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ACUTA NEWS

Jeri Semer, CAE, will assume her duties as ACUTA's Executive Director at the Conference in Anaheim.

Jeri Semer named Executive Director

After nearly a year of searching for a new Executive Director, the Board of Directors has found someone eminently qualified to lead the Association into the 21st Century. Jeri Semer will join ACUTA in Anaheim as Executive Director.

After receiving her Bachelors degree magna cum laude in Political Science from Pepperdine University in 1976, Ms. Semer began her distinguished career in association management, achieving the rank of Certified Association Executive (CAE) in 1981.

Ms. Semer comes to ACUTA after having served for two years as President of the Semer Management Group International, Inc., an association management and consulting firm located in Tarzana, California. Previously, she was President/CEO of the Printing Association of Florida (PAF), a regional/international association of

Election Results & New Appointments

Secretary/Treasurer
.... Dr. James Cross

Directors-at-Large
.... Buck Bayliff
.... Linda Bogden-Stubbs

New Committee Chairs
Program .... Jan Weller
Publications ... Mark Kuchefski
Regulatory/Legislative Affairs
.... Ferrell Mallory
Vendor Liaison ... Mike Ashton
Marketing ...... Maureen Trimm

Elections and appointments fill leadership positions for '94–'95

Preface: In March you received a brochure outlining the governance changes approved by the Board of Directors and promising a subcommittee that would develop a plan to facilitate the transition to the new governance structure. I indicated that I would communicate the results of their study to the membership prior to the annual Call for Nominations for office.

Although that was never meant to be an idle promise, I was unable to fulfill it in the manner I had intended. The committee worked quickly, but we had to incorporate the transition information with the Call for Nominations that appeared in the April newsletter in order to meet the nomination/election schedule. We also decided that we would

Board Report

ACUTA Board selects new Executive Director

Finalizing the financial and employment terms and conditions with the top candidate for the position of ACUTA Executive Director was the major focus of the Board during its June conference call. The selection of a new Executive Director culminates an eight-month process by the search committee.

Other items on the agenda were:

- 1994 elections—candidate slate
- 1994 Award certificates and member recognition
- Marketing and Promotion Committee membership
- Member Needs Assessment Draft Report
- Distribution of the ACUTA video at the Annual Conference
- 1994 Anaheim Annual Conference planning

Submitted by
Dr. James Cross, Michigan Tech
ACUTA Secretary

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66 The information highway is not just a faster computer network, or a phone system with video, or a TV you can talk to… In 20 years, our world will be so transformed by this highway that people will scarcely be able to remember what life was like before it. 99

—*Harry Newton*
Teleconnect Magazine

DC at a glance

Whitney Johnson
ACUTA Regulatory & Legislative Affairs Committee

The most exciting news out of Washington is the letter we received from Gregory A. Weiss of the Common Carrier Bureau of the FCC. This letter, a response to a letter drafted by Randy Collett regarding 800 billed-back numbers, is reprinted for your information and enclosed in this newsletter as a separate piece.

The two House bills we've been watching, H. R. 3626 and 3636, have not surfaced in the materials available to us in the past month. We will continue our vigil.

On the other hand, May was an active month for the Danforth-Hollings Bill S 1822 with hearings held every week by Chairman Hollings of the Senate. All of the activity previously centered on the House bills, noted above, has now moved to the Senate. Many of the major players are lined up with their lobbyists, and supporters on both sides are looking out for specific intersts.

A major topic of concern is "competition" for telephone service. What is it? Should it be measured? How? Who should verify that the proper level has been met?

Senators Breaux and Packwood have introduced S 2111, the proposed Telecommunications Services Enhancement Act of 1994. This bill would allow the Regional Holding Companies (RHCs) to enter the interstate and intrastate interLATA service market after one year. It would also allow the LECs to provide video programming in their service areas without creating separate affiliates. Breaux indicated he hoped to see the language of this bill merged into S 1822 before final passage.

President's Message

Fellow ACUTA Members, Friends and Colleagues:

This is my "swan song"—my last President's column in the *ACUTA News*. (Randy Collett's on the hook for next month's!) As you might surmise, I intend to "take stock" in this, my last time around.

