8-2009

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From the President

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Executing Vision

In the June *eNews* we talked about our activities for this year and how they would be focused around providing a structure and environment to accommodate our organizational, demographic, industry, and cultural changes. One of the major shifts that was announced was a change in our committee structure.

In the recent past, ACUTA has had eight standing committees with one subcommittee and four Board committees. This year we have changed that structure. When this restructure is complete, we will have eight standing committees, nine subcommittees, and four Board committees. This structure should involve more than one hundred volunteers. This year we have elected to bring on three new subcommittees:

- Young Professionals subcommittee
- Mentoring and Career Development subcommittee
- Social Networking, New Media, and Web Resources subcommittee

The response to our call for volunteers has been very successful. Not only do all three new subcommittees have both chairs and members already in place, meetings have already begun to flesh out new directions.

Of course a reorganization of this magnitude means that other adjustments have been or will need to be made. There are other activities at ACUTA that have begun or that are being implemented that will support the direction we are headed. Below is a brief synopsis of some of our activities.

1. Extending the reach and influence of our Leg/Reg Committee
   - After a long and successful partnership with Wiley Rein, we have established a relationship with a legal partner, Dow/Lohnes.
   - Members of our organization have served on two FCC subcommittees/taskforces.
   - We continue to partner with other associations regarding legal issues in our industry.
2. Upgrade of our existing IT infrastructure. Goals for this upgrade include:
   - Improve and streamline our internal business and tracking functions.
   - Provide for a more unified resource for our information and business needs.
   - Include a flexible data structure that will allow for easier customization.
   - Provide an easier and more efficient interface to our community through a single sign-in process.

In This Issue

- Make Web 2.0 collaboration tools such as blogs, wikis, and forums available to members.
- Provide a Web space for ACUTA committees to upload/download files and collaborate on projects.

3. Generate a coordinated marketing plan (review of existing efforts are underway). This plan will provide for:
- More efficient use of marketing dollars
- A cohesive message from all areas of ACUTA
- Greater understanding of our opportunities to promote ACUTA
- Greater focus on the benefits of ACUTA membership (institutional/corporate)

4. First stages of implementation of an environmental scanning program. This will:
- Allow ACUTA to keep our membership informed of trends, both current and future
- Take this information and use it in all areas of ACUTA for both planning and educational purposes.
- Once fully implemented and developed, it can be distributed to our membership as a whole.

As you can see, there is certainly a lot of activity and much is being accomplished by the ACUTA organization. I would like to congratulate and thank all of our members, both institutional and corporate, who continue to participate in helping ACUTA assist its members.
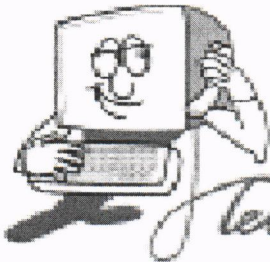
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Technology and the Death of the Vacation

Okay, maybe the headline is a little strong. Technology hasn't killed the vacation, but it sure has wounded it.

This seemed like an appropriate topic for August, since this is about the time when people are coming back from, or heading off on, a vacation before the school year really cranks up.

Maybe I'm just getting crabby in my old age, but I can't help but look around and wonder whatever happened to the true vacation. Perhaps those of you over 40 remember them—you would leave the office for two weeks, and no one would hear from you, or contact you, during that entire period.

By the way, does any white-collar worker take a two-week vacation anymore? I don't think I've had one since sometime in the early '90s.

Technology is a wonderful thing, in so many ways. The ability to be in touch at any time is truly a marvel, and if you're a person who travels a lot on business, the advances of the last dozen years have been a salvation to you, allowing you to keep up with your "office" work even when you're on the road. And as a tourist abroad, having a mobile phone in a pinch, and not needing to figure out how to make a call from a payphone when you don't know the language, can be a lifesaver, literally and figuratively.

But now the flip side. Technology has also made it all but impossible to "get away." You are reachable by cellphone almost wherever you go, and you are connected to e-mail via a smartphone or a laptop even when you make a vain attempt to take a vacation.

