ACUTA eNews December 20132 Vol. 42, No. 12
Board Approves Slate of Nominees

The Board of Directors has approved a slate of nominees to present to the membership for election to the Board for 2014–15. The new officers’ terms begin at the close of the Annual Conference April 2.

The election is conducted electronically using Web-based survey software to verify and count results. All primary (voting) institutional representatives will receive an e-mail announcement containing instructions and can review candidates and their platforms online before casting their vote.

Each member institution has one primary representative and, frequently, several other individual (non-voting) representatives. In some cases, the primary representative does not participate as actively in ACUTA events and governance as one of the non-voting representatives and may not be as familiar with the candidates. In such a case, the primary representative may choose to designate a proxy to cast the vote for that institution. The primary representative must notify ACUTA if he or she elects to allow a proxy to vote, providing the name and contact information of the person who will be casting the ballot to Joanie Profitt via email at jprofitt@acuta.org.

If you have questions about eligibility to vote, or if the person designated as your campus’s primary representative has left his or her position during the past year and no new voting rep has been named, please contact Joanie Profitt at 859/721-1658, or jprofitt@acuta.org.

The candidates are:
- President-Elect: Michele Morrison, British Columbia Institute of Technology
- For Director-at-Large (2 positions open):
  - Charles (Chuck) Bartel, Carnegie Mellon University
  - Sharon Moore, Smith College
  - Cathy O’Bryan, Indiana University
  - Christopher Waters, Elon University

Serving on ACUTA’s Board of Directors provides opportunities for professional and personal growth. It requires a commitment on the part of the individual as well as the institution for which he or she works. All of these nominees are to be commended for their willingness to serve the association as Board members.

If you are your institution’s primary member, please vote! You will receive instructions via email very soon.

Nominate for Ruth A. Michalecki Leadership Award

The ACUTA Awards Committee is pleased to invite nominations for the 2014 Ruth A. Michalecki Leadership Award. This annual award recognizes an outstanding leader among the institutional, associate, and corporate affiliate membership.

We encourage you to nominate someone by completing the nomination form online at www.acuta.org/ram. **Deadline for nominations is December 20.** Nominees must be representatives of ACUTA institutional member schools, corporate affiliates, or associate members.

*ACUTA extends appreciation to Windstream for their continued sponsorship of this award.*
A Gift from ACUTA to You!

Along with our Best Wishes for a Peaceful Holiday …

An ACUTA gift is waiting for you as an ACUTA member: our newly created, on-demand Video Learning Library. One of the strengths of ACUTA membership has always been the sharing of practical solutions for campus technology issues. ACUTA has taken recordings of some of the best presentations from its recent seminars and annual conferences and created what we hope will be a very valuable tool for you.

Using your ACUTA logon and password credentials, you can access the learning library by going to http://www.acuta.org/video. Stream the video and slides from any PC or MAC as well as the Apple iPad and Android tablets, and learn about what other ACUTA members have discussed at 40 sessions, including the following:

- Designing Exercises for Disasters and Cyber Incidents
- PCI Compliance: Challenges to Network Designs & Configuration
- VoIP Deployments in a Campus Environment
- How SIP is Advancing Unified Communications
- Lessons Learned from UIUC’s Campus-wide Rate Model

New streaming presentations will be added to the video library on a one-meeting delay. The on-demand video learning library allows ACUTA to showcase some of the best learning and networking opportunities available from our in-person meetings, but in a video-streaming format that is convenient for anytime learning. If you have questions regarding the video library, please call Aaron Fuehrer at 859/721-1652 or email afuehrer@acuta.org.

Since the video listings contain the full text details of both the presenter’s bio and session description, this information is searchable from within the ACUTA Community. For example, searching for “Walt” will turn up numerous listserv postings submitted by Walt Magnusson, Walt’s listing in the Community Directory, and his video session on “SIP in the Cloud Services” from his presentation at the 2012 Fall Seminar.

Helping others is pretty much a universal theme at this time of year, and we hope you will appreciate our Video Learning Library and be uplifted by the way the gift of technology makes such a difference for so many people.