I am very pleased that one of the last accomplishments of my year in office is conspicuous on the front cover of this newsletter. The Search Committee, Board of Directors, and staff are all thrilled that we were able to attract someone to become our new Executive Director with the experience, expertise, and enthusiasm that Jeri Semer possesses. Once she is settled in Lexington and learns the ACUTA basics, we know she will help us move to even greater heights as an association. Although she won't be settled in Lexington until a week or so after our Annual Conference, she will be in Anaheim with us as her first official exposure to ACUTA. What a way to start! I'm sure she'll be eager to meet and talk with as many of you as possible during the conference. If you're unable to personally meet her there, I'm sure she will welcome communications of any kind once she's settled in Lexington.

In many respects it has been a very challenging year, but I have truly enjoyed the opportunity to serve you, the members. The "open door" sessions I've hosted at each ACUTA event have allowed me to talk in depth with many of you and to learn from you. Randy will join me in Anaheim to continue this dialogue. Many of you have taken the time and effort throughout the year to call me or send me notes, and I've certainly appreciated those interchanges. We have a draft report of the member needs assessment, and your input to that process will have a significant impact on the continuation of our strategic planning efforts. The governance changes made earlier this year will take effect at the close of the annual conference in early August. Again, those changes were the result of a concerted effort to give you, the membership of ACUTA, more of a say in the selection of elected officials as well as to make the Board of Directors more efficient and effective. Removing board members from our standing committees

will allow more members to participate and, thereby, help set the direction of these important elements of our governance structure.

Purchase of our new office building will bring long-term benefits to our asset base as well as give us room to grow without further disruption to operations. The "fixin' up" is nearly complete and the staff will soon feel settled in their new surroundings.

The Electronic Access Committee, chartered early in my presidency, is behind schedule through no fault of their own. They have completed most of the necessary research and are merely awaiting the arrival of our new Executive Director to recommend and seek approval of an implementation plan. Although the committee and I would have liked to have had something to show you in Anaheim, that won't be possible. Nonetheless, I'm sure the pace will pick up substantially in the coming months and, before long, the ACUTA membership will have an array of electronic services at their disposal to improve communications and collaboration. The need for such services is certainly a key component of our strategic direction.

I would be remiss not to end this column without saying "thank you" to the Board members, committee members, and staff members who worked along side me and each other this past year. It has really been a TEAM effort in every sense of the word. We truly worked together, keeping everyone—including the membership—informed all along the way. There were a great many people involved both up front and behind the scenes this year, more than ever before and yet probably fewer than next year. That's what it took to meet our needs, and everyone was up to the challenge. We hope you've seen the results of those efforts, and we also hope you feel more and more inclined to step forward and find a place where you, too, can contribute to ACUTA's success. My heartfelt thanks to each and every one of you for your support, patience, and endurance. Not only could I not have done it without you—I wouldn't even have dared to try!

Pat
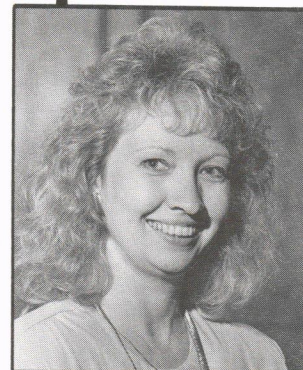
Patricia Searles

ACUTA President

Executive Director...

Continued from page 1

over 750 corporate members with a $1.5 million annual budget, representing the graphic arts industry. While with PAF, she was responsible for developing new membership services, expanding the educational offerings of the association in cooperation with community colleges and universities, and increasing the association's international outreach. She also developed a legislative coalition and advocacy program, and was responsible for the formation of an educational foundation. In addition, she was responsible for planning profitable international events with attendance in excess of 15,000.

Previously, she had served for six years as Executive Director of the California Veterinary Medical Association (CVMA), a professional association with over 3,500 members and an annual budget of approximately $1 million. While with CVMA, she was responsible for overall management of the staff and operations, marketing and communications, governmental relations, liaison with educational institutions, and fund raising for association programs. She also initiated the first veterinary-association sponsored institutional marketing program in the nation, designed to increase the public's awareness and utilization of members' services.

