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ACUTA Newsletters

ACUTA: Association for College and University  
Technology Advancement

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2-2007

## ACUTA eNews February 2007, Vol. 36, No. 2

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## Nominate Now for 2007-08 Board of Directors

## Institutional Excellence Award Deadline Is February 16

More details on page 2

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of the February eNews



An advanced wireless network from NextG Networks will generate revenue, improve cellular coverage, and enable new wireless services on your campus by leveraging existing fiber.

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ACUTA's Nominating Committee has issued the call for nominations for ACUTA's Board of Directors for 2007-2008. We are seeking nominations for the positions of President-Elect, Secretary/Treasurer, and two Directors-at-Large.

At the close of the Annual conference, current President Carmine Piscopo of Providence College becomes the Immediate Past President, and President-Elect Walt Magnussen of Texas A&M University becomes President for '07-'08.

**President-Elect:** As stated in the Bylaws (Article III, Sect. A6), "Candidates for the office of President-Elect must have served as a member on the Board of Directors for a minimum of one year, or served as the Chair of a permanent committee for a minimum of one year." Nominees for this position must also be prepared to serve the following two years as President and Immediate Past President.

**Directors-at-Large:** Two positions shall be elected each year for two-year terms. The Nominating Committee will assemble a slate of nominees from names submitted by the membership. The two candidates receiving the most votes will be declared the winners. Directors-at-Large whose terms will expire this year are Corinne Hoch of Columbia University and Randy Hayes, University of Northern Iowa. Corinne is completing her second term as Director-at-Large and is therefore not eligible to run for the position again. Randy, ending his first term, may seek re-election.

Directors-at-Large who will serve the second year of their two-year terms are Harvey "Buck" Buchanan, Florida State University, and Diane McNamara, Union College.

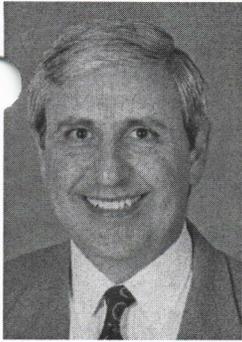
**Secretary/Treasurer:** Riny Ledgerwood of San Diego State University completes her first two-year term as Secretary/Treasurer. She is eligible to run for re-election.

Nominations must be received by 5:00 p.m., EDT, March 23, 2007. Send all nominations to Patricia Todus, or e-mail [p-todus@northwestern.edu](mailto:p-todus@northwestern.edu). Phone nominations will not be accepted.

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## From the President



Carmine Piscopo, RCDD  
Providence College

## The Road to Success

Do you have to be a leader to be considered successful professionally? No, but it helps. Follow me through some thoughts here.

Those who lead well achieve success based on name recognition and visibility as well as results. You can achieve success with just the results, and the name recognition and some measure of visibility will follow; but there are those who lead because they have a passion for leading, and there are those who lead because they're doing something really right or really well and people are following them.

If you have a desire to advance your career but you don't have a passion for leadership, you're going to have to do something really right or really well. You're going to have to be an expert at something. And with your recognition as an expert is going to come some leadership, even if it comes by default. If you don't have the passion, but you want more success, it's time to work on the expertise and the leadership. And, wouldn't you know it, I have a plan for you!

If you are reading this newsletter, you know that ACUTA educational events come in all shapes and sizes, from audio seminars to quarterly events to the annual conference. You can learn a lot from people who share their expertise and experience at ACUTA events. You can also learn from the eNews and the Journal as well as from the listserv. If you want to expand your knowledge base, ACUTA is the perfect resource because all the information comes from people who do pretty much the same things you do. You can become an expert by taking advantage of the educational opportunities ACUTA offers.

You can also develop your leadership skills through your participation in ACUTA. ACUTA offers a wide variety of opportunities to assume some measure of leadership. If you want to start in the shallow water and just get your feet wet without anyone's life (or your career) depending on your leadership skills, this association is the perfect place to start. Start small—be a monitor or moderator at an ACUTA event. Work up from there and give a presentation at one of the events. Join a committee and work into the position of committee chair. Be a state coordinator. Or, as the front page of this newsletter suggests, run for a Board position.