Join us in person January 12–15 for the Winter 2014 Seminar at the Pointe Hilton at Tapatio Cliffs in Phoenix where you will find other ACUTA gifts awaiting you, such as networking with your colleagues to find out the latest on their legacy PBXs (okay … yes, these gifts must come with reasonably small pricetags). The two educational tracks are brimming with veritable gifts, including two special Sunday pre-sessions, the Connectivity Wireless Solutions’ DAS Bootcamp with BICSI credits and the Sonus Networks’ Microsoft Lync Lessons; the Nemertes opening workshop on Building a Unified Collaboration Roadmap; learning from your colleagues; regulatory highlights; and more. See the latest descriptions for yourself at www.acuta.org/wcm/acuta/pdf/winter14justification.pdf, and make ACUTA registration one of your easily attainable New Year resolutions!

Happy Holidays from the ACUTA Staff

Corinne, Aaron, Amy, Jeannie, Lisa, Lori, Michele, Pat, Tom
What’s on Your Desk?

Janice Bundy  
Director of Communications Infrastructure  
University of California, Los Angeles  

Greetings ACUTA colleagues,

As the winter holiday is fast approaching, typically this is a time of year when most of us have the luxury of winding down a bit as students, faculty, and staff have left for the joyous season. This is not the case for me. I am actually gearing up for several significant projects and my desk is “Thriving on Chaos.”

As on many other campuses, new building construction is today’s reality at UCLA. We have more than 7 concurrent new building construction activities in the making, and they all require structured cable infrastructure and our suite of services to be provisioned. This aspect of new construction is fairly straightforward, and our Methods of Procedures are well documented, and our project management methodology is a well-oiled machine. We follow BISCI and PMP standards and throw into the mix UCLA standards, communication channels, and political acumen. At the end of the day, we have provisioned faculty, students, and staff with a newly built building with IT enhancements. So, this doesn’t seem chaotic at all; where is said chaos?

One of our new construction sites is building directly over UCLA’s main entrance facility, which houses more than 20,000 pairs of copper and fiber cable plant. The project is building a new entrance facility, and my team has the great opportunity to coordinate the design and build of the new plant and thoroughly plan the cutover of all the services which ride on this great infrastructure. This project requires a significant amount of time, thoroughness, diligence, and plan, plan, plan! I am all over this, as failure is certainly not an option and service interruptions will not be tolerated. Actually, I thrive on chaos and the energy that goes along with it. I gladly welcome this challenge. Planning is well underway, but we can all appreciate that the devil is in the details and much of my winter time will be devoted to this critical effort.

Simultaneously, we are quite involved in numerous other projects, advisory boards, strategic initiatives, task forces, and the list goes on and on. In fact, welcome to my December Desk. To highlight a few of the above includes but certainly is not limited to:

- Review of an oDAS design for campus in building cellular coverage.
- Prepare to host a January UC IT Advisory Board meeting.
- Prepare performance goals for third quarter.
- Prepare a use case study and business plan for a mobile initiative.
- Populate and analyze year-end metrics for service fulfillment; service requests (types and quantities); construction work orders issued, invoiced, and billed; workforce mapping (activities to resources); R&D Lab environment to production environment; and budget, budget, budget.

I have enjoyed welcoming you to my December Desk. I wish you all a joyous holiday season and hopefully, for most of you, a delightful winter break. May you and yours celebrate a memorable winter season and enjoy this most wonderful time of the year.

Happy Holidays!

Reach Janice at jbundy@it.ucla.edu.

Register Today!  
Winter Seminar  
January 12–15 • Phoenix, AZ  
Pointe Hilton Tapatio Cliffs  

1. The Changing Landscape of Communication Technologies  
2. Empowering Collaboration through Technology  

www.acuta.org
From the Listserv

Do you subscribe to the ACUTA Community listserv? Some very interesting exchanges, such as these, happen online:

Working with Architects

Q. We struggle with internal RCDD IT staff working with/against the architect's hired engineering firm (RCDD) for final design, deliverables, and costing models. It's about ownership—we have qualified RCDDs on staff as do the architects, but they do not design the systems with the university's best interests in mind, even when we update the drawings, cut sheets, etc. They sometimes make the new updates, sometimes don't. It's the age old issue with we own it once it is installed and delivered, but we want to be at the table while it's being planned and designed. What have others done to bring this process closer together? (Mark Reynolds, University of New Mexico, reynolds@unm.edu)