A creative and energetic motivator of both volunteers and staff, Ms. Semer is skilled in developing leaders. She has worked with association and non-profit clients in strategic planning, Board of Directors training, and volunteer orientations.

She has also worked with non-profit organizations in need of strategic planning and turn-around management, conducting evaluations, and recommending steps for improving the health and viability of organizations. Ms. Semer has represented numerous organizations in the media, with legislative bodies, allied organizations, and the community.

Ms. Semer's experience includes management of special events, meetings, conferences, and trade shows ranging in size from 50 to over 25,000 attendees and over 700 exhibitors, with both domestic and international attendance. She has assisted clients in planning, promotion, and on-site management of innovative and financially successful events.

Ms. Semer has served as a volunteer leader of several non-profit organizations as well. She is a Fellow of the American Society of Association Executives (ASAE), and has been active in ASAE and its regional allied societies. She has served as President of the South Florida Association Executives, and a member of the Board of Directors of the Florida Society of Association Executives (FSAE) and the Southern California Society of Association Executives. She was the recipient of the 1990 "Excellence in Communications" Award from FSAE.

As an aficionado of Early American quilts, Ms. Semer is looking forward to being in Kentucky. She and her husband, Mitchell, also enjoy traveling and snorkeling whenever possible.

Preparing to assume her new responsibilities, Ms. Semer remarked, "ACUTA is a dynamic organization, and I have been very impressed with the dedication of both Board members and the professional staff. I am looking forward to helping ACUTA achieve its goals in member service and education, advocacy for telecommunications professionals, and helping members stay at the leading edge of new technology."

For Registration Information, Call Kellie Bowman (606) 278-3338

23rd Annual Conference & Exposition

July 31 – August 4 • Anaheim, California

"Telecommunications: Fast Track to the Future"

Keynote Speaker

Scott McKain
Just Say Yes: A Step Up to Success

Highlight Sessions

Dr. Patricia Zigarmi
Developing Excellence in Ourselves and Others

Annette Leal
The Info Superhighway: How Are Your On-Ramps?

Roger Dawson
The Confident Decision Maker

Joe Calloway
Positive About Change

Region 1 meets in New York

Adelphi University, Garden City Long Island, hosted the ACUTA Northeast Region meeting June 15-16. More than 60 members and vendors participated in informative sessions on some of the "hottest" topics: ATM, PCDs and Cellular, Visions of the Future, and Combining Voice and Data. The meeting provided many who might not have the opportunity to attend a national event a chance to be updated on the latest technologies and to network with colleagues.

Acknowledgements should be given to David Wirth, from Adelphi, who was a great host. Adelphi is a beautiful campus with excellent facilities, and everyone felt welcome. Thanks also to the others on the planning committee: Tony Mordosky (Millersville), Tony Tanzi (Brown Univ.), and Linda Bogden-Stubbs (SUNY HSC, Syracuse) for their work planning a successful event. Plans are already underway for a similar "local event" for next year.

Publications Committee considers White Papers and Blue Papers

Last month the Publications Committee presented for your consideration the concept of Blue Papers and White Papers. By working definition, a Blue Paper is a document of no more than one page which addresses a topic of a technical nature, providing hands-on advice for a problem typical of those faced by college telecommunications departments.

By contrast, a White Paper is a document of no more than one page, but which addresses a management-oriented issue. Last month, the *ACUTA News* published a potential Blue Paper

for your consideration. This month, we present a White Paper.

The Publications Committee asks again that you read the following article and direct your comments or questions about the concept of White Papers or Blue Papers to Dave O'Neill (doneill@wsuvm1.csc.wsu.edu), Pat Scott (pscot00@ukcc.uky.edu), or anyone else on the committee. If you have topics to suggest for this potential series, the committee welcomes your ideas.

Please send us your comments!

Quality Control in Voicemail, Automated Attendants, and ACDs

Dave Barta, University of Oregon

Almost everyone who is supported by automated attendants, automatic call distributors (ACDs), or voicemail likes them because of increased productivity and the order they can impose on phone chaos. They are not a panacea, however, and can obstruct access to the college university when designed or administered properly.

Even when it's the end user department who designs a 10-choice cascaded automated attendant or refuses to staff their ACD, it's the telephone system and Telecom Department which get blamed. If we allow our users to use our technology to degrade the quality of their service, we deserve that blame.

