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From the President
Margie Milone
Kent State University

News of the First Freshman headlined the morning paper and I thought hmmm, I'll call ACUTA member Maureen Trimm at Stanford for an exclusive late breaker! For those of you who know Maureen, she is "way cool" as my grandkids say, and I was eager to hear her "off-the-top-of-her-head" answer. I dialed her number and said, "Tell me what you think is the coolest thing so far in all this business about Chelsea checking in today."

Maureen didn't miss a beat. "You know what Bill Clinton said when asked what he thought about Chelsea going away to Stanford? 'Phones work, e-mail works, planes fly.' Well, imagine that, Bill said phones first—what a great thing for ACUTA members to know that phones are first even for the President!"

"So what did you have to do to get ready for the 'first' phone?" I asked.

"Well," she said, "I would have to kill you if I told you!"

She did admit that privacy was number 1, privacy was number 2, and privacy was number 3 in Clinton priorities. She also had to set up 134 telephones with only four days' notice for the Whitehouse and press, during their opening week when all the techs are already well, you know. (Do you think the Secret Service thinks it's just a "plug in" job too?)

Maureen was proud of the Clintons coming to the afternoon convocation which would be broadcast live by her team over her campus network. This is the normal "welcome" to parents and students, with an address by the campus president and others, but, of course, this year would be just a little bit more special.

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Marketing Ethernet at Mizzou
Terry Robb
University of Missouri, Columbia

Students at the University of Missouri in Columbia arrived on campus right in the middle of a major rewiring project this fall, but they aren't complaining. Seven of Mizzou's 19 residence halls now offer ethernet access to the room—with 2100 ports in service.

We have found that marketing this new service is primarily a matter of education. When students understand the benefits, they are sold on the value. So far, 13% of our students have signed up for the available ethernet ports. We expect this figure to rise quickly due to instructors' increasing use of the Internet and the Mizzou campus network to enhance education.

In the summer, we described the benefits of ethernet access to new students face-to-face. But we also had some visibility from an article that appeared in on campus @ MU, a Mizzou Telecom monthly publication. In our September issue, a full page was devoted to an explanation of the service, including benefits, costs, and sign-up procedures. In the article, we explained how direct access to MU computing resources and the Internet from the dorm room provides access on demand to many resources. An in-room connection makes communicating by e-mail more convenient and is more than 300 times faster than dialing in with a 28.8 modem. Through the ethernet connection, we pointed out, students may stay logged on for as long as necessary to accomplish assignments without the inconvenience of busy signals or telephone line interruptions.

Confident that educating students about the significance of ethernet service is our strongest card, we devised a very basic introduction-to-ethernet handout we called Ethernet 101. This one-page document is based on ten very basic questions about what ethernet is and it appeared in our monthly cable guide. We hope it will discourage students from attempting to plug their modems into an ethernet port.

Word of mouth is always excellent advertising for any product or service, and having or not having ethernet access in your dorm room makes a particular statement about you personally on today's campus, it seems.

"If we provide it, they will subscribe" is also not an inappropriate attitude. When students arrived in the dorms and saw new faceplates, they were naturally curious. Each room is now equipped with two cat 5 data ports, one cable TV jack, two voice line ports,
Board Report
September, 1997

The Board of Directors met by conference call on September 4, and the following are the highlights of the call:

- Discussed the Executive Director’s plans to visit campuses of the institutional Excellence Award and Student Paper Award winners.
- Discussed plans for the upcoming Strategic Planning sessions for the Board, Committee Chairs, and Lexington staff.
- Approved the appointment of Tamara Cross of Bowie State University (MD) and Riny Ledgerwood of San Diego State University to the Program Committee.
- Received an update on the Universal Service Fund petition to the FCC.
- Approved Dallas, Texas as the location for the Fall, 1998 Seminar (scheduled for October 11-14 at Le Meridien hotel.)
- Determined that the ACUTA News will not carry “position wanted” ads.

Respectfully submitted,

Tony Mordosky
Bradley University
ACUTA Secretary/Treasurer

President’s Message
Continued from page 1

Students and staff are able to watch from any campus TV and the residence halls, the local cable channel broadcasts to the surrounding residential areas, and the telecast is also carried on the MBONE.

Maureen said she had to get going. She was signing up freshmen for phone service, since this was their opening day, after all, and regular work still needed to be done. Did she know who the roommate was or what she had to go through to be screened? (Or did she even have the choice to say no, not me, get somebody else?) She said the Clintons and the school stressed that Chelsea was “just another freshman, nothing special needed.” Oh, sure.

Well, this interview was at least as much fun as most of the other things I’ve done since we opened two weeks ago. We’re pretty much over the hump now, but poor Maureen is just gearing up. It could be a long four years.

