12-2007

ACUTA eNews December 2007, Vol.36, No. 12

ONEWS

From the President
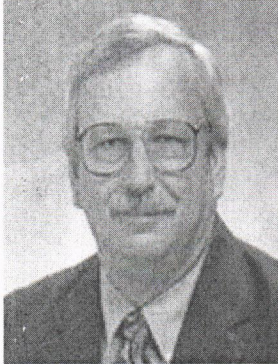
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Collaborations Present Opportunities

Back in August I announced that I wanted to focus special attention on the various collaborations ACUTA has put into play. Those collaborations will increase the opportunities to expand your professional network in new directions and give you a fresh perspective on situations that arise on your campus. We learn from each other about our common challenges, but we also learn from interaction with those on the periphery of our jobs.

For example, in the fall issue of the *ACUTA Journal*, I mentioned several projects that ACUTA and the International Telecommunications Education and Research Association (ITERA) are considering. ITERA invited some ACUTA members to judge their student paper competition, and we are looking into partnering with them on that competition in the future. This could prove to be a lucrative source of journal article authors and seminar/conference presenters. It may also result in additional members for ACUTA as these students (and their faculty sponsors) see the value in ACUTA membership and relay that information to their colleagues on nonmember campuses. ITERA is also helping us identify an intern to assist with a new white-paper project that we are seeking to launch.

Another group we hope to develop an ongoing relationship with is ResNet. While we don't have concrete plans to offer yet, we have initiated a discussion to explore common grounds and find ways that we can work together.

There are lots of other collaborations as well. We teamed with ATIS to deliver the hurricane preparedness checklist. We communicate with EDUCAUSE on various legislative/regulatory-related issues including joint comment filings and letter-writing campaigns. With some groups, such as BICSI, we are looking into offering joint workshops. We exchange memberships with a number of organizations such as Internet2, and we have reciprocal agreements with CHEMA organizations for the exchange of information, including, occasionally, recommending speakers for events.

In This Issue

On their website (www.asaecenter.org), the American Society of Association Executives (ASAE) explains that "a sense of community coordination is at the heart of the association profession. People voluntarily join associations because they want to work together on a common cause or interest." We know from testimonials that participating in an association is a career-enhancing experience. Are you where you want to be professionally today? If not, you should be taking advantage of your membership in ACUTA to learn from others who have been there and moved up. The educational venues are unsurpassed, and the leadership opportunities are excellent. The collaborations with other associations are just another way that ACUTA will help you learn and grow professionally.

Is this a new phenomenon? Not at all. ASAE says, "America's associations have deep roots in our history. The first American settlers formed 'guilds,' patterned after British traditions, to address common challenges and support each other's work and lifestyle. In 1830, French statesman and author Alexis de Tocqueville toured America and remarked that the new nation seemed to be succeeding so well at democracy because Americans of all ages, all stations of life, and all types of disposition were forming associations."

In 2004, there were more than 86,000 trade and professional associations, plus 1,010,365 philanthropic and charitable organizations. That's a lot of possibilities for career growth. ACUTA continually strives to make your experience beneficial. Collaborating with other associations opens new doors for all of us.

If you want to be a part of this effort, contact any Board member or the ACUTA staff (859/278-3338). It's true that the extent to which you benefit from membership increases with your involvement.

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
- Mohawk Announces the Launch of Their Newly Re-Designed Website
- Fujitsu Positioned in Leaders Quadrant in 2007 Magic Quadrant for SONET Equipment

JOB POSTINGS
- Computer Systems Administrator, Washington State University, Pullman, WA
- University Data Modeler, Miami University, Oxford, OH
- Technology Support Analyst, Miami University, Oxford, OH
- Programmer IV, University of California, Davis, Davis, CA
- Programmer II, University of California, Davis, Davis, CA
- Manager, Network Services, Information Technology Services, Iowa City, IA
- Supervisor, Telecommunications Services #4403, Univ. of Wyoming, Laramie, WY
- Network Engineer (3 positions), The Univ. of Tenn., Office of Information, Knoxville, TN
- Project Manager, UCLA Communications Technology Services, Los Angeles, CA
- Programmer Analyst - Oracle ERP, University of Northern Iowa, Cedar Falls, IA
- Telecommunications Technician II, Park University, Parkville, MO
- Student Technology Services, Manager, Technical Services & Support, Washington Univ., St. Louis, Saint Louis, MO
- Business Intelligence Analyst, College of Charleston, Charleston, SC

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.

