Addressing
Voice, Data, and Video
Communications Needs
for Higher Education

June, 2001

NEWS

History Goes Up in Flames

Landmark buildings under renovation at both Longwood College in Farmville, Virginia, and the University of Kentucky in Lexington fell victim to fire in the past month. Longwood suffered the loss of four main buildings on its campus, while the University of Kentucky lost one of its most historic structures.

The Rotunda, East Ruffner, and West Ruffner were all gutted after a fire broke out on Longwood's campus at approximately 9:00 p.m., April 24, canceling classes for the rest of the semester. The cause of the blaze has yet to be determined, although arson has been ruled out.

Among the buildings involved, the historic Ruffner complex was the original college, Farmville Female Seminary. The state-of-the-art Grainger building, which housed five electronic classrooms and a language lab with 25 computers with satellite downlinks to each workstation, was heavily damaged. Grainger will not be functional this fall; however, sources telecommunications. "Most of our work involved coordinating recovery groups to remove computers and telephones from the buildings and finding locations for the faculty for the rest of the year."

The University of Kentucky's Administration building was ravaged by fire on May 15 after a construction worker's soldering torch ignited wooden rafters in the three-story building's attic. The roof and third floor of the historic building, dedicated in 1882, were destroyed. The basement, first, and second floors received heavy smoke and water damage.

The fire affected more than 70 people who worked in the Administration Building, including UK President Charles Wethington.

In order to ensure that the campus could get back to business as quickly as possible, the telecom department had to act fast.

"The first priority was to set up new offices for the president and his staff," President's staff had to be up and active by 7:00 a.m. The most difficult challenge for UK's telecom department was providing temporary wiring in new office areas that had not been designed to accommodate 30 or 40 people.

The fire destroyed all of the networking components in the building, including computer and paper files. Computers were brought in from the computer labs that were not in use for the summer. These computers were set up for each of the departments with the software that had been in use. In some cases, new key systems had to be installed; in others, people were added to existing key systems. Installing and programming a new key system in such little time is not easy when there is no horizontal/vertical infrastructure available.

"No one looks at a campus and thinks about what they should do if a
decades and a growing scarcity of skilled workers mean that institutions need to brand themselves as employers of choice by offering flexible working relationships and compensation. They also need to offer portable benefits packages that address the needs of each generation, as well as provide continual learning opportunities and access to current technology. Perhaps the key recommendation is that colleges and universities need to streamline their decision making with respect to recruitment and selection of employees.

"Colleges and universities can improve their retention record by defining organizational values so employees have an appreciation of the culture in which they work; ensuring employee satisfaction through communication, quality-of-life policies, compensation and reward systems, and continuous learning opportunities; and defining longevity as an organization value."

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Web Conference on IP Video

Please mark your calendars for Thursday, June 28 from 1:30 to 3:00 pm Eastern time for the next offering in ACUTA’s popular Web-audio conference series.

IP video will be the topic. The convergence of video, voice, and data and the expanding opportunities to transport massive video files over the Internet make this a very timely issue.

The presenters will be Michael Wellings (Video Networking Engineer with the University of Washington) and Chad Kainz (Director of Instructional Technology with the University of Chicago). Both universities have been involved with pilot tests of IP video technologies.

Mike and Chad will talk about trends in video over IP, the video technologies that campus users will be requesting, and what network and telecom managers need to know to prepare for these new technologies. The presenters will also discuss pilot uses of IP video on different campuses and some of the quality-of-service issues that are being addressed.

Registration is only $89 for ACUTA members or $129 for nonmembers. For this one fee, any number of people on your campus can participate. The slides will be posted on the Web and participants will be able to interact with the presenters over the phone and over the Web. Check the ACUTA Web site (http://www.acuta.org/events/seminars/audio5.cfm) for more information.

ACUTA LEGISLATIVE & REGULATORY AFFAIRS COMMITTEE

DC Update

Financial Flu?