I guess, no matter how important we are, what goes around comes around and life goes on. Fall will always follow summer. But a brush with the rich and famous can sure turn life upside down sometimes, can’t it?

Maximizing Call Center Potential

Dave Crowell
Perimeter Technology

If you’re a Centrex campus, you probably made that choice because Centrex systems can save you money, are flexible and reliable, and let you turn a lot of the maintenance and repair over to someone else. But now some Centrex campuses have found even more creative opportunities to generate new revenues and realize additional savings.

One innovative way to better manage peak enrollment, when there is a huge increase in the number of inbound calls to admissions offices, is by using work/study students who take these calls from their dorm rooms or homes. This can be accomplished very successfully through the use of a Centrex telephone system. Because of the nature of the Centrex phone lines, students are able to log in and out remotely through their standard telephones.

Centrex also allows schools to use call center management software to better manage (and profit from) their inbound calls. This kind of software provides information in three critical areas: real-time operating information, historical reporting and data archiving, and ACD load management access.

Currently, MIS departments at two universities in California and Pennsylvania are using this type of software and acting as “in-house service bureaus.” The MIS departments resell the ACD line service and their own MIS service to all other departments on campus—quite a revenue-generating concept!

This process is managed very successfully as the call center management software is fully partitioned. This capability allows for individualized department data, i.e. number of calls presented, number of calls answered, grade of service, average speed of answer, etc. With this information, the MIS department and the department using their service bureau can track and better understand the call activity.

Dave Crowell, Product Manager at Perimeter Technology, has worked in telecommunications for fifteen years. Contact him at (800) 645-1650 ext. 212.

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September, 1997
(Only primary representatives are listed here)

Institutional Members
- Texas A & M Univ., Commerce, TX. Michael Cagle, 903/886-5421. Tier 3
- Southwestern Okla. State Univ., Weatherford, OK. Steve Corbin, 405/774-3188. Tier 2
- So. Carolina State Univ., Orangeburg, SC. Russell Zimmerman, 803/536-8738. Tier 2

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- CSI/Suttle, Hector, MN. Bill Cavanagh, 320/848-3147
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- TE Consulting Inc., Framingham, MA. Ernest Tunmann, 508/877-6494
- Visio Corp., Seattle, WA. Bruno Gralpois, 206/521-4567
- Vision Communication Services, Bohemia, NY. Dwayne Diesu, 516/244-1213

Mizzou

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and one empty port for future expansion. An interesting adornment for any dorm room wall.

At present, we bill a separate monthly charge for ethernet service. When subscriptions exceed 50% of resident hall students, the cost may be integrated into the room rate, in the same way that local telephone, caller ID, cable TV, and other features already are. We expect integrating the charge for ethernet service to bring costs down considerably.

Mizzou Telecom is committed to enhancing student services, and the expansion of ethernet access is one example of our efforts to anticipate and respond to student needs and demands.

Contact Terry Robb at mtterry@muccmail.missouri.edu.
Lisa Cheshire, CMP

Congratulations to ACUTA Meetings Manager Lisa Cheshire who has just earned her Certified Meeting Professional designation. After meeting rigorous eligibility requirements and studying for months in preparation, Lisa travelled to Baltimore this summer to take the very intense certification exam. "Completing my CMP certification is an achievement I'm very proud of,” Lisa says. “While I've always taken my work seriously, this somehow sets a new standard for personal excellence and places a certain amount of responsibility on me as a professional. ACUTA members have always been very supportive of my efforts, and I'm delighted to share this accomplishment with many good people I've worked with over the past several years.”

Semer Chairs ASAE Technology Section

ACUTA Executive Director Jeri A. Semer, CAE, has been appointed Chair of the Technology Section of the American Society of Association Executives (ASAE) effective through August, 1998. Semer will also serve a concurrent one-year term on the ASAE Board of Directors.

The Technology Section is an 1,800-member group of association executives, information technology specialists, and technology suppliers with an interest in the applications of technology in association management. The Section's role is to inform associations about leading-edge technologies, and assist them in incorporating technology into every aspect of association operations.

The group plans two major educational programs per year, publishes a newsletter and White Papers, and maintains a Web site and listserve devoted to technology management.

"Serving as a Technology Section volunteer leader has been a tremendous opportunity to learn about how associations around the world are using technology to serve their members, and to apply ideas and solutions to ACUTA operations, says Semer. "It has also allowed us to share ACUTA's technology accomplishments with other associations. "It has been interesting to learn that ACUTA was among the first with an interactive Web site, electronic commerce, and an electronic Member database available via the Web."

