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The Voice of Telecommunications in Higher Education

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Membership survey shows diversity of needs

By Coley Burton
ACUTA Vice President
Univ. of Missouri

Responses to the Membership Services Survey have just about stopped coming in. The number of surveys returned is absolutely great, 30% of the total membership, and more importantly, 35% of the college and university membership (there were only a handful of returns from industry affiliates).

In addition to the number of surveys returned, the number of members that indicated a willingness to author a monograph (or at least consider it), 53, and the number of members that indicated a willingness to help with other projects, 88, is also really great.

Everyone can draw their own conclusions from the final tallies shown at the end of this article. A couple of generalizations are probably worth making. The breadth of interests of the membership, while certainly not

(Please turn to page 5)

Telephone courtesy boosts productivity

By Joseph P. Mantione
SUNY/Buffalo
Northeast Region Director

There is no doubt that people in the United States take the public telephone network for granted.

This is no accident. The old Bell Company had more than a century to win the faith of the American people.

We trust the telephone to be there for us, to work anytime, anywhere we need to “Reach out and touch someone”.

The telephone network has lived up to the faith we place in it thanks to the millions of man-years spent designing, improving and maintaining it.

Still, for all it’s reliability the telephone is a simple tool, a method to move ideas from person to person. This need to communicate ideas made telecommunications one of the world’s largest industries.

(Please turn to page 4)

Ballots for Directors due March 11

All voting members of ACUTA should have received a ballot for the 1991 Regional Directors election. The primary membership list was reviewed by the ACUTA office for accuracy and currency. Ballots were sent by first class mail from Lexington, KY, on Feb. 18.

Any primary member who has not received a ballot should contact the ACUTA office as soon as possible, and a ballot will be faxed to them. [Phone (606) 252-2882.]

“All ballots must be signed and postmarked by March 11, 1991, to be valid,” explained Past President Mike Grunder, Chair of the Nominating Committee. “No ballots will be accepted via fax, and members may vote for directors only in their regions,” he added. “And no write-ins will be accepted.”

The committee did not nominate any candidates on its own, Grunder pointed out. Nominations were submitted by mem-

(Please turn to page 9)
Claremont offers info management graduate programs

The Graduate School of The Claremont Colleges, Claremont, CA, offers four graduate degrees of interest to ACUTA members.

Established in 1983, these programs have earned a reputation for innovative education, almost overnight.

In the Spring of 1985, IBM, Hewlett-Packard and California Computer Corp. gave the Claremont Graduate School substantial grants for information science education. AT&T followed with a major grant in 1986.

The graduate school, whose faculty includes noted management author Peter Drucker, has three masters' and one doctoral program in the information sciences:

- Master of Science in the Management of Telecommunications Systems
- Master of Science in the Management of Information Systems
- Master of Science in Computer Information Systems, and
- Ph.D. in the Management of Information Systems.

Each of these programs treats information as a resource that is subject to managerial planning and control—much like other resources such as land, labor and capital.

The M.S. in the Management of Telecommunications Systems (MTS) curriculum includes telecommunications technology and policy.

The most technical of the programs, the M.S. in Computer Information Systems (CIS), emphasizes the flow of information within computational systems and structures, and encompasses designing, implementing, maintaining and directing large software/hardware systems.

The M.S. and Ph.D. programs in the Management of Information Systems (MIS) emphasize the global impact of information on organizational structures.

Specially designed courses permit the interaction among these flows to be treated in all four programs.

A combination of technical, organizational and systems elements in the curricula trains future managers to interact effectively with technical specialists and technical specialists to be more sensitive to the management aspects of information systems.

This integrated, two-culture approach distinguishes Claremont's vision of information science from a more modest, data-processing emphasis or from the highly theoretical training characteristics of traditional computer science programs.

“Our aim is to produce graduates who bridge the cultures of information systems, telecommunications and management, and who will succeed in the world of practice,” explains Paul Gray, Founding Chair, Faculty in Information Science, The Claremont Graduate School.

For more information, contact:
The Claremont Graduate School, Programs in Information Science, Academic Computing Building, 130 E. Ninth St., Claremont, CA 91711-6190. Phone (714) 621-8209.

(Editor's Note: If your institution offers programs of interest to telecommunications managers—both graduate and undergraduate—send some of the department's promotional literature to the ACUTA Office. We would like to compile a reference list of such programs and publish brief descriptions of them from time to time in the ACUTA News. This should be of benefit to members who want to further their educations and to those who would be interested in hiring recent graduates with degrees in the information sciences.)

Wake Forest announces change in phone prefix

Buck Bayliff of Wake Forest University has informed the ACUTA Office of a change in the university's telephone prefix. To reach the Winston-Salem, NC, school use 759 in place of the 761 that appears in the ACUTA Membership Directory.
MESSAGE
FROM
THE PRESIDENT

F. William Orrick,
Washington University
in St. Louis

When an ACUTA member is asked about the strength of the organization, the network of shared experience is invariably among the items mentioned. This month you have several opportunities to contribute personally to the purposes of ACUTA and help make it a stronger Association.

Check the calendar as you read this. If March 11 has not passed and if you have not voted for Regional Director, you still have time to do so.