A. My suggestions:
1. As others have stated, have a strong specs package to give to the firm. This is probably the most significant differentiator aside from the basic contractor management stuff I know you are adept at.
2. Find a firm you like and strongly urge the team, including whichever group leads the selection process, to work with your preferred IT sub-consultant. The good ones will act with what they believe are your best interests and will include staff who understand the operations side of things to ensure what is designed and built is what is “right” and can be effectively managed.
3. If you are having trouble with the architect's chosen firm, be vocal and firm. Sometimes architects see IT as a necessary evil rather than a key part of the project's success and future operations. (Jon Young, GIAC GSLC, Senior Consultant, Vantage Technology Consulting Group, jonathan.young@vantagecg.com)

A. Since architects, like most professional services, will follow the will of their clients, this is an age-old battle that best begins at home. In other words, the place to start is not with the architect after they are selected, but with your in-house architect/university architect, facilities department, construction office, project management office, office of university planning, etc., and to get them on board as to IT/telecom's role and responsibilities in all this.

The next step is to develop a document (cabling infrastructure requirements and design guidelines for architects) containing the basic requirements for architectural infrastructure for all university construction/major renovation projects. (Architect will use IT/telecom specs, architect and subs will coordinate all work with IT, all T/D rooms will be vertically stacked, all T/D rooms will be of the following sizes, etc.) This requirement document then needs to become an integral part of the procurement documents used to select architects and therefore become part of the resultant contract.

The next step is to be involved in every construction project as early in the programmatic phase as possible. (By the time the project gets to "design development," much less "construction documents," you're WAY too late!) Finally, make sure that your specs are in the proper AIA CSI MasterFormat and can be easily integrated into the architect's construction documents. (Geoff Tritsch, Principal, Vantage Technology Consulting Group, geoffrey.tritsch@vantagecg.com)

Texting to Students

Q. We are investigating using text messaging to send important information to students, such as a warning if their classes are about to be purged because they haven't paid or set up a payment plan for their tuition. We understand new requirements of the TCPA (Telephone Consumer Protection Act) took effect in October that may require express consent and/or an opt-out option, but we are trying to determine if this applies to text messaging and if it would apply to the type of messages we are planning to send, or if these new rules apply only to telemarketing. (Jan Seppa, Telecom Manager, Northern Michigan University)

Eric Breese, chair of ACUTA's Legislative and Regulatory Affairs Committee, replied to Jan's question. Eric not only gave us permission to include his reply in the eNews, he went a step further and asked J. G. Harrington, our attorney at Dow Lohnes, for his input. The following is Eric's response, followed by J.G.'s, so our thanks to both.

A. The baseline for most schools is that we are not-for-profit, and the messages are not marketing messages. So it is simpler, but there is some consent required. That could easily be obtained when you get the phone number from the student. The rules are different for emergency messages, however, which aren't subject to those rules.

continued
The FCC’s intention was to match up with the FTC’s rules. Enforcement will come out of the FCC. These rules just went into effect in the last 6 weeks. There are lots of exemptions for non-profits: concerts, football games, etc. (Eric E. Breese, Director, User & Technical Services, Illinois Institute of Technology, ebreese@illit.edu)

A. The consent requirements that would apply to texting to students depend on the nature of the communication and how it is being sent.

First, emergency messages and messages that are sent manually (that is, by someone who sends texts one by one) do not require consent from the student, with one significant exception described below. Any kind of Internet-to-phone or other automated process used to send text messages to students requires some kind of consent unless the messages are emergency messages. Under the FCC’s rules and the underlying statute, messages sent this way are currently treated as “autodialed” messages.

