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The Association for Information Communications Technology Professionals in Higher Education

AJEMS

April 2009

Vol. 38, No.4

Supporting higher education information communications technology professionals in contributing to the achievement of the strategic mission of their institutions

From the President



Corinne Hoch

Director

Vient Relationship Management

Columbia University

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Updates You Can Use

"Emergency Management" is the theme that I chose for the year as a promise to continue to provide the tools, resources, education, exposure, training, and strategies necessary for us to support the collective missions of our institutions and our organizations. Little did I realize just HOW necessary it would be in view of the unanticipated economic downturn. The flexibility exhibited by ACUTA is responsible for the stability of the organization as we continue to provide excellent value to the membership while exploring ways to share critical information with you and represent higher education technological needs.

In spite of the abbreviated year, our accomplishments have been numerous and farreaching with our FCC involvement, our collaboration with other organizations, and our timely seminar and audio conference topics.

With much help from Dow Lohnes Government Strategies LLC, our representatives in Washington, D.C., we've kept abreast of late-breaking FCC, FTC, and DoE news as well as alerted the Obama administration to the information communications technology needs of higher education. Many thanks go to Dave Ostrom, Wendell Barbour, and to our Leg/Reg Committee members.

With much help from our members and professional staff, collaboration firsts occurred with leadership roles in EDUCAUSE, ITERA, BICSI, NIST and Internet2. Many thanks to Jeri Semer, Carmine Piscopo, Marjorie Wendelberg, Walt Magnussen, Matt Arthur, and many others.

And with much help, again from our membership, from our Program Committee members, and professional staff we continue to bring timely topics to you. In Boston we learned about data and voice mobility and what's new in communications technology. In Palm Springs we studied unified communications and emergency notification strategies. I hope that you will glean lots of "fresh ideas" from the Atlanta conference, as its theme promises.

Continued on page 2

Thanks to the sponsor of the April eNews



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Amid planning for all the changes that the timing of annual conference requires, many other daunting tasks were undertaken. Stay tuned for announcements from the task force that reviewed our current committee structure, note well the additions to our website, continue to mine the listserv and audio conferencing opportunities, and continue to let us hear from you.

I am certain that you will support our incoming President, Harvey "Buck" Buchanan, as you have supported me. Thank you to everyone. You see, we ARE all in it together!

Board Report March

Riny Ledgerwood San Diego State Univ. ACUTA Secretary/Treasurer rledgerw@mail.sdsu.edu The Board of Directors met by conference call on March 4, 2009. The Board reviewed and approved the following:

- January 2009 Financial Statements
- · Committee Minutes and Reports
- · Membership Recruitment Report
- Vendor Liaison Committee Appointments as follows: Heidi Fulton, Communications Resources, Inc.; Les McCreary CEECO; Denny Michael, AVST; Mike Williams, Springfield College
- Recruitment of four committee/subcommittee chairs under the new committee structure, as follows: Membership Experience Committee; Young Professionals Subcommittee; Mentoring/Career Development Subcommittee; Social Networking, New Media and Web Resources Subcommittee
- Creation of one DVD containing eight sessions and handouts at the Annual Conference, which will be made available for members to purchase. This will provide a service to people who cannot otherwise travel.
- · Vendor Liaison Committee name change to Corporate Liaison Committee

Ms. Hoch, ACUTA President, was pleased to have the opportunity to be a judge at the ITERA student papers competition. ITERA will be co-locating their conference with the ACUTA Annual Conference in Atlanta, which will benefit both organizations.

ACUTA staff has put together some options to consider regarding providing video streaming for the Denver Summit in July. The research is still in its early stage, and a complete report will be provided at the April meeting in Atlanta.

Mr. Magnussen, ACUTA Past President, presented the election results as follows:

President Elect: Matt Arthur

Directors-at-Large: Riny Ledgerwood and Ron Kovac

The run-off election for the Secretary/Treasurer between George Denbow and Jennifer Van Horn was not yet completed. The voting deadline was March 6, 2009.

