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ACUTA Newsletters


ACUTA: Association for College and University  
Technology Advancement

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8-1996

## ACUTA eNews August 1996, Vol. 25, No. 8

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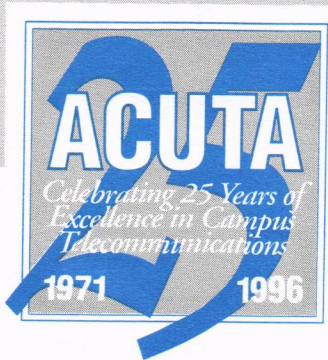


# News

August 1996

Association of College & University  
Telecommunications Administrators

Special  
Silver Anniversary  
Conference  
Edition



THE VOICE OF  
TELECOMMUNICATIONS  
IN HIGHER EDUCATION

## Silver Anniversary Celebration 25 Years of Excellence

In July of 1972, sixty-two representatives from campus telecommunications departments and the telecom industry met in Chicago for ACUTA's first Annual Conference. This July, ACUTA returned to Chicago once again, bringing 1100 people together to hear informative speakers discuss significant issues, to discover new technologies and new solutions, and to celebrate twenty-five years of excellence as an association dedicated to campus telecommunications.



Dave O'Neill presented the Bill D. Morris Award to ACUTA's First President, Luther Robb, who retired from Penn State University.

It was a memorable event for many reasons: The Chicago Hilton and Towers is steeped in tradition and unsurpassed in elegance; vendors filled the exhibit hall to overflowing; and our speakers were notably inspiring, informative, or entertaining.

The Big Event for the week was the banquet Wednesday night in the magnificent Grand Ballroom at the hotel. From the amazing feats of illusionist Higa to the champagne toast to ACUTA, it was an evening of magic for everyone who attended.

Throughout the week, in many ways, we recognized the contributions of those who have made special efforts during the past year or the past several years: Past Presidents, charter members, award winners, and everyone who forms another link in the ACUTA network.

Both Monday night and at the banquet on Wednesday, the Association honored members with a variety of awards:

### Bill D. Morris Award

The Bill D. Morris Award, the most prestigious award given to an individual by the Association, was awarded to Luther Robb, ACUTA's first President, who retired from Penn State University and now lives in Albuquerque, New Mexico.

### Institutional Excellence in Telecommunications

Although no schools were selected for the highest honors in this year's competition, two schools received honorable mentions: University of Colorado at Boulder and Laramie County Community College in Cheyenne, Wyoming.

### Achievement Awards

In recognition of significant contributions to ACUTA, higher education, and the telecommunications profession, the following received Achievement Awards: Patricia DiMaggio, Oakton Community College; Whitney Johnson, retired from Northern Michigan University; Margie Milone, Kent State University; Luiz Valdez, University of California, San Diego; Manuel Villalonga, Ramapo College

See Awards... on page 2

### 1996-97 Board of Directors

President .....	Dr. James S. Cross
	Michigan Technological University
President-elect .....	Margie Milone
	Kent State University
Secretary/Treasurer .....	Buck Bayliff
	Wake Forest University
Immediate Past President .....	Dave O'Neill
	Eastern Washington University
Directors-at-Large	
Linda Bogden-Stubbs .....	SUNY Health Sci Ctr
Donna Borden .....	University of Delaware
Marianne Landfair .....	Indiana Univ. System
Tony Mordosky .....	Millersville University





## New Board Stresses Member Involvement

The July ACUTA Board meeting was called to order by the new President, Jim Cross. The first item of business was a discussion of committee chair vacancies and appointments. The Board approved two new committee chairs: Membership, Terry Wallace, Pepperdine; Marketing, Ron Pointer, Saint Louis Univ. The Board also approved the selection of Jeanne Jansenius, Univ. of the South, as the next Chair of the Program and Education Committee, providing a year of transition for this position of high visibility and responsibility. Other related matters considered were:

- The appointment of Board Advocates to committees.
- A discussion of the Editorial Board for the Journal, and designation of Jim Cross as Board contact for this group.
- Consideration of appropriate, meaningful participation on the part of vendors and corporate affiliates, especially the Vendor Liaison Committee. As chair, Pat Searles will lead a reorganization of the Vendor Liaison Committee.

Respectfully submitted,

*Buck Bayliff*

Buck Bayliff  
Wake Forest University  
ACUTA Secretary/Treasurer

## Welcome New Members

July, 1996

### Institutional Member

- Bluffton College, Bluffton, OH. Tony Okuley, 419/358-3344; Tier 1

### Emeritus Member

- Morton Berlan, Yarmouth Port, MA. Retired from MIT. 508/362-5032

### Associate Member

- Summa Health System, Akron, OH. Kathleen Sponseller, 330/375-3464

### Corporate Affiliate

#### COPPER LEVEL

- KPMG Peat Marwick LLP, Houston, TX. Howard Ramagli, 847/918-0460

## Awards...

*Continued from page 1*

of New Jersey; and Jan Weller, University of Kansas.

### Member Service Awards

ACUTA has achieved success because of the commitment of all its volunteers, and so each year recognition is extended to those who give of themselves year after year. This year pins honoring twenty-five years of continuous membership were awarded to six members who have been a part of the association since it began. In addition, three twenty-year pins, two fifteen-year, eight ten-year, and twelve five-year pins were awarded. (Names are listed on page 9.) If you have questions about your membership, please call Kellie Bowman in the ACUTA office.

### Certificates of Appreciation

This year ACUTA awarded thirty-seven Certificates of Appreciation. These certificates honor those who have participated in committees, worked on local events or user groups, or contributed in other special ways to the Association.

### First Timers Contest

To encourage First Timers to join in the ACUTA network, a contest is arranged each year requiring that they talk to the Board and staff to learn the answers to ACUTA-related questions and secure signatures. This year, a record ten First Timers scored 100%, successfully completing their entry blanks. To determine prize winners, a drawing from those entries was made. Top prize went to Vivien Oxley, Andrews Univ. Second place winner was Karol Tymecki, Univ. of Vermont, and third place winner was Roger Merchant of Mississippi State.

Congratulations to all who were recognized at the conference. Your commitment to excellence is responsible for ACUTA's continued success!