At this time each year, the ACUTA Committee Chairs are in the process of forming their committees for the new administrative year. It is always invigorating to work with new committee members, who are willing to share their creative ideas and suggestions for member benefits and services.

This year, we are continuing the important process of developing a new Strategic Plan for the association. The Board of Directors, Committee Chairs, and staff met here in Lexington on September 26-27 to create action plans to help us achieve the mission, goals, and objectives that were developed with input from ACUTA members and higher education leaders last Spring. It is an exciting time for both volunteer leaders and the staff as we ponder how ACUTA can continue to be relevant to the higher education community and the telecommunications industry, in a time of re-structuring and transformation.

ACUTA's re-vamped mission statement (still in draft form and awaiting Board approval) poses interesting challenges:

ACUTA is a member driven organization dedicated to the enhancement of teaching, learning, research, and public (community) service by providing leadership in the application of telecommunications technology for higher education.

What does this mission statement say about the organization? Let's look at some of the key words:

• That we are member driven—responsive not only to today’s needs, but anticipating the member needs of tomorrow.

From ACUTA Headquarters

Jeri A. Semer, CAE
Executive Director

• That we are dedicated to enhancing the educational and research missions of our institutions, and see telecommunications as an integral means of accomplishing institutional goals.

• That we view community service as a significant responsibility of the organization and its members.

• That ACUTA members can and should provide leadership in the enhancement of higher education through technology applications. Now comes the challenge of creating programs to make this new mission statement a reality. If you have ideas and suggestions, I hope that you will share them with the association's leaders. We will keep you informed of progress through the Strategic Planning section on the ACUTA Web site (http://www.acuta.org/html/planning.html), and through our publications. I'm certain that the new plan will result in many added opportunities to volunteer with ACUTA, and hope that even more members will become inspired to join in this exciting effort.

Semer's volunteer involvement with ASAE has also included service as chapter President, committee chair, and frequent speaker at educational programs. She was designated an ASAE Fellow in 1986. ASAE, the professional association representing association executives, has more than 23,500 members.
976 Look-Alikes
In the April ACUTA News we gave you some 976 look-alike numbers that had been reported by a normally reliable source. One of our members checked with their Local Exchange Carrier (LEC) and found that the two numbers listed in Ohio were not 976 look alikes. The list is on the ACUTA homepage. If you find additional problems, please e-mail pscott@acuta.org. We regret passing along misinformation.

FCC Commissioners
One item high on the Senate agenda this fall is confirmation of the White House nominees for FCC Commissioners. Two of the three candidates mentioned in the May ACUTA News may have been nominated by the White House: Harold Furchtgott-Roth, Chief Economist for the House Commerce Committee, and Michael K. Powell, Chief of Staff in the Justice Department's Antitrust Division. The FCC General Counsel William Kennard has been nominated to succeed Reed Hundt as FCC chairman. The Senate Commerce, Science, and Transportation Committee which confirms such appointments is waiting for another nominee to be named before related meetings are scheduled. President Clinton is expected to nominate New Mexico Corporation Commissioner Gloria Tristan to a Democratic seat on the FCC.

The Senate and the House are hoping to end the legislative session in late October. If the Senate does not act on the FCC nominations before adjournment, the Commission will consist of only Commissioner Susan Ness and Chairman Reed Hundt. Four new members could mean significant changes in implementation of the Telecommunications Act of 1996.

Optional Local Exchange Service
In 411 (8/18/97) we read of a company that had elected to obtain local service from a new Competitive Local Exchange Carrier (CLEC). One sunny afternoon they lost everything—local, long distance and 800 service—for no obvious reason. There were no electric storms in the area, no floods, no cut cables. Fortunately they had kept a few lines connected through the old LEC and used them to contact the CLEC. Frantic calls were made and messages left but it was two hours before calls were returned and then, since the call back numbers that had been left were not the CLEC’s, there was nothing the CLEC could do. More frantic calls to convince the CLEC that they were really a CLEC customer and it was their, the CLEC’s, problem. About 24 hours later, service was restored. The problem involved a remote, unmanned switch with no backup to which the CLEC did not dispatch a repairman until about midnight.

411 makes these suggestions if you change your local service provider:
• Remember all services can go down if there are problems with the carrier’s services.
• Keep a few lines with another carrier and have some cellular phones in the office for backup.
• During negotiations, ask a lot of questions, such as: Where is the switch that will be serving you? How is it routed and provisioned? What is the level of backup on the switch and service? Is the switch manned and during what hours and days?
• Maintain a current list of names and phone numbers for escalation through management when a problem occurs.

