social networking for the months and years to come.

In the days just prior to the Summer Seminar in San Francisco last month, a large group of your ACUTA leadership (again volunteers, staff, and corporate partners were all represented) met to do strategic planning focused on our education offerings. It just makes sense that, as we have reviewed and modified almost every other area within ACUTA, we do the same with our educational services.

The meetings made us all think, discuss, imagine, debate, look back, and look forward. Much of our discussion was based on recently conducted surveys of the ACUTA membership about your preferences for in-person and online professional development programs. We did a LOT, but the one thing we didn't do is to come up with a final plan—yet. Over the next few weeks a report will be written and reviewed. That process will help us begin to formulate a new educational strategic plan to include some operational objectives which we should begin tasking down to the committees before January 2011.

Please notice that I have not included any specific or tactical changes to be made. That's because we didn't make any. You have my word that this process will be as transparent as possible, and we will keep the membership informed as each step progresses. I know folks like to jump right to the *how-will-this-affect-me stage*, but please have patience—we aren't there yet. If you have some ideas and thoughts, please forward them to me (arthur@wustl.edu) or to one of the committee chairs, state coordinators, or our wonderful staff. I want to hear from you, and you will continue to hear from me on this issue. Just remember, we are thoughtfully evolving as an organization and not in a revolutionary way. Our mission statement is still our guiding principle.

Webinar

Building Tractors: The Future of Unified Communications

Wednesday
September 1
1:30-3:00 p.m. EDT

ACUTA is very pleased to offer this webinar on a very timely topic. Attendees who heard an earlier version of the presentation at the ACUTA Annual Conference praised it as “well organized, wonderfully interesting and interactive, and very thought-provoking.”

Topic: UC, FMC, thin client, Web-enabled applications—these are a few of the solutions to problems we didn't even know we had. This presentation will look at industry trends and extrapolate a possible scenario for a future very different than today. And even if this particular prognosis doesn't come to pass, every scenario holds long-term implications. Whether thought-provoking or just plain provoking, this session is sure to get you thinking about the future.

Presenter: Geoffrey Tritsch (Vice President, Vantage Technology Consulting Group) has been a technology consultant specializing in the higher education market for almost 30 years. He has consulted to more than 150 colleges and universities throughout North America in areas of technology use, acquisition, planning, and management.

PAETEC Provides Calling Service

For the fourth year, PAETEC has been selected as the official service provider for ACUTA's internal committee conference calls. This system makes our calls secure and facilitates proper accounting procedures. We thank PAETEC for working with us to provide this service and help us serve our members efficiently.



Kevin Tanzillo
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Thinking Holistically about Mobility

Regular readers know I'm a sucker for two things when it comes to technology: interesting acronyms and catchy terms. So when I ran across "Holistic Mobility," it caught my eye. It's a phrase that Yankee Group used in a recent white paper about mobile unified communications (UC) and where it is headed.

Let's call it HM, for short. HM provides a useful term to encompass fully integrated communications. We're talking about addressing the mobility needs of workers in an organization so that they can be truly incorporated into its business processes. Yankee Group sees this as an environment where everything is connected and productivity can soar, with workers able to communicate in more ways, from more places.

It's more than fixed-mobile convergence—integration of mobile phones and devices with the organization's overall network—although FMC is a critical element. It is intertwining the mobility elements with UC in order to provide a seamless extension of the organization through its people, wherever they are.

Work at home? Sure, that's part of it. Fully reachable most anywhere and able to work to full capacity and collaborate with co-workers? Definitely. The collaborative elements of UC, those that add the most value, are made truly mobile. Presence becomes an important factor, so you know where someone is and what they're doing at the time as a means of determining the best way to reach them. It may be a collaborative session that starts with an IM, moves to a phone call between two people, and evolves to a document-sharing extravaganza with several people involved. All accomplished with a few mouse clicks or short messages.

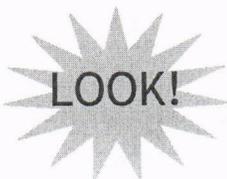
Such an "event" wouldn't necessarily have to be scheduled, such that everyone's planning to "meet" at a certain time. It develops on the fly in response to pressing business needs. And it prevents situations in which one person's apparent unavailability (at least physically) stands in the way of an important collaborative session.