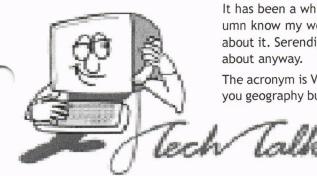
As colleges and universities are tightening their travel budgets in response to the current economic downturn, the Board discussed the possible financial impacts that this may have on ACUTA at the upcoming seminars and Annual Conference. ACUTA is continuing to look for ways to reduce expenses and/or increase revenues.

Respectfully submitted,

Riny Ledgerwood, Director Communications and Computing Services San Diego State University



Register Today www.acuta.org



Kevin Tanzillo Dux PR kevin@duxpr.com

After a Long Dry Spell, We Find a Good Acronym It has been a while since we've had a really good acronym—longtime readers of this column know my weakness for them—but once we saw this one, we knew we had to write about it. Serendipitously, it also happened to be tied to a topic we were planning to write about anyway.

The acronym is VoLGA, like the river in Russia (the longest river in Europe, by the way, for you geography buffs). It stands for Voice over LTE via Generic Access. So not only is VoLGA

an acronym, but it contains other acronyms. It's a veritable AL's (acronym lover's) dream.

The term does require a bit of explanation. First, take LTE, which was to be our original topic for this month's column. LTE is Long Term Evolution, the mobile communications protocol of the (near) future. It's kind of a Promised Land of mobility—beyond all the 2G/3G/4G labeling—in the form of

a potent and highly efficient network for carrying all types of broadband traffic. Migration to LTE is in the plans of pretty much every major wireless carrier, although we won't really start seeing commercial LTE until sometime in 2010.

Once it is available, LTE could be a good solution for mobile broadband access for higher education organizations and other enterprises. But of course, in order to be a solution worth considering, it needs to be able to deal effectively with voice traffic as well. People do still talk to each other at least occasionally. Hence VoLGA, whose goal is a standard to support circuit-switched voice and messaging services over LTE.

To do this, VoLGA supporters want to leverage the existing Generic Access Network (GAN) standard, better known by its commercial name of Unlicensed Mobile Access. Those supporters include a number of well-known names in the mobile world, and they are looking to enable providers to migrate wireless voice and messaging traffic from emerging LTE networks onto the existing infrastructure, to avoid a future one-network-for-data and one-network-for-voice scenario. Seems reasonable, considering that most everyone is moving to VoIP for the very same reason - why do something in two networks if you can do it in one?

There are other options for achieving the same end goal (though none with as good an acronym), so VoLGA may or may not turn out to be the path the industry takes. And to a large extent, this will all be driven by what makes the most sense for the wireless service providers anyway, since it's their delivery networks that are most affected. So it isn't like we end user types can have a lot of influence. But in the meantime, if anyone asks you about VoLGA, now you know that it's not just a river.

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.

Corporate Liaison Committee

The Corporate Liaison Committee, or CLC, serves as the voice for ACUTA corporate members, exhibitors, sponsors, and advertisers. Essentially, it is the voice of ACUTA's corporate supporters and participants. In March, 2009 the Board of Directors approved a vote by the committee to change the name from Vendor Liaison to Corporate Liaison. It is believed that this change better fits the scope of the entities that we serve.

The CLC is a standing committee consisting of approximately 6 corporate members, 2 institutional members, and several ex officio members such as a staff liaison, board liaison, and user group coordinator along with the ACUTA president and executive director. The CLC reports to the Board of Directors.

Each corporate and institutional member on the CLC serves one two-year term. New members are recruited for the committee around the start of each year in hopes of having the next year's committee in place by the end of the Annual Conference. When recruiting for the CLC, we balance the corporate members based on services/products offered as well as company size. (You must be from an ACUTA member school or company in order to serve on the CLC.)

If you would like to volunteer to serve on the committee or have any questions regarding the duties of the CLC, please email Sharon Moore, committee chair (samoore@smith. edu), or Amy Burton, staff liaison (aburton@acuta.org).



D C Update

Dave Ostrom

Washington State University(retired)

ACUTA Legislative &
Regulatory Affairs Committee
dave-at-home@clearwire.net

Interesting news in the telecom arena is becoming harder and harder to find. Not much is really happening and will not until the Obama administration finishes making key appointments. It leaves me wondering how many people out there have lingering problems with their tax returns.