This issue of the newsletter will be a reminder to those who were in Chicago of a wonderful four days when ACUTA officially turned twenty-five. For those who were unable to attend, we hope it will be an inspiration to plan now for our 26th Annual Conference in Atlanta!

## Association of College and University Telecommunications Administrators

### ACUTA NEWS, Vol. 25, No. 8

#### PRESIDENT

Dr. James S. Cross  
Michigan Technological Univ.

#### PRESIDENT-ELECT

Margie Milone

Kent State University  
SECRETARY/TREASURER

Buck Bayliff

Wake Forest University

#### IMMEDIATE PAST PRESIDENT

David E. O'Neill

Eastern Washington University

#### DIRECTORS-AT-LARGE:

Linda Bogden-Stubbs, SUNY Health Sci. Ctr.

Donna Borden, Univ. of Delaware

Marianne Landfair, Indiana Univ. System

Anthony J. Mordosky, Millersville Univ.

#### COMMITTEE CHAIRS

##### *Legislative/Regulatory*

Ferrell Mallory, Brigham Young Univ.

##### *Marketing*

Ron Pointer, Saint Louis Univ.

##### *Membership*

Terry Wallace, Pepperdine Univ.

##### *Program/Education*

Jan Weller, Univ. of Kansas

##### *Publications*

Mark Kuchefski, Indiana Univ.

##### *Vendor Liaison*

Patricia Searles, Cornell Univ.

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Lisa Cheshire

##### MEMBERSHIP DEVELOPMENT MANAGER

Kellie Bowman

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Visit our homepage: <http://www.acuta.org>



Twenty-five years ago the founding members of ACUTA had a vision that has been a success story. This success story was celebrated with a gala event at the Chicago Hilton at ACUTA's Silver Anniversary Conference July 14-18.

Although it is impossible to give one the full flavor, it is possible to provide a few highlights. The Conference opened with record attendance for vendor participation and members. John Naber, Olympic Gold Medalist, provided a highly energetic and motivational keynote address at the opening session on Monday. What a great way to kick off the Twenty-fifth ACUTA Conference!

Other general session speakers included anthropologist Jennifer James, who provided insights into the impact of technology on our culture as well as on the educational experience; Jeff Linder, who discussed the new Telecommunications Act and trends for the future in the legislative and regulatory arena; Geoff Tritsch, Dave Metz and Mal Reader of Compass Consulting, who involved the audience in a game of telecom trivia; and Michael Broome, who made us laugh with a humorous look at success.

The dominant message echoed throughout the conference centered around the theme of ongoing change in telecommunications. The ever changing world of telecommunications will continue to be a key driver of change and value-added services on the campus as campus constituents demand services and solutions tailored to their needs. The enormous changes in the capacities and capabilities of telecommunications technologies will present each of us with unique opportunities and challenges. Making the necessary organizational and personal changes to assimilate new developments will require all of us to develop new roles, new skills, and new ways of looking at the world, our campuses, and ourselves. The general consensus is, if we are to achieve results never before accomplished, we must expect to employ methods and insights never before attempted.

I'd like to express my appreciation to members, guests, friends, vendors, and presenters at this year's Conference. It

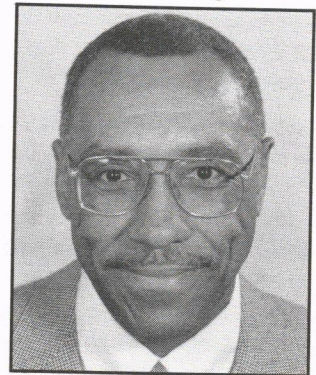
is impossible to have a successful event without active participation by a diverse assortment of people. It all came together in Chicago because of this active participation. I'd also like to thank the fourteen past presidents and Irene Morris (widow of Bill D. Morris) who joined us for this celebration.

On Wednesday evening, I had an opportunity to address the assembly, and shared my vision of the top seven priorities for ACUTA for 1996-97:

1. Publish the first issue of *The ACUTA Journal* in the Spring of 1997
2. Deliver successful seminars in Washington, Jacksonville, and Las Vegas
3. Increase the number and quality of the Excellence Award applicant pool
4. Plan a successful national conference in Atlanta in 1997
5. Continue the enhancement of our portfolio of electronic services to members
6. Continue to build on the financial stability and strength of the Association
7. Encourage first timers and uninvolved veteran ACUTA members to get involved in the Association.

I repeat here my sincere appreciation for all the support and encouragement given to me, and urge your continued involvement and support. If we are to continue our success, make a difference, add value, and achieve results never before accomplished, we must all work together to that end.

## President's Message

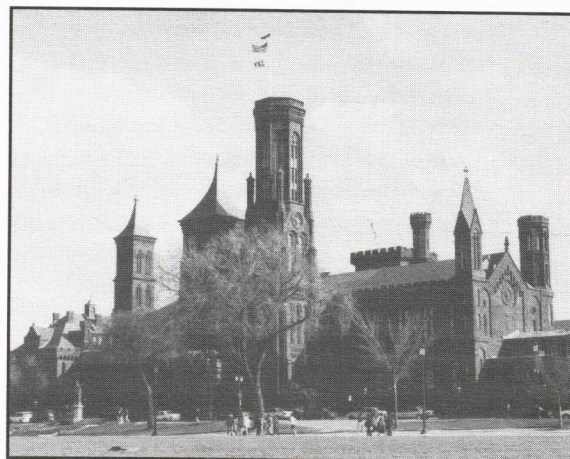


Dr. James S. Cross

Michigan Technological University

ACUTA President  
1996-1997

### Welcome to Washington D. C.



One of the buildings in the Smithsonian Institution complex

### ACUTA

### Fall Seminars

October 27 - 30, 1996  
Alexandria, Virginia  
Radisson Plaza Hotel

#### Track I

Desktop/Video: Technical & Management Issues & Applications

#### Track II

Internet & Intranet:  
The Good, the Bad & the Ugly



# Chicago Presentations Inspire, Inform, and Entertain

Fulfilling the ACUTA mission to educate and inform our membership, keynote and general session speakers at the 25th Annual Conference provided excellent coverage of a variety of topics.