As providers of these services, we are trained in their design and proper use and should proactively educate, cajole, and/or force the users to use them properly. To that end, we have several useful tools.

For **voicemail**, we have the negative experiences of our users working for us. Almost everyone has been trapped in a voicemail loop, been unable to ever contact someone directly, or had voicemail messages go unanswered. It is up to us to remind them not to perpetuate those experiences onto their own customers. The best way to make this point is face-to-face at department meetings, orientations, or at any meeting where we may be allowed to speak for a few minutes. Telecom newsletters, posters for department bulletin boards, or articles in general campus newsletters can also be useful ways of reminding users of the need to attend to personal greetings or returning calls. Admonishments can be accompanied by tips on how to use nifty but obscure voicemail features.

Our users normally need our help to design and implement **automated attendants** in the first place. Our task, then, is to make sure they are designed right by establishing design guidelines and explaining them to the users. Numerous articles are available that clearly lay out the etiquette of automated attendant design and use. These will help establish guidelines and bolster our cases with reluctant users. Once automated attendants are designed, we should periodically call them to be assured that they have not become the door to voicemail jail. When repeated calls show that an automated attendant is being improperly answered, we must approach the users with suggested alternatives and be prepared to escalate if necessary.

Systems which provide **automatic call distribution** usually provide summary and real-time management reports. We should periodically review summary reports ourselves and be sure they are provided to the ACD supervisor. ACD management information can be threatening to ACD agents if they think it will be used against them. Explaining that it is one measure of the quality of customer service they are providing and making it routinely available to them will help defuse this distrust. Ideally, real-time status information will be available where agents can see how they are doing as a group.

Designing our systems right at the outset is a major step toward quality control and takes no more time than designing poor systems. Monitoring performance and following up does require an investment of time but pays off in department good will and should be a part of our mission.

...Elections
Continued from page 1
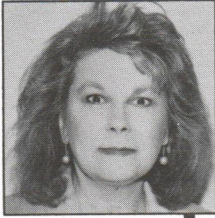
Jan Weller
Programs

Ferrell Mallory
Regulatory & Legislative

Margie Milone
Membership

Maureen Trimm
Marketing

move up the appointment process for standing committee chairs to allow a more orderly transition for these key positions as well as to mix one- and two-year terms 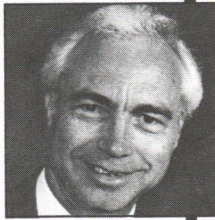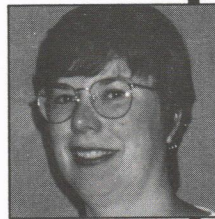with these initial appointments so that all would not change coterminously. (The new Bylaws stipulate two-year terms for these chairs, but the intent was to have two change one year and three the next.)

To that end, I asked Randy Collett, incoming President, to propose a slate to the Board for approval on our monthly conference call in June. Randy, in collaboration with Dave O'Neill (who will follow Randy as President in 1995), accomplished that goal, and the following article will introduce you to the new faces and define their initial terms of appointment. This will allow us to get a jump start on planning for the coming year by getting preliminaries out of the way while we are all in Anaheim.

We will now have five standing committees plus an ad hoc Marketing Committee. Region Directors will now be Directors-at-Large. Since Region 2 and Region 4 director elections were slated for this year, those two Director-at-Large positions will be filled as a result of the recent elections. The one President-appointed Director-at-Large position has been created out of the vacancy left by Jan Weller, who resigned to chair the Program Committee. That will complete the governance framework for our 1994-95 year.
—*Pat Searles, President*

Early in June, elections for the coming year were conducted by mail-in ballot for the first time in ACUTA history. Each member institution received a ballot which was to be marked and signed by the designated voting representative and returned to ACUTA postmarked no later than June 24.

"This election marks the first time an ACUTA officer has been elected by the entire membership, rather than those in attendance at the Annual Conference. Next year's election will be the culmination of the revision of ACUTA's governance structure, which started almost two years ago, to provide for greater member participation and to separate issues of governance and programming," said Coley Burton, Immediate Past President of ACUTA and Chair of the Nominating Committee.