ACUTA's Board of Directors is a well organized, experienced entity. Each year just a few faces come and a few go. The roles are clearly defined. Your participation as a volunteer is appreciated, and your obligation to your "real job" is respected. It's a very comfortable learning environment, but your contribution to this 37-year-old organization is very real. If you want to polish your leadership skills, I can't think of a better place to do that than among people who understand what you do on your campus and are more than willing to welcome you on the road to success.

Do you aspire to be an expert—or to be a leader? ACUTA can help you be both.

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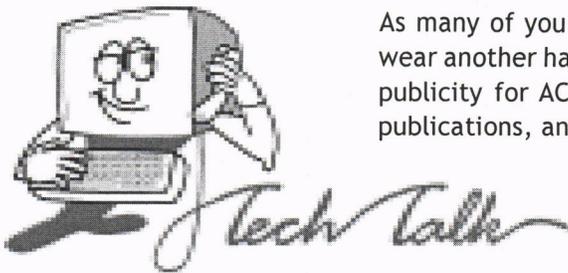
## Nominations Still Open for Institutional Excellence Awards

Patricia Todus  
Northwestern University  
ACUTA Awards Committee Chair  
[p-todus@northwestern.edu](mailto:p-todus@northwestern.edu)

The ACUTA Institutional Excellence Award is presented each year to institutions that, through an evaluation process, are recognized as leaders in technology excellence and professionalism. This year's award will be presented at ACUTA's 36<sup>th</sup> Annual Conference on August 1.

Please encourage your staff, ACUTA committees, and colleagues to consider submitting a nomination form for an initiative at their institution or one at another institution. The application deadline is February 16. Up to three awards are given annually, in each of three enrollment categories: Category 1 for campuses with fewer than 5,000 students; Category 2, 5,000-15,000 students; and Category 3, more than 15,000 students.

Full information is provided on the ACUTA website at <http://www.acuta.org/relation/downloadfile.cfm?docnum=437>. This is a wonderful opportunity for an institution and its technology leaders to be recognized for their efforts to "make a difference" at their institution. It's not too late to submit your initial application, but the deadline is drawing near.



As many of you know, in addition to writing the Tech Talk column each month, we wear another hat for ACUTA. We are the “public relations guy,” whose job it is to seek publicity for ACUTA and its members in higher education publications, technology publications, and elsewhere.

## Visibility for Your School and ACUTA

Kevin Tanzillo  
Dux PR  
kevin@duxpr.com

Unlike some other clients that our PR agency works with, ACUTA and its members are actually a very easy “sell” to these publications. They love the fact that we can offer access to the people doing innovative things, the communications technology professionals on the front lines. If we can offer specific examples, editors eagerly jump at our offers to connect with ACUTA members for interviews or contributed articles.

Thanks to the stories that result from these interviews, and the articles by ACUTA members that the publications showcase, ACUTA and the colleges and universities involved gain valuable publicity. For ACUTA, that visibility drives better awareness of the organization’s value. For the institution, it provides a showcase for its accomplishments.

Now, since you’re probably wondering why we’re telling you all this, it’s because we need your help. We want to know what kinds of innovative things you are doing or have done on your campuses. Whether it’s bold new wireless or Gigabit Ethernet implementations, creative uses of the Web, improved infrastructure, or anything else that you’re proud of and would be willing to talk about, we want to know. Remember, if we can offer specific story ideas for these publications, garnering publicity for you and ACUTA is much easier.

Most publications focus on particular topics from month to month. For instance, looking at some of the publications we’re currently pursuing on ACUTA’s behalf, they are planning coverage of subjects such as “converged networks,” “funding urgent IS/IT security projects,” “cellular communications and phones on campus,” and “Internet-based collaboration.”

If we can tell the editors, for instance, that the State University has recently completed a big VoIP implementation, there’s a fair chance we can get some publicity for that school and for ACUTA in the “converged networks” issue.

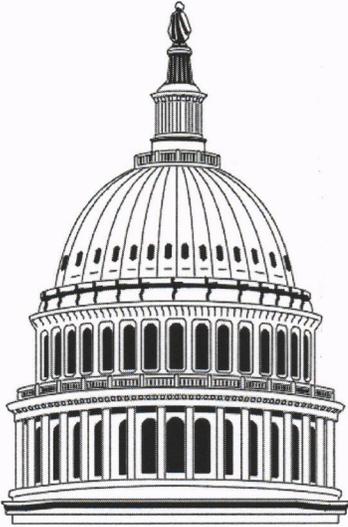
This publicity typically takes the form of either a contributed article by the ACUTA member (ghost-writing such articles is part of our “PR guy” role, by the way, so we can help if the writer is short on time) or an interview with the publication, whose writers then do their own article.