Our keynote speaker was **John Naber**, Olympic gold medalist, who delivered a motivational presentation based on his experiences in competitive sports. Emphasizing that success is within the reach of all of us, he remarked that our heroes are just "ordinary people who accomplish extraordinary things in their chosen field." Recalling his experience in Olympic competition, he described another athlete who continued to compete year after year, determined to win a gold medal, because he wanted "to feel like a champion." Naber outlined an eight-step plan to achieving goals, reminding the audience that it all begins with a dream.

For the second year, attorney **Jeff Linder** delivered a general session presentation on legislative and regulatory issues. Linder identified four overarching trends in today's regulatory arena: The first was convergence of services with consolidations, buyouts, and everyone wanting to provide everything. Next was globalization of ownership and management, a process whereby the large companies would get larger and a number of smaller providers would fall by the wayside. Third was commoditization. Saying that "bits is bits" and services will be universal, Linder suggested it will be customer service that distinguishes one company from another. Fourth, he predicted a re-evaluation of the role of government that could even include elimination of the FCC.

Linder advised the audience "not to sign anything for more than two years," predicting that reductions will likely come with increased competition. Other issues identified as hot topics in the coming months include: funding universal ser-

vices, universal access for handicapped, new varieties of services such as 800-pay-per-call, and new mergers and alliances. Linder reminded attendees that the FCC has a homepage that is easily accessible and an excellent source of current information (address: <http://www.fcc.gov/>). In addition to his gen-



John Naber talked with Suzie Reid, Principia College, Mary Lou Emmons, Indiana Univ. at Bloomington, and Judy DeNoyer, Principia College, and her daughter Holly after his presentation.

eral session address, Linder also conducted two breakout sessions.

Wednesday's general session speaker was cultural anthropologist and author **Jennifer James**. In a fast-paced presentation that challenged her audience to think insightfully and quickly, she described the impact that technology has had and will continue to have on our culture. "The nerds will inherit the earth," she remarked, emphasizing the necessity of change in the way we build "frames" to maintain control of our lives. "The technology-impaired will not be covered by ADA," she suggested, pointing out that while the highest level of the executive core in our world is not computer literate, increasing the skill level at the lowest level mandates an increase in the skill level at the highest level. She discussed the differences between belief systems and myths, and concluded

that we are presently in a period of high chaos and high anxiety because of the breakdown of well-established patterns. Success, she suggested, has nothing to do with age; it has to do with point of view. After her presentation, Ms. James autographed copies of her book, *Thinking in the Future Tense*, for attendees.

On Thursday, **Geoff Tritsch**, **Dave Metz**, and **Mal Reader** from Compass Consulting International presented a creative retrospective they called "Things We No Longer Need to Know." For their presentation, they divided the audience into two teams. In the style of a TV game show, they proceeded to ask each team multiple-choice questions related to telecommunications from years past. Correct answers were rewarded with appropriate token prizes and everyone enjoyed a lighthearted look at the way things used to be.

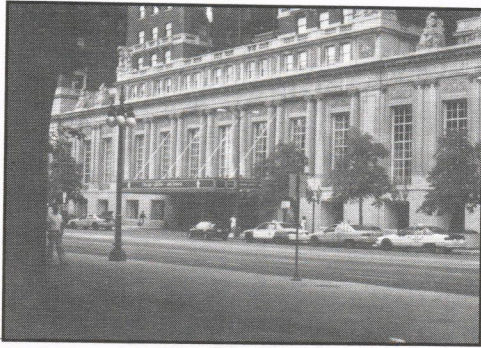
Our concluding presentation was entitled "A Humorous Look at Success." **Michael Broome** led us in a sometimes serious, sometimes hilarious examination of what we believe about ourselves and others and how we function in our slightly crazy world. He demonstrated that a sense of humor is often the most effective skill we have.

The variety of these presentations and the ability and wisdom of the speakers contributed significantly to the value of our 25th Annual Conference.

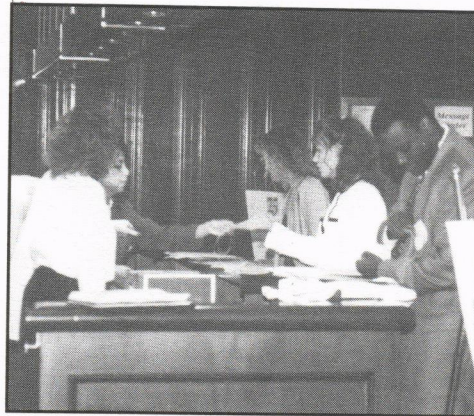
*If you were unable to attend, or if you want to share the experience with co-workers, you may order audio tapes of most of these presentations as well as the breakout sessions. Contact AVEN, 10532 Greenwood Ave N., Seattle, WA 98133. Ph. 206/440-7989 or 800/810-8273. Fax 206/440-7990. You may also order cassettes on the Internet at <http://www.aven.com>. Please note: Tapes of Jennifer James' presentation will be available only until September 30, 1996.*



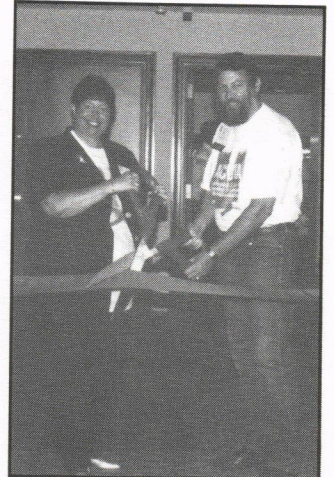
# Chicago...Our Kind of Town!



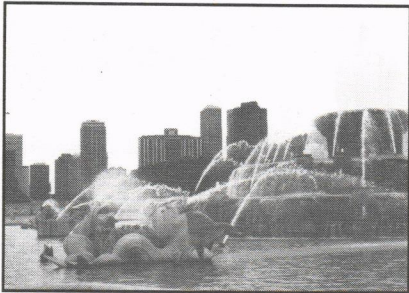
The magnificent Chicago Hilton & Towers overlooks sailboats on Lake Michigan, the bustle of downtown Chicago, and beautiful Grant Park.



ACUTA registration desk—where it all begins!