According to Eleanor Smith, ACUTA Business Manager, 362 valid ballots were received, making participation in this election more representative of the total membership than in years past.

Secretary/Treasurer

As a result of the election, Dr. James Cross will serve as the Secretary/Treasurer of ACUTA for the coming two years. Jim has served ACUTA as the Secretary for the past year.

Directors-at-Large

Elected to the positions of Director-at-Large were Buck Bayliff of Wake Forest University and Linda Bogden-Stubbs of SUNY Health Science Center in Syracuse. They will each serve for two years. In addition, the President has a responsibility to appoint one Director-at-Large for a one-year term. That appointment will be announced after the Conference in July. Region Directors Tony Mordosky, Millersville University, and Bruce McCormack, Brock University, will complete the second year of their two-year terms as Directors-at-Large this year.

Committee Chairs

All but one committee chair will be filled with people new to the role. Assuming responsibility as **Program Committee** Chair for one year will be Jan Weller, Telecom Director at University of Kansas, formerly Region 3 Director.

The **Publications Committee** will be headed for the next two years by Mark Kuchefski, Director of Communications Services at Indiana University in Bloomington. (Photo not available.)

Ferrell Mallory, Director, Telecom Services at Brigham Young University, will lead the **Regulatory and Legislative Affairs Committee** for the coming year.

The **Vendor Liaison Committee** will be chaired this year by Mike Ashton, Telecomm Manager at University of Western Ontario. (Photo not available.)

Margie Milone, Manager, Telephone Communications at Kent State University, will continue to direct the activities of the **Membership Committee** for the next two years.

Additionally, an ad hoc **Marketing Committee** has been created to design and maintain a marketing plan for the Association and work with others in the promotion of ACUTA events. This committee will be chaired by Maureen Trimm, Assistant Director of Communication Services at Stanford University.

In a recent memo to incoming committee chairs, Executive Vice President Randy Collett, who will assume the duties of President at the close of the Annual Conference in August, issued the following challenge: "We should look forward to an exciting year. It will be the first under our new governance structure. Because of that, each of you will be challenged to set the standard for future committee chairs....Those of you who know me know that my expectations are high. You should also know that each of you was selected because of my confident belief in your ability to assist ACUTA in attaining its objectives."

Yale Telecom prepares for the future

John Meickle
Director, Telecom Planning & Technology
Yale University

On May 26th The Yankee Group, a consultancy from the Boston area, held a seminar called "Implementing ATM." The session was a mix of Yankee Group speakers and representatives from various equipment and service providers.

ACUTA members who are attempting to come to grips with the role that ATM may play on their campus may be interested inthe following notes taken at this event.

Howard Anderson, the oft quoted president of The Yankee Group, was the lead speaker. Anderson described a management survey that his company had performed of 150 CIOs. Across the board the recommendation was to build networking infrastructure, because without the network there won't be client/ server applications or effective "re-engineering" of business processes.

On bringing ATM to a company (or campus), Anderson urged the attendees to "get the buy-in" of all affected parties, the end user departments, the financial people, the IS or telecom groups. He also urged that companies start small with ATM but assume that it will evolve to become the network of choice. Starting small permits ATM to be "demystified."

What media will ATM travel on in the premise? Anderson said that it will be running locally on twisted pair at 155 megabits (or STS 3, the electrical equivalent of SONET's OC 3). It will be possible to run at this speed over Category 5 wire and perhaps Category 3. He considered "fiber to the desktop" as a non-starter.

The next speaker was Jacqueline Ross of Hughes LAN Systems, who described a massive ATM network that they are in the process of installing for their parent company, Hughes Aerospace. It's the antithesis of Anderson's "start small to demystify ATM" premise. The network will link thousands of workstations. The decision to go directly to ATM was a strategic one. Ross said that there was an impending bandwidth crunch, and the options were to fix the network for two years using FDDI or for a longer term using ATM.

Ray Kang of MCI and Jim Johnson of Sprint spoke next about "ATM in the WAN." Kang's presentation was reality therapy for those who are swept away by the hype associated with ATM. Standards are not yet fully defined, products are not yet "ready for prime time." Internally, he said, MCI is testing ATM extensively but is not yet prepared to bring forth a commercial service upon which customers can build applications. He said that most likely MCI will select "second generation" hardware for its service.