Part of this is the nature of our jobs. In my case, clients and news media folks have to be able to reach me, and in yours, the people who work for you, and those to whom you report, have to be able to get in touch if there are network problems. I suppose that makes us "important," and that's good, but it also keeps our batteries draining at a time when a vacation is supposed to recharge them. The other part of the blame lies with ourselves, since who among us can say we aren't addicted to being in touch, at least at some level?

About the only way to take a "real" vacation anymore is to take a cruise, since it's so hard to stay in touch there, or do something incredibly remote, like climb Mt. Denali in Alaska. Otherwise, you find yourself checking e-mail at least in the morning and evening, and keeping the phone by your side.

But with the right attitude, you can cope. Once you've checked e-mail in the morning, you still have at least 12 hours of free time before you'd feel the need to check it again. Turn the phone off and only check voice mail at lunchtime. If you can really relax your mind and spirit in the times inbetween, then it's a vacation and it has done its job. At least that's what they tell me.

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.

D C Update

Dave Ostrom

Washington State University (retired)

ACUTA Legislative &
Regulatory Affairs Committee

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Commissioners Clyburn and Baker

On July 24 the nominations of Mignon Clyburn and Meredith Baker to be FCC commissioners were confirmed by the Senate, bringing the FCC up to full force. This should end the greater than 6-month period of uncertainty for the FCC. However, this will not change the major focus of the FCC, which is to develop a national broadband plan. Chairman Genachowski has also listed FCC reform as a high priority, and it will be worth watching to see what comes from that.

Universal Service

On July 10 AT&T filed a petition asking for immediate action by the FCC to reform the Universal Service Fund (USF) contribution methodology. Their stated reason was the 3rd quarter contribution rate of 12.9% which they point out is a 36% increase over the 1st quarter rate. It is no surprise that AT&T is still recommending a numbers-based contribution methodology, although they acknowledge that a connections-based methodology would be acceptable. Unless something else happens, such as a strong protest from Congress, it is doubtful that the FCC will address this issue anytime soon. Given that Congress is working on a bill to revamp the USF, it is unlikely that they would pressure the FCC on this issue.

Porting Phone Numbers

The dates for compliance with the FCC's order requiring that porting of telephone numbers take place within one business day have been set. Larger carriers will have to implement the one-day interval by August 1, 2010, and smaller carriers will have to implement the one-day interval by February 1, 2011. One can expect that at least one of the carriers will file a request within the next 6 to 9 months asking for an extension to these dates. (It almost always happens.)

Net Neutrality

The issue of net neutrality has come up in the reply comments sent to the FCC on the national broadband plan. Thousands of comments from the general public have been received by the FCC asking that net-neutrality rules be included as a part of the plan. We do not know yet whether or not the FCC has any interest in taking this issue on.

Clifton Telecard Alliance One to Pay $1.3 Million Fine

In a settlement with the FTC, a leading provider of prepaid calling cards, Clifton Telecard Alliance One, LLC (CTA), has agreed to pay $1.3 million to resolve charges that it misrepresented the number of minutes that consumers would get with the prepaid card. The FTC stated that in tests, consumers would get less than half of the number of advertised minutes. Consumers would be charged whether or not a call was connected, and there were hidden fees which reduced the number of available minutes. The settlement also "bars CTA from misrepresenting the number of minutes of talk time a consumer will receive using a prepaid calling card. The company is required to clearly and conspicuously disclose any material limitations on the use of a prepaid calling card, including any fees or other charges."

Repeal Telephone Excise Tax?

Legislation has been introduced in the House to repeal the 3% federal telephone excise tax which is still applied to local service. The tax on long distance service was dropped by the Treasury Department in 2006, but it still remains on local service and a few other charges. The tax has been called regressive and unfair to "lower income, disabled, and older Americans who rely solely on landlines for communications." The bill faces a challenge as it will reduce revenue in a time of burgeoning deficits.

ACUTA Online Learning Community Opportunity

Topic:

Should colleges/universities outsource faculty and staff e-mail?