Executive Director Jeri Semer and President Dave O'Neill officially opened the Exhibit Hall



Aaron Fuehrer, ACUTA Computer Services Manager, demonstrated ACUTA's homepage to Dennis Witte, Concordia Univ.



Jo Ellen Schultz, Gustavus Adolphus College, and First Timers Ellen Bentsen, College of Charleston, and Vivien Oxley, Andrews University, read the Daily Update at breakfast.



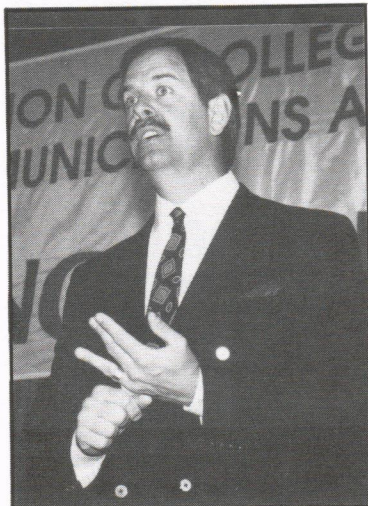
Regulars from ACUTA's telecom listserv met at a Birds-of-a-Feather table face to face: Nancy Levine, DePaul Univ.; Mike Tkacz, Curtin Univ.; Paula Loendorf, New Mexico State Univ.; Frank Ferrara, Princeton; Bill Telaak, Stanford; Anne Apicella, Univ. of New Mexico; Rich Lehn, Univ. of North Dakota.



Carol Yutzy, Eastern Mennonite Univ., and Stephen Flora, Bridgewater College, follow the speaker in their bound volume of handouts.



They spoke...



Olympic Gold Medalist John Naber

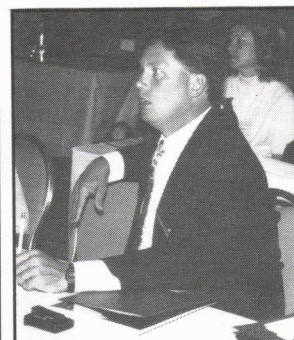
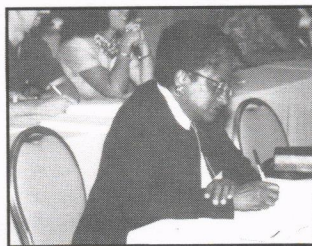
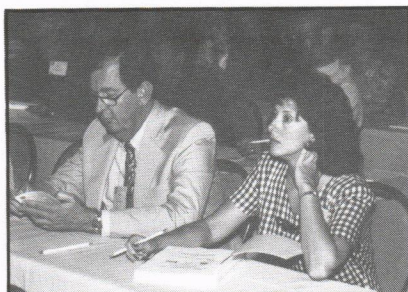


Author and Cultural Anthropologist Jennifer James with Mark Kuchefski, Indiana Univ., ACUTA Publications Committee Chair.



Attorney Jeff Linder

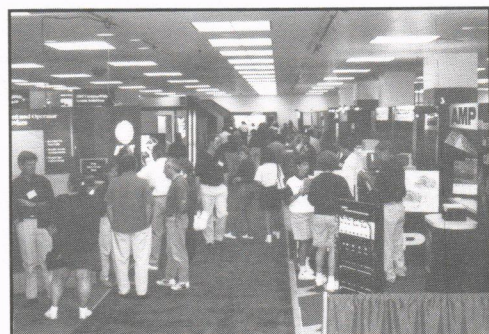
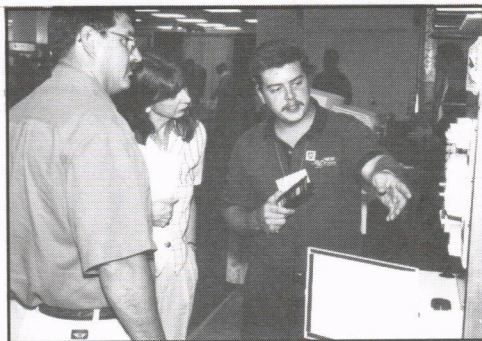
...and we listened



Something for everyone in the Exhibit Hall

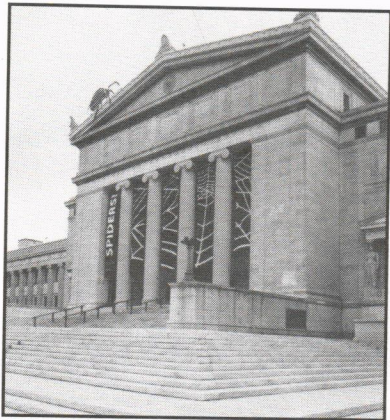


Donna Buckelew, Mississippi State Univ., was just one of several big winners in the Exhibit Hall door prize drawings.

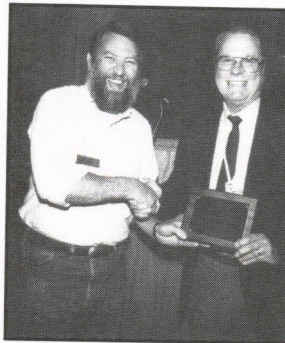
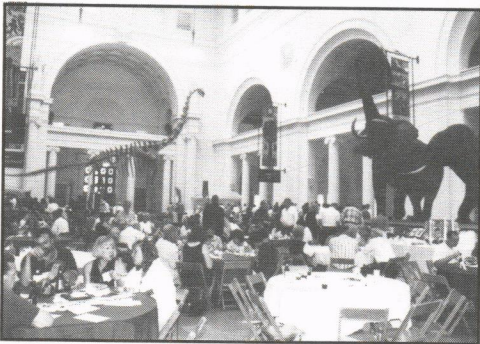




# Recognition for those who serve



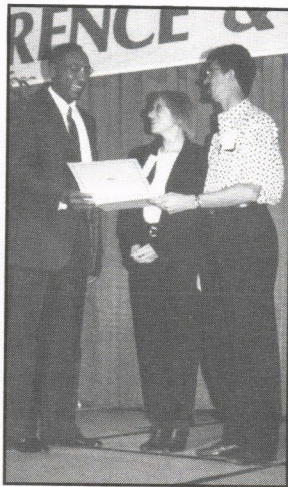
The Field Museum of Natural History provided a fascinating setting for our Monday night dinner.



