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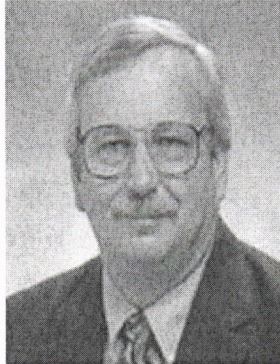
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From the President



Walt Magnussen, PhD

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Going Forward with a New Plan

About four years ago, I was privileged as the chair of the Publications Committee to be a part of the ACUTA strategic planning process. This project, initiated by then President Tammy Closs, resulted in a strategic plan that has been the guiding light ever since.

In November, the ACUTA family met to revisit the plan, a process which is now coming to a close. The formal process involved all of the Board members, committee chairs, staff, and two outside guests brainstorming for a day and a half in Lexington with the assistance of a professional facilitator. The discussions were sometimes animated, sometimes heated, and sometimes humorous, but they were always on task. I am sure that it is unheard of to ask all leadership positions in an association to give up a day and a half of their time, turn off their phones, and focus all of their energy on one activity. The truth is that when the invitations went out, we got 100% participation.

The result of this meeting was a long list of strategies that, once completed, will help to ensure the ongoing success of ACUTA as a member organization. Some of the key areas of interest were enhancing ACUTA's visibility in Washington DC, increasing membership, maintaining a feedback mechanism that guarantees high quality programs, and exploring ways of collaborating with other associations with similar or complimentary missions. One of the strategies that I was the most impressed with was the one that dealt with looking at ways to increase members' participation in ACUTA activities.

With the list in hand, the group is now in the process of developing and prioritizing action items to implement each of the strategies and assigning them to a committee, staff member, or Board member. This is critical since no one or no organization has unlimited resources in terms of staff, volunteers, and budget. The action items that come out of the plan are assigned in terms of 1 to 2 years, 3 to 4 years or longer.

I am sure that all of us have a least one strategic plan sitting on our bookshelves collecting dust that, once delivered, was not referred to again. This is not the case with the ACUTA plan. Committees and staff are required to report on at least an annual

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basis on progress against the strategic plan, and these reports are then tabulated into the ACUTA strategic plan report card which is posted online and delivered to the membership at the annual conference.

Once the strategic plan is approved, it will be made available to the members for your review. I hope that you will not only take the time to at least review the document, but more important, to share any ideas or comments that you may have with a staff member, Board member, the executive director, or myself. It is always important to remember that ACUTA is a member association, not a staff or Board member association. Hopefully this will inspire you to further involvement with ACUTA.

I cannot tell you how glad I was to be a part of this process. I learned a lot, and I'm sure ACUTA will be even stronger as a result.

Board Report January

Riny Ledgerwood
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The Board of Directors, Committee Chairs, and ACUTA staff met by conference call on January 7, 2008, and discussed ACUTA strategic planning issues as a follow up to the November retreat in Lexington, Kentucky. The highlights of the discussion are as follows:

- Refinement of the plan as deemed appropriate (including brief discussion of core competencies and assessment of strategies)
- Setting of priorities among strategies
- The identification of mega issues—questions that should be asked and answered by ACUTA over the next few years

In order to keep ACUTA strategic plan current, we will continue to refine ACUTA's goals, objectives, and priorities as needed. The most up-to-date documents will be posted on the website for members to review.

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

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.

PRESS RELEASES

- GigaFin Networks Introduces New Channel Partner Program
- Mohawk Announces Versalan 25 Pair Indoor/Outdoor CM Cables

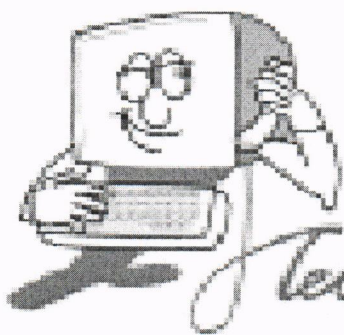
JOB POSTINGS

- Database Analyst, Ohio University, Athens, OH.
- Cellular/Wireless Administrator , The Rockefeller University , New York , NY.
- Telephone Engineer, Ohio University, Athens, OH.
- Network and Telecommunications Manager, Northern Arizona University, Flagstaff, AZ.
- Security Analyst, Ohio University Office of Information Technology, Athens, OH.
- Network Manager IT III, Plymouth State University, Plymouth, NH.
- Voice Engineer, Virginia Commonwealth University, Richmond, VA.
- Sr. Voice Engineer, Virginia Commonwealth University, Richmond, VA.
- Office Assistant II - Computer Support Center, Indiana State University , Terre Haute, IN.
- Telecom Tech Specialist, Teachers College, New York, NY.
- Telecom Analyst/Billing, Teachers College, CU, New York, NY.