Start Date: August 3

ACUTA is excited to offer a new online learning opportunity, designed by the Program Committee, based on guidance from you, our members. You've shown us that you enjoy sharing and learning from one another and are looking for timely information specific to challenges you face on campus.

Topic: Should colleges/universities outsource faculty and staff e-mail?

Many institutions have already outsourced student e-mail while others are considering this option. Outsourcing faculty and staff e-mail is different—without a doubt a major business function will no longer be under the direct control of the university. There are several inherent risks associated with outsourcing including the potential loss of Internet service, privacy, and security just to name a few. On the other hand, there are some distinct advantages to outsourcing faculty and staff e-mail including a reduction in support costs as well as disaster recovery services. This working group will explore these and other issues associated with outsourcing email. The end result will be a report available for publication which will make recommendations, discuss successes and failures of those who have outsourced, and discuss financial issues.

How it works:

- The first learning community will last for four weeks: from August 3 to 28.
- A small group of members signs up to participate in collaborative research on the topic.
- Participants pay a registration fee of $40. Sign up by going through the ACUTA e-Store.
- The collaboration is all done online, via a blog site.
- Participants agree to share the work and have input on which assignments they will accept each week. New tasks are assigned each Monday, and participants have a full week to work on their assignments.
- Ric Simmons, Deputy CIO at Louisiana State University, will facilitate. He will guide the group, coordinate homework assignments, and moderate online discussions.

The program starts August 3, so please sign up immediately. The cost to join this community will be $40 per person, and participants will be able to collaboratively assist with researching the issues raised and sharing findings with one another.

If you would like more information, contact Donna Hall, ACUTA Manager of Professional Development, at (859) 278-3338 or dhall@acuta.org.

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 and posted on the ACUTA website 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.

Deadline for Video Relay & IP Relay Service Users

The FCC's Disability Rights Office recently published a new fact sheet for video relay and IP relay service users containing frequently asked questions on the FCC's new ten-digit numbering requirements for VRS and IP relay. The FAQs remind VRS and IP relay users to register their locations and obtain ten-digit numbers by November 12, 2009, and provide practical information about placing VRS and IP relay calls after registering, keeping video devices after changing preferred providers, and keeping toll-free numbers.

To view the FAQs, go to www.fcc.gov/cgb/consumerfacts/tendigit-faqs.pdf.

Info Links

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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.

- Adtran – Defining Broadband Speeds/Network Capacity:
  https://www.neca.org/portal/server.pt/gateway/PTARGS_0_0_307_206_0_43/http%3B/prodnet.www.neca.org/wawatch/wwpdf/623adtran.pdf

- US Telecom – Special Access/Hi-Cap Circuit Issues:
  http://www.ustelecom.org/uploadedFiles/News/News_Items/High.Capacity.Services.pdf

- Phoenix Center – Special Access/Hi-Cap Circuit Issues:
  https://www.neca.org/portal/server.pt/gateway/PTARGS_0_0_307_206_0_43/http%3B/prodnet.www.neca.org/wawatch/wwpdf/609phoenixreport.pdf

- Odlyzko – Net/Search Neutrality-Conflict of Efficiency/Fairness:
  http://www.rnejournal.com/artman2/uploads/1/odlyzko_RNE_mar09.pdf

- NIST – Guide to Teleworking Security:
  http://csrc.nist.gov/publications/nistpubs/800-46-rev1/sp800-46r1.pdf

- NIST – Draft-Cybersecurity Controls for Federal Systems:
  http://csrc.nist.gov/publications/drafts/800-53/800-53-rev3-FPD-clean.pdf

- NIST – Guide to Infosecurity Documents:
  http://csrc.nist.gov/publications/CSD_DocsGuide.pdf

- ERG-EU – VOIP Regulatory Action Plan:
  http://erg.ec.europa.eu/doc/publications/erg_09_19_voip_action_plan_090612.pdf

- ERG-EU – Final Draft Roaming Guidelines (Updated):
  http://erg.ec.europa.eu/doc/publications/erg_09_24_final_roaming_regulation_erg_guidelines.pdf

- Apparent – Survey on Next-Gen IT Deployment Concerns:
  http://www.apparenttools.com/uploadDocs/State_of_the_Path.pdf