Dave O'Neill, ACUTA President, presented an Achievement Award to Whitney Johnson, retired from Northern Michigan Univ.



Five-year pins were presented to: (front row) Floretha Hawkins, St. Charles Co. Comm. Coll.; Carolyn Bullard, Florida A&M; Carol Cooke, SUNY-Stony Brook; Carolyn Parnell, Univ. of MN; (back) Sandy Collier, Shepherd Coll.; Barbara Bradham, Med. Univ. of SC; Mike Tkacz, Curtin Univ.; Vivian Skordahl, Univ. of Minnesota.



Elisabeth Haddad and Ken Schuetz, University of Colorado at Boulder, accepted the Honorable Mention certificate for their entry in the Institutional Excellence Award competition.



Ten-year pins were presented to: Frank Ferrara, Princeton; Bill Cleveland, Univ. of Iowa; Gary English, Purdue Univ.; and Diana Cartwright, Wayne State Univ.



Linda Levenhagen, Univ. of WI-Milwaukee, and Linda Bogden-Stubbs, SUNY Hlth. Sci. Ctr., received 15-year pins.



Ruth Michalecki, Univ. of NE-Lincoln; Mike Grunder, Yale, and Steve Harward, Univ. of No. Carolina-Chapel Hill (all Past Presidents) received 20-year pins.



ACUTA's first 25-year pins went to Mike Toner, State of WI; John Baltes, Univ. of WI-Eau Claire; Mal Reader, Compass Consulting; Jim Dronsfield, Duke Univ.; and Tony Tanzi, Brown Univ. (not pictured).



# Celebrating the Magic of 25



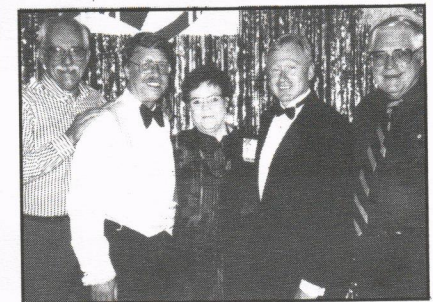
The Grand Ballroom at the Hilton was a perfectly magnificent setting for our anniversary celebration.



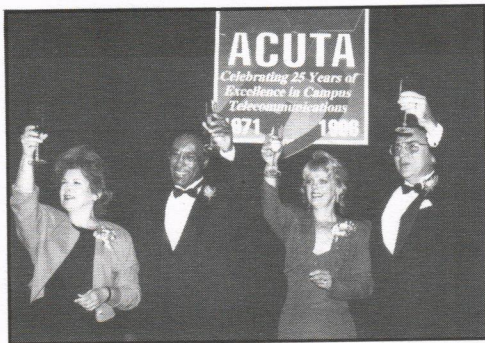
Everyone dressed in their elegant best for the big occasion.



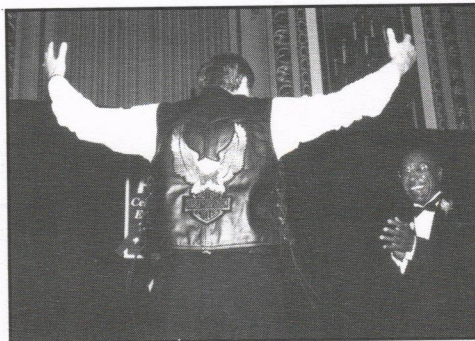
Musicians strolled among the guests at the reception.



Five Past Presidents posed for a picture: Luther Robb, retired from Penn State; Mal Reader, Compass Consulting; Ruth Michalecki, Univ. of Nebraska-Lincoln; Elwyn Hull, Univ. of Texas-Southwestern Med. Ctr.; Doug Brummel, Univ. of Rochester.



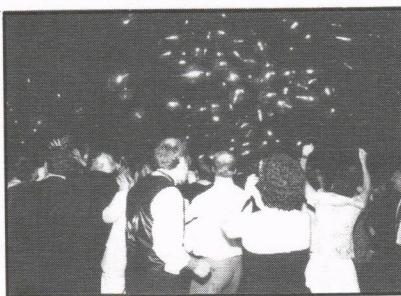
We drank a toast and sang Happy Anniversary to ACUTA on this auspicious occasion.



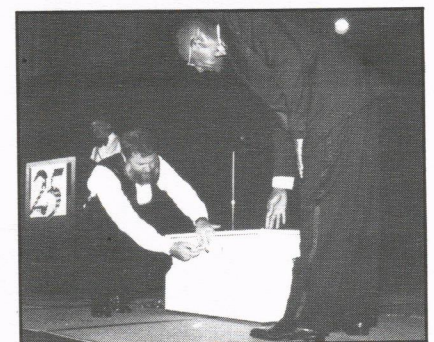
The traditional gift from the incoming President to the outgoing President was a non-traditional Harley-Davidson leather vest.



Illusions by Higa were truly amazing. "Volunteer" Colleen Lommel, College of Saint Benedict, assists.

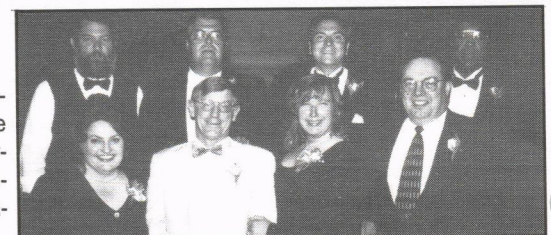


Hundreds of balloons dropped from the ceiling among the dancers.



Outgoing President Dave O'Neill and incoming President Jim Cross sealed the time capsule to be opened in 25 years.

The 1995-96 Board of Directors: (front) Director-at-Large Linda Bogden-Stubbs, SUNY Health Sci Ctr.; Director-at-Large Tony Mordosky, Millersville Univ.; Director-at-Large Marianne Landfair, Indiana Univ. System; Director-at-Large Randy Collett, Sprint; (back) President Dave O'Neill, Eastern Washington Univ.; Director-at-Large Buck Bayliff, Wake Forest; Secretary/Treasurer Tony Tanzi, Brown Univ.; President-Elect Jim Cross, Michigan Tech.