Our plea is this: If you are doing or have done something that you think that the higher education and technology communities might be interested in, please let us know. Just send a brief description of your project or implementation to me (kevin@duxpr.com) and to Pat Scott of ACUTA (pscott@acuta.org). We will keep this information handy until the time is right to get an editor interested. At that point, we’ll happily work with you and the editor to make good things happen.

We’ll return to our monthly technology updates next month, but in the meantime, please let us hear from you. Thank you!

*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.*

Help Us Grow the ACUTA Network...  
Invite a Colleague to join ACUTA today!



## DC Update

Jeanne Jansenius  
Sewanee, The University  
of the South  
[jjansen@sewanee.edu](mailto:jjansen@sewanee.edu)

### AT&T Inc. and BellSouth Corporation Merger Approved by FCC

Well, if you haven't seen the commercials, received mailers, or heard the announcement by now about the NEW AT&T, you just must not be connected to the world. The FCC approved the merger of AT&T Inc., and BellSouth Corporation, without Robert McDowell's participation, on December 29, 2006, and the BellSouth and AT&T marketing folks have hit the airwaves. The Commission focused on six key groups of services: special access competition, retail enterprise competition, mass market voice competition, mass market Internet competition, Internet backbone competition, and International competition and concluded that the merger is not likely to result in anticompetitive effects. The Commission also noted that AT&T has made a series of voluntary commitments that are enforceable by the Commission. You may see a full report at [http://www.fcc.gov/ATT-BellSouth\\_Press\\_Release.pdf](http://www.fcc.gov/ATT-BellSouth_Press_Release.pdf).

Dave Passmore, research director of Burton Group stated in early January that "more and more communications was going wireless, and the ability to sell service bundles to the enterprise, including a wireless component, was critically important to AT&T." John Regan, AT&T Vice President of Business Marketing, confirmed Passmore's analysis by commenting, "[W]hat we're now able to offer with this combined Cingular and AT&T includes wireline, long distance, Internet, broadband, data networking, and now a complete portfolio of wireless voice and data services." (<http://www.eweek.com/article2/0,1895,2079565,00.asp>)

### FTC Workshop on Broadband Connectivity Competition Policy

The Federal Trade Commission has scheduled a public hearing on February 13 and 14 at their satellite building conference center at 601 New Jersey Avenue, N. W., Washington D. C., that will cover issues on broadband connectivity but will also address net neutrality issues. If you can't make it to DC, listen via a live Web cast. Panelists will be identified and asked to participate based upon their expertise. Panelists selected to participate will be notified by February 1, 2007. Also, you may submit written comments on the topics to be addressed at the workshop on or before February 28, 2007. <http://www.ftc.gov/opp/workshops/broadband/index.html>.

### Scorecards for Interoperability Released

The Department of Homeland Security scorecards revealed that only 6 of 75 urban and metropolitan areas nationwide showed top scores for interoperability. Interoperable communications included policies, technology, and training enabling law enforcement, fire, and emergency medical services from multiple jurisdictions in a common community to communicate effectively within one hour of an incident. Scorecards ranked communities in three categories: governance (leadership and strategic planning); standard operating procedures (plans and procedures); and usage (use of equipment). Highest ranking communities: Washington, DC; San Diego, CA; Minneapolis-St. Paul, MN; Columbus, OH; Sioux Falls, SD; and Laramie County, WY. Homeland Security Secretary Michael Chertoff stated, "[T]heir experience proves that basic interoperability at the command level is achievable. We're committed to making this a priority in every major urban area, and we'll continue to push for closing these gaps by the end of 2008." (TR, 1/15/07)

### Items of Interest

FCC Chairman Kevin J. Martin appointed Fred Campbell as new Wireless Bureau Chief.

On February 7, 2007, the FCC will begin auctioning 1.4 gigahertz band licenses.

The next FCC open commission meeting is scheduled for February 23, 2007.