ACUTA Event Calendar

Winter Seminars
January 11-14, 1998
Tempe, Arizona
The Buttes
Track I: Managing & Monitoring Network Activity
Track II: Legislative & Regulatory Issues

Spring Seminars
April 26-29, 1998
Cincinnati, Ohio
Westin Hotel
Track I: Technology Management Issues
Track II: Disaster Preparedness & Facility Security

27th Annual Conference
July 12-16, 1998
San Diego, California
Marriott Hotel & Marina

Fall Seminars
October 11-14, 1998
Dallas, Texas
Le Meridien
Track I: Enterprise Networks
Track II: Marketing Your Student Services & Campus Security Issues

“Telco Network Whale”
According to InfoWorld Electric (8/27/97), outgoing FCC Chairman Reed Hundt has called today’s communications network a “$300 billion sunk-cost, circuit-switched telco network whale with the tiny market of ISPs circling around like pilot fish.”

Hundt advocates a series of measures that would speed up Internet growth, including freeing the local loops of telecommunications networks from “monopolies that want to dictate their use and their users.” He also supports lowering the costs for T1 circuits leased to Internet service providers by the phone companies, and calls the current Internet addressing system “not reliable or fair.”

Hundt says what is needed is an alternative, packet-switched, worldwide network in addition to the current circuit-switched network. “We need a data network that can easily carry voice, instead of what we have today, a voice network struggling to carry data.”
Position Available: Senior Systems Engineer, ITS, Texas Woman's Univ. 
Responsibilities: Provide coordination & technical administration of campus network. Qualifications: BA/BS plus additional relevant education & 5 yrs exp. Salary base: $51,000; immediately available. Contact: Tom Graf, Dir. ITS, TWU, P.O. Box 425798, Denton, TX 76204

Two Positions Available: (1) Telecommunications Engineer, Virginia Tech
Responsibilities: Research/maintain telecom systems for voice, data, & video services incl. self-maintained Siemen. Qualifications: Knowledge of theories/principles of telecom systems engineering & technology.
(2) Asst Dir. for Telecom Planning: Develop business case, implement plans for deployment of new telecom svcs. Long range planning for univ.-wide comm. systems resulting in dev. of basic design strategies. Qualifications: BA/BS related & exten. exp. pref. with LEC/IXC. Contact: Virginia Tech, Personnel Svcs., Southgate Ctr., Blacksburg, VA 24061-0318. Dan Joyce 540/231-5609, e-mail dgjoyce@vt.edu

Position Available: Telecommunications Engineer/Analyst, Univ. of Maine
Responsibilities: Manage all day-to-day SL-100 switch software & network functions. Qualifications: BA/BS, Electrical/Electronics or Computer Eng. Adv. PC skills. Knowledge of SL-100 switch, LAN network. Salary base: $34,000-$38,000. Contact: Leslie Shaw, Instructional Technologies, Univ. of Maine, Neville Hall, Orono, ME 04469-5752. EO/AE

Position Available: Systems Analyst II/SR, Univ. of Pennsylvania
Responsibilities: Technical & functional analysis of information processing & management systems. Qualifications: BA/BS, min. 4 yrs. exp. in admin. computing environment, min. 3 yrs. in system design & analysis. Salary: $36,050-$46,814/$39,655-52,015 Contact: Ray Becker, rgb Becker@pobox.upenn.edu

Position Available: Senior Analyst Programmer, St. Louis Community College
Responsibilities: Lead team of 2-3 programmers to maintain current systems, spec new systems, develop related systems. Qualifications: BA/BS or equiv. & 3 yrs. exp. Salary base: $37,602-41,362. Contact: Human Resources Dept., 300 S. Broadway, St. Louis MO 63102

Position Available: Manager, Information Technology Networks, Univ. of Wyoming

Position Available: Network Manager, Northern Kentucky Univ.
Responsibilities: Network planning including dial-up access, LAN/WAN & performance monitoring. Qualifications: BA/BS Comp. Sci. or related & 4 yrs exp. Salary base: $39,000-43,000. Contact: Dr. Garry A. Casson, Dir. of Admin. Computing, Northern KY Univ, 507 Administrative Center, Highland Heights, KY 41099

Position Available: Manager of Technical Services, Indiana State Univ.
Responsibilities: Manage & supervise staff to maintain technical aspects of campus communications. Qualifications: BA/BS electronic tech. EE & 5 yrs exp. Contact: Nancy Franklin, Continuing Education, Indiana State Univ, Terre Haute, IN, 47809

Responsibilities: Assist Coord. of Bus. Services with telephone billing, program maintanence for MacStar & voice mail sys. Qualifications: 2 yrs. exp. in multikine switchbd. Know telephone company billing procedures. Contact: Mary Ellen McGill, Personnel Services Rep., 201/692-2709 or fax resume & cover letter to 201/692-2717. E-mail scarpa@fdu.vrl.fdu.edu