FCC Appointments

In last month's column I reported that Julius Genachowski was the reported choice to head the FCC. One month later we now know that President Obama has announced his intent to nominate him. However, we still don't have a nomination. There has also been an announcement that Obama intends to nominate Jonathan Adelstein as the administrator of the Rural Utilities Service. That will leave three vacant commissioner positions, once he moves. There are rumors about who might be nominated to fill those positions; however, I'll wait until we see how many of those pass the vetting process.

DTV Transition

I have written about the DTV transition in previous columns and the only real news on that front is that the final 100,000 people who requested coupons to purchase converter boxes will soon get those coupons. Once they have the boxes in hand I might guess that they still will not hook them up until their TVs stop working. I don't blame them as the cables behind my TV always seem to tie themselves into a knot when I'm not looking. The FCC also reports that 927 stations intend to hang on to their analog service until June 12, while another 158 will make the switch to digital prior to that date.

ARRA on the Web

I wrote about the American Recovery and Reinvestment Act of 2009 (ARRA or stimulus bill) last month and the funding of broadband development. Since comprehensive information is available on the ACUTA website about the grant process I'll defer to that.

AmazonKindle2

I also wrote about Amazon's Kindle2 which is an e-book reader and the possibility of lawsuits from the Author's Guild claiming that the text-to-speech function conflicts with audio books. Amazon has decided that publishers may request that the text-to-speech

function be blocked for specified books, and so the issue will probably be dropped.

Neuromuscular Stimulators

Lastly, the FCC has proposed rules for implanted neuromuscular micro stimulators and spectrum that would allow the devices to "function as wireless broadband medical micro-power networks within a patient." There

shouldn't be any conflict with our wireless networks, so please do not fear interference from bystanders walking by with these implanted networks.

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 ACUTA's government relations counsel. Access this newsletter at http://www.acuta.org/relation/DownloadFile.cfm?docNum=309

"Financial Crisis
Activity in
Washington"
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, "Financial Crisis - Activity in Washington" 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 at http://www.acuta.org/dynamic/legreg/legreg.cfm under "Broadband Stimulus Package," so check this link often. Previous copies are also posted for your reference.

Feel free to share this link with others at your institution or company. We hope you find this information helpful.

Turning Business Relationships into Partnerships

Don Leone Siemens Enterprise Communications Customer centricity has recently become a popular term. What does it mean to be customer centric? How is it achieved? And, in some cases, is customer centricity unattainable based on the mind set and behavior of the individuals involved?

Customer centricity means establishing a strong partnership with your customer where the mutual value of the relationship is recognized by both sides. It means meeting and exceeding your customer's expectations. Customer centricity is listening to your customer to understand his business and responding by aligning resources to support his goals.

Like many businesses, ACUTA member institutions are both customer and supplier. They purchase products and services from a host of vendors, and they supply them to their campus clients—both individuals and departments. Here are a few recommendations for customers and vendors who want to create partnerships out of their business relationships and work together for long-term success. Perhaps they have application on your campus.

Customers

- Communicate. Share detailed information so that everyone is working with all the facts. Take time for "big picture" and strategic solution discussions.
- Trust. Trust that your vendor partner is working in your best interest. Don't be afraid to share information that will help your vendor be a more strategic partner.
- Partnership agreement. Enter into a mutually favorable agreement (annual or multi-year) to
 eliminate price and contract term negotiations for every order. Reduce the time and stress of
 going through repeated contract negotiations.
- Be responsible. Defined in support agreements, statements of work and project plans are both vendor and customer responsibilities. The customer needs to live up to his responsibilities and promote teamwork. Expecting the vendor to do your work is unfair.
- Respect. There will always be instances of last-minute service requests or implementation projects. If there is flexibility in your schedule, then communicate the options and team with your partner. Respect that unnecessary demands or time line pressure will negatively impact not only your project but likely projects your vendor is working on with other customers.
- Recognize successes. When you and your vendor partner do a good job of resolving a critical issue or seamlessly integrating a new application, show your appreciation to your partner just as you would your internal IT team. Saying "thank you" will make your vendor want to perform even better next time.