## Executive Director...

Continued from page 11

- On-site service of computer equipment
- Software Development: Most telemanagement software is developed by third parties and often maintained by them.
- Publication of campus telephone directories
- Tariff update services
- Development of marketing and promotional materials

### III. The MIT Experience

Although few if any schools have taken the major step of outsourcing their entire telecom operation, some have examined this as an option. The following is a brief highlight of the experiences of MIT. In 1990, MIT telecom staff drafted an RFP that proposed selling their PBX and the associated network equipment, with a lease back arrangement. They also proposed transferring the staff that support their telecom infrastructure.

In preparing the RFP, they analyzed the cost to lease back the equipment and network facilities; the types and level of service that were available from potential recipients of the RFP; and other factors. The result of the analysis was that outsourcing would cost greater than \$6 million more over a ten-year period than continuing to operate their switch in-house (before indirect cost recovery of roughly 50%). Granted the sale and leaseback arrangement might be more attractive at today's interest rates, but at that time their analysis showed that MIT could continue to operate the system more cost-effectively internally.

Since 1990, MIT has followed the path of many other institutions: they have outsourced portions of their operation, including maintenance, installation of voice and data wiring, maintenance of their voice mail system, and billing of residential long distance calling.

### IV. The Stanford Experience

Stanford University retains a consultant biannually to perform a financial and service analysis of their telecom systems. This consultant is charged to determine whether in-house ownership and operation is the most cost-effective alternative for both the University and its hospitals. The most recent study shows that the institution saves over \$2 million per year with its current form of in-house operation.

## Members Recognized for Years of Membership

**25 Years:** \*John Baltes, Univ. of WI; \*Jim Dronsfield, Duke; Connie Gentry, Emory Univ; \*Mal Reader, Compass Consulting; \*Tony Tanzi, Brown Univ; \*Mike Toner, State of WI

**20 Years:** Donna Bollinger, Ark. State; \*Mike Grunder, Yale; \*Steve Harward, UNC; \*Ruth Michalecki, Univ. of NE

**15 Years:** \*Linda Bogden-Stubbs, SUNY Hlth. Sci. Ctr; Della Bonnette, Univ. of SW LA; George Franke, Lander Coll; Charles Giles, Sinclair Comm. Coll; Robert Green, Univ. of AK SE; Ross Harris, Angelo State Univ; Fred Huston, Univ. of SC; Bruce Hutchison, Univ. of Pittsburgh; Robert Laramee, Univ. de Montreal; Suzanne Leahy, Univ. of FL; \*Linda Levenhagen, Univ. of WI; Bill Orrick, Washington Univ, St. Louis; Jere Scott, SMU; James Shea, Boston Univ; Forrest Speck, Univ. of MA; Pat Tilley, Univ. of CA; David Tindall, Seattle Pacific Univ; James Tuccy, Univ. of Denver

**10 Years:** Diana Akey, SUNY Plattsburgh; Bob Anderson, LSU Med Ctr; Dorothy Andrews, Union Co. Coll; Gary Bernstein, McGill Univ; \*Diana Cartwright, Wayne State Univ; \*Bill Cleveland, Univ. of Iowa; Patricia Cuocco, Cal State; Randal Davis, Clemson; Steven Ellis, Notre Dame; \*Gary English, Purdue; \*Frank Ferrara, Princeton; Portia Goodman, Rockefeller Univ; Michael Grodzicki, San Fran. State; Jeryl Harder, Point Loma Nazarene Coll; Gail Maloney, Boise State Univ; Michael Moreno, Univ. of CA; James Mulhern, Henkels & McCoy; Christine Mulvey, Marist Coll; Joseph Nial, Ball State Univ; Louis Pepe, Wentworth Inst. of Tech; Sheila Sanders, Univ. of AL; David Smallen, Hamilton Coll; Mary Ann Stewart, Western Illinois Univ.; Normand Trudeau, Comm. Coll. of RI; Lynn Truesdell, Montclair State Univ; Kathy Wachowiak, Univ. of WI; David Weiser, Univ. of CO Hlth Sci Ctr.

**5 Years:** James Baker, Cosumnes River Coll; Gerald Ball, Mars Hill Coll; Brenda Binder, Maryville Coll; Michael Bobbin, Jacksonville Univ; \*Barbara Bradham, Med. Univ. of SC; \*Carolyn Bullard, Florida A&M; Mary Chairs, Harford Comm. Coll; Jim Chapman, Univ. of CA; Kathleen Ciociola, Rutgers; \*Sandy Collier, Shepherd Coll; \*Carol Cooke, SUNY-Stony Brook; Judy Creech, TX Wesleyan Univ; Fred Damkroger, KS State Univ; Diane Della-Pietra, Univ. of Miami; Stephen Doster, Telco Research; George Ellis, Univ. of So. FL; Bruce Ferretti, Lafayette Coll; Mel Fong, Univ. of the Pacific; Keith Frank, Univ. of OK Coll. of Med; Leslie Goerzen, Bethel Coll; William Gruszka, SUNY Oswego; Sandy Handley, St. Mary's Coll; Randy Harper, Jacksonville State Univ; \*Floretha Hawkins, St. Chas. Co. Comm. Coll; Judith Holbrook, Univ. of MT; Richard Huenink, Carthage Coll; Johnny Huffman, Troy State Univ; Barry Hymowech, Fordham Univ;

Bruce Kelloway, Tech. Univ. of Nova Scotia; John Kelly, Anixter; Herm Kentopp, Concordia Univ. WI; Thomas Kley, Concordia Coll; Joseph Landwehr, Univ. of Cincinnati; Sharon Lunsford, NC Ag & Tech State Univ; John McFadden, Loyola Coll MD; Hugh Meier, Brown Univ; John Meriano, Quinnipiac Coll; Janice Murphy, Franklin Pierce Coll; Gerard Nania, Ortronics; Steve Olsen, Taylor Univ; \*Carolyn Parnell, Univ. of MN; Chip Phillips, Ferrum Coll; Janet Price, Kalamazoo Coll; Steve Rice, Bakersfield Coll; Susan Riederer, The Lawrenceville Sch; Jane Robertson, Colby Coll; James Rollins, Widener Univ; Antoinette Roos, Waukesha Co. Tech Coll; Linda Ruccolo, Univ. of Windsor; Stephen Ruppel, No. Idaho Coll; Jim Shearburn, Consolidated Comm; Michael Shvartsman, Rice; \*Vivian Skordahl, Univ. of MN; M.J. Stahl, Univ. of TX; Bruce Stewart, Univ. of San Fran; David Stothard, Univ. of Victoria; \*Mike Tkacz, Curtin Univ; Judith Wharry, Oakland Univ; Jan Williams, Mesa State Coll; Steven Wriston, Univ. of Saskatchewan; Ronald Zunker, Waukesha Co. Tech. Coll.