Regional Directors are being elected directly by the membership of each region this year for the first time. Ballots were mailed to primary (voting) members on Feb. 18. To be counted, they must be returned by mail to the ACUTA office postmarked no later than March 11. If you do not have a ballot, call the ACUTA Office and they will fax you one. As long as you fill it out properly (that includes your signature) and have it postmarked by the 11th, then it will count.

When an organization is running well and fulfilling its purposes, members may relax and neglect to take an active interest in its leadership. "If it ain't broke, why try fixing it?" they could say. If meeting attendance and evaluations — plus membership growth — are any indication, ACUTA is doing a good job of living up to its mission. But let's not take continued growth and improvement for granted.

Now that ACUTA has a professional staff of five, members of the board are no longer responsible for the day-to-day operation of the Association. That is one reason the number of Regional Directors was reduced last year from eight to five. Still, the Board plays an essential role in the life of ACUTA. Organizational goals and direction are set by the board, and regional board members form an important link between the organization and the members in their regions. That is why I hope to see a large number of informed voters participating in this election.

Election to a position like Regional Director by one's peers is an honor. But it is also the assumption of much work that will require a lot of personal and professional time. Please give serious consideration to the issues and candidates, and then vote.

Another opportunity to make the most of your ACUTA membership is to answer the Call for Presentations at our 20th Annual Conference in July. The six presentations by members last year in Orlando, were some of the most popular features of the conference.

The presenters at our 1990 Fall Seminar in Portland, Oregon, were all ACUTA members giving case studies from their institutions. Portland was our most well-attended Fall Seminar and the ratings of the speakers by attendees were tops.

If you talk to any of these presenters, they will tell you that they gained a great deal themselves from their efforts. You will be surprised what new details you will discover about your own shop and the new perspectives you can gain from composing and presenting a systematic explanation of an operation. The feedback you will get from such a formal presentation is worth the effort alone.

The Call for Presentations flyer was mailed out with the Regional Directors ballots. Responses should be in by March 29.

Another mailing last month was a new membership recruitment brochure. There are still college and university people out there who could profit from ACUTA membership, but for some reason do not belong. Some may not know the benefits of membership. Others may not even know of the organization. Work with your Regional Director and our Membership Director Bonnie Johnson to get the word around and enlarge our network.

While new members have a lot they can gain from ACUTA, there is also much that they can share with the rest of us.

The location for our Spring Seminar, April 5-9, is appropriate. Hawaii is the most distant place to which we can travel yet remain within the safe and friendly confines of the United States. Distance learning will be one of the strategic applications of telecommunication in higher education that we will be considering.

As one might expect, a state consisting of eight major islands more than a 1,000 miles from the mainland is well-practiced in the art and science of telecommunications.

Representatives of the Hawaiian state government will give a presentation of their well-practiced uses full-motion video for teleconferencing and distance learning.

See you there.
Phone courtesy boosts productivity

(Continued from page 1)

Ideas are our business in higher education and we communicate them frequently with the telephone. We usually measure the cost of telephone usage in the cents-per-minute the carrier charges the university to provide that service.

As teleCOMMUNICATIONS managers we should also consider the cost to the university in personnel and productivity. If ways can be found to improve the efficiency of each telephone call, savings will be two-fold, in the cost to the University and to ourselves in increased productivity.

If ways can be found to improve the efficiency of each phone call, the savings will be two-fold.

The following is a list of techniques Ma Bell used to improve the accuracy and quality of each telephone call. If we can improve our efficiency on the telephone we can reduce costs within the university and improve the quality of service we provide to the community we serve.

Answer Promptly
At the first ring, if possible, and be ready to talk.

Use Proper Identification
Identify the office and yourself.

Always Put Your Best Voice Forward
Use a normal tone of voice. Only your voice can convey the pleasantness and sincerity that mean so much to the caller. Listen to what the caller says. Be sure that you understand.

Leave and Return to Line Properly
Tell the caller what you are going to do and approximately how long it will take, and ask for his or her consent - "I'll have to leave the line for a moment to check your files, Dr. Jones. Will you hold the line, please?"

When you leave the line, use the HOLD button, if you have one. If you do not, balance the handset "facedown" on the desk, using a book or paper as a cushion.

When you return to the line, alert the caller that you are back and, if appropriate, apologize for the delay - "I have the information for you now, Dr. Jones."

Transfer Calls Carefully
Tell the caller who can be of help, and obtain the caller's consent to be transferred - "Miss Smith in the Payroll Department can answer your question. May I transfer you?" Follow instructions in your University Directory under "Transferring Calls."

Close Calls Courteously
Let your telephone visitor know that you were glad to be of service or sorry you were unable to help.

Let the caller terminate the conversation.
Say "Good-bye" pleasantly.
Hang up gently, and make sure that the telephone rests securely on its base.

When Person Called is Unavailable, Be Helpful
Explain why the person is unavailable, when he or she will be available, and offer a course of action to the caller.

"Dr. Smith is on vacation this week, but Miss Adams is handling her calls until she returns. Would you like to talk with Miss Adams?"

"Dr. Smith is speaking on another telephone. Do you wish to wait, or may I take your name and phone number so that she may return your call?"

When the caller wishes to wait - Give the person called a memo with the caller's name on it. Give the caller progress reports. If the person called is in a lengthy conversation, offer to help the caller.