### 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>

## Overheard on the Listserv: Pricing VoIP

The ACUTA listserv continues to be a popular and valuable tool for members who seek advice, opinions, and information from other communications technology professionals. Back in November, **Mark Reynolds**, Associate Director ITS CNS at the University of New Mexico, needed feedback about the deployment of IP. "We have established our rate for the university and hospital and want to compare what we see with our vendor," Mark wrote. "We are not seeing initially that IP is cheaper, especially in a hybrid PBX environment." Mark requested the following information from listserv participants:

1. Installation of IP phone, soft, hard and wireless costs
2. Average cost of IP hard, soft and wireless phones including licensing
3. Monthly re-occurring costs for hard, soft and wireless phones

**Dave Barta**, Director of Telecom Services at the University of Oregon ([dbarta@uoregon.edu](mailto:dbarta@uoregon.edu)), responded:

"Since precise pricing discussions are verboten [on ACUTA's listserv], here's my general input on your IP phone questions:

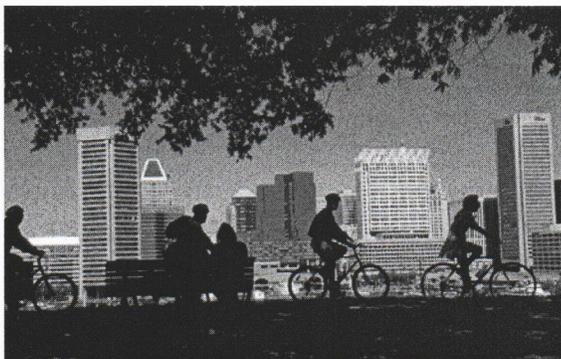
"1. Installation has always been based on the time and materials involved. No reason that should change with IP phones, especially the running wire and installing jacks part. The software part might go up since the folks doing it, especially early in the game, are likely to be higher paid employees.

"2. We're finding VoIP hardphones priced from roughly double the cost of a high quality analog phone up to roughly double the cost of most elaborate digital telephones and everything in between. The sets are changing so fast right now that it's very much a moving target. That applies even more to softphone licenses. We're an Avaya shop. I think Avaya's licensing approach has been a source of occasional fury to their user base but other vendors have done similar things. The market is in flux in IP phone and softphone license pricing and methodology, as near as I can tell.

"3. IP phones look and feel like digital phones (and even if the set is less, right now the supporting infrastructure is more), so I price the monthly charges a little higher than the comparable digital sets. Some of the lowest end IP sets aren't very sophisticated and don't cost a whole lot, but at this point we're using them for off-campus locations where all the alternatives are quite expensive, so people are happy with the price.

"Thankfully, I have not had a rush for softphones as primary or secondary phones since that creates all sorts of support and pricing confusion. I'm not going to offer that as a supported (and properly priced) solution until I feel it's reliable and we can reasonably support it. The same applies to wireless VoIP, multiplied by some factor of difficulty."

If you are not a regular participant in the ACUTA listserv, you're missing a wealth of opportunities to learn from seasoned professionals on hundreds of campuses. Sign up today at <http://www.acuta.org>.



Baltimore Area Convention & Visitors Assoc.

# acuta

## Summit on IP Communications in Higher Education

April 1-4 • Baltimore, Maryland

This "must-attend" event showcases how widely VoIP is deployed and the challenges and benefits it presents.

Register Online: [www.acuta.org](http://www.acuta.org)

# FYI

Useful Information  
from the Campus

<http://www.studentmonitor.com>

In the spring of 2006, Student Monitor of Ridgewood, NJ, conducted extensive research into how students are using communications technology on campus today. ACUTA eNews is pleased once again to feature selected results of that 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](mailto:weil@studentmonitor.com)).

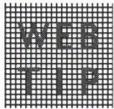
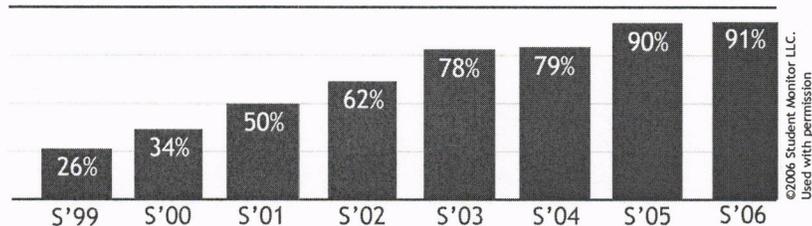
## Telephone Ownership

- ❑ Other than a cell phone, 54% have a phone in their room or apartment (down from 63% last year, 73% two years ago, and 85% three years ago).
- ❑ 55% have voice mail (comparable to a year ago).
- ❑ The average local monthly telephone bill among those with a non-cellular phone is \$30.80.