\*Present at the Conference to receive pins

Stanford, like many other schools, does outsource some functions when it can do so more cost-effectively while maintaining an acceptable level of service. They regularly analyze outsourcing alternatives whenever a new service is added or an existing service is upgraded. For example, they decided to use an outside Internet Service Provider when upgrading their modem pool to faster service. They are also examining using an outside service bureau for fax-on-demand, and they use a combination of in-house and outside vendors for Interactive Voice Response (IVR) applications. Currently, they are also examining outsourced alternatives for paging services, vs. upgrading their university-owned equipment.

### V. Summary

Outsourcing can be a useful alternative

for some specialized telecommunications functions, if managed properly. ACUTA members strive to ensure that the university community receives the best mix of service and cost to meet their requirements. Often, that means using many options, sometimes purchasing and supporting services internally, sometimes contracting with external service providers, and sometimes even referring individual users to alternative resources.

Ideally, outsourced vendors become part of the fabric of the overall telecom service, and the fact that the function is outsourced is transparent to the end user. It is the university telecommunications manager's responsibility to manage those outsourced enterprises to ensure that quality and customer service are improved or remain intact, while decreasing costs to the institution.



# DC at a glance

Whitney Johnson

(Retired)

Northern Michigan University

## A Note For Historians

From *Telecommunications Reports* (TR) 6/10/96: "George Washington may have felled a cherry tree with an ax, but he would have a hard time with the forthcoming 'foliage' at Mount Vernon, his Fairfax County, Va. estate. That's because D. C.-area carrier Cellular One has been authorized to 'plant' on the historic grounds a 100-foot 'monopole' cellular antenna disguised as a fir tree."

## Telecommunications Act of 1996

The Universal Service Joint Board continues to meet and is making slow progress. TR (6/10) indicated that FCC Chairman Hundt had indicated in opening remarks to a meeting that the Act

"requires that we act boldly, not tinker around the edges." He advised the Board members to keep in mind that there are "tried and true methods" of ensuring universal service, saying it is time to put "new wine in old bottles." A Benchmark Cost Model (BCM), developed by a group consisting of both IXC and RBOCs, is being revised and submitted for consideration in July.

Chairman Hundt reportedly said that he believes local exchange competition will not develop fully until agreements are reached between the BOCs and such large competitors as AT&T and MCI. (TR 6/17) The same issue refers to the great frustration that exists due to the lack of progress in meetings about interconnection between one of these IXCs and BOCs in the areas where the IXC wants to start service. The other IXC is reported as having the same frustrations dealing with the BOCs (TR 6/24).

## The FCC

TR (6/17) noted that the agency had issued rules concerning E911 with regard to the use of cellular telephones. Carriers are required "to transmit 911 calls directly to 'public safety answering points' (PSAPs) without conducting credit checks or any other validation procedures. They also must carry emer-

gency calls from 'roamers' who subscribe to other carriers, from users who have discontinued their service, and from owners of used cellular phones who have not yet subscribed to a wireless service provider." This looks like the carrier must cover all calls from a cellular phone. The new rules do not cover the problems related to calls from behind a PBX. According to 411 (7/1), Bell South has announced a new ISDN PRI-based E911 service that sends all of the information needed to the PSAP without the cost of a PBX adjunct. 411 also indicates that Ameritech is offering the same service in their areas.

TR (7/1) indicates that number portability will be required by the end of 1998 in the 100 largest metropolitan areas in the country. The 100th area is Fort Wayne, Ind. with a population of 469,000.

Smaller areas will have to begin complying early in 1999. Hearing Aid Compatibility rules have also been issued. These follow the recommendations of the committee that advised the FCC with one addition—phones in some cases must have a volume control. Dates are Nov. 1, 1998 and Jan. 1, 2000 which should be manageable for ACUTA member institutions.

## Record Number of Exhibitors in Chicago

L. Kevin Adkins

*ACUTA Mgr., Corp. Relations & Marketing*  
For four days in July, Chicago was ACUTA's kind of town! The vendor exposition at the Annual Conference in July was ACUTA's largest ever, with 91 exhibitors occupying more than 40,000 square feet in two exhibit halls. While our expo is tiny in raw numbers compared with NetWorld + Interop or SuperComm (25,000+ attendees, 500+ exhibitors), their 50:1 attendee/exhibitor ratio compared with ACUTA's 6:1 ratio says volumes about the importance vendors place on ACUTA attendees.

Attendees seemed equally pleased with the exhibits, as they gave an excellent exit evaluation. Written comments praised the excellent variety of exhibitors (ACC to Xylan), products (audiotext to zero+), and an infusion of new com-

panies. This expo debuted 19 first-time exhibitors, and included 52 of our corporate affiliate members, who are especially appreciated for their year-round interest and support of ACUTA.

American higher education is an enterprise with economic activity comparable to the world steel industry, automobiles, and defense. With this enormous collective influence, ACUTA members are encouraged to take full advantage of the telecom products and services "supermarket" created for their benefit at each and every ACUTA event! If you weren't able to join us in Chicago, you can still get product abstracts and a contact listing of all exhibiting and sponsoring companies. Just contact me with your mailing address.

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When next you encounter one of our exhibitors or sponsors, please mention your appreciation for their participation. They are a valuable part of the ACUTA conference/seminar educational experience!



I recently had the opportunity to participate in a panel discussion at the NACUBO Annual Conference, on a subject of importance to anyone in higher education management: "Contract Management or Self-Operation." This session addressed the issue of outsourcing from the perspective of four different areas: housing, food service, computing, and telecommunications.