Even as some analysts say that "telecommunications" is experiencing the doldrums, the National Cable and Telecommunications Association (NCTA) conference in Chicago this month expects a decrease of about 15 percent in exhibit hall occupancy compared to last year. At a press briefing the NCTA CEO reported that some telecom equipment suppliers had reduced the size of their planned exhibits, and others had canceled plans to display their wares. Some large telecom companies, after posting their

- A bill has been introduced in the Minnesota Senate that would require Qwest to separate its retail and wholesale operations in that state. Under the bill “the retail affiliate would be required to operate as a competitive local exchange carrier. The affiliates would have to maintain separate locations, books, records, accounts, leadership, and employee bases.” The wholesale unit would own and operate the network facilities and could not provide retail services. (TR 4/30)

FCC Commissioners

$154 to $427 per night for lodging at the hotels and condominiums, and they had to pay for connecting commuter flights. (TR 4/30)

Meanwhile, the Small Business Administration (SBA) maintains that the FCC order regarding slamming violates the Regulatory Act of 1980. The SBA is opposed to the “drop-off requirement” which requires the sales representative to drop off of the line while a third-party speaks to the customer to verify the change. SBA says that the FCC did not analyze the costs of this requirement, and these costs are hurting the small
first quarter earnings, announced they were cutting back on corporate travel and expenditures such as industry conferences. The cutbacks, sources say, are directly attributable to the economy. On the other hand, according to Telecommunications Reports (TR 5/7), cable TV companies do not seem to be cutting back on exhibit space.

$12 Billion Bond Sale
WorldCom recently offered about $8 billion worth of unsecured notes for sale in the bond market. Demand was overwhelming and surpassed company expectations. About $12 billion was raised in the sale which analysts say is the largest amount a U.S. company has ever raised in the bond market. While bond sales of this type overseas have been larger than this one, the previous high in the U.S. was $8.6 billion in a sale by Ford Motor Company. (TR 5/14)

LEC Splits
- Early in April, several CLECs in Virginia told the Virginia State Corporation Commission that it should subject Verizon Virginia, Inc., and Verizon South, Inc., to structural separation and a strict code of conduct to ensure that the wholesale arm does not discriminate against competitors. (TR 4/16)
- In Maryland, legislators have deferred action on a bill that had been introduced to require a structural split of the LEC. (TR 4/16)
- Verizon has agreed to the functional separation order in Pennsylvania. This is not a full separation as had been under consideration. (TR 4/23)

On April 30, President Bush formally nominated Kathleen Q. Abernathy, Kevin J. Martin, and Michael J. Copps to be FCC Commissioners. The Senate quickly voted their approval. (TR 5/7)

Slamming
Long distance carriers are still being charged with unauthorized changes of customers' presubscribed carriers. The FCC and AT&T have negotiated a fee to cover about 12 slamming complaints. The forfeiture of $520,000 that AT&T would pay is $120,000 less than the amount originally assessed. AT&T was able to show the FCC that a few of the complaints were not valid. A company spokesperson said AT&T had "aggressively worked to alleviate this industry problem" and had a zero-tolerance policy on slamming. (TR 4/23)

Qwest has agreed to pay the New Jersey Division of Consumer Affairs and the New Jersey Board of Public Utilities $250,000 each to resolve more than 150 slamming complaints. Qwest has not admitted any wrongdoing but has agreed to implement corrective measures to prevent slamming and to resolve the complaints. (TR 4/23)

In Pennsylvania Qwest has agreed to pay the attorney general's office $350,000 and to provide refunds to customers to settle allegations of deceptive advertising, deceptive billing, and slamming. Third-party marketing agents were promising potential customers two free airline tickets if they would switch their long distance to Qwest. The customer was not told that before they could get the tickets they had to agree to pay from companies that are trying to sell long distance for a large IXC. (TR 5/7)

FCC Fee Increases
The FCC has proposed an increase in regulatory fees for fiscal year 2001 amounting to about $14.4 million over FY 2000. According to a table in Telecommunications Reports, (TR 4/30), most of the individual fees will be less in 2001 than they were in 2000. Unless this is a printing error, watch your bills to see where the increases show up.

The mobile and fixed wireless service providers are not happy with the new fees. They maintain the fees are too high and also that the "FCC's methodology for setting the fees violates a congressional mandate that they be based on costs of regulations." We must always wonder, what will it cost the institution? (TR 5/7)

The FY 2002 budget proposed to Congress includes an 8 percent increase which amounts to an additional $18.5 million for the FCC. The proposal also has some interesting sidelines. One will require the FCC to complete a rulemaking by Sept. 30, 2002, to revise the e-rate telecom discount program for schools and libraries. The FCC would be required to look into (1) allocating e-rate funds using a need-based formula and (2) redefining the services that are eligible for discounts to include "additional services that promote effective use of telecommunications and information services, such as teacher training and software." (TR 4/16)
Cellular Tower Service Considerations

Jeanne Jansenius
University of the South

Thanks to everyone who responded to my request on the listserv recently. Your input regarding cellular tower service considerations was very useful. It is available here and also on the ACUTA Web site at www.acuta.org.