©2006 Student Monitor LLC. Used with permission

## Cell Telephone Ownership

- ❑ Cell phone ownership increased to 91% of all students (5.5 million students).
- ❑ The average student has had cellular service for three years and 1.5 cell providers, and 13% are likely to switch providers in the next 12 months.



Aaron Fuehrer  
ACUTA Information  
Technology Manager  
[afuehrer@acuta.org](mailto:afuehrer@acuta.org)

## What's New on the ACUTA Website

<http://www.acuta.org>

Are you getting the most out of your investment in ACUTA? ACUTA dues are very low for the value that membership offers. From discounts on events to participation in the listserv to building a professional network that contributes effectively to your career success, ACUTA does its best to make your membership worthwhile.

One of the most widely used benefits is the ACUTA website. If you haven't bookmarked the website, we hope you will do that now.

The homepage is a gateway to useful information. At [www.acuta.org](http://www.acuta.org), the first screen offers you basic information about the next ACUTA event, with full details just a click away; access to job postings at member campuses; links to educational materials from previous seminars and conferences; contact information about your colleagues on other campuses; and a host of other resources. Corporate affiliates will find most if not all of the information they need for upcoming events under "Corporate Participation" on the menu bar.

Some of the links are member-only benefits that require a password to access. If you are not sure you have an ACUTA Web access account, go to <http://www.acuta.org/myacuta>.

Whether you want to read the latest commentary on legislative and regulatory issues, submit a nomination for one of ACUTA's prestigious awards, search for products and services among Corporate Affiliates, register for an upcoming event, or see what job opportunities are available on other campuses, the ACUTA homepage is worthy of a bookmark. We hope you will visit it regularly and let us know how we can make it work even better for you.

If you have any questions, please contact me at [afuehrer@acuta.org](mailto:afuehrer@acuta.org).

# Board Report January

Riny Ledgerwood  
San Diego State Univ.  
ACUTA Secretary/Treasurer  
rledgerw@mail.sdsu.edu

The Board of Directors met by conference call on January 4 and approved the 2005/06 Audited Financial Statements. Overall, the revenues and expenses increased slightly over the past year resulting in an almost break-even year-end balance. The reserve balance is well within ACUTA's investment policy, which requires at least six months of operating expenses in reserve.

*University Business Magazine* solicited ACUTA's input for an article they were writing on Emergency Notification System.

The Board and Committee Chairs will evaluate the results of the 2006 ACUTA Member Needs Assessment Survey and make recommendations to improve services.

There will be an ACUTA booth at the exhibit hall in 2007, which will be staffed by volunteers. The purpose is to answer questions regarding ACUTA and explain the resources that are available on ACUTA's website.

ACUTA is working on collaborative arrangements with the International Telecommunications Education and Research Association (ITERA) to benefit both organizations. ITERA has invited ACUTA to provide judges for its "Crisis Florida National Student Case Competition," to review submitted student papers and assist in selecting three finalists, which will be followed by selecting a winner at their conference in Louisville on March 23.

ACUTA is also exploring collaboration opportunities with the Association of Higher Education Cable Television Administrators (AHECTA).

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

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## Info Links

Randy Hayes  
University 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.

