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From the President

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Change through Partnerships at Northwestern

The Information Technology division at Northwestern University has focused on *change through partnerships* to allow us to reallocate our resources toward new technologies, improve service delivery on our campuses, and facilitate relationships with our external communities.

This focus is integrated into the strategic planning process as we take time to review what services we are providing in Information Technology that could better be done by someone else. This is usually accomplished by partnering with another campus department or a vendor. A couple of recent examples are:

(1) Moving the development and maintenance of the university's Web page from Information Technology to the University Relations office. University Relations is responsible for the image of the university, and their expertise in the use of the Web to enhance this image has improved this important public relations medium.

(2) Increasing the availability of university-produced videos on campus and off campus using Google Scholar.

Enhancing partnerships with our surrounding communities is also important from several aspects: Our students live in these communities, the university is a large employer and contributor to the communities economically and culturally, and town-gown relationships are always an area to be enhanced. Information Technology staff has partnered with the city surrounding our largest campus to plan for and manage the installation of a fiber-optic infrastructure to the city's municipal and utility buildings. In the city of Chicago, where our professional schools, continuing studies school, and other university support services are located, we act as advisors to the Mayor's Technology Committee. In K-12 schools state wide, our Collaboratory Project has provided a technology scaffolding to assist teachers in the use of technology in curriculum and a medium for sharing their initiatives with other teachers and students across the state and the globe.

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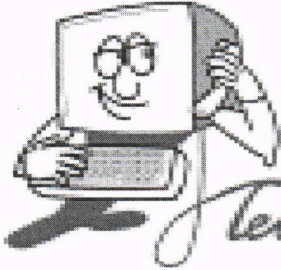


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All of these partnerships, whether internally or externally driven, have generated positive change in our division and on our campuses. For the local and global communities, these partnerships have not only made a difference to the university, but also to those communities.

We should not overlook the power of partnerships in producing change. Quantum physics buffs know that one small change can have a ripple effect that continues to facilitate change in ways we could not even imagine. And while it is usually good practice to manage change, there are times when just providing an environment for change, such as the Collaboratory Project, produces unimaginable positive change to improve the education of our youth and the future candidates for higher education.



“Is it warm in here, or is it just me?” If servers could talk, and if that were the question posed by one of them in a typical data center, the simple answer would be “Yes.” Not only is it getting warmer wherever lots of equipment is clustered, but just about every device is part of the problem. The bottom line—literally and figuratively—is that it is getting incredibly expensive to keep that equipment cool.

Even though Earth Day is coming up this month, forget about Global Warming: Equipment Warming may be the more severe environmental problem, when it's your network on the line. We touched on this subject

a year ago, when we talked specifically about VoIP equipment. Since then, though, some eye-popping cost figures have been overlaid on the issue of equipment cooling needs.

It can cost close to \$9,000 to keep one high-end server properly cooled for a year. That was the amount calculated by the analyst firm IDC, which issued a report on the subject several months ago. If that sounds bad enough, consider that IDC researched its report before the hurricane-triggered increases in the costs of fuels. The analysts pegged the annual electric bill for U.S. data centers at \$3.3 billion.

For some companies, the cost of maintaining their equipment's environment is exceeding the cost of the equipment itself. It can be a tremendous drain on departmental budgets, robbing communications/IT departments of dollars that could be used in much more productive ways.

The problem has been compounded in the last several years because of the increased density of equipment. When you can put the networking equivalent of an entire server on a single blade, it may be a great technical accomplishment, but unfortunately power consumption doesn't get shrunk by the same proportions. Pack a lot of this more powerful equipment into a given space, and the heat waves just roll out of it.

We hate to just whine about things, without looking for some silver lining in the cloud. It's just our optimistic nature. So we are happy to tell you that there is progress being made. Just as technology giveth (heat in this case), technology is also finding ways to taketh away.

Solutions are showing up in the form of more power-efficient processors, and vendors are starting to offer equipment in different electricity-consuming grades so you can opt for “greener” equipment. That is on the heat-producing side. On the cooling side, such developments as water chillers for improved cooling capacity, software tools enabling better designs for equipment placement in data centers, and integrated blades with cooling technology are coming onto the market.