Take Messages Accurately
Keep message forms handy; record details completely. Request rather than demand information - "May I have your name, please?" or "Would you mind repeating that information, please?"

Verify spelling by using the "A' for Alice" technique.

Obtain the first name or initials, if it is a common name like Smith.

Obtain the Area Code with the telephone number when the call is from outside your area.

Repeat information to the caller to ensure that you have the correct information.

When You Are Away from the Telephone
Have a responsible person take your calls and the calls you are responsible for answering.

Tell that person where you will be, at what telephone number you can be reached if any, and when you will return, as well as similar information for lines for which you are responsible. On return, promptly attend to messages.

Screening Techniques
When answering for someone who needs to know the name of the caller - before answering say - "May I tell her who's calling please?"

When a person wishes to be available only to certain individuals - on all calls say - "She's not in at the moment. May I tell her who called?", or "She's not available." When it is someone to whom she wishes to speak, add - "I'll see if I can get her for you."

Some Tips for Outgoing Calls
Plan your calls before you make them. Keep a frequently called numbers list and a recent telephone directory nearby - and check them to be sure you have the correct number before you dial. Don't rely on your memory - numbers are easily transposed.

If it is necessary, call Directory Assistance for numbers which you cannot find in your Telephone Directory or frequently called numbers list. To save time, give the operator the city first, followed by the name and address. Then make a note of the number, including the area code, in your frequently called numbers list.

Place your own calls. Listen for dial tone before dialing a number. Failing to wait for dial tone can result in reaching a wrong number, or no number at all.

If you reach a wrong number, it is courteous to apologize before hanging up. If it was a long distance call, dial "Operator" promptly. Give the operator the details. No charge will be made for the wrong number reached.
Membership survey

(Continued from page 1)

unexpected, reinforces the fact that today's telecommunications professional is required to be knowledgeable in a large variety of topics and skills. The days of the telecom office just providing campus operators and checking the bills are long gone, as if anyone thought otherwise.

Indeed, along these lines, there were numerous comments about the need for more data and networking topics, and the need to move ACUTA beyond being perceived as just a "telephone" organization.

Another trend, again not unexpected, is the wide range of experience of the membership. One survey response chided us for not providing advanced presentations at conferences and seminars, and the very next one took us to task for not providing elementary material for the newcomer to the field. Along these same lines, there were numerous comments that many of ACUTA's presentations are too technically oriented, or that too many are management oriented. In actually processing the surveys, it was interesting to observe the number that requested topics that were strictly of a technical nature, or strictly of a management nature.

The upshot of all this is that the ACUTA Board and staff faces a real challenge in responding to these diverse needs through seminar and conference programs, newsletter content and monographs. All of the information received will be factored into future conference and seminar planning.

A number of things that can be done to respond to the needs of the membership have significant financial and time ramifications. The Board and staff will be looking closely at what we can accomplish within current constraints, and I expect that a number of items from the survey will be included in the five-year plan being worked on by Pat Searles and her committee. A large number of comments, 16 pages worth to be exact, were made, and most appreciated. Some were critical, some were laudatory, many were quite specific in what folks would like to see from ACUTA, and some suggested very specific activities or projects they would like ACUTA to undertake. While the comments covered a vast range of topics, there were a couple of common threads that appeared.

Probably the strongest theme was information sharing of all kinds, be it at the conference, seminars, on a regional basis or through some type of data base or library. As can be seen from the survey responses, there is a strong desire for some type of ACUTA data base. Less obvious is what form it should take.

The Board has been considering the question for some time and wrestling with some of the nitty-gritty aspects of the project, such as: what information should be included; how will it be collected; how will it be kept current; who will maintain it (staff time); and how to distribute it. This is a high priority item for the Board and staff and some approach should be forthcoming in the near future.

Another common theme was the inability to attend conferences, seminars or workshops due to financial or travel restrictions.

While attendance at the annual conference and the seminars has steadily increased the past few years, it remains a fact that many members cannot attend unless the event is held very close to them. With four events per year, a significant portion of the membership ends up without an event near enough to them to attend.

The Board and staff have been discussing the need to bring membership benefits to the desk top. The monograph program and expansion of the newsletter have attempted to address this need.

Conferences and seminars are self supporting; monographs, the newsletter and the development of a new workshop are not. The Board and staff will be working on ways to improve these membership services, and on ways to finance the improvements.

In addition to finances, the other difficult aspect of making improvements is content, i.e., who will write the monographs.

(Please turn to page 6)

ACUTA Calendar

- Spring Seminar -
  Honolulu, Hawaii
  April 5-9, 1991
  HOTEL: Hyatt Regency Waikiki
  TOPIC: Strategic Telecom Applications in Higher Education

- Fall Seminar -
  Denver, CO.
  Sept. 15-18, 1991
  HOTEL: Hyatt Denver
  TOPIC: Student Services

- 20th Annual Conference -
  St. Louis, MO.
  July 7-11, 1991
  HOTEL: Adams Mark Hotel
  TOPIC: Management, Regulatory Issues, Professional Growth, Voice, Data and Video

- Winter Seminar -
  Tucson, AZ.
  Jan. 9-11, 1992
  HOTEL: The Westin La Paloma
  TOPIC: To be announced
Member survey

(Continued from page 5)

Newsletter articles or develop a new workshop. To that end, we will be looking to the folks who volunteered to provide help.