Kevin Tanzillo
Dux PR
kevin@duxpr.com

Mash Up Your Data and Serve It with Gravy
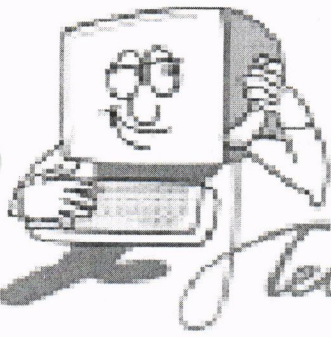
So what comes to mind when you hear the term "mashup?" My first thought is that it sounds like a British term for a traffic accident ("Nigel just called, and he'll be a tad late tonight. Seems he's been in a bit of a mashup on the A1.") or maybe, with Thanksgiving still fresh in our minds, one of the last things you do with the potatoes before sitting down to dinner.

What I don't think of is an informational online application. But mashup is the term being applied to a certain type of combination of data sources that help inform and edify website visitors. This comes under the general heading of "Web 2.0" applications, which we talked about in the July Tech Talk column.

Apparently the term was imported from pop music, where it describes a song that is created by merging portions of other songs.

The mashup development process involves taking data from two or more sources and putting it together in a way that none of the sources necessarily intended originally. For example, you might take demographic data from your student body, such as hometown or high school, and combine it with a Google Map, allowing people to see a graphic representation of how many students come from a given state or region, with the ability to zoom in and out, depending on the desired level of detail.

Most examples we have seen of mashups do involve maps, since maps present so many macro and micro viewing possibilities. However, any combination of data sources that would, when combined, present a helpful, actionable, insightful application can serve as the foundations.

Odds are that you will be seeing many more mashups in the near future, since tools are available that make it surprisingly easy to develop them. Unlike the days when you had to be a true geek to develop applications, apparently with mashups you can be only part geek and still achieve your goals. However, from a "business" standpoint, we probably won't see a lot of enterprise and business energies devoted to mashups until it can be shown how various sources' data can be blended in such a way that the application really addresses a business problem.

Using the student demographic data example, while a map may be a nice way to illustrate existing data, it doesn't necessarily help the university attract students. If a mashup could be developed to take that data, combine it with maps, financial assistance information, the locations of active alumni, and available information about potential students, the result could be something that recruiters could really leverage. But until then, maps are always fun to look at.

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.

Board Report
November

Riny Ledgerwood
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The Board of Directors met by conference call on November 5 and discussed the following:

- The September 30 pre-audit financial statements look very positive.
- ACUTA will explore potential opportunities for collaboration with ResNet.
- ACUTA staff, Board members, Committee Chairs, and a Corporate Affiliate will be at a strategic planning retreat in Lexington, Kentucky on November 15-16.
- The Board agreed with the proposed 2007-08 plans for institutional and corporate affiliate membership recruitment, along with the staff's estimate for various costs, and approved the additional funding requested for recruitment efforts this coming year. It was noted that success will be measured throughout the year and plans adjusted if necessary.