Just as people get lethargic when the temperature climbs, so does our computing and network equipment. This may be one more concern to add to all the other things you and your department have to worry about—but just be sure not to blow your cool.

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.

Working Up a Sweat Over Power Consumption

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Nominate for ACUTA Ruth A. Michalecki Award

The ACUTA Awards Committee is pleased to invite nominations for the 2006 ACUTA Ruth A. Michalecki Leadership Award. This annual award recognizes outstanding leadership among the membership.

The person selected for this award:

- Engages in activities that have produced results directly benefiting the ACUTA organization and/or the broader higher education community
- Motivates and fosters collaboration to accomplish goals, objectives, and the mission of his/her institution while demonstrating exceptional leadership qualities
- Actively participates in and promotes the education, professional development, and mentoring of other professionals
- Demonstrates initiative—the ability to take charge by creating or developing a program, project, or activity that impacts the community
- Demonstrates leadership in the communications technology industry

We encourage you to nominate someone by completing the nomination form online at <http://www.acuta.org/relation/downloadfile.cfm?DocNum=436>. There you will also find a listing of previous recipients and their accomplishments.

Deadline for nominations is May 12. Nominees must be representatives of ACUTA institutional member schools or corporate affiliates or associate members.

ACUTA extends appreciation to PAETEC Communications for sponsoring this award again this year.

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, both often contain valuable information. Below are links to selected documents of interest.

- Broadband Properties Mag—Regulatory-FTTH (Good Article!):
<http://www.broadbandproperties.com/2005issues/dec05issues/FTTH%20in%20Multi-Tenant%20Environment,%20Kandutsch.pdf>
- GAO Full Report on Improving Telecom on Tribal Lands:
<http://www.gao.gov/new.items/d06189.pdf>
- Digital Search and Seizure.... Updating Privacy Protections:
<http://www.cdt.org/publications/digital-search-and-seizure.pdf>
- Good Fences Make Bad Broadband:
<http://www.publicknowledge.org/content/papers/pk-net-neutrality-whitep-20060206>
- Rural Broadband Access:
http://www.pewinternet.org/pdfs/PIP_Rural_Broadband.pdf
- FTC Consumer Fraud & Identity Theft Report:
<http://www.consumer.gov/sentinel/pubs/Top10Fraud2005.pdf>
- Village Phone Replication Program:
http://www.infodev.org/files/2868_file_VillagePhoneReplicationManual.pdf
- Digital Divide:
http://www.firstmonday.org/issues/issue7_7/warschauer/index.html
- FTC “Do Not Call” Action Against “Voice Broadcasting”:
<http://www.ftc.gov/opa/2006/01/broadcastteam.htm>
- NIST Director-02/06 Congressional Testimony On Healthcare IT:
<http://www.nist.gov/testimony/2006/wjeffrey%20health%20it%20field%20hearing%202-22-06.pdf>
- ITU’s “Digital Guide to Digital Opportunities”:
<http://www.itu.int/ITU-D/ict/publications/dd/summary.html>
- FCC International Data 2004 (released March 2006):
http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-264309A1.pdf
- Globalization, and Off-shoring of Software:
<http://www.acm.org/globalizationreport/>

How to Negotiate a Cell-Site Leasing Agreement

Riny Ledgerwood
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On March 22 Riny Ledgerwood, Director, Communications and Computing Services at San Diego State University, presented an audio seminar based on a presentation she made in January at the ACUTA Winter Seminars entitled "How to Negotiate a Cell-Site Leasing Agreement." The presentation was well received both times and is now available on audio cassette from the ACUTA website. Here are highlights of that presentation.

San Diego State University (SDSU) recently implemented some dramatic changes to the way we work with cell-site operators on our campus. We serve 33,000 students and 4,000 staff/faculty in 120 buildings. Between 80 and 90 percent of our students bring cell phones to campus, and before recent mergers, service was provided by six different operators.

Our job was further complicated by the existence of 12 different cell-site leasing agreements, each with its own terms and contract language, and our lease rates were low compared to market. We resolved to create our own agreement, renegotiate terms and increase rates for renewals and new cell-site requests, and notify operators of our intent to terminate existing agreements.