RFIs/RFPs

No new RFIs/RFPs submitted since last report. Be sure to post your RFIs/RFPs to the ACUTA website. Contact Aaron Fuehrer (afuehrer@acuta.org) for details.

Post your RFPs!



Kevin Tanzillo
Dux PR
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What Kind of Experience Does Your Website Provide?

Is your school's website doing its job? Sure, it may be pretty, with lots of views of the campus in the fall and of your highly attractive students. It may even be easy to navigate and provide scads of informative content. But as Dr. Phil might ask, "How's it workin' for you?"

The topic came to mind as we were doing a one-day "media training" project for a company that tests the usability of websites. Media training, by the way, is instruction in ways to better communicate their messages to the news media, whether the medium in question is newspapers, trade magazines, bloggers, or TV.

Anyway, as the people from this company describe what their company does and how they do it, you can't help but wonder how your own website would hold up to scrutiny. What they do is analyze a website from the experience of the "customer"—essentially any individual who comes to your website with a purpose. The all-important question becomes how well the website serves that purpose.

Whether a school or a company hires a third-party organization for a real in-depth analysis is not so much the point as the need to view your own website from the critical perspective of its users.

All of us visit websites for information, to shop, to buy, or just to browse. What's your experience with most of them? If it's anything like mine, the majority of the time you end up frustrated. In so many cases information is hard to find, the pages are a maze of visual elements, or the navigation appears to have been designed by visitors from another planet. I will say that in my own experience, most college and university websites are pretty well done. The worst seem to be those companies that don't sell directly to consumers, yet consumers visit them to find out information about products or where to buy them.

But even if the obvious potential shortcomings of a website are addressed, there will always some level of disconnect between the design, content, and apparent usability of the site and the needs of its visitors. In your school's role as provider of the site, it is a huge challenge to determine whether you are meeting the needs of all your audiences. Students, prospective students, faculty, staff, and parents are just some of the people that your site needs to serve.

For at least some of those audiences, usability is part of the equation, but the overriding issue is the quality of the "customer experience" that the site provides. Does the "average visitor" come away from your website feeling positive or negative about the site and, therefore, your school? For some of your audiences, that is clearly a very important bottom line, but one that is difficult to analyze thoroughly and objectively. That probably explains why a company like the one we worked with has succeeded as well as it has.

Too often, the "is my website doing the job?" query falls into the same category as the "do these pants make me look fat?" question. Honest answers may be hard to come by, but you really do need to know.

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.



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Useful Resources...

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D C Update

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Universal Service Fund NPRM Issued

Amy Schatz, reporting in the 1/28/2008 *Wall Street Journal*, noted that the Federal Communications Commission has recently issued a notice of Proposed Rulemaking (NPRM) relating to Universal Service Fund usage. The FCC is seeking comments on proposed reforms of the USF, a subsidy program that mainly helps offset higher costs associated with providing affordable phone service to people who live in rural areas. The FCC is seeking input on the merits of using reverse auctions to determine the amount of high-cost universal service support which subsidizes phone services for low-income and rural consumers. FCC Chairman Martin stated, "I continue to believe the long-term answer for reform of high-cost universal service support is to move to a reverse auction methodology. I believe that reverse auctions could provide a technologically and competitively neutral means of controlling the current growth in the fund and ensuring a move to most efficient technologies over time. Accordingly, I am pleased that we adopt today's Notice of Proposed Rulemaking to use reverse auctions to distribute universal service support."

Commissioner Capps added, "I continue to believe that there are a variety of ways to promote Universal Service and at the same time ensure the sustainability and integrity of the fund. I believe much would be accomplished if the Commission were to include broadband on both the distribution and contribution side of the ledger; eliminate the Identical Support rule; and increase its oversight and auditing of the high-cost fund. Additionally, Congressional authorization to permit the assessment of Universal Service contributions on intrastate as well as interstate revenue would be a valuable tool for supporting broadband." (http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-08-5A3.doc)

Must admit that I like the last three comments from Commissioner McDowell's statement: "I have maintained that we must follow five principles when considering reforms to the Universal Service Fund. We must: (1) slow the growth of the fund; (2) permanently broaden the base of contributors; (3) reduce the contribution burden for all, if possible; (4) ensure competitive neutrality; and (5) eliminate waste, fraud, and abuse." (http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-08-5A6.doc) You may review the complete Notice of Proposed Rulemaking at http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-08-4A1.doc.