Product/Services Suppliers

- Listen to your customer. Your customer has a lot to say. Eliminate the natural tendency to talk (sell), and let the customer do most of the speaking. What customers share specific to their technology and business strategies will help you become a better partner.
- Strive to deliver added value. Once the supplier has heard what the customer has to say, then it is critical to take action and fulfill any and all commitments. Beyond delivering the expected products and services, finding ways to add value to your customer's organization will make them see you as a true partner.
- Lead the partnership. Enterprise customers turn to you for help. They don't have all the answers and look to their partners to guide them with technical expertise and recommendations. Team with your customer and collaborate to develop a strategy that aligns with his objectives.
- Eliminate surprises. If you have bad news to share, do it quickly and honestly. A true partner becomes an extension of the enterprises' IT team and sharing information such as resource challenges, project delays, and product end-of-service dates will allow both of you to proactively adjust and develop solutions to the challenges.
- Look at the big picture. Always be looking 12 to 18 months ahead with respect to your customer's business strategy. You may miss your quota this month, even this quarter, but the long-term success will far exceed your management's expectations.

Don Leone is the Director of Global Accounts for Siemens Enterprise Communications in the U.S. He can be reached at don.leone@siemens.com

Q & A from the ACUTA Listserv

The ACUTA Listserv is one of the many benefits of ACUTA membership. Recent postings demonstrate just how valuable this resource is. Here are two questions posted by members and answered by Geoff Tritsch, Vice President of Vantage Technology Consulting group, a corporate affiliate member (geoffrey.tritsch@vantagetcg.com).

Move to PBX System?

• Question posted by Paul Sucha, Associate Director of Telecommunications, University of Nebraska-Kearney (suchapa@unk.edu): We are a campus of approximately 2,000 lines, which may decline if we disconnect our resident halls, and are starting to kick around the thought of going to a PBX system.

We would have to hire a tech to do all our line work and would have to buy the hardware. My question is... At what point is it worth it to switch over? As I know prices can't be discussed openly, please feel free to email me directly.

• Answer posted by Geoff Tritsch: The cross-over from Centrex to PBX can take place at amazingly low line counts depending on your Centrex contract with the telco. On the surface it is a simple cross-over analysis where you look at how long it would take you to get to a point where the capital costs are less than the total recurring monthly Centrex costs. However, that's rarely all there is to it.

A number of other factors come into play in this situation. For example: Who owns the outside plant interconnecting the buildings—the university or the telco? What condition is it in? If the university owns it and it is in good shape, you may be able to implement a traditional TDM or hybrid PBX. If the plant is in bad shape, not owned by the university, or not homed to a single demark on campus, you may need to look at a VoIP solution. If VoIP, what is the condition of your data network? What is available for space for premises-based equipment? Power? Cooling? Do you want to manage in-house or outsourced? These answers might drive you toward hosted IP in place of premises-based IP. What is the present financial situation on campus? Do you have capital money? If not, leasing, hosted IP, or even Centrex might be the right answer. Oops! Here we are full circle.

As you can see this is a simple question with not-so-simple answers. Projects like this require careful evaluation of the options, impacts, and ramifications. Cost is only part of the equation.

Migrate to VoIP? What about 911?

- Question posted by Kevin Thompson, PBX Manager/Telecommunications, Tennessee Technological University, kthompson@tntech.edu: I have some questions about VoIP and am hoping to get some answers from those of you who have been through the VoIP conversion. We currently have a NEC 2400 IPX PBX which is VoIP capable. The system has some good years left, is running smooth, and supplies approximately 3,600 users analog dial tone. Here are my questions.
- (1) What would be the advantage of migrating the campus to VoIP with a good working system in place at this time?
- (2) What is involved in managing 911 services and VoIP?

I know these questions have probably been asked in the past but I would appreciate one more round of answers! Thank you all in advance.

• Answer posted by Geoff Tritsch: (1) What would be the advantage of migrating the campus to VoIP with a good working system in place at this time?