Terms and Rates

The terms and rates of our new agreements would reflect several important changes:

1. Initial 5-year term to be specified, with three optional 5-year extensions, not to exceed 20 years.
2. Agreement can be renewed or cancelled by mutual agreement with 6 months' notice.
3. Lease amount would increase to market rate at contract renewal or for new leases.
4. Space and antenna allowance would be specified.
5. SDSU has the option to increase rate every 5 years, with built-in 3% auto increases each year for the entire contract term.

Other specifications addressed construction and maintenance issues, insurance concerns, and more.

For our new agreements (which are called "License Agreements," not "Lease Agreements"), we are working with a vendor that provides a centralized facility for various cell sites, uses a distributed antenna system, and offers revenue for fiber lease between locations. We like the distributed antenna system because the antennas are smaller and less intrusive, they can provide coverage in areas that are hard to reach by the traditional cell sites, there is less campus involvement with the operators, RF power levels are lower, there are no out-of-pocket expenses, and several other very good reasons.

These changes have proven to be a win-win solution. There are no more big antennas on SDSU's rooftops. SDSU does not have to deal with multiple operators for cell-site installations. There is a single point of contact, and we receive revenues from operators and the vendor.

Lessons Learned

We have learned some very valuable lessons in this process, which we pass along as sound advice to anyone considering their cell-site policies:

1. Create one cell-site agreement to work with all operators.
2. Research the market rate to lease tower space.
3. Specify space and antenna allowance and rates.
4. Include an automatic rate increase every year.
5. Do not commit to more than 5 years for the initial term.

For the complete presentation, you may purchase the audio cassette from ACUTA for \$69 members/\$109 nonmembers on the website or by calling Kellie Bowman, 859/278-3338 or kbowman@acuta.org.

Board Report March

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The Board met by conference call on March 3 and approved the October-December 2005 and January 2006 financial statements and the appointment of Jeanne Jansenius to the Legislative and Regulatory Affairs Committee for a two-year term. She will be responsible for the eNews DC Update column beginning in June.

ACUTA plans to have the results from the 21st Century Project Symposium (sponsored by ACUHO-I) in Chicago on February 5-8 be presented at the 2006 ACUTA Annual Conference. The Board has extended an offer to the project leader to utilize ACUTA member expertise in the development of future technologies for this project.

The Board continues to explore the opportunities for ACUTA to collaborate with AHECTA at future events and will maintain its good relationship with MiCTA. The Board and the ACUTA Leg/Reg Committee are active in their effort to discourage the FCC from changing the Universal Service Fund contribution methodology to a per-number charge that could cost colleges and universities significantly more.

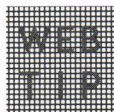
The preliminary results from the Annual Conference survey indicated that past attendees are very satisfied with the program content and networking opportunities. The Board will address issues raised in the report, such as the time of year the conference is to be held. The research team will share the complete survey results at the April Board meeting.

Recent changes in the Carnegie classification will require a review of the ACUTA membership dues matrix to determine if institutions need to be reclassified. The ACUTA staff expects to complete this review and submit a recommendation to the Board by its June meeting.

Respectfully submitted,

Riny Ledgerwood

Visited the ACUTA Press Room Lately?



Aaron Fuehrer
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The online Press Room provides a location for ACUTA members (both institutions and corporate affiliates) to post press releases and share pertinent information with others. There is no charge for this service.

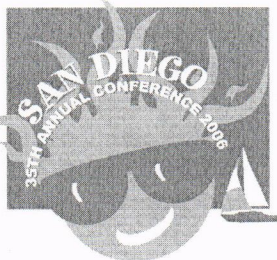
Has someone been promoted? Have you released a new product? Has your company acquired or been acquired by another? Any information that would be of interest to those who deal with communications technology in higher education may be submitted for posting.

Announcements are available in the Press Room for 60 days, and members are encouraged to visit the site and view the latest information at any time.

The Press Room and the policy for submissions are available on the ACUTA website at: <http://www.acuta.org/relation/downloadfile.cfm?docnum=838>

E-mail your press releases (preferably in PDF format) to Pat Scott, ACUTA Communications Manager, at pscott@acuta.org or fax to 859/278-3268.

If there are any other questions please contact me at afuehrer@acuta.org.