So HM, as Yankee Group sees it, is where evolution will take the merger of mobility and UC. This evolution begins with Opportunistic Mobility, with a small number of users involved, and moves to Strategic Mobility, with some level of integration, more people involved, and with management by the organization and its IT group. The HM point is where communications are fully integrated, a lot of people are using it so as to add greater value to the organization, and essentially everything is connected.

What may be most important is that HM becomes part of the organizational business processes, particularly those most affected by "human latency," the delay associated with individuals' ability to respond. Depending on the needs of the organization and the people involved, business processes may actually be redefined to take mobility into account, as opposed to shaping mobility to suit the processes.

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.

Add Names from Your Campus to Your ACUTA Roster



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.

Learn More about UC, WiFi, FMC, Green IT and More from Your Desktop

If you missed the Summer Seminar in San Francisco, or if you were there but would like to listen to certain presentations again, or if you were there and would like to share the content with others from your campus, we are happy to provide a CD/DVD of 7 excellent sessions. The following sessions were recorded and are offered as Windows Media files on CD/DVD:

1. The Role of Green IT in Climate-Neutrality
2. The Forecast Is Cloudy with Lots of Energy Efficiency
3. Creating a Culture of Sustainability in IT
4. Green Implications of Unified Communications Migrations
5. Regulatory and Legislative Issues Related to Wireless and Mobility
6. University of South Carolina Managed WiFi
7. The Implications of Fixed Mobile Convergence for Campuses
8. Next-Gen Wireless on Campuses

For a member cost of \$189 or \$219 for nonmembers, 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 8 hours of high-quality video and audio on a single CD/DVD disc
- Handouts of many of the 8 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

Order your copy today from the ACUTA eStore at <http://www.acuta.org/ss10video>.

FYI

Useful Information from the Campus

<http://www.studentmonitor.com>

In the spring of each year, Student Monitor of Ridgewood, NJ, conducts extensive research into how students are using communications technology on campus. ACUTA eNews is pleased once again to feature selected results of the 2010 survey. We appreciate Student Monitor's assistance as we strive to provide the most useful and up-to-date information. If you would like to know more about the survey, contact Eric Weil, managing partner at Student Monitor (weil@studentmonitor.com).

This year, cellular phone owners report spending an average of \$70 per month for cellular service (virtually unchanged from last year's \$71). As cellular rates increase and as cellular usage replaces more traditional calling methods, we can expect students to opt for more expensive plans giving them more options and more minutes.

This spending translates to \$437 million per month or stated differently, \$5.2 billion annually (based on 12 months). To place this spending in perspective, college students actually spend significantly more for their cellular service than they do for textbooks.

Monthly Cellular Spending						
(Base=Cellular Telephone Owners)						
	Sp05	Sp06	Sp07	Sp08	Sp09	Sp10
Total	\$62	\$69	\$73	\$76	\$71	\$70
Male	\$60	\$63	\$68	\$72	\$67	\$67
Female	\$64	\$65	\$78	\$79	\$75	\$72
On campus	\$60	\$63	\$76	\$82	\$71	\$67
Off campus	\$64	\$64	\$71	\$68	\$72	\$73
At home	\$61	\$65	\$70	\$77	\$68	\$65

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Designing a DAS

Ron Walczak

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A DAS can be designed to support all your wireless services: WiFi, cellular, PCS, paging, maintenance, and public safety. Because each application uses specific frequencies, you must decide which services you will support before you design the system and buy the equipment.

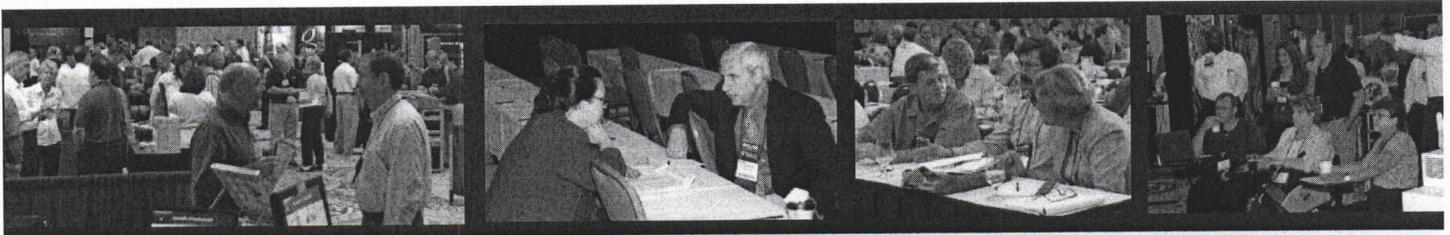
The two primary design objectives are coverage (can you hear me now?) and capacity (can I get dialtone?) It is very important to solicit input from your public safety department to understand its projected capacity requirements and the potential peak usage of the system (trunking engineering).