Site Preparation
- Work with Physical Plant and Campus Beautification committees to consider if the tower will be architecturally pleasant and blend well with the surroundings.
- Provide a communications mechanism to inform the community. If required for your area, check with the zoning board.
- Make sure the actual site and the term of use of the site are identified in your agreement and the purpose of usage of the property is identified. This should include the maintenance of the equipment as well as the site maintenance.
- The vendor should be responsible for the license cost, expense, risk, equipment, antennas, conduits, telephone lines, cables and connections, and other necessary items and systems.

Utilities
- Consider sub-metering and contract for the vendor to pay for any utilities.

Access
- Make sure the access rules are spelled out in the contract in case the tower is placed on top of a residence hall with limited hours of available access.
- Access requirements should be addressed in the license agreement.

Structure
- If placing the antenna on a roof top, make sure the building can support the towers/antennas.
- Involve physical plant, university architects, auxiliary services, procurement, and legal counsel.
- Consider putting up your own tower and leasing the antenna space by the fee/footage method.

RF Issues
- Make sure that if RFI occurs such as interfering with science experiments, campus radio stations, etc., the vendor has 30 days to correct this or they must abandon the site. If possible get the vendor to commission an RF study.
- If more than one tenant is using the site, antenna separation will be an issue.
- Allow enough space for future university RF requirements.

Technology Improvements
- As cellular technology improves, make sure the vendor is required to update the facilities.

Disposable Cell Phones

Picture this. You’re driving down the freeway, chatting on your cell phone, when you suddenly lose service. Frustrated, you hit redial and wait. And wait. And wait.

You’re rewarded with dead air or that annoying busy signal, causing you to roll down your window and pitch your phone into oblivion. Sighing, you pull into the nearest Burger Buddy and order a Big Burgster, a large drink, and a brand new cell phone.

As soon as Randi Altschul’s disposable cell phone debuts later this year, the above fiction could become a reality. Altschul has designed a new type of cell phone about as thick as three credit cards. Because of its low production cost (the extremely thin circuitry is made by applying conductive inks to paper), Altschul’s business, Dieceland Technologies, can afford to sell the phones at a bargain price—$10 for one hour of talk time, $30 for models with more features, and so on. After you’ve used all of your talk time, you can either purchase more air time for the phone or you can simply throw it away.

The inventor plans to market the cell phones in outlets such as fast-food chains, vending machines, and retail stores including supermarkets and clothing stores. Her marketing is aimed at mothers, kids, and senior citizens.


Board Report

The Board of Directors met via conference call on May 3. The following are highlights of the Board’s actions:

- Plans were made for an officers’ meeting in June in preparation for transitioning the presidency from Tony Tanzi to Maureen Trimm.
- The annual Board member strategic planning retreat and new board member orientation is planned for September 14th and 15th.
- The award programs for this year are on track, and the speakers for the Senior Leadership Forum are secured.
- Corinne Hoch of Columbia University was confirmed as chair of the Vendor Liaison Committee for 2003-04.
Safety
- Seek the approval of the campus safety officer.

Contract
- Keep the contract short—less than 5 years. Make sure it allows multiple vendors.
- Legal service needs to be involved with negotiating with neighborhood governance issues.
- Consider a license agreement instead of a lease grant. A lease agreement gives the vendor more rights.
- Factors important in the license are: term, options for renewal, option to terminate the agreement, license fees, repairs to premise, access and security, radio and electrical interference, utilities, who is liable if service is interrupted, taxes, penalties, hazardous material issues, liability and indemnity, sub-licensing issues, etc.
- Make sure the vendor obligations are spelled out.

Tax Issues
- Auxiliary services may need to be involved because it is potentially an Unrelated Business Income Tax (UBIT) issue.
- Identify all expenses and revenues in the license agreement.

Fees
- Varies per location. They range from a flat monthly fee to so much per foot per antenna.