Results of the 700-MHz Spectrum Auction

According to the *New York Times* (1/25/08), the FCC received a total of almost \$2.8 billion in offers from undisclosed bidders during the opening day of the auction of reclaimed broadcast analog band. "The figure represents the highest bids received for five separate blocks of spectrum at the beginning of the auction, which is eventually expected to bring the federal government at least \$10 billion." It is anticipated that this will allow major carriers to develop broadband-type access via mobile phones and wireless broadband to laptop computers.

According to Rebecca Arbogast, an analyst with Stifel Nicolaus, "There was nothing unexpected in the bidding so far, and it would be the middle of next week before we will start seeing what the likely outcome is going to be on the D block and whether the open-access conditions will be triggered on the C block." The FCC will not announce who the winners and losers are until the bidding process is over, which could take weeks or months.

Proceeds from the auction will be used to subsidize the analog TV converter box program.

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 Wiley Rein. Access this newsletter at <http://www.acuta.org/relation/DownloadFile.cfm?docNum=309>

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White Space

Does this sort of remind you of being in an art class or developing a print layout page? It is amazing how we recycle terms, but in this case I am referring to the White Spaces Coalition. This group is devoted to making use of white space in the analog television spectrum in order to offer some type of wireless broadband. The big issue has been the interference with TV signals, but according to Scott Harris, managing partner of Washington D.C. law firm Harris, Wiltshire & Grannis, "There's a technology that, if appropriately approved by the FCC, can solve the problem by figuring out what part of the spectrum broadcasters are and are not using." According to Digital Media Wire (DMW 1/18/09), the "FCC has announced plans to resume testing prototypes of devices designed to transmit broadband services over the unused portion of the broadcast TV spectrum."

The Commission's Office of Engineering and Technology (OET) announced that it would begin phase two of laboratory bench testing on the performance of prototype television white space devices on January 24, 2008. "Bench testing is expected to continue for approximately four to six weeks. Field testing will immediately follow the bench testing and is expected to conclude at the end of an additional period of approximately four to six weeks." (http://hraunfoss.fcc.gov/edocs_public/attachmatch/DA-08-118A1.pdf)

Rep. Jay Inslee (D-WA) recently introduced the Wireless Innovation Act of 2007 that would require the FCC to make a decision on the "white space," the frequencies between 54MHz and 698MHz-channels 2 through 12 on the VHF dial and 14 through 51 on UHF-for wireless service. This appears to be the next prime real estate broadband market. You might want to watch additional companies (Google, Dell, HP, Intel, EarthLink) as they develop innovations.

911 Summit

Public Safety and Homeland Security Bureau will convene a summit on issues relating to the deployment and use of Next Generation 911 technology and the coordination of those efforts among the communications industry, manufacturers, and public safety answering points. The summit will take place on February 6, 2008, 9:00 a.m.-1:30 p.m., in the Commission Meeting Room (TW-C305). Those interested in attending may preregister online at: <http://www.fcc.gov/pshs/summits/911>. Can't make the meeting? Audio/video coverage will be broadcast live with open captioning over the Internet at www.fcc.gov/realaudio.

General Counsel and Deputy General Counsel Announced

On January 22, 2008, Chairman Martin named Matthew Berry as General Counsel and Ajit Pai will serve as Deputy General Counsel. (<http://www.fcc.gov>)

FCC Meetings

For those interested:

- Tuesday, February 26
- Wednesday, March 19
- Thursday, April 10
- Wednesday, May 14

Grant Money for Minority-Serving College Wireless Networks

As announced in the *Chronicle of Higher Education* December 20, 2007, Congress has approved money for wireless networks at minority-serving colleges in the form of a pilot program that would provide for the development of digital and wireless networks. The measure is part of the \$555-billion omnibus spending bill, HR 2764. (See the whole bill at http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=110_cong_bills&docid=f:h2764eah.txt.pdf)

"The National Telecommunications and Information Administration, part of the U.S. Department of Commerce, would administer the nine grants, each worth \$500,000, for the purpose of promoting online education at the institutions. The program authorizes \$4.5-million in each of the 2008 and 2009 fiscal years," says the *Chronicle*.

Grants are to be used to purchase hardware, software, and wireless infrastructure, for faculty training, and for the development of educational services and strategic plans for information-technology investments.

Ethernet Alliance White Paper Challenge

The Ethernet Alliance University Program has extended the deadline for its first annual White Paper Challenge Program to February 28, 2008. The winning university and student representative will be awarded a cash prize and will have the opportunity to present the paper at Interop Las Vegas, April 27 - May 2, 2008.