In general, autodialed messages that are informational in nature—for example, “Fall semester early class registration begins on May 15”—require what is known as “prior express consent” from the student. The FCC has not been precise in describing what qualifies as prior express consent, but in general it should be permissible if the student provides the number to be used to the school and expressly agrees that the school may use the number to contact the student about matters relating to his or her student account or attendance at the institution. This authorization could be included as part of larger enrollment agreement as long as the provision is clearly and conspicuously presented within the agreement. The FCC defines “clear and conspicuous” to mean “apparent to the reasonable consumer, separate and distinguishable from the advertising copy or other disclosures.” This is a rigorous standard that cannot be satisfied by fine-print disclaimers. Consent may be obtained on a written form or electronically. A student is not deemed to have consented to receive autodialed messages by merely providing a phone number; there must be notice that the student will receive messages.

For not-for-profit institutions, the same rules concerning consent also apply to marketing messages, such as “10% discount at the student store on logo apparel with this message” or “Call 555-0123 for tickets to the big concert.” However, if the students’ numbers are going to be used for these types of marketing messages, they should be described in the consent language described above.

In addition, marketing- or advertising-related texts (i.e., texts that would be considered the equivalent of telemarketing calls), even those that are sent manually, also likely would be subject to the national do-not-call list rules. The ability to send such a text would depend on whether the number is listed in the DNC registry, and if the number is included in the registry, on whether the message is sent in the context of an existing business relationship or with the prior express permission of the recipient. The prior express written consent prong of the do-not-call rules is very similar to the standard used for autodialed marketing texts, so consent that would be sufficient for an autodialed call should be sufficient under the do-not-call list rules.

For-profit institutions that wish to send marketing messages must obtain “prior express written consent” from the student, either on a written form or electronically, in a particular format that includes specific disclosures mandated by the FCC. Specifically, a consumer’s written consent must be signed (an electronic or digital form of signature is acceptable); it must be affirmative (pre-checked boxes and the like are not sufficient); and it must be documented in a form sufficient to show that the consumer: (1) received “clear and conspicuous disclosure” of the consequences of providing the requested consent (i.e., that the consumer will receive future text messages for marketing purposes sent using “an automatic telephone dialing system” from or on behalf of a specifically named seller); and (2) having received this information, agrees unambiguously to receive such communications at a telephone number that the consumer designates. In addition, the written agreement must expressly disclose that the consumer’s consent is not required as a condition of purchasing any property, goods or services.

As noted above, FCC defines “clear and conspicuous” to mean “apparent to the reasonable consumer, separate and distinguishable from the advertising copy or other disclosures,” a standard that cannot be satisfied by fine-print disclaimers. Moreover, a marketer cannot condition the sale of goods or services on a consumer’s agreement to receive autodialed text messages for marketing purposes. In the education context, this means that a for-profit institution cannot include this authorization in the “boilerplate” language of an enrollment agreement unless the authorization clause is presented clearly as an optional provision with a separate signature line or electronic opt-in process. The student must be able to complete the enrollment transaction without consenting to receive future marketing text messages. (J.G. Harrington, Attorney, Dow Lohnes, jharrington@dowlohnes.com)
RF Video Distribution Solution For the University of the South

John Rinaldo, Z-Band, Inc.

Each year, the NCAA Men’s Division I Basketball Championship, also referred to as “March Madness” and “The Big Dance,” captivates much of the nation, including college campuses of all sizes. The administration at Sewanee, The University of the South, a private liberal arts college located in Sewanee, Tennessee, with a total undergraduate enrollment of approximately 1,500 students, wanted to find a way to broadcast the tournament’s climactic 2013 Final Four weekend to the entire student body, so they turned to category cable to provide the video distribution solution.

Seeking a way to engage the students and the surrounding community during the Final Four weekend, the school decided to create a campus-wide event filled with a variety of basketball-related activities—such as a three-on-three tournament between fraternities. They also wanted to provide the opportunity to view the tournament games on large televisions. The challenge was finding a way to effectively distribute the television feed of the event to a large number of students in one location. An RF video distribution system proved to be the perfect remedy.

Sewanee selected a system from Z-Band that makes use of traditional RF technology to distribute video signals over UTP CAT 5e or CAT 6 cable, which consumes less bandwidth than coaxial cable. The system is also fiber optics-compatible, which increases its range and facilitates implementation between multiple buildings in a campus environment.