- NASCIO Customer Service Strategies:  
<http://www.nascio.org/publications/documents/NASCIO-StayingConnected.pdf>
- FCC USF Monitoring Report 2006 (655 pages/many charts & stats):  
[http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/DOC-269251A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-269251A1.pdf)
- FCC Report on Cable Industry Prices:  
[http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/FCC-06-179A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-06-179A1.pdf)
- FCC Report on Junk Fax Enforcement Activities:  
[http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/DA-07-16A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/DA-07-16A1.pdf)
- NCD Paper on Need for Add'l/Updated ADA-Like Rules for ICT:  
<http://www.ncd.gov/newsroom/publications/2006/discrimination.htm>
- DHS Tactical Interoperable ICT Scorecard (Released Jan. 2007):  
<http://www.dhs.gov/xlibrary/assets/grants-scorecard-report-010207.pdf>
- NCSL "Top 10" Policy Issue Forecast for State Legislatures:  
<http://www.ncsl.org/programs/press/pr070104.htm>
- Ultimate Guide to Carrier Ethernet:  
<http://www.telecommagazine.com/>
- Pew Report...Riding the Waves of Web 2.0:  
[http://www.pewinternet.org/pdfs/PIP\\_Web\\_2.0.pdf](http://www.pewinternet.org/pdfs/PIP_Web_2.0.pdf)
- Aberdeen Group's Numerous "Unlocked" (Free) ICT Papers:  
<http://www.aberdeen.com>
- 2005 EU Data Retention Directive Becomes Law in 2007:  
<http://europa.eu/rapid/pressReleasesAction.do?reference=MEMO/05/328&format=HTML&aged=1&language=EN&guiLanguage=en>

# ACUTA NEWS, Vol. 36, No. 2

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### Remembering

## Harry Kyle

Harrison "Harry" K. Kyle passed away Dec. 9, 2006, in Tulsa, Oklahoma.

As assistant director of the telecommunications services department at Oklahoma State University, Harry was a very active member of ACUTA from 1989 till 2002. He will be remembered best for his service on the Legislative and Regulatory Affairs Committee as well as his contribution as Oklahoma State Coordinator. He spoke and served as a moderator at several ACUTA events over the years, and was well liked and well respected.

# Welcome New Members

## Institutional Member

### Lewis & Clark College, Portland, OR. T2

Chris Stevens, Dir. Network & Telecom; 503/768-7020 ..... cstevens@lclark.edu

### California State University, Los Angeles, CA. T4

Peter Quan, VP, Info Tech Svcs., 323/343-2700 ..... pquan@cslanet.calstatela.edu

## Corporate Affiliate Members

### BRONZE MEMBER

Veramark Technologies, Inc., Pittsford, NY ..... www.veramark.com

Nancy Gates, Director of Corp. Business Development; 585/381-6000

Veramark's call accounting, telemanagement & TEM solutions have set the industry standard for technological excellence, application experience, & process expertise. Our products, eCAS® and VerasMART™, allow educational institutions to optimize network performance, increase productivity, improve enterprise security, & measurably reduce communications expenses.

### COPPER MEMBER

Cellular Specialties, Inc., Manchester, NH ..... www.cellularspecialties.com

Kristen Kohler, Sr. Marketing Specialist; 603/626-6677

To help colleges and universities take full advantage of wireless voice and data technologies, CSI provides seamless turnkey solutions. Our solutions provide students, faculty, and staff with secure, reliable wireless connectivity—campuswide.

Rave Wireless, New York, NY ..... www.ravewireless.com

Robert Jones, Dir. of Marketing; 571/214-0079

Rave Wireless provides mobile applications & phone programs that help colleges and universities better connect with and serve students. Rave Wireless enables universities to transition from landline phones with only voice capabilities to mobile phones that provide a full range of services.



## Thanks to Journal Advertisers for 2006

ACUTA thanks the following companies for advertising in our 2006 Journals. As you choose the companies with which you will do business, we hope you will remember these ACUTA supporters.

### ★★★★ All 4 Issues ★★★★★

1Call, A Division of AMTELCO  
 Compco, Inc.  
 Dees Communications, Ltd.  
 Dux Public Relations  
 Fluke Networks  
 NEC Unified Solutions, Inc.  
 Telecom Technology Resellers LLC  
 WTC

### ★★★ 3 Issues ★★★

CommuniTech Services, Inc.  
 Hubbell Wiring Systems  
 Western Telematic, Inc.

### ★★ 2 Issues ★★

AT&T  
 Cedar Point Communications, Inc.  
 Panduit Corporation  
 Professional Computing Resources, Inc.  
 Telecom Reseller

### ★ 1 Issue ★

3Com Corporation  
 Campus Televideo  
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 Snake Tray  
 Sprint-Nextel  
 Zone Telecom, Inc.