The EAUP White Paper Challenge Program is open to both undergraduate and graduate students of universities that are members of the EAUP. Membership in the EAUP is free to accredited universities. The goal of the EAUP White Paper Challenge is to provide university students with a unique opportunity to present academic theories that promote the advancement of Ethernet technologies, and apply those theories in a real-world setting. The EAUP White Paper Challenge offers students a chance to begin networking with industry professionals for career and mentoring opportunities.

For rules and additional details about the EAUP White Paper Challenge Program, visit http://www.ethernetalliance.org/join/eaup/whitepaper_challenge/.

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.

- Benton - Universal Affordable Broadband for All Americans:
http://www.benton.org/benton_files/BroadbandForAll.pdf
- ITU - Best Practices on Emergency Communications:
<http://www.itu.int/publ/D-HDB-HET.VOL-II-2007/en>
- Millennials...Ready or Not, Here They Come!:
<http://www.nasrecruitment.com/TalentTips/NASinsights/GenerationY.pdf>
- FCC—USF Monitoring Report (very detailed):
http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-279226A1.pdf
- FCC—Local Telephone Competition Report:
http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-279231A1.pdf
- FCC - 2008 Update Presentations by All FCC Bureaus:
<http://www.fcc.gov/realaudio/presentations/2008/011708/>
- OECD - Broadband/ICT Access by Households & Individuals:
<http://www.oecd.org/dataoecd/44/11/39869349.pdf>
- OIG—FBI Mgmt. of Case Funds & Telecom Surveillance Costs :
<http://www.usdoj.gov/oig/reports/FBI/a0803/index.htm>
- OIG—Review of FBI Use of National Security Letters:
<http://www.usdoj.gov/oig/special/s0703b/final.pdf>
- United Nations- E-Government Global Readiness Survey Results:
<http://unpan1.un.org/intradoc/groups/public/documents/un/unpan028607.pdf>
- British Identity Card Act of 2006:
<http://www.publications.parliament.uk/pa/ld200506/ldbills/071/06071.i-ii.html>
- Info Security Breach on TSA Traveler Web Site:
<http://oversight.house.gov/documents/20080111092648.pdf>
- NIST - Face Recognition/Iris Challenge Eval. Vendor Test 2006:
<http://face.nist.gov/frvt/frvt2006/FRVT2006andICE2006LargeScaleReport.pdf>
- DHS - Real ID Requirements—Part 1:
http://www.dhs.gov/xlibrary/assets/real_id_final_rule_part1_2008-01-11.pdf
- DHS - Real ID Requirements—Part 2:
http://www.dhs.gov/xlibrary/assets/real_id_final_rule_part2_2008-01-11.pdf
- What is NIST? (video):
http://www.nist.gov/public_affairs/videos/overview_video.html
- Identity Theft Repair Kit:
http://www.ago.state.ne.us/media/AGO_IDTheftBroch.pdf
- Creative Voices—The Case for Universal Broadband:
http://www.creativevoices.us/cgi-upload/news/news_article/BroadbandNowReport-Final.pdf
- California - The State of Broadband Connectivity:
http://www.calink.ca.gov/pdf/CBTF_FINAL_Report.pdf

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Institutional Excellence Award Deadline: February 15

Earn recognition for your campus and your staff with ACUTA's Award for Institutional Excellence in Communications Technology. Winners are presented with an exquisite piece of crystal as well as two complimentary registrations for an ACUTA Annual Conference.

Round One applications are due February 15, 2008. More details are available on the ACUTA website at www.acuta.org.

Thanks to PAETEC for sponsoring this award.

Welcome New Members

Institutional Members

Bluefield College, Bluefield, VA. T1
Annie Blair, Director, Information Systems & Technology 276/326-4286
Juniata College, Huntingdon, PA. T1
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University of California, Riverside, CA. T4
Jill Hishmeh, Manager, Communications Services 951/827-6484
Westminster College, Salt Lake City, UT. T1
Robert Allred, Director, Information Services 801/832-2013
Whitman College, Walla Walla, WA. T1
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MiCTA, Saginaw, MI <http://www.mictatech.org>
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MiCTA serves nonprofit members including educational, governmental, libraries, and health-care, in all 50 states by developing collaborative RFPs for technology purchases. MiCTA master service agreements meet standard procurement requirements and save members time and money.

Telecom Systems & Services, Orefield, PA <http://www.telcomsystems.net>
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