- Step 1. Gather your floor plans. Accurate floor plans are critical to infrastructure engineering. And to make it worse, unlike cable distribution for LANs and telephones, now we need to know what the walls are made of so we can predict signal distribution. Oh, and now we need to know ceiling heights, too!
- Step 2. Decide which carriers and services are going to be repeated within buildings. This is not a “committee of one” decision, and it will affect the equipment selection as well as the amount of time and effort needed to negotiate agreements that keep you legal and prevent RF interference.
- Step 3. Take actual “current” RF measurements of the cellular carriers and other radio systems you want distributed. Put these readings on your floor plans as your baseline. You will undoubtedly find that some buildings or sections are fine as they are, eliminating the need for equipment in those areas. Take measurements outside the buildings as well (all sides and roof if you can get there) so you can determine the best placement for any off-air antennas.

Measuring cell phone signals can be done without the purchase of expensive test equipment or analyzers. All you need is an active cell phone for each carrier you are trying to amplify, and, of course, the time and wherewithal to conduct the survey. The BlackBerry Storm (Verizon and others), for example, allows you to access the settings to discover the actual received signal strength in dBm. Different handsets have different means of accessing the signal by putting them in field test mode; check with your carriers for instructions.

Now, you have an accurate map of actual coverage within your facility and can begin to design the required supplemental equipment to meet your goals.

This article has been excerpted from Ron's article in the Spring 2010 Journal and reprinted here with permission from the author.



How valuable is the ACUTA network to you?

How much MORE valuable would it be
if every college in your state were a member?

Invite someone to join today!

ACUTA membership dues are among the most reasonable of all associations. With so many member benefits, it's one of the best investments your campus can make with its money—and one of the best investments you can make of your time! To get your money's worth, sign up for the new list-serv—the ACUTA Community. Write for the eNews or the Journal. Join a committee. Be a presenter.

Attend events. Build a strong professional network of your ACUTA colleagues.

We know you'll be glad you did!

www.acuta.org

Visit the ACUTA Community Often!

Looking for info on campus wiring/infrastructure practices and policies?

Want information about VoIP?

Need to know what others are doing about phones in classrooms or residence halls?

You need the ACUTA Community!

In March of this year, ACUTA implemented a new website and sign-on system to give ACUTA members a single set of credentials to access all of ACUTA's Internet services. Every member must have a new user name and password to access present Web services as well as the Telecom listserv, which is now part of the ACUTA Community.

Go to <http://community.acuta.org> and logon with your new ACUTA user name and password. The ACUTA Community consists of Groups focused on various tasks. As an ACUTA member, you have easy access to a Group called Telecom, but you need to configure how you wish to receive information by clicking on My Groups at the top right of the page. Next, in the column titled Message Delivery, select how you wish to receive information. For example, if you were on the Telecom listserv, your previous setting may have been either individual e-mail or daily digest. In the ACUTA Community you have both of these options, in addition to only reading messages from the community website (which is the current default).

If you have questions about the listserv or the ACUTA Community, please contact community@acuta.org.

Board Report May

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ACUTA Secretary/Treasurer
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The Board met on July 17 prior to the Summer Seminar in San Francisco and reviewed and approved various financial reports as well as committee reports and appointments.

- Mr. Arthur proposed that any recommendation from a subcommittee be brought to the Board via the committee chair. Ms. Semer recommended that this be added to the Policy and Procedure Manual. The recommendation will be added to the consent agenda for a future Board meeting.
- Ms. Semer explained the process of creating the budget to the Board and extensive discussion followed related to the cuts that were made and other opportunities to create a balanced budget. The budget was approved as proposed.
- ACUTA's strategic plan calls for the development of a marketing plan for ACUTA. Ms. Semer reported on the RFP process and recommended a firm to produce an ACUTA marketing plan. Because the plan will be based partially on the outcome of the strategic planning session just concluded, it is proposed that the process shift to FY 10-11. Ms. Semer also requested renewed participation in the ACUTA connections blog.
- Discussion was held about possible changes to the user group program. Mr. Arthur asked Ms. Moore and Mr. Harrington to work together and report at the September Board meeting.
- On behalf of Pat Todus, Ms. Semer inquired whether the Board would be receptive to experimenting with using a "wrapped model" of online education at the 2011 Strategic Leadership Forum. Specifically, she and Ms. Todus are interested in creating an ACUTA Community group around the Forum, with conversations pre- and post-event. They will work with the Higher Education Advisory Panel to develop the specifics. The Board agreed and encouraged them to move forward with this pilot project.
- Mr. Magnussen gave an update on the FCC's CSRIC, where he is now co-chairing a subcommittee. He offered to contribute a monthly report to the Board.
- Mr. Arthur discussed the importance of visiting all of the exhibitors in the exhibit hall and thanking the vendors on ACUTA's behalf.