- CIS – Security Benchmarks/Tools for iPhone:
  https://community.cisecurity.org/download/

- Entropy Economics – Consumer Bandwidth Boom 2000-2008:
  http://entropyeconomics.com/wp-content/uploads/2009/07/bandwidth-boom-measuring-us-comm-capacity-2000-08-062409c.pdf

- E.C. – Telemedicine Benefits for Patients, Systems, & Society:
  http://ec.europa.eu/information_society/newsroom/cf/document.cfm?action=display&doc_id=622

- TPI – Understanding International Broadband Comparisons:
  http://www.techpolicyinstitute.org/files/international%20broadband%20comparisons%202009%20update%20final.pdf

- New America Foundation – Broadband Tech Opp. Program:
  http://www.newamerica.net/files/Summary,%20Concerns,%20and%20Strategic%20Guidance%20regarding%20Notice%20of%20Funds%20Availability%20for%20BTOP.pdf

- IIA – Substantial Consumer Benefits of Broadband Connectivity:
  http://internetinnovation.org/files/special-reports/CONSUMER_BENEFITS_OF_BROADBAND.pdf

- Pew Research – Survey on Scientists:
  http://people-press.org/report/?pageid=1546

- FCC – Broadband-The Next 230 Days:
  http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-291879A1.pdf

- Phoenix Center – Broadband Adoption Index:
  http://www.phoenix-center.org/pcpp/PCPP36Final.pdf

- Ponemon Institute – Business Case for Data Protection:
  http://www.ouncelabs.com/writable/resources/file/business_case_for_data_protection_070809.pdf

Board Report
July

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The Board met on July 11, 2009, at the Denver Marriott City Center before the Summit on Unified Communications and Collaboration. The Board reviewed and approved the following:

- May 2009 Financial Statements
- Committee Minutes and Reports
- June 2009 Membership Recruitment Update
- Monthly Collaboration Report
- Committee/Sub-committee Appointments

Ms. Semer, ACUTA Executive Director, discussed changes to the policy and procedure manual as it relates to the Publications/Media Committee members service on sub-committees. Mr. Buchanan, ACUTA President, discussed the role of Board members and committee chairs at ACUTA events. The Board approved the changes to the manual.

Ms. Van Horn, Membership Experience Committee chair, discussed membership service pins and was asked by Mr. Buchanan to develop a proposal that would (1) expand our numbers (including the possibility of targeting ICT professionals who are not part of the central IT organization) and (2) explain how to modify the member recognition program. The proposal was tabled until Ms. Van Horn reports back to the Board.

Mr. Buchanan discussed the state of ACUTA as related to the topics discussed in the Board meeting and pronounced ACUTA strong and forward thinking. Our committee structure has expanded with over 80 volunteers. Plans are in place to expand membership and to encourage the younger professionals to join. Multiple methods of program delivery are in place—personal, media, and social networking.

Mr. Arthur, ACUTA President-elect, reported that he had attended 3 new subcommittee conference calls and that the subcommittees were becoming organized and getting underway. He feels that the chairs are energetic and expects great things from them.

Tom Campbell, ACUTA Business Manager, called in to the meeting and discussed the 2009-2010 budget with the Board. The Board approved the budget.

Representatives of Experient, the site-selection and contract-negotiation vendor for ACUTA conferences and seminars, were on hand to answer questions submitted by the Board.

A status report on the upgrade to ACUTA membership software and Web 2.0 software acquisition was presented by Ms. Semer. The first phase has been completed, and the Board approved going forward with phase 2.

In new business, Mr. Fuoco, director-at-large, discussed Board member and officer qualifications, and Mr. Bayliff, director-at-large, spoke about the possibility of putting a cap on allowing past presidents to attend ACUTA functions without paying registration fees. Mr. Buchanan asked Ms. Hoch to chair a committee to discuss the proposals and arrive at a plan of action.