The tabulated results of the survey are: Total responses 299

**Monographs**

Are monographs (10+ pages on a single topic) useful to you?
Yes 254; No 11

Please check possible monograph topics of interest to you.
Telecom management 191
Telecom staffing 169
Telecom MIS systems 117
Student services 182
Voice processing 161
Telephone registration 178
T1/T3 networking 115
LANS/WANS 105
Cable television 87
ISDN/BISDN/SS7 98
SONET 61
RFP process 76
PBX characteristics 92
Long distance services 144
CENTREX 71
In-house maintenance 138
Cellular/mobile phones 90
Disaster planning 166
Cable & wiring 144
Video 111
Payphones/AOS 114

<table>
<thead>
<tr>
<th>Basic data comm.</th>
<th>Standards 94</th>
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<tbody>
<tr>
<td><strong>Workshop</strong></td>
<td></td>
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<tr>
<td>Have you or any of your staff attended the Understanding Telecommunications workshop?</td>
<td></td>
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<tr>
<td>Yes 127; No 170</td>
<td></td>
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<tr>
<td>If no, please check reasons why.</td>
<td></td>
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<tr>
<td>Too elementary 54</td>
<td></td>
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<tr>
<td>Too expensive 35</td>
<td></td>
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<tr>
<td>Inconvenient locations 60</td>
<td></td>
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<tr>
<td>Too long 9</td>
<td></td>
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<td>Should ACUTA develop a new workshop offering? Yes 199; No 31</td>
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<td>If yes, how long should it be? 1 day 52; 2 days 135; 2+days 35</td>
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<td>If yes, what general areas should be included (check all that would be useful)?</td>
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<tr>
<td>Management 148</td>
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<td>Staffing 82; Operations 123</td>
<td></td>
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<tr>
<td>Data communications 116</td>
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<tr>
<td>Networking 133</td>
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<td>System design 88</td>
<td></td>
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<tr>
<td>System acquisition 47</td>
<td></td>
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<tr>
<td>Would you prefer an elementary (59); intermediate (187), or advanced (96) level workshop?</td>
<td></td>
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<tr>
<td>Would holding the workshop in a single, central location be appropriate or helpful?</td>
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<tr>
<td>Yes 129; No 118</td>
<td></td>
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<tr>
<td>If Understanding Telecommunications or newly developed workshops were to be offered by alternate delivery methods, which of the following would be useful to you (check all that apply)?</td>
<td></td>
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<tr>
<td>C-band satellite 43</td>
<td></td>
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<tr>
<td>Ku-band satellite 33</td>
<td></td>
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<tr>
<td>Video teleconferencing 72</td>
<td></td>
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<tr>
<td>Video tape 205; Audio tape 39</td>
<td></td>
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<tr>
<td>Hyper-media 23</td>
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**Newsletter**

Do you regularly read the ACUTA Newsletter? Yes 279; No 8

What would make the Newsletter more interesting to you?

"How we did it" articles 225

Technical articles 146

Question and answer column 173

Articles on regulatory issues 162

Reprints from trade press 35

Expanded conference/seminar coverage 51

Features on ACUTA members and their institutions 150

Do you consider paid advertising appropriate in the ACUTA Newsletter? Yes 122; No 154

**Miscellaneous**

Would a dial-up, PC based bulletin board, where ACUTA members could exchange information be of use to you? Yes 201; No 75

If an ACUTA special interest group was established on a commercial data service, such as Compuserve, would that be of use to you? Yes 75; No 166

If yes, which data service(s)? Compuserve 20;
BITNET/INTERNET 14;
Prolog 1; DataPac 2; Telenet 2;
Prodigy 1; NSFNET 1; Envoy 1;
NetNorth 1

Would an ACUTA database, probably consisting of some type of institutional profile, that could be accessed through Internet be of use or interest to you? Yes 177; No 80

Do you think new ACUTA member services should stress: technical topics 14; management topics 15; or a mix 270?

Do you think that the content of ACUTA member services should be: basic, 7; intermediate, 55; advanced, 23; or a mix, 228?

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Anita Zipperman (center) spoke with Scott Dunn, Univ. of Hawaii, (left) and another attendee during the opening reception of the ACUTA Winter Seminar in Ft. Lauderdale.
Fast-moving Greenville Tech outgrows PBX

Greenville Technical College has been in rapid growth mode since it opened its doors in 1962. What began as one of South Carolina’s 16 technical-communities now serves more than 30,000 students – nearly 7,500 full-time students and some 25,000 continuing education students.

Located on a 135-acre campus in the fast-growing metropolitan Greenville area, the college offers degree programs in 35 disciplines and course work in more than 70 areas of study. Greenville Technical College is the third largest higher education institution in the state and enjoys a national and international reputation.

According to Larry Appleton, Greenville Technical College’s Data Processing Director, the institution’s motto should be “Here we grow again!” Appleton understands change necessitated by growth. He recently completed the college’s transition from a private branch exchange (PBX) when it reached its 354-line capacity, to a central office-based telecommunications system with 500-plus stations.