Respectfully submitted,
Riny Ledgerwood, Director
Communications and Computing Services
San Diego State University
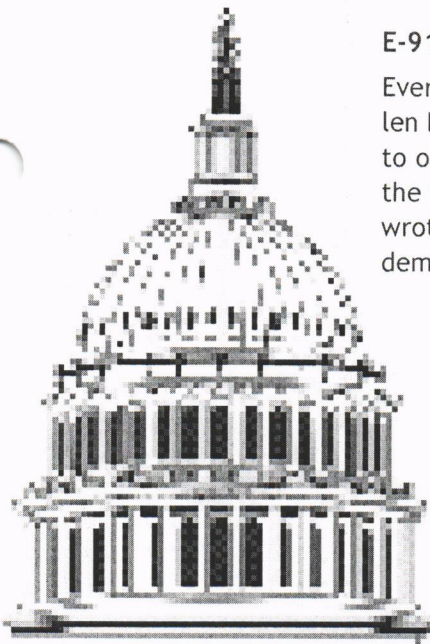
D C Update
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E-911 Cell phone Tracking Used by Law Enforcement

Ever wonder if Big Brother is watching? In a recent article in the *Washington Post*, El-len Nakashima, staff writer, reported that "federal officials are routinely asking courts to order cell phone companies to furnish real-time tracking data so they can pinpoint the whereabouts of drug traffickers, fugitives, and other criminal suspects." She also wrote that some judges have granted requests "without requiring the government to demonstrate that there is probable cause to believe that a crime is taking place." Dean Boyd, Justice Department spokesman, said, "We strongly recommend that pros-ecutors in the field obtain a warrant based on probable cause...when we become aware of situations where this has not occurred, we contact the field office and discuss the matter." (*Washington Post*, November 23, 2007)

Electronic Freedom Foundation Files Lawsuit

On October 17, 2007, the Electronic Freedom Foundation filed a lawsuit against the Office of the Director of National Intelligence demanding any information about telecommunications companies' efforts to get off the hook for their role in the government's illegal electronic surveillance of millions of ordinary Ameri-cans. Marcia Hofmann, attorney for EFF, stated, "We deserve to know what kind of lobbying has gone on behind the scenes before lawmakers make this critical decision...Congress is debating amnesty for the telecoms right now—amnesty that could imperil judicial review of a very controversial government program, as well as threaten class-action lawsuits that impact millions of Americans." (http://www.eff.org/press/archives/2007/10/17)

House Judiciary Committee Boosting ISP Fines?

The House Judiciary Committee is taking steady aim at catching and prosecuting online predators and purveyors of child pornography. At the October 17 committee hearing, Rep. Marilyn Musgrave (R. Colo.) stated that fines for those Internet service providers (ISPs) that "knowingly and willfully fail" to report violations would be charged $50,000 for the first incident and $100,000 for each subsequent failure for an ISP not reporting violations to authorities. HR 3418 also gives the FCC the authority to levy civil fines for $50,000 for the initial violation and $100,000 for each subsequent violation. John Ryan, general counsel at AOL, Inc., stated that his company "had been cooperating with law enforcement on this issue for a long time." He also stated that if ISPs were given im-munity (currently they do not have non-legislative immunity), this would encourage them "to get engaged in the process." (*Telecommunications Report*, 11/1/07)

700 Megahertz Band Auction Begins

January 16, 2008, is the start date for the FCC's auction for the 700 megahertz band in Auction 73. The Commission will make available 1099 licenses in the 698-806 MHz band. There will be 176 licenses over Economic Areas (EAs) in A Block, 734 licenses over Cellular Market Areas (CMAs) in B block, 176 over EAs in E block, 12 licenses over Regional Economic Area Groups (REAGs) in C block, and one nationwide license, to be part of the 700 MHz Public-Private Partnership, in D block.

For More In-Depth Coverage of Legislative & Regulatory Issues:
ACUTA members may read about the latest developments in telecommu-nications- 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/Download-File.cfm?docNum=309

FCC vs. Unregulated Cable Industry

The *Washington Post*'s November 12, 2007 article reported that "the FCC is likely to impose a new regulation on the largely unregulated cable television industry."

Not only is the FCC contemplating a national ownership cap (preventing one company from having more than 30 percent of all cable subscribers), they are circulating the idea that cable companies slash the price charged to smaller television programmers to lease space on access cable channels.