For the second quarter 2001 Web Sites to See our topic was On-Line Customer Surveys. Three sites were selected as exceptional examples for different reasons:
- The University of Michigan's site was selected as an example of a Web site feedback survey: http://www.it.com.umd.edu/feedback.html.
- Bridgewater State College was selected as an example of a long form student survey: http://www.resnet.bridgew.edu/survey.cfm.

For the third quarter the topic is "Troubleshooting Guides." The deadline for nominations is August 1 and selections will be announced September 1.

The Vendor Liaison Committee reported that we have exceeded our target for survey responses for both the Facilities and Services and Products and Services surveys. Additional responses to the surveys would be appreciated and useful in support of our goals as an association.

Respectfully submitted,

David E. Lewis
University of Rochester
ACUTA Secretary/Treasurer

Register Today for Preconference Seminars

This year's preconference seminars—to be held on Sunday, July 29—will address four very important issues:
- Has your campus implemented IP telephony? An all-day session called Packet-Based Networks will address the promises and pitfalls of VoIP.
- Another all-day session, Introduction to Data Networking, is custom-designed for ACUTA members whose experience is mostly in the voice arena.
- You'll still have time for fun in the sun if you attend one of the half-day sessions on either Wireless Data or Convergent Telecom Strategies and Organizational Structures.

Details about instructors and curriculum can be found at http://www.acuta.org/events/annualconference/precon01.cfm

ACUTA 30th Annual Conference & Exposition
July 29–Aug. 2 • Lake Buena Vista, FL • Disney's Contemporary Resort

Hotel Cutoff and Early Registration Deadline
June 22

Register Online: www.acuta.org • Hotel Reservations: 407/824-3869
From ACUTA Headquarters

ACUTA Member Needs Assessment Underway

Smart businesses make a point of asking their customers what they need and want from the organization, and ACUTA is no exception. In these days of limited financial and human resources, and rapidly changing higher education and technology environments, it is important for ACUTA to focus on the programs and services that meet member needs.

Our institutional members recently received an e-mail containing an invitation to complete the ACUTA Member Needs Assessment survey. (Corporate Affiliate needs assessments are done on the alternate year.) I would like to strongly encourage you to take the time to complete this survey.

For the first time, the ACUTA Member Needs Assessment is Web-based. It’s also shorter by a few questions. This was done in order to make it easier and quicker for you to complete the questionnaire, and the Web-based survey will make tabulating the results much more automated. I hope you enjoy the Web-based survey. We are considering conducting most of our surveys via the Web in the future, based on our experiences this time around.

Some of the ACUTA programs and services that have been added or enhanced based on the results of past Member Needs Assessments include:

- Topic selection for Seminars and Conferences. For example, members responding to our 1998 survey identified voice over IP, wireless technologies, bandwidth, and the integration of voice, video and data on one network as major concerns. Based on this information, we immediately moved to focus several seminars, audio conferences, pre-conference seminars, conference sessions, and journal articles on these topics.
- A clear majority of respondents (76%) said that they look to ACUTA for education for management and supervisory staffs, and we improved our offerings on management and leadership topics.
- Enhancements were made to the ACUTA Web site. (Online registrations and purchases, streaming audio and video of conference highlights, more information on regulatory developments, and more)

- The monthly Legislative/Regulatory Update, a Web-based newsletter, was added.
- Audio conferences were increased and Web/audio seminars were added to provide distance learning options for ACUTA members.

We are committed to listening to our members, and it is essential that the lines of communication remain open so that we can continue to focus on your current and emerging needs. I hope you will be able to set aside 10-15 minutes to complete the Member Needs Assessment, and I am looking forward to sharing the results with you in August or September.

President’s Message
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This advice bears up under the scrutiny of some ACUTA members as well. Dave Barta at the University of Oregon says he knows he needs to offer someone he wants to keep some hope of advancement, some new challenges, and training to get there.”

Walt Magnuson at Texas A & M says, “I have found that much of my staff’s job tends to be routine and tedious. Things like billing, record changes, and answering routine questions cannot be made to be exciting. To offset this I try to get my staff involved in projects that may not be their responsibility but that offer a challenge. We are often on the edge of the campus ATM network deployment or the voice-over-IP trials or the Internet 2 initiative, and while these projects may not be part of our jobs, the campus data group always welcomes additional help. These types of projects offer a learning opportunity for the staff which builds self esteem and employee value.”