“We had the PBX for about 10 years,” says Appleton. “It served us well, but it had reached its capacity limit. We couldn’t install any additional lines. In some places, over the course of a day, 12 faculty members were sharing one telephone. To grow, we thought at first we either had to replace that switch or add another. The PBX was not digital, and this further limited our plans to upgrade service to the campus.”

Telecommunications Coordinator Donna Burt describes the situation a little more dramatically. “The only way anybody could get a new telephone line was if somebody died or retired. It wasn’t just a matter of being on the waiting list. You had to be on the list and in the right building.”

Meanwhile, Greenville Technical College’s telecommunications needs were becoming more demanding, and Douglas Brister, the Vice President for Administration, needed to find a long-term solution—and quickly.

“We knew we were planning for substantial growth,” explains Dr. Brister. “We not only needed additional lines, but we also needed lines capable of more sophisticated services. The switchboard was receiving about 30,000 calls a month. Our operators were working as fast as possible, but it could still take as many as 12 rings before a call was answered. We had to do something.”

In November 1988, Greenville Technical College officials began

Duke secures discounts for international calls

Duke University Telephone System (Tel-Com) subscribers can receive discounted and expedited service when calling Saudi Arabia or any of 41 other countries around the world.

On Jan. 24, Tel-Com introduced the World Calling Plan, which provides discounts of up to 35 percent on many international, direct-dial calls.

There are specific time blocks for different counties when the rates are in effect. The discount rate applies to 42 countries on six continents.

“For example, calls to the United Kingdom, France and Germany made between 3 p.m. and 8 a.m. will be discounted 22 percent,” said Jim Dronsfield, Assistant Director of Tel-Com and ACUTA’s Region 2 Director.

“Calls to the Philippines and Thailand can be made from 3 a.m. to 6 p.m. for a 17 percent discount.

“We have international students, researchers, medical people and professors who work on projects all over the world,” he noted. “They will all benefit from this program.”

The discounts were offered to Duke Tel-Com by its carrier, AT&T. Duke’s Durham campus has become one of the largest, if not the largest, originators of international calls in North Carolina, Dronsfield pointed out. “Our large volume enabled us to negotiate new, more favorable rates.”

In the three years that Tel-Com has had the service available, international calling from Duke has increased swiftly. And Dronsfield expects the discounts to stimulate even more international calling.

Prior to 1988, equipment problems had prevented Tel-Com customers from making international calls. Customers may access Tel-Com’s newly installed international trunk groups for unassisted calls by dialing 2. If the access code is not entered, the discount will not be applied. Any discount is directly credited to the customer’s account. Access is blocked from phones in hallways and lobbies as well as hospital patient rooms.

Person-to-person and other operator-assisted calls can be made in the same manner as before and will not be adversely affected by the new program, explained Dronsfield.

A comprehensive brochure explaining the program, outlining the benefits and listing the discount periods was made available to every campus customer.
Greenville Tech outgrows PBX

(Continued from page 7)

seeking a solution. They were looking at the two alternatives usually considered by end users: upgrading the PBX, or replacing the entire system with new technology. “At the time we talked with Greenville Tech, they were not aware that they could add Digital ESSX® to their PBX and that the two would work together,” says Kathy Holley, Southern Bell’s senior account executive in Greenville. “This way they wouldn’t have the large investment necessary to upgrade their PBX.”

Southern Bell proposed adding 30 lines of ESSX to the existing PBX. ESSX is Southern Bell’s trade name for centrex services, in this case provided by a DMS-100. This solution, combining two systems rather than selecting only one, solved Greenville Tech’s immediate capacity problem without a large capital outlay, and gave them valuable time to consider and compare their alternatives for future growth.

The assignment to develop a better telecommunications system was indirectly hampered by Hurricane Hugo. The 1989 hurricane dealt South Carolina a solid blow, and budget cuts were forecast for the upcoming fiscal year to help the state treasury pay the clean-up and repair costs associated with Hugo. The school needed to hold the line on spending and avoid any major cash outlays in accomplishing its telecommunications overhaul.

“If you are involved with a conversion like this,” Appleton advises, “make sure you have the time, or give the project to somebody who does. It’s easy to get a stack of submitted proposals, but really understanding them is a whale of a time-consuming job. You’ve got to understand your user’s needs and look at what each system proposed can offer now and in the future. How will it work with your terminals? What about ISDN? Voice and data over the same network? Conference calling? Do you buy the switch, or buy the capability? The questions go on and on.”

In January 1990, Greenville Tech was about to open new facilities and needed 60 additional voice lines right away. Southern Bell terminated the 60 ESSX stations on Greenville Tech’s PBX console. Because the PBX was served through trunks from an ESSX-ready central office, the new lines were added to the existing contract, avoiding a lengthy contract review process.

These ESSX lines went to places where the needs were most pressing: the new Child Development Center and other new or recently-renovated campus buildings. Besides answering the immediate need for more lines, the solution gave Appleton a chance to examine the quality of ESSX service. “I was amazed at the difference,” he recalls. “At first I didn’t recognize familiar voices over the phone because the quality was so much better. Our PBX had developed static and other problems during the years. Obviously, the ESSX service provided a better quality line.”