This item was initially scheduled for consideration at the FCC's November publicmeeting, but was withdrawn from the agenda. Stay tuned for more developments.

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.

- Nature and Causes of Hacking for Profit:
  http://www.cs.cmu.edu/~jfrankli/acmccs07/ccs07_franklin_eCrime.pdf
- Pew Internet Report on Parents & Teenager Internet Use:
  http://www.pewinternet.org/pdfs/PIP_Teen_Parents_data_memo_Oct2007.pdf
- FCC Report on High Speed Services for Internet Access:
  http://www.fcc.gov/103107.pdf
- SETDA Report on Technology in 21st Century Education:
  http://www.setda.org/web/guest/maximizingimpactreport
- OECD Broadband Rankings (June 2007):
  http://www.oecd.org/dataoecd/21/35/39574709.xls
- OECD Broadband Portal:
  http://www.oecd.org/document/54/0,3343,en_2649_33703_38690102_1_1_1_1,00.html
- OECD Science, Technology, and Industry Scorecard 2007:
  http://www.oecd.org/document/10/0,3343,en_2649_33703_39493962_1_1_1_1,00.html#summary
- GAO Report on Infrastructure Challenges Involving Pandemics:
  http://www.gao.gov/new.items/d0836.pdf
- George Mason U. Study on USF Contribution Methodology:
  http://www.mercatus.org/repository/docLib/20071105_USF_Ex_Parte_Oct_2007.pdf
- PFF- Inadvertent Filesharing Revisited:
  http://www.pff.org/issues-pubs/pops/pop14.22inadvertentfilesharing.pdf
- PFF- Racketeering on Campus:
  http://www.pff.org/issues-pubs/ps/2007/ps3.13campusracketeering.pdf
- NASCIO-Pandemic Planning....Where's My Staff?:
  http://www.nascio.org/publications/documents/NASCIO-PandemicPlanning.pdf\
- Time Escapes Me—Workaholics & Time Perception:
  http://www.statcan.ca/english/freepub/11-008-XIE/2007001/pdf/11-008-XIE20070019629.pdf
- The State of State Disclosure on Web Information:
  http://www.goodjobsfirst.org/news/article.cfm?id=375
- Pew Background Report on Measurement of Broadband Access:
  http://www.pewinternet.org/pdfs/Backgrounder.MeasuringBroadband.pdf
- Pew Full Report on Measurement of Broadband Access:
  http://www.pewinternet.org/pdfs/PIP_Measuring%20Broadband.pdf

ACUTA Resources
Make Membership a Great Value

Invite a colleague on another campus to join ACUTA today!

Contact Amy Burton: aburton@acuta.org

Why Do We Do What We Do?

Bill Farris
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If you have young children or young grandchildren, you're probably familiar with VeggieTales. Before every program, the creators of VeggieTales run a clip showing a young child playing in a park with "Why we do. What we do" superimposed on the screen.

That makes me think, why do we, as IT professionals, do what we do? We sit in our fabric-covered boxes and answer tons of e-mail. We pound out lines of code. We write reports. We update operating systems. We provision new servers. We pull new cables. We punch down new circuits. We install network switches. We restore disrupted service. We fight the latest virus outbreak. We dream up the next killer app. But why do we do what we do?

Were we infected with the geek gene at an early age and just can't help ourselves? Are we masochists who derive some strange pleasure from explaining for the fifteenth time to that hapless individual "Your password is CAse SeNsitive."? Did we get such an adrenaline rush fighting Blaster, MyDoom, and Sasser that we sit staring at our terminals with caffeine blurred eyes waiting for the next worm to hit so we can feel that same old rush? Are we just waiting for that paycheck next Friday?

So, why do we do what we do? If you've asked yourself this question, get up from your ergonomically designed chair for a cup of coffee or a soda. This time, instead of scurrying through the cubicle maze to the break room, wait until classes are changing, grab a jacket, and walk to the Union.