Respectfully submitted,
George Denbow
ACUTA Secretary/Treasurer

Info Links

Randy Hayes

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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 - Sixth Broadband Deployment Report (07/20/2010)
http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-10-129A1.doc
- FCC - Wireless World Travel Tips:
http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-298907A1.pdf
- FCC - International Calling Fact Sheet:
http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-298908A1.pdf
- Pew - Bringing America Up to Speed (States & Broadband):
http://www.pewcenteronthestates.org/uploadedFiles/broadband_report.pdf?n=35
- BMJ - Mobile Phone Base Stations/Early Childhood Cancers:
http://www.bmj.com/cgi/content/full/340/jun22_1/c3077
- Georgetown CEW - Jobs/Education Requirements Thru 2018:
<http://cew.georgetown.edu/jobs2018/>
- ITU - 2009 Free ICT Statistics/Charts/Indicators:
<http://www.itu.int/ITU-D/ict/statistics/>
- NMC/Educause - 2010 Horizon Report:
<http://wp.nmc.org/horizon2010/>
- OECD - Broadband Stats as of December 2009:
http://www.oecd.org/document/54/0,3343,en_2649_34225_38690102_1_1_1_1,00.html
- Pew Internet - Mobile Access 2010:
http://www.pewinternet.org/-/media//Files/Reports/2010/PIP_Mobile_Access_2010.pdf
- PSA - FCC White Paper on Capacity is WRONG!:
<https://prodnet.www.neca.org/publicationsdocs/wwpdf/7710psa.pdf>
- Free State - Forbearance Follies & the "Third Way":
<https://prodnet.www.neca.org/publicationsdocs/wwpdf/7910freestate.pdf>
- CEA - Economic Impact of ARRA 2009:
http://www.whitehouse.gov/files/documents/cea_4th_arra_report.pdf
- NJ OIT - Audit of Telecom Services:
http://www.nj.gov/comptroller/news/docs/oit_audit_report_07_07_2010.pdf
- Teletruth - Faulty Federal Data -Stop BB Plan:
<https://prodnet.www.neca.org/publicationsdocs/wwpdf/teletruth2.pdf>
- PPI - The Coming Communications Boom?:
<https://prodnet.www.neca.org/publicationsdocs/wwpdf/72010ppi.pdf>
- GSMA - Impact of Taxation on Mobile Broadband:
<http://www.gsmamobilebroadband.com/upload/resources/files/15072010174953.pdf>
- MIT - Understanding BB Speeds (Challenge to FCC Claims):
http://mitas.csail.mit.edu/papers/Bauer_Clark_Lehr_Broadband_Speed_Measurements.pdf

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.

ACUTA eNews, Vol. 39, No. 8

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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 frequently. Here are items that have been posted since our last eNews.

PRESS RELEASES

- Senti Honored with Microsoft Northeast Partner of the Year Award
- Campus TeleVideo Acquires X-Wires Broadband

NEW JOB POSTINGS

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

- Lead Network Engineer - Voice, The University of Akron, Akron OH
- Systems Analyst for Systems and Network Management, Indiana Univ. of Pennsylvania, Indiana, PA
- Programmer/Analyst, Park University, Parkville, MO
- Executive Director, Telecommunication Facilities Corporation (TFC), Washington University School of Medicine, St. Louis, MO
- Web Shared Services Administrator, Morehead State University, Morehead, KY
- Telecommunications Analyst, Rutgers University, Piscataway, NJ
- Assistant Peoplesoft Database Administrator, Lee College, Baytown, TX

RFIs/RFPs

No new RFIs/RFPs have been posted this month.

SPECIAL DEALS!

A number of special deals and discounts are still available, but no new specials have been posted this month.