Appleton and his associates started out with a preference for a premises-based system. But replacing the existing PBX meant spending between $400,000 to $500,000. And, since Southern Bell owned the 31 miles of copper cabling on campus, upgrading the PBX would include purchasing a premises-based distribution system to replace the cabling.

“Controlling its own system was really important to Greenville Tech,” recalls Holley. “Many customers are concerned about giving up the control that a PBX offers. We were able to show that Southern Bell could meet all of the college’s needs. We assigned Larry his own key person in our Major Account Reporting Center. We gave him his own repair number, and assigned key individuals to work directly with him including an account executive, a service consultant, and a business office representative. He was getting the equivalent of five or six full-time employees.”

The college also was concerned about knowing exact system costs in advance. There was a natural assumption that, by purchasing its own PBX, the college would get all costs out on the table in advance,” continues Holley. “It is true when you buy a PBX, you do have the advantage of one purchase cost for the whole system, and comparing that cost with per-station rates makes ESSX appear very expensive. But when you add up all costs associated with operating a network – including maintenance, repair, staff, and others – ESSX is considerably less expensive monthly and avoids up-front purchase expenses.

(Please continue on page 10)
Call for Presentations issued for July 7-11 conference

ACUTA's institutional members will have opportunities to share their professional experiences formally with their colleagues at the 20th Annual Conference in St. Louis, July 7-11, by answering the Call for Presentations. Announcements of this year's call were mailed to members in February.

Additional announcements and questionnaires can be obtained by call Lisa Mclemore at the ACUTA Office, (606) 252-2882. The deadline for written entries is March 29.

The Call for Presentations has been one of the highlights of recent conferences, says ACUTA Program Director Mal Reader.

The presenters seem to gain as much from the experience as their listeners," he points out. "Your ideas are priceless, especially when you share them. Submit a program idea to be developed into an education presentation for the conference. Presentations will be selected by the Program Committee from these submissions.

"If your presentation is selected, here's how you'll benefit," Reader continues.

• You get an opportunity to contribute to your profession
• You gain visibility and credibility in the eyes of fellow professionals
• Your institution gets recognition for its leadership and progressiveness in telecommunications.

ACUTA will assist with the cost of handout materials, overheads, slides, etc., and will present speakers with a small gift and $50 honorarium.

"The only limit is your creativity," adds Reader. "Share some of yourself with your peers."

Election

(Continued from page 1)

bers. The committee "screened each one with regard to their willingness to serve and the commitment of their institutions to support them in this added responsibility," Grunder explained. Then the slate of candidates was approved by the Board of Directors.

Each candidate was invited to submit a summary of qualifications (limited to 250 words) and a photograph that were displayed on the ballots.

Region 1, Northeast U.S., candidates are: Beth Nolan Beal of Rochester Institute of Technology, and Don Hoover of Villanova University.

Region 2, Southeast U.S., candidates: Buck Bayliff of Wake Forest University and Jim Dronsfield of Duke University.

Region 3, Midwest U.S., candidates: JoEllen Schmit of Carleton College and Randy Collett of Central Missouri State University.

Region 4, West U.S., candidates: David O'Neill, Washington State University, and Bob Aylward, University of Wyoming.

Region 5, Canada, candidate (unopposed): Bruce McCormack of Brock University.

Ballots returned to the ACUTA office will be placed in a sealed box and held by the Executive Director, who will count the ballots and have the count verified independently by two members of the ACUTA staff, Grunder continued. The results will be given to the Board of Directors no later than April 1, 1991.

The President will notify all candidates of the election results no later than April 10. "Any candidate who wishes to request a recount must do so in writing to the ACUTA office [fax acceptable to (606) 252-5673] within five working days of being notified of the results," Grunder explained.

Recounts will be accomplished by the ACUTA office within five working days with results provided to the President and Nominating committee within one working day of the recount. The President will notify the candidate(s) of recount results by the next working day.

The ballots, after verification of the original count, will be placed in a box, sealed and retained in the ACUTA office for at least 30 days after the returns are announced to the candidates.
Greenville Tech outgrows PBX

(Approved from page 8)

Appleton agreed with the cost comparison. "I researched other campus systems," he says. "Five years ago, ESSX was not as attractive – it was too expensive. But now, I believe it has become the most cost-effective answer. Of course, each situation is unique, and I wouldn't tell anybody to go with ESSX automatically. But I strongly recommend studying a centrex solution. When you consider all the costs of owning your own switch, ESSX is a bargain."

At the same time Greenville Technical College put in the additional 60 lines of ESSX for their short-term needs, they continued their search for a total solution with a request for bids to four vendors. In February, Southern Bell's ESSX plan was awarded the bid. By May 4th, all of Greenville Technical College had been cut over to ESSX.

"While we like to save money, our number one priority for our telephone system is quality of service."

Dr. Douglas Brister
Vice President for Administration
Greenville (SC) Technical College

When you ask Appleton why Southern Bell's centrex proposal was the winner, he quickly responds with convincing bottom-line comparisons. "The cost is less than what we were paying originally," he says. "We are providing better service at a lower cost. With ESSX, we know exactly what each additional service will cost, and that provides us with background information for our planning. And, of course, we now have unlimited capacity for growth.

"If we had tried to provide as many services with a new PBX, we would have had to hire more people," he continues. "Then, there's always the significant cost of training people."