According to Pat Searles Nelson
Institutional Members
- Baldwin-Wallace College, Berea, OH. Robert Agnew, 440/826-2700, T2 .......................... www.bw.edu
- Barat College, Lake Forest, IL. Rita Koch, 847/604-6292, T1 .......................... www.barat.edu
- Nebraska Wesleyan University, Lincoln, NE. Brian Viets, 402/826-2700, T2 .......................... www.NebrWesleyan.edu

Associate Member
- Northfield Mount Herman School, Northfield, MA. Wendy McAndrews, 413/498-3888. .... www.nmhschool.org

Corporate Affiliate Members

**SILVER LEVEL**

**Alcatel Internetworking**, Calabasas, CA. Alan Amrod, 818/878-4910 .......................... www.ind.alcatel.com
Alcatel builds next-generation networks, delivering integrated end-to-end voice and data networking solutions to enterprises, carriers, and consumers worldwide. With 100 years in the telecommunications industry, 130,000 employees, and sales of $29 billion in 2000, Alcatel is also a corporate sponsor to Internet2.

**COPPER LEVEL**

Expedite Video Conferencing Services, Inc., is a leading value-added reseller of videoconferencing equipment, technology, and service. We provide solutions including videoconferencing functions, bridging services, video streaming, and audio applications. We extend educational discounts.

**Smith Seckman Reid, Inc.**, Nashville, TN. Ray Tucker, 334/929-2302 .......................... www.ssr-inc.com
Founded in 1968, Smith Seckman Reid, Inc. (SSR), a full-service engineering and information management consulting firm, maintains a staff of 300 in eight offices nationwide. Telecommunications services provided include systems assessment, upgrades and replacements, master planning, campus, local, and wide area networks and structured cabling systems.

**Enterprise Services Manager**, Stanford University
Send resume referring to Job #101131 to: Francisco Rosman, Stanford Univ, Polya Hall, 117, Stanford, CA 94305-4136. Email: frrossman@stanford.edu. Fax: 650-724-6561

**Telecommunications Specialist (Job #27)**, Humboldt State Univ, Arcata, CA
Submit letter of application, resume, and 3+ professional references with daytime phone numbers to: Human Resources, Humboldt State Univ, Arcata, CA 95521-8299. Applications considered until position is filled. EO/AA/Title IX

**Network Systems Engineer**, Boston College
Contact: Boston College Department of Human Resources, More Hall 315, 140 Commonwealth Ave., Chestnut Hill, MA 02467. Ph: 617/552-3330; fax: 617/552-4674

**Director, Network & Communication Services**, Univ of Utah, Salt Lake City
Contact: Univ of Utah Human Resources Office, 101 Annex Building, Salt Lake City, UT 84112. See Web site (http://www.med.utah.edu/hr/) and fax application to: 801/581-5571 then send an e-mail copy to: Julie Bradder, JBradder@media.utah.edu, and Julio Facelli, facelli@chcp.utah.edu.

**Director of Network Services, Information Technology**, Pima Community College, Tucson, AZ

**Network Operations Project Manager**, Tufts Univ, Somerville, MA
Contact: Applications by email are preferred. Please send materials to hr-recruiter@tufts.edu or by phone, fax or mail as listed below. Peter Tangney, Human Resources, Tufts Univ, 169 Holland St, Somerville, MA 02144. Ph: 617/627-2159; fax 617/627-3725

at Cornell, "I guess the top item would be: Listen, listen, listen...closely followed by action. In other words, listening is fine but they have to know that they were heard even if the response isn't what they wanted/expected. You need to let them know you heard them and what you're going to do with the information they gave you, and then let them see the results. I also strongly believe in 'walking the talk' as well as leading by example."

To summarize what I have heard others say about effective recruitment and retention, I think it amounts to value and respect. We can't provide a totally stress-free workplace, but we can provide ways to effectively manage that stress. We can't solve all of everyone's problems, but we can enable them to solve them themselves. We can't meet anyone's goals for them, but we can certainly encourage them to set goals that will help them grow and then empower them to meet them themselves. By creating a work environment that helps employees maximize their potential, we show that we not only value them as staff, we also respect them as people.

Here's to an energetic and productive staff for all of us! As always, I can be reached at Anthony_Tanzi@brown.edu.