35th Annual Conference & Exhibition

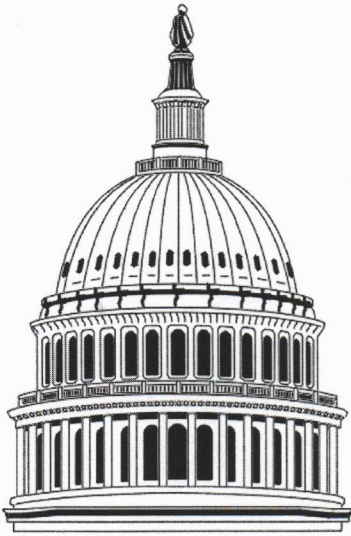
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- Exhibit Hall
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D C Update

Whitney Johnson
Northern Michigan University
(Retired)
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New FCC Commissioner

President Bush announced early in February that he intends to nominate CompTel official Robert M. McDowell as the fifth FCC Commissioner, ending weeks of speculation surrounding who would succeed former Commissioner Kathleen Q. Abernathy and give the agency its first full slate of commissioners since Chairman Kevin Martin took over as head of the Commission last March. His term will last until June 30, 2009, once he is officially nominated and confirmed by the Senate.

He already has the support of Sen. Stevens (R., Alaska), the chairman of the Senate Commerce, Science, and Transportation Committee. Sen. Stevens indicated that he had recommended McDowell for the Commission position and would support him for the position. FCC Chairman Martin and other Commissioners have indicated that they will welcome the President's nomination of McDowell as the new Commissioner.

Mr. McDowell has more than 15 years experience working in the communications industries and is expected to be a very good addition to the Commission. (*Telecommunications Reports* (TR) 2/15/06)

VoIP Use is Growing

The use of VoIP in the U. S. increased by about 900,000 users during the last quarter of 2005. This brought the total user count to about 4.5 million according to a report by Telegeography in the latest edition of *VoIP Magazine*. That is an increase of about 25% over the third quarter of 2005 and is an increase of 248% over the last quarter of 2004. Vonage seems to be in first place in the count of VoIP users, reporting about 1.2 million subscribers. With about 1.1 million users, Time Warner Cable seems to be in second place at the end of 2005. [*The Telecom Manager's Voice Report* 3/6/06]

Universal Service Fund Items

Speaking at the winter conference of the Organization for the Promotion and Advancement of Small Telecommunications Companies (OPASTCO) in Maui, Hawaii, late in January, FCC Commissioner Jonathan Adelstein said that "continued health of the Universal Service Fund will influence economic development in the years to come—because businesses need an upgraded national telecommunications network that can only be built with the use of federal funds made available to carriers that serve those in rural areas."

Adelstein also indicated that changes are needed to improve the U. S. overall standing in broadband deployment globally and that some changes need to be made to beef up the USF. These include wireless and VoIP services as well as a reclassification of digital subscriber line and cable modem offerings so these can be used to create additional funding for USF. (TR 2/15/06)

Officials from Achieve Telecom Network of Massachusetts recently met with staff members of the FCC's Wireline Competition Bureau to discuss an appeal being made by the carrier of the Universal Service Administrative Corporation's (USAC's) denial of E-rate funds for the District of Columbia Public Schools due to a missed deadline. The district employee responsible for filing the information with the FCC had left his job with the district a few days before and apparently did not inform the district officials of the material needed for submission by the deadline. Achieve is asking the FCC to overturn USAC's decision because it will deprive students of the DCPS of meaningful educational and other services, a severe penalty for a minor administrative transgression. (TR 2/15/06)

For More In-Depth Coverage of Legislative & Regulatory Issues:

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

Senator Burns (R., Mont.) introduced a bill, S. 2256, in February that he hopes will open a dialogue to reforming USF. Sen. Burns said, "We need to ensure that Universal Service is distributed where it's needed.... In revising Universal Service to adapt to the

changing technology landscape, it's essential to maintain commitment levels to Universal Service programs to foster the continued availability of telecom and advanced services in rural communities and to strengthen and improve the overall fund." The bill allows the FCC to have more flexibility when dealing with the USF and also may change the base for those that pay into the fund as well as add things like broadband and VoIP as services that should generate additional funding. (TR 3/1/06)