A 12- or 24-port high definition video hub called “GigaBUD” serves as the main distribution unit of the system, and additional hubs can be easily added as needed via a process referred to as cascading. A remotely powered intelligent balun, “GigaBOB,” is installed at each TV to amplify the signal and provide a clear, consistent picture. As many as 200+ HD channels can be distributed simultaneously with the RF system.

For the Final Four project, the University’s McClurg Dining Hall was selected as the spot to stage the broadcast, as it offered ample space and a central location. A key challenge was finding a way to distribute the video signal from the head end, located in the Jesse Ball duPont Library, to the dining hall without tearing out walls or creating a large tangle of cables that could cause a number of complications and potentially expose the university to liability issues.

RF video distribution with fiber optics would be the ideal product for the project, as it could easily convert the university’s satellite service to fiber. Once they were able to determine the signal source, the rest of the installation was relatively easy. The decision was made to use a temporary satellite signal to build the head end.

To get the video feed from the head end in the library to the dining hall, the staff took advantage of the existing ANSI/TIA 568-C infrastructure that had been installed previously throughout the campus. The 568 defines standards for the design and implementation of structured cabling systems in commercial buildings and in a campus environment. Using the existing fiber infrastructure enabled the video feed to pass through four buildings before finally reaching the dining hall, without having to run cables from one building to the next. Installed was an active video distribution hub in the dining hall’s IDF communications closet and patched the video feed into the patch panel. Active Baluns were fed to each HDTV throughout the dining hall. The University’s AV personnel were able to complete the setup by implementing a simple “plug-and-play” process.

These buildings all had stone walls with mod jack outlets in them and simply took the RF video hub into the closet, to the patch panel right below it, and that patch panel goes out to all these outlets throughout the building.

The setup provided six HD channels, along with a video content package about the University and its history that was made available on the University’s internal television channel and generated a great deal of interest and excitement among the student body.

Remarkably, the entire installation was finished in about six hours, which is quite a feat. No additional UTP cable was needed for the installation; the entire process was completed using the university’s existing fiber optics and cable.

The RF Video installation proved to be an overwhelming success. Schlichting pointed out that the overwhelmingly positive feedback received from the Final Four broadcast is likely to lead to the University staging similar events in the future. “It met the goals of the administration of wanting to bring different groups of people together. It also met the goals of our technical side of the house.” Schlichting summed up the entire implementation process by saying, “It sure was easy!”

In addition to serving a temporary or short-term need such as the Final Four broadcast, an RF video distribution system can also provide the University of the South with a host of long-term benefits should it decide to go with a large-scale installation in the future. The system’s inherent scalability allows for simplified expansion as additional video hubs can be added by the easy plug-and-play process. This RF system is capable of providing clear, consistent picture quality, simultaneously, to thousands of TVs.

Contact John Rinaldo, Dir. of Education/Hospitality, Z-Band, Inc., at johnr@z-band.com.
Info Links

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.

- PCIA – Wireless Broadband Infrastructure:
  http://www.pcia.com/images/IAE_Infrastructure_and_Economy.pdf
- FCC – Accessibility Clearinghouse:
  http://apps.fcc.gov/accessibilityclearinghouse/
- New America – The cost of Broadband Connectivity 2013:
- EU – A Connected Continent (Broadband Digital Agenda) :
- PPI – U.S. Investment Heroes of 2013 (AT&T; Verizon; Intel):
- Mobiquity – Mobile App Satisfies! Going Rogue with BYOD:
- Rumble – Mobile User Engagement Study:
  http://rumble.me/mobile-intelligence/
- CEA/EOBC-- Maximizing Success of the Spectrum Incentive Auction:
- MSR – State of the Stadium Technology Survey 2013:
- NTCA – Analysis of Satellite-Based Telecom/Broadband Services:
- 24/7 –Mobile Customer Service Experience 2013:
  Survey/Graphs: http://info.247-inc.com/PRSurvey1Details_PRSurvey1Details-LP.html
  Video discussion of customer experiences: http://www.youtube.com/watch?v=oh6lhxx6nmo&feature=youtu.be
- Verizon – Gaming Technology Survey:
  Survey Results: http://newscenter.verizon.com/residential/news-articles/2013/1-in-3-would-give-up-their-car-for-6-months-to-be-first-to-own-the-ps4-or-xbox-one/
- Ericsson – Mobility Report:
- U.S. House – Hearing-Evolving Wired Communication Networks:
- FCC – Measuring Broadband America Speed Test App:
- MPAA – The Role of Search in Online Piracy:
  http://www.mpaa.org/Resources/38bc8dba-fe31-4a93-a867-97955ab8a357.pdf