Respectfuly submitted,

George Denbow, Assistant Director for Financial Affairs
The University of Texas at Austin

Call for Presentations: Blaze New Trails in 2010

ACUTA is looking for ideas and proposals for educational sessions for its Annual Conference that will be held April 18-21, 2010, In San Antonio, Texas. We welcome proposals from representatives of higher ed institutions, corporations, and consulting firms. Applicants are not required to be members of ACUTA.

Submit your application by August 12. Sessions should cover university projects and/or industry trends. Presentations should not promote the products or solutions of individual companies.

We urge members and other information communications technology professionals to take advantage of the opportunity to share experiences, innovations, and successes. Presentations may offer a case study, help members develop new skills, address a policy issue, or demonstrate a lesson learned. Sessions can be lecture with question and answer, interactive workshop, or a panel of individuals from different institutions.

For additional details and a list of priority areas, see http://www.acuta.org/?2559.

Getting the ICT Staff on the Same UC Page

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Confusion about what unified communications (UC) is, fragmented staff, and future-proofing the information communications technology (ICT) environment—all these amount to change. UC, especially the near-term VoIP/IPT implementations—the first cultural change—is not just a new way of creating an ICT environment. The rapid integration of what were separate technologies into a UC environment affects the ICT management and staff. Can you—how do you—future-proof the ICT organization? Modified ICT organizations, cross-training, and knowledge transfer in multiple UC technologies have become the mandatory answers.

Deployment of UC services is expanding into all enterprises and government agencies. The ICT organization structure and staffing necessary for successful implementation usually does not exist. Although existing organizational structures may have a common management point in the CIO, the staff is often segregated by technology. They operate in silos.

Telecom/voice personnel know little about data networks, servers, or applications. Aside from the phones on their desks, data network personnel are generally unfamiliar with telecom technology. They also have little knowledge of the servers and applications running on their data networks. Applications personnel have limited knowledge of data networks and no knowledge of telecom/voice networks. Wireless networks add to the complexity and skills requirements. Web and video conferencing are usually separate services. Where should IM and chat be supported? Those responsible for security must understand all of these technologies.

Managing these as segregated groups presents a challenge. ICT management is not required to bridge the information gap among these groups but must make business decisions employing UC technologies. Since most people in ICT management are removed from the nuts and bolts of technology, they will have an even harder time adjusting to the major decisions and changes that will occur with a UC environment.

In order to operate effectively, the segregated groups must be knowledgeable in each other's technologies, and ICT management must step forward and be educated in the deployment of unified communications. Defining the knowledge and skills necessary to fulfill this need requires considerable study and analysis.

A plan must be developed and implemented to help both management and technologists obtain the knowledge needed to make UC functions operate optimally. This plan should include organizational restructuring, training, and certification programs. Cross-training in the multiple UC technologies will reduce risk, speed up implementation, and deliver success. It will also reduce real costs through the ability to make good choices and avoid mistakes. There will be financial as well as intrinsic value to a properly structured ICT organization. Here are some recommendations collected from those who approached UC with foresight:

- All staff members must appreciate and understand each UC technology.
- All staff members must talk the same UC language.
- Keep in mind there will be different responsibilities as UC is implemented and operated.
- Remember the customer/user.
- One area must lead the UC implementation. Do not have multiple equal managers of the project.
- Set expectations right at the beginning of the project.
- Provide incentives, recognition and rewards.

If cabling, power, and cooling system changes are required, involve the facilities staff, especially if they are unionized:

- Treat the facilities staff with respect.
- Involve them throughout the project.
- Ensure that they hear the UC facts and industry trends from others.
- Ensure that job security is not threatened.

The following recommendations can help avoid failure and build a team that works well together as you move into the future:

- Form a blended team early, with voice, data, applications developers, users and consultants. Create an interdependent team.

- Retain an independent consultant for the term of the project to provide knowledge and guidance for the staff.
- Admit that the data network does not match voice quality or reliability.
- Use a formal systems acquisition process for the needs analysis, RFP preparation, and vendor-scoring methodology.
- Focus on business needs.
- Redefine IP as "infinitely personal" for UC.
- Arrange informal education and unstructured time for the staff and ideas to converge:
    - Attend a conference as a team
    - Go to other customer sites together
    - Attend lengthy vendor briefings
    - Invest in formal education
- Include testing and network assessment in the project.
- Select an implementation firm with voice, data and UC skills.
- Appoint a project manager with telecom and networking skills and knowledge.
- Move the MAC function from facilities to IT.
- Upgrade the data network for all UC traffic.
- Keep the team well fed (and happy).