Appellate Judges peppered AT&T over prepaid calling card sales where they have not made USF payments. AT&T started selling prepaid calling cards in 1995 and had a commercial during the process of a call by or about a company that likely was involved in the sale of the card. (I have been using Sam's Club cards for some time and have to listen to the comment about the club before dialing the number I was calling.) AT&T insisted that the calling cards fell under the enhanced service definition and were not taxable. Some rules about these cards have changed, and the FCC is now requiring AT&T to pay about \$160 million into the USF for sales of the cards. (TR 3/1/06)

FTTH Subscribers

Fiber-to-the-home (FTTH) is expanding fairly fast these days. The fiber-optic broadband service to homes in the U. S. increased by about 1 million homes during the last 4 months of 2005. That brought the total up to about 3.6 million. Subscribership also increased during those 4 months from about 322,000 to 548,000 subscribers. The FTTH Council President indicated that the increase has been across all market segments including large communications companies, rural telephone cooperatives, real estate developers, and municipalities. (TR 3/1/06)

Digital TV Legislation

On February 1 the House narrowly passed a budget reconciliation package that includes legislation that establishes February 17, 2009, as the deadline for digital TV transmission. A representative of the High Tech DTV Coalition indicated that the transition from analog to digital TV transmission has been more than 20 years in the making. After the deadline, all TV transmission must be digital and no more analog transmission will be allowed.

The Senate approved the budget reconciliation package on 12/21/05, after a tie-breaking vote by Vice President Cheney. The House had approved the bill (212 to 206) on 12/19, but the Senate made a few changes so the bill had to go back to the House for another vote.

"In addition to setting the firm deadline for the end of the transition, the legislation provides up to \$1.5 billion to subsidize the purchase of converter boxes that will allow analog TV sets to continue operating after the transition is complete. Under the bill, an initial \$990 million would go for the subsidy program, which would be run by the National Telecommunications and Information Administration, of which up to \$100 million could be used for administrative expense."

Households that request the converter box subsidy could receive up to two \$40 coupons to be used to purchase the boxes, which lawmakers expect to cost about \$50 to \$60 each. How much might this cost ACUTA members that serve on-campus students who have TVs in their rooms? (TR 2/15/06)



I take everything I've learned at the Conference and fit it into the strategic plan as well as my personal goals. This year [at 2005 Annual Conference] I've learned the "language" of VoIP, and what are the important considerations. As we prepare to deploy VoIP in the spring, I know what questions to ask. That's why I love ACUTA—it helps me look good!

Cherie Wheatley
University of the Virgin Islands

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Welcome New Members

Institutional Members

Hiram College, Hiram, OH. T1

Martin Flagg, Network Administrator; 330/569-5376 flaggmd@hiram.edu

Corporate Affiliate Members

GOLD MEMBER

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Beverly Lewter, Marketing Manager; 770/368-1311

The SYSTIMAX product portfolio includes some of the industry's highest performing connectivity solutions for voice, data, video, and building management applications in both wired and wireless enterprise networks. SYSTIMAX SCS is the most widely used cabling system in the world.

BRONZE MEMBER

Security Evolutions, Inc., Falls Church, VA <http://www.securityevolutions.com>
David Kim, Chief Security Officer; 703/926-6593

Security Evolutions, Inc.'s mission statement is: To design and implement cost-effective IT security frameworks and solutions for our customers in order to ensure the confidentiality, integrity, and availability of their mission critical data assets.

COPPER MEMBER

Tier Technology, Inc., Auburn, AL <http://www.tier.com>
Cathy Floyd, Dir. of Marketing; 334/321-7355

Tier's VSA practice, formerly EPOS, is a leading supplier of interactive voice response systems to the higher education market and provides call center/helpdesk solutions and voice mail replacement systems to colleges and universities.

ACUTA Online Press Room

The following press release has been posted to the ACUTA website since the March eNews. We encourage you to visit the ACUTA website frequently for the latest information from a variety of sources, including our corporate affiliates.

- **FAETEC Completes \$125 Million Credit Facility**

ACUTA Events Calendar

Annual Conference
July 23-27, 2006
San Diego, CA
Keynote Speaker
Tech Futurist Thornton May

Fall Seminars
Oct. 22-25, 2006
Portland, OR
• New & Evolving Technologies
• Chargeback & Cost Models

Winter Seminars
January 21-24, 2007
Austin, TX
(Topics TBA)

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