Explains Donna Burt, "We didn't have to retrain everybody because we kept the same telephone sets and activated the features in the same way. Using the same sets that worked off the PBX also meant a significant savings in equipment costs."

"And although we had no major maintenance problems with our PBX, it is somewhat relaxing to know that Southern Bell now has that responsibility" adds Appleton. "We make one phone call to them, and they have to solve the problem. And frankly, I like the fact that Southern Bell knows our contract with them terminates in 40 months. They know they have to provide good service."

"ESSX is even more cost-effective than most people realize," says Holley. "There are so many unnoticed values that come with the system. For example, we stressed to Greenville Tech that we upgrade our software about twice a year in each DMS-100 central office. This means we are able to offer our customers the latest features at virtually no additional cost to the customer."

Appleton adds another reason for the decision in favor of Southern Bell: "The people from Southern Bell really listened to us. At one point, I questioned if they could provide the service our growth would demand. They brought an engineer out here who already knew the campus. We sat down and planned; he went back, planned some more, came back, and presented a solution to meet our current and future needs. Southern Bell gave me answers, and proved them to be correct."

That engineer was Bruce Linville, who recalls, "One of Tech's concerns involved construction – they did not want us digging up their campus. So, I had to come up with a plan that would enable us to get to all their facilities without actually coming and digging on campus. We were able to do it by some planning and maneuvering. They were very pleased about that."

ESSX will have plenty of chances to prove itself. Campus plans for the near future cast Greenville Technical College as the region's state-of-the-art education center.

A 51,000 square-foot Learning Resource Center nearing completion will house a variety of educational resources for use throughout the area. The college already schedules classes at two field campuses which will be tied into the college's telecommunications system. Eventually, college programs and services will not be limited to any one location, but will be available to virtually every citizen who has a telephone, a television, and a computer.

Dr. Brister summarizes his institution's assessment of ESSX services: "While we like to save money, our number one priority for our telephone system is quality of service. We want good, clear connections, timely responses on repairs, the features our people need, and plenty of options for expanding.

"The name of the game is service. As a community college, we get thousands of calls from people calling out of curiosity to see if we offer a credit or non-credit course in their interest area. Our potential student body includes anyone within driving distance. That's the beauty of a community college. But this activity generates a great deal of calling traffic, and there was no way that three or four operators could answer all the questions. Now, with ESSX, we can publish more numbers that people can call for specific information. It's like having several hundred operators instead of two or three."

(This article, by Charlie Walton, reprinted with permission from the Fall 1990 issue of Connections magazine.)
From ACUTA Headquarters

The regulatory issue most on the minds of our U.S. members this winter has been the new rules that the Federal Communications Commission is attempting to write for telephone "aggregators" and providers of alternative operator service.

It remains to be seen whether colleges and universities will be caught in the huge net that Congress and the Commission is trying to throw over some abusive telephone service providers.

Some operator service providers, the FCC said in an early February announcement, have rates that may be two or three times what major long-distance carriers such as AT&T, MCI and US Sprint charge.

The consumers that these long distance "providers" have been "serving" are mostly travelers caught in airports or hotel and hospital rooms. Many of them have an account with a company of their choosing. But when they try to call from their room or an airport terminal, access to their carrier is blocked. And the only carrier available at their isolated location charges an outrageous rate. The customers learn just how excessive the rates are until they get their bill a month or two later.

"Even as we speak, there are people in the Atlanta airport beating on the walls and banging on telephones trying to figure out how to get access to their long-distance companies," Commissioner Ervin Duggin was quoted by the Associated Press.

That's not what the courts had in mind when they split up Ma Bell to give consumers a wider variety of services at competitive prices.

The Commission has received more than 4,000 complaints concerning captive markets and ridiculous rates. And it seems that a number of the travelers who have been burned were members of Congress. That's why the Operator Consumer Services Act passed so swiftly through the House and the Senate this past fall.

The moral is: Don't enrage the people who write the rules. They may lower the boom on you. To Congress's credit, however, the legislation they passed wasn't quite as stringent as the regulation the FCC proposed last year. Still, the legislation is rather broad, and the FCC must fill in many specifics.

ACUTA President Bill Orrick pointed out in a letter to the FCC back in August that there are some important differences between college resellers and those who provide services to "transient" members of the public. College dormitory residents have leases for at least one, and sometimes two semesters. And it's much easier for a dorm resident - than it is a hospital patient or a passenger in transit - to run across the street to the convenience store and place a call from a pay phone.

But unless the FCC considers the special circumstances of campus phone systems, an injustice and possible hardship may be forced on educational institutions as Congress and the FCC try to correct a very real problem.

According to comments filed by the International Communications Association, only one of the more than 4,000 complaints to the FCC involved a college. While most college resellers do make a "profit," the rates charged to student customers are still below what they could obtain as individual consumers on the open market.

This so-called profit from long distance resale is almost always plowed back into the campus telecommunications system. Many state institutions are prevented by law from making a "profit." Without the revenue from resale, which provides convenience and still passes discounts along to students, many institutions would have to increase fees and/or tuition to provide telephone service. And the rates paid by students would be higher than what the college, acting as a bulk buyer, could obtain for them.

Indeed, educational institutions are acting more as partners with students, pooling their buying power to obtain mutually-beneficial, discount rates.