Here are eight key strategies to follow:

1. Focus on UC service orientation and functional boundaries, as opposed to device affinities. This creates a model that is sustainable and extensible. The strategy can be applied to both UC development and operations.

2. Leverage existing technical and soft skills whenever possible instead of replacing them elsewhere in the organization.

3. Acknowledge the existence of different mindsets—for example, system orientation vs. device orientation. Skills can be taught and changed. Mindsets are harder to change because they are often ingrained.

4. Communicate and socialize the potential of applications and UC integration early and often, particularly with the applications development group. Start with a small proof-of-concept pilot implementation that will help people understand the potential of UC.

5. Consider the comparative value of in-house vs. outsourced services. Be careful not to tie your hands with regard to potential changes. Managed services are becoming more viable, but be careful of "bundled" solutions that prevent functions from being returned to in-house operation.

6. No single vendor will have the entire UC suite of services. Ensure that the staff does not select a single vendor but can combine and integrate multiple vendor solutions to deliver the appropriate UC menu.

7. Do not neglect the UC training function, otherwise the UC features will not be fully utilized.

8. Ensure that those who are part of the help desk become part of the implementation and cutover team.

Each ICT organization has its own history and evolution. All the recommendations and suggestions must be evaluated against the existing organizational structure and staff personalities. Change is disruptive and can be intimidating. Change will be required, however, in order to meet the new demands of unified communications implementation and operation.

Gary offers sound advice about many issues such as this in his blog at http://www.nojitter.com. Reach him at delphi-inc@att.net.

Welcome New Members

Institutional Members

Cecil College, North East, MD. T1
Steven Laverty, Dir. of Technical Services (410/287-6060) .... slaverty@cecil.edu

St. Philip's College, San Antonio, TX. T3
Julia Briggs, Director, Instructional Technologies (210/486-2510) ...... jbriggs@mail.accd.edu

Kansas City University of Medicine & Biosciences, Kansas City, MO. T1
Chacqie Chandler, Telecom Coordinator (816/283-2493) .... cchandler@kcumb.edu

Corporate Affiliate Member

COPPER MEMBER

Actelis Networks, Fremont, CA .... http://www.actelis.com
Chris Heinemann, Dir. of Marketing (510/545-1045)
Actelis Networks® is the leading global provider of Carrier Ethernet over Copper™ networking equipment.
The company's award-winning products combine high-performance Ethernet in the First-Mile technology
for copper networks with standard Carrier Ethernet switching.

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Check It Out:
Press Releases, Job Postings, RFIs/RFPs &
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 proj-
ect 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

- Aastra USA Announces Promotion for North American Nortel Enterprise Customers
- Abductors of Children May Run, But Today Code Amber and SA-Announce Make it Much
  More Difficult for Them to Hide
- Syn-Apps Partners with Alertus Technologies to Enhance Organizational Notifications
  and Emergency Response Systems
- CRI Appoints Paul Leatherman as CTO- Furthering Our Commitment to Advancing Tech-
  nology

JOB POSTINGS

Help your colleagues who are looking for work! Send job postings to http://
www.acuta.org/Dynamic/Jobs/ where it will list the jobs we have now and
offer a link to post a job.

- Manager of Infrastructure & Communications, Eastern Washington Univ., Cheney, WA.
- Hardware Support Technician, Miami University, Oxford, OH.

RFIs/RFPs

- The University of Kansas Medical Center - Avaya Services, Support, Maintenance and
  Parts. University of Kansas Medical Center, Kansas City, KS

SPECIAL DEALS!

Some previously posted Special Deals are still available. http://www.acuta.org/?2293

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PAETEC
Provides
Calling Service

For the third 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 account-
ing procedures. We thank PAETEC for working with us to provide this service and help us serve
our members efficiently.