Special Note: I just read Walt Magnussen's very interesting cover article, "Testing Apps in Texas," in the November/December issue of Radio Resource Mission Critical Communications magazine. Here's a link to become a free digital subscriber, if you're interested:
Board Report

The Board met via a conference call on November 6, 2013 and approved the following:
A. October 2013 Strategic Plan Dashboard
B. Monthly Committee Minutes and Reports
C. Membership Reports
D. Committee & Subcommittee Nominations
   1. Social Media Subcommittee: Tyler Higgins, University of Utah
   2. Journal Advisory Board re-appointments: Ray Horak, The Context Corporation; Dave O’Neill, Community Colleges of Spokane; Pat Todus, Northwestern Univ., (retired)
   3. Legislative/Regulatory Affairs Committee: Joanna Grama, EDUCAUSE
E. Proposed P&P Manual change – Election nomination time-line
F. Creation of TAoF (Technology Association of the Future) Task Force with Simeon Ananou, Salisbury University, as Chair. The purpose is to create a vision of what a technology organization should look like 3-5 years from now. A report is to be completed by the 2014 Annual Conference in Dallas. Task Force members include:
   1. Phillip Beidelman, WTC Consulting, Inc.
   2. Joy Hatch, Virginia Community College System
   3. Michele Norin, University of Arizona
   4. Mark Reynolds, University of New Mexico
   5. Khalil Yazdi, Internet 2
G. Creation of the DAS Architectural Spec Task Force with Walt Magnussen, Texas A&M University, as Chair. The purpose is to create a document, architectural specifications that may be provided to campus facilities staff for consideration in the design of new buildings (to be completed by mid-January 2014).

Respectfully Submitted by,
Riny Ledgerwood
ACUTA Secretary/Treasurer
Welcome New Members

Corporate Affiliates

Silver Member

Nemertes Research, Mokena, IL. ............................................. www.nemertes.com

Robin Gareiss, EVP & Founder (815/469-3671) www.nemertes.com

Founded in 2002, Nemertes Research is a certified women-owned business. We are a research-advisory and strategic-consulting firm that specializes in analyzing and quantifying the business value of emerging technologies.

Check It Out

Press Releases, Job Postings, & Corporate Webinars

The ACUTA website lets you communicate with other members—share some exciting news, fill a position, or find just the right vendor. Check the website for the latest postings frequently. Here are items that have been posted since our last eNews.

PRESS RELEASES: www.acuta.org/wcm/acuta/pressroom/pr.pdf

Send press releases to Amy Burton (aburton@acuta.org)

- Conexon Telecom Ranks in the Deloitte Technology Fast 500 Program
- Five Universities Join Growing List of Apogee Customers Embracing Outsourced Residential Network (ResNet)
- Sonus Session Border Controllers Unlock Full Potential of Unified Communications for Enterprises, Service Providers
- Sonus SBC 5210, SBC 5110 Session Border Controllers Receive Microsoft Lync 2013 Qualification

JOB POSTINGS: www.acuta.org/jobs

Help your colleagues who are looking for work! To send job postings, go to www.acuta.org. Click on one of the jobs listed there and you will link to the jobs listed now and a link where you can post a job.

- Network Analyst, Humboldt State University, Arcata, CA
- Wireless Network Engineer, University of Oregon, Eugene, OR
- Senior Network Engineer (Cisco and Juniper Specialist), The University of Texas, Austin, TX
- Chief Information Security Officer, University of Southern California, Los Angeles, CA

FREE WEBINARS HOSTED BY ACUTA CORPORATE MEMBERS:

www.acuta.org/corporatewebinars

Many free webinars are available through ACUTA Corporate Members. Check the website at www.acuta.org/corporatewebinars to see what is currently available. (Corporate members e-mail Amy Burton at aburton@acuta.org to get your free webinars listed.)