In additional comments to the FCC, ACUTA tried to show that there is little or no record of abusive practice by colleges and universities. And since the intent of the new law and pending regulation is to prevent such abuse, is it fair to place educational institutions under restrictions that could possibly reduce service and/or increase prices for consumers on campus?

Relying on revenue from long distance resale to finance their purchase, some schools have invested heavily in modern telecommunications infra-structure - making many new services available. Others we have talked to in recent months had major upgrades of their systems in the planning stage when news of this pending regulation led them to put things on hold.

Unblocking of 1-0-XXX access would make schools more subject to fraudulent schemes, an issue to which the FCC says it is sensitive. The act of Congress doesn't appear to require this, but the rules proposed by the FCC last year would have.

With telecommunications becoming ever more important to higher education, does the FCC really want to slow progress in this area when there has been no pattern of abuse by these institutions?

But that is what will happen if an important source of revenue for colleges is denied or seriously diminished. As a result, students will suffer a double deprivation - fewer telecommunication aids for their education and less economical long distance services.

We hope we have presented these points (many of which you have passed along to us) to the FCC forcefully enough for the rule writers to take notice of our situation and act accordingly.

P.S. I want to thank Peter Schline of The American University in Washington, DC, for having ACUTA's final statement hand-delivered to the FCC office on the last day the agency was accepting comments. Like good ACUTA members, they were ready to help when we called.

I again want to encourage members to use the pages of ACUTA News to express their opinions, ask questions and relate experiences. The newsletter is here to serve you as a medium of communication.
Hawaii’s advanced telecom system to be highlighted

Hawaii, the only U.S. state that consists entirely of islands and is located hundreds of miles from the mainland, not surprisingly, has one of the most advanced telecommunications systems in use anywhere. A review of Hawaii’s network — linking all state agencies, including the several campuses of the University of Hawaii, with voice, data and full-motion, two-way video service — will be presented at ACUTA’s Spring Seminar in Honolulu, April 5-9.

The presentation, by Norman Okamura, will include an elaborate display of Hawaii’s advanced technology that was first installed in 1985, which the then governor proclaimed the “Year of Telecommunications.”

Exhibits set for Hawaii

The following vendors had committed to exhibit at the Spring Seminar in Hawaii, April 5-9, when the ACUTA News went to press, Feb. 26.

Sunbelt Business Computers, TSG MCI
Applied Technologies International Bell Atlantic Software Systems US Sprint Hospitality Market Group Matsch Systems Direct Communications AT&T College and University Systems Anixer Bros., Inc. The Angeles Group

Next workshop is set for Atlanta, Oct. 23-25

ACUTA’s introductory workshop, “Understanding Telecommunications,” will next be offered Oct. 23-25 in Atlanta, GA. For information, contact Lisa McLemore, Lexington Financial Center, Suite 2420, Lexington, KY 40507. Phone (606) 252-2882.

ACUTA welcomes new members

The following new members joined ACUTA between Jan. 22 and Feb. 20

REGION 1
Richard May, Syenex Inc.
Scott McNally, Bridgewater (Mass.) State College

REGION 3
Kathleen Cashman, SRX

REGION 4
Merril Boiser, San Bernardino (Calif.) Community College District
William Woodard, Modesto (Calif.) Junior College
Michael Tracz, Curtin University of Technology, Bentley, Western Australia

REGION 5
Norbert Hartig, Northwest Community College – TEC Centre, Terrace B.C.

To illustrate the seminar theme, Strategic Applications of Telecommunications in Higher Education, principal seminar speaker Jerry McDowell will use as examples some of the advanced applications that already exist on some campuses.

These include:
- Drew University, whose Computer Initiative Program connects electronic mail, library automation and call services through PBXs. All incoming freshmen who live on campus at Drew are given a PC to connect them with the Computer Initiative network when they pay their registration fees.
- Case Western Reserve, which is planning the Library of the Future that will involve complex and sophisticated uses of telecommunications
- Cornell University, where the campus wide area network is managed through PBXs

- Syracuse University, the findings from the university’s review of its Compu-call Program, and
- West Virginia University, which connects it three campuses with a wide area network.

These are some of the advanced applications of telecommunications that will change the way teaching, learning and administration will be conducted by higher education in the 1990s and into the 21st century, according to McDowell.

Also at the seminar, attendees will have an ECCI message center available to make telephone calls and send faxes for free, as they did at the 1990 Annual Conference in Orlando. Voicemail international was so pleased with the response to the courtesy voice mail service offered to attendees at the 1991 Winter Seminar in Ft. Lauderdale, that it will be offered again to attendees at the Spring Seminar in Hawaii.

Telebit Inc. will have facilities available for attendees to send BITNET messages to the mainland at no cost.

Seminar door prize winners announced

Five attendees of the Winter Seminar in Ft. Lauderdale were lucky enough to win ACUTA door prizes. These included:
- Kath Mullholland of the University of New Hampshire
- Peggy Glowatz of Georgetown (Ky.) College
- Liz Posalski of California Polytechnic State University
- Tom Bilger of Ball State University, and
- Dan Malick of Bucknell University.

The door prizes, ACUTA hats, shirts, shorts, coffee mugs, etc., were given away each day in the exhibit area.