Look around at the students you pass. Perhaps some of the brightest minds on earth. Some are struggling with being away from home. They are wondering where they fit in at this big impersonal place called a "university." Will I be able to find a job after spending all this time and money? Why can't I get into that class I want? What are my friends doing tonight?

Why do we do what we do? It is for these students. They don't really care how it happens, but when they connect their computers to the network, they expect the bits and bytes to fall out of the jack into their computers in the proper order. When they turn on their wireless device, they expect to contact everyone on their buddy list, to check Blackboard for new class assignments, or maybe schedule a study group. They expect access to the network how and when they want.

In my life away from campus, I run sound and do audio work. If the sound technician is doing the job properly, you never notice his or her presence. The band begins to play, the vocalist begins to sing, and no matter where you are in the auditorium, it sounds balanced and natural—as if they were sitting across the room.

Isn't that part of our job? Shouldn't we as IT professionals be transparent to our students? They want to surf the net, contact friends, access data, check course information, download music and videos (legal downloading only, please), order pizza, and, at 3:00 a.m. before that paper is due for their 8:00 a.m. class, get online to find one last corroborating reference. Shouldn't we enable this without the student ever noticing our presence?

Are we as IT professionals adding value to this process or are we standing in the way? Yes, we need to guard the network. We need to protect data flowing across the network and the devices connected to the network. We need to comply with the ever-changing local, state, and federal laws and regulations as well as our own university's policies. But, are we providing the services students expect and desire when and where they want? And in doing so, are we enabling or impeding our students?

For years we thought we had cornered the market for student telecommunications services. Remember all those phone lines in the dorm rooms? Then cell phones hit and Student Housing began removing phone lines. It was a rude awakening, but we discovered we are not indispensable. Will the new wireless technologies cause history to repeat itself?

Much is written about the university of the future. Will there be a place for the traditional bricks and mortar university? Will the university of the future be virtualized? Will the sum of all knowledge be in a chip implanted in our Borg collective? Whatever form the university of the future takes, one thing is certain. If we as college and university IT professionals fail to maintain a student-centered focus, we will not be a part of that future.

FYI

Useful Information from the Campus

http://www.studentmonitor.com

In the spring of each year, Student Monitor of Ridgewood, NJ, conducts extensive research into how students are using communications technology on campus. *ACUTA eNews* is pleased once again to feature selected results of the 2007 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).

Students who own a cellular phone were asked about the functions and features they have on their phone as well as if they actually use those features. The most popular feature both had and used by students on their cellular phones was "caller ID" followed by the "missed call feature."

As we examine some of the more recent enhancements, such as text messaging, color displays and photo and video capabilities, we see that 66% have the feature of sending or receiving text messages and 55% use that feature. Students with a cellular phone (2.7 million) have a color display screen (50%). More than four in ten students (42% or 2.3 million) can send or receive photos.

Important Cellular Phone Features

	Total	Male	Female
Caller ID	65	63	67
Send/receive text messages	53	49	56
Missed call feature	51	48	55
Vibration	51	51	51
Personal phone book	50	47	52
Time and date display	46	44	49
Speaker phone	45	45	45
Store text messages	38	37	39
Last 20 call list	37	37	37
Calendar	32	32	32
Color display screen	31	33	30
Speed dial	27	28	26
Redial feature	26	27	24
Picture messaging	25	24	27
Bluetooth	25	29	21
Programmable ring tones	24	23	24
Send/receive photos	24	24	25
Access the Internet	20	22	18
Hands-free	19	21	17
Games	19	21	17
MP3 enabled	18	24	13
Access email	18	21	14
Removable memory	16	17	16
Video capability	14	19	8
Push-to-talk	14	14	14
Alternate line	12	12	13
Voice-activated dialing	11	12	11
Group/conference calling	11	10	12
Video messaging	10	13	8
Selectable font size/display	9	9	9
Broadband access	8	11	6
Interchangeable faceplates	5	4	5

Base=Students who own a cell phone

Nominations Open for Institutional Excellence Awards

Carmine Piscopo
Providence College
ACUTA Awards Committee Chair
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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 37th Annual Conference on July 16.