Although the session was scheduled late on the last day of the conference, attendance was good, and the number of questions indicated that this is a subject of interest to college and university business officers.

Many ACUTA members contributed to ACUTA's representation on this panel, by providing information on their institution's experience with outsourcing via the Telecom listserve. I would like to share with you a summary of the information that was presented to NACUBO.

Objectives of the presentation were to:

- Discuss the prevalent form of outsourcing in campus telecommunications
- Describe some of the telecommunications functions that are being outsourced most often, and
- Highlight the experiences of two of our member campuses in addressing the outsourcing question

### **I. Prevalent Forms of Outsourcing in Higher Education Telecommunications**

As ACUTA members introduce new technologies on their campuses, one phase of the decision-making process is often whether or what aspect of the service can best be provided by an outside contractor.

Many ACUTA members do periodic analyses of the benefits of contract management (outsourcing) or in-house operation, and many use accounting firms or consultants to perform these studies.

Our experience in telecommunications differs significantly from, for example, the food service or bookstore operations that may be totally outsourced. The key difference is that outsourcing in telecommunications is typically done for specific functions, rather than for the entire operation. Outsourcing in telecommunica-

tions is not an all-or-nothing question; most often, the best alternative is a hybrid.

It is also important to note that outsourcing in telecom is typically a collaboration between in-house telecom management and the vendor. Continuous dialogue and a true partnership are vital to a successful arrangement.

### **II. Most Frequently Outsourced Telecommunications Functions**

In late June, I posted a question to the ACUTA listserve, asking for information to use in this presentation. The number of responses was a bit surprising, and it appears from the response that telecommunications managers are outsourcing more than one might think!

In general, most universities use in-house personnel to manage the telecommunications resource, and depend on a variety of external vendors to provide services. They attempt to strike an appropriate balance by internally supporting services that are critical to the institution's mission and operations, and can be cost-effectively performed using internal staff. Functions that are often outsourced are those that can be more cost-effectively provided by an outside vendor. However, the telecom manager carefully develops RFPs and specifications, and closely monitors service levels and contract compliance.

These are the most frequently mentioned functions that are outsourced:

- Maintenance of the PBX: One model used by many schools is to rely on technicians actually employed by the manufacturer but assigned full time to the campus. These technicians tend to integrate well into the campus workforce with a high level of commitment to customer service, and many users don't even know that they are not university employees. Some of the advantages to this are: 24 hour availability with full coverage during vacations, sick time, and holidays; tools, equipment, transportation and training provided by the vendor; and additional personnel available on short notice for emergencies or major projects. The university also benefits from the technician's opportunity to network and learn from his or her peers in the vendor company.

## **From ACUTA Headquarters**



**Jeri A. Semer, CAE**

### **ACUTA Executive Director**

- Installation, maintenance and repair of the outside and/or inside wiring infrastructure, installing and repairing cables, jacks, and telephone equipment
- Student Services: local and long distance resale, billing and collection, and sometimes even student sign-ups for telecommunications services
- Network hardware and software maintenance
- Dial-up Internet Access, Modem Pools: This may be the hottest topic of the moment. Schools are having difficulty purchasing enough modems to keep up with the traffic, resulting in continuing expenditures coupled with the potential for user dissatisfaction.
- Labor for moves, adds and changes

*See Executive Director... on page 9*



# Bulletin Board

## Position Available

University of California, Berkeley

Director, Communications & Network Svcs.

**Responsibilities:** Manage approx. 80 FTE with approx. 10 direct reports & annual budget of about \$17M. Complete merger of Data Communication & Network Services & Telecommunications into a new entity. Manage new unit, resp. for infrastructures needed in support of voice, data, video, & special purpose systems. Provide fiscal mgmt. of re-charge, state, & other funding sources, ensuring resp. budget allocations & expenditures consistent with campus goals. Develop, propose, implement policy & plans for current/future campus communications services. Serve as rep. of campus admin. in communications matters.

**Qualifications:** Knowledge of existing & emerging communications hardware/software technologies. Demonstrated exp. leading a complex communications organization with large staff incl. highly trained specialists. Ability to communicate openly & effectively. In-depth knowledge of data networking, including LANs/WANs; Internet; voice networking; video networking; wireless communications; management of large end-user service organizations; financial mgmt., preferably in a large research university environment; negotiation/mgmt. of contracts; and regulatory/policy issues. Exp. in higher ed. desired.

**Salary:** \$76,900 - \$115,300 (MAP VI)

**To Apply:** Submit cover letter & resume to UC Berkeley Campus, Personnel Office, Job #05-801-80, 2200 University Ave., Rm 7G, Berkeley, CA 94720-3540. (App. screening begins 8/1/96.)

## Position Available

Pima Community College

Director, Application Svcs., Info Technology

**Responsibilities:** Leadership, direction & mgmt. of business applications maintenance & support, computer systems production control & support, computer operations, computer system software, computer security, maintenance & repair of computer equipment. Very critical position is focus of on-going operational activities of the unit.

## Position Available

Virginia Polytechnic Inst. & State Univ.

Programming/Sys. Dev. Supervisor

**Responsibilities:** System admin. of complex client-server info. system; participates in high-level planning/implementation of support systems related to communications infrastructure; serves as proj. mgr. in an environment where new systems are always in development.

**Minimum Requirements:** Comprehensive knowledge of client-server systems, UNIX, networking, database admin., high-level & C prog. languages & systems dev. methodology; comprehensive analytical & software design exp.; BA/BS in comp. sci., math, engineering or equiv. exp.; strong communications/interpersonal skills with ability to work in groups; ability to understand & implement systems design concepts. Prefer exp. with Sun/Solaris, OS/2, Oracle. Full-time position, renewed yearly.

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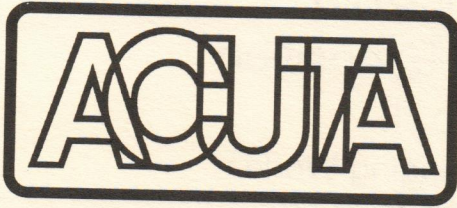
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