VoIP is a tool. Like any tool, it is only as useful as the application you have for it. Just as you wouldn't buy a table saw if you needed to hammer nails, there is no reason for VoIP if you don't have use for the benefits it can provide. For some of my clients, VoIP has clear value; for others it does not. Do you have infrastructure problems, need mobility, have remote workers, need unified communications? If so, look at VoIP. If not, stay with what you have or look into slow migration with a hybrid solution. Don't get pressured into a moving to a different technology just because it is the technology-dujour.

(2) What is involved in managing 911 services and VoIP?

The NEC solution supports VoIP mobility using SNMP-based discovery by MAC address. That being said, it still isn't simple. You need additional emergency lines (ELINs) according to the granularity that you want for locating an E911 call and a fair amount of management to keep the database up to date. It's not like E911 with a TDM PBX.

Info Links

Randy Hayes Iniv. 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.

- CSEC Texas Plan for Next Generation 911 Services: http://www.911.state.tx.us/files/pdfs/ng911_master_plan_feb_2009.pdf
- NENA E911 Model Legislation for Multi-line Telecom Systems: https://www.nena.org/media/File/20090219_06-750V2MLTSModelLegislation.pdf
- FAS Technologies Potentially used by Terrorist Community: http://www.fas.org/irp/eprint/mobile.pdf
- LECG Broadband Connectivity Scorecard 2009 (U.S. #1?): http://www.connectivityscorecard.org/images/uploads/media/TheConnectivityReport2009.pdf
- OTBPA Community Broadband Toolkit: http://www.otpba.vi.virginia.gov/roundtable_toolkit.shtml
- Sprint/CDE Upgrading Education: http://www.centerdigitaled.com/story.php?id=108531
- Qwest Implementing the Broadband Stimulus: http://www.elinoam.com/bbstimulus2.19.09/sarjeant_paper.pdf
- TPI Measuring Impact of Broadband Stimulus: http://www.elinoam.com/bbstimulus2.19.09/wallsten.pdf
- Tekelec SIP Pocket Guide (51-pages, very good!): http://www.tekelec.com/resource-center/?docID=734
- Tekelec SIP Signaling Router Handbook: http://www.tekelec.com/resource-center/?docID=1070
- UF Maximizing Stimulus/Measuring Impact: http://www.elinoam.com/bbstimulus2.19.09/holt_paper.pdf
- DSL Prime Measuring/Avoiding Ripoff-BB Stimulus: http://www.elinoam.com/bbstimulus2.19.09/burstein.pdf
- NGA Infrastructure Vision for the 21st Century: http://www.nga.org/Files/pdf/0902INFRASTRUCTUREVISION.PDF
- TPI Understanding International Broadband Comparisons: http://www.ultra-high-speed-mn.org/CM/Custom/Wallsten%20International%20Broadband%20Comparisons.pdf
- TPI Understanding Int'l BB Comparisons (PP Presentation): http://www.ultra-high-speed-mn.org/CM/Custom/Wallsten%20-%20broadband%20121908.pdf
- Free Press Rebuttal to TPI Paper/Presentation: http://blandinonbroadband.files.wordpress.com/2009/02/mn-broadband-memov.pdf
- RIBPG Broadband Principles & Policy Recommendations: http://mnbroadbandcoalition.com/docs/Rural_Broadband_Principles_and_Policy_Recommendations.pdf
- http://www.itif.org/files/2009-atlantic-century.pdf
 NIST Draft- Guide to Telework/Remote Access Security:
- http://csrc.nist.gov/publications/drafts/800-46Rev1/Draft-SP800-46r1.pdf
 GCN Mobile Convergence:
- GCN Mobile Convergence: http://1105govinfo.com/pdfs/custom/MobileConvergencePDF.pdf

• ITIF - Benchmarking EU & U.S. Innovation/Competitiveness:

- McGuireWoods Telemedicine-Regs on Cross-Coverage: http://www.telehealthreports.com/resources/RegulatoryPerspectivesOnTelephone-BasedCross-Coverage.pdf
- HS 2008 Homeland Security Directors Survey: http://www.nga.org/Files/pdf/0903HSASURVEY.PDF
- IPI We Told You So! Say No to Municipal Broadband Projects: http://www.ipi.org/IPI/IPIPublications.nsf/PublicationLookupFullTextPDF/ B79B70FB8C06B7EA86257572001DE9DC/\$File/MuniBroadband.pdf?OpenElement
- NASCIO Data Governance-Part 2—Maturity Models: http://www.nascio.org/committees/EA/download.cfm?id=111
 Part 1 -Managing Info as an Enterprise Asset (provided previously): http://www.nascio.org/committees/EA/download.cfm?id=100
- NASCIO Video Taking the Lead...Green IT in the States: http://www.nascio.org/committees/green/greenITVideo.cfm
- CDW-G Mass Notification Toolkit: http://cdwg.okco.com/home?cm_sp=highered-_-ResourceLink-_-CDWG+Mass+Notification+Toolkit
- Free Press The End of the Internet as We Know It?:
 http://www.freepress.net/files/Deep_Packet_Inspection_The_End_of_the_Internet_As_We_Know_It.pdf
- NCTA Moving the Needle on Broadband/Stimulus Strategies: http://www.ncta.com/PublicationType/WhitePaper/Moving-the-Needle-on-Broadband.aspx
- ITIF Importance of Next-Gen Broadband Networks: http://www.itif.org/files/2009-needforspeed.pdf

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Check It Out: Press Releases Job Postings RFIs/RFPs

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.

Welcome New Members

Institutional Member

Albright College, Reading, PA. T1
Joe Graeff, Telecom System Administrator (610/929-6500)jgraeff@alb.edu
University of Baltimore, Baltimore, MD. T2
Judith Wood, VP/CIO of Office of Technology Svcs (410/837-5474)jwood@ubalt.edu

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BridgeWave full-rate GigE links deliver the performance required for educational applications without the cost penalty associated with lower-frequency alternatives. BridgeWave 60 GHz and 80 GHz links provide a natural growth path for the 2.4 and 5 GHz wireless links historically deployed by educational institutions, without the risks of interference common in "Wi-Fi" frequency bands.

GaggleMail offers an inexpensive solution to archive all of the email from your current mail system. Gaggle provides a simple-to-use, web-based interface that will grant your designated users access to just the messages you allow.

Koi Computers is the manufacturer and reseller of Koi computer systems and servers. Furthermore, we are a technology consulting firm and hardware procurement company for corporations, small business, institutions, and educational customers.

PRESS RELEASES

- Mohawk Announces the Release of the Indoor/Outdoor Spectrum[™] Low Skew Video Twisted Pair Cable
- Intelisys Business Solutions and PAETEC Software Corp. Announce Strategic Alliance
- Fujitsu Conducts Collaborative Field Testing of LTE
- Valcom Introduces New IP Analog and Digital Clocks
- Superior Essex and Leviton Network Solutions Introduce New 10 Gigabit Ethernet UTP Copper Cabling System with Breakthrough Performance
- Syn-Apps Partners with CyberData to Improve Company wide Communications
- Syn-Apps Partners with 3N Delivers Integrated Mass Communication System Capabilities
- Babson College and Cellular Specialties Pave Way for New Student and Faculty Cell Phone Emergency Notification System

JOB POSTINGS: ACUTA members post job openings on the ACUTA website at no charge at http://www.acuta.org/Dynamic/Jobs/index.cfm

- Telecommunications Account Manager, The George Washington University Information Sys, Washington, DC.
- Network Management Engineer (ISC Networking and Telecommunications), University of Pennsylvania, Philadelphia, PA.
- Director of Enterprise Services, Emory University, Decatur, GA.

RFIs/RFPs

No new RFIs/RFPs have been posted.

NEW!

SPECIAL DEALS!

- Windstream Supply: Special Offer on Fujitsu Trade-Up Program.
- 1Call, A Division of AMTELCO: Free 14,000 Professionally Recorded Names Database with purchase
- Inova Solutions: Free PoE Wall Clock for Mass Notification Project Registration