Please encourage your staff, fellow ACUTA committee members, and colleagues to consider submitting a nomination form for an initiative at their institution or one at another institution. The application deadline is February 15. 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 at difference" at their institution. Plan now to submit your application.

Thanks to Sponsors for 2007

At ACUTA conferences and seminars you will notice that many events and items are sponsored. This means that a vendor has contributed the funds that make that amenity or that event affordable for ACUTA. It enriches our events to have a special dinner and entertainment on Monday night, to have portfolios and pens, to enjoy coffee breaks and snacks, and much more.

The following companies have sponsored in the past year. Please thank them as you have occasion and include them in your RFPs.

All Four Events	Acentech Incorporated Compco, Inc. PAETEC Qwest Communications WTC
Three Events	Telecom Technology Resellers LLC
Two Events	Falls Earth Station, Inc. TRCA Vantage Technology Consulting Group
One Event	5G Wireless Communications, Inc. AT&T CheckPhone CommScope, Inc. CosmoCom FiberNet Telecom Group, Inc. Force10 Networks Level 3 Communications Mitel Networks Mobile Campus NEC Unified Solutions, Inc.PowerDsine, A Division of MicrosemiSprint TAC Centre, Inc. USA Mobility Verizon Business

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PAETEC Provides Calling Service

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

RFI/RFP Web Page

Have you taken advantage of ACUTA's RFI/RFP Web page yet?

Members who have an active account password may post or view new and active RFIs and RFPs. For school members, this is the perfect avenue to include ACUTA corporate affiliates in your search for new providers. For corporate members, this is a great tool for introducing your company to potential new customers.

We encourage all members to submit RFIs and RFPs for any new product or service. Simply email your document to Aaron Fuehrer at afuehrer@acuta.org as a PDF, Word, or Excel file.

The RFI/RFP documents will be in Acrobat PDF format, and viewing will require an ACUTA Web account password. If you are not sure if you have an account password, go to http://www.acuta.org/myacuta. The RFI/RFP page is available at http://www.acuta.org/?1683.

Welcome New Members

Institutional Members

Northeastern University, Boston, MA T5
Robert Whelan, Director, Network and Telecommunications Services......617/373-4282

Southern Utah University, Cedar City, UT T2
Glen Pryor, Assoc. VP for IT...435/586-7737

Corporate Affiliate Members

BRONZE MEMBER

Ciena Corporation, Linthicum, MD ....http://www.ciena.com
Amanda Williams, Event Marketing Coordinator (678/230-1612)
With expertise in optical, access and data networking, Ciena enables its customers to deliver more services faster, lower the network cost base, and improve the end-user experience. We don't just build networks...we build network value.

COPPER MEMBERS

Conveyant Systems, Inc., Santa Ana, CA........................http://www.conveyant.com
Tim Kenyon, President (770/339-1085)
Conveyant Systems is the industry-leading PC console provider. From capturing simple call statistics to complex networking solutions, Conveyant Systems, innovators of Computer Telephony Integration, is your answer for customized, integrated call processing.

Important Information...
Useful Resources...
The Best in Professional Networking:
Invite a Colleague to join ACUTA today!

Happy Holidays from ACUTA Staff

At this time of giving the ACUTA staff traditionally chooses a charity and makes a group donation from our personal funds. This year we have chosen two very different charities: the Toys for Tots program supported by the firefighters and the SIDS Alliance.

First, we wanted to be a part of a well-organized program that truly does bring smiles to children's faces. Christmas memories are a very important part of everyone's childhood, and no child should have to experience Christmas without a new toy.

Our other choice is dear to our hearts because someone we know lost their baby boy to this mysterious thief. In his memory, we want to be a part of the efforts to find ways to prevent this tragedy.

We wish you a very happy holiday season.

Jeri, Amy, Tom, Lori, Aaron, Donna, Pat, Lisa, and Michele