Jim Johnson described the commercial ATM service that Sprint has released. They are interested in developing trial applications with customer "partners" so that both organizations can gain experience with ATM. Sprint presently provides ATM at DS3 rates (45 megabits/second). Anderson of Yankee Group asked the panel "Is ATM the answer or does it not matter?" Kang replied, "Look at what you do now, how you want to do it, and what it costs." ATM may be the answer, but there are lots of other options such as Frame Relay, SMDS, or even private lines.

Integrating ATM into Legacy LANs was the next session's topic with Bob Klessig of 3Com the speaker. He addressed the idea that ATM has a fundamentally different technology underpinning from existing shared media LANs. ATM functions more like a telephone system, by providing point-to-point links, than Token Ring or Ethernet which are designed to share a pool of bandwidth. He stressed the difference between what true ATM networking will eventually be vs. what needs to be done to support existing networks. Existing networks and the investment in hardware will not go away with the appearance of ATM, so vendors will need to develop products that emulate existing network protocols. There are still no standards in this area and true interoperability is a ways away.

Nancy Agosta of IBM's ISSC (outsourcing) Division spoke both from her experience installing an ATM net on their Raleigh, North Carolina campus and as committee chairperson of the ATM User's Forum. She said she had anticipated that the various user members of the Forum would have substantially differing needs and requirements based on the business sector that they came from. She also said she's been surprised by the commonality of needs. Those common needs, the ability to support more complex applications, the greater use of imaging and visualization, and re-engineering are putting greater demands on the network. One of her slides showed how apparently slight changes in a company's application mix can have dramatic impacts on network performance.

Seminars such as this one provide excellent opportunities to become better informed about new technologies and how others are approaching their implementation. The information and interaction of this event made it a productive use of time.

The year the lights went on in Georgia

Jim Johnson
Vice Provost
Emory University

Students use the 24-hour Computer Lab in Emory's Cox Hall.

We should have known.

We should have known that this would be a different year for information technology at Emory when parents and students asked about Internet accounts (for electronic mail) at first-year student orientation. But how could we know—we had been faced with large increases in demand for networking before, about 200 percent each year for the last five years.

We should have known things were different when the *New Yorker* in September featured a cartoon with two dogs in front of a computer, one dog saying to the other, "On the Internet, nobody knows you're a dog." That the *New Yorker* would expect its readers to be familiar with the Internet was revealing. A few years ago, a prominent, well-read faculty member told me that he thought Internet was a hair spray. We had heard about the pending information revolution and its impact on all of society for years, while faced with the reality that most Americans do not change the time on their VCR.

We should have known the revolution was here when an introduction to the Internet session at Parent's Weekend was oversubscribed, when the ITD Gala attracted over 1200 people, or when the Library and ITD introduced an easy way to access campus and Internet information via Gopher.

And we should have known that when we introduced *Eagle Services,* a rudimentary package of electronic mail, information retrieval, and networking software for all members of the Emory community, that pent-up demand for those services would break loose. But how could we know? We had offered electronic mail for years with relatively few takers.

But we didn't, so the lights went on...and out.

Emory and ITD were suddenly in the midst of the information technology explosion. Lights went on all over Emory as people used bulletin boards for class discussion, electronic mail for correspondence locally and across the globe, and Internet browsers such as Gopher and Mosaic to search remote data bases. A 900 percent increase in Gopher servers on the Internet was mirrored at Emory as faculty, staff, and students exchanged critical news with colleagues in Eastern Europe and information with libraries throughout the world.

The Cox Hall facility was opened in August with 81 new computer stations. Initial worries were that "if we build it, will they come?" Instead the lab is filled with students during its 24 hour-a-day, seven day-a-week schedule. About 900 people a day use the Cox Hall facility in contrast with about 1800 using Woodruff Library.

Yes, the lights went on, but they also went out. ITD could not add new accounts fast enough, so the wait was weeks, rather than days, to get access to e-mail and other services. Changes made to provide maximum capacity failed too often, and we ran out of disk space on file servers. Because of growing complexity and more diverse resources, we exceeded our ability to keep some systems operating—we could not even rely on network uptime to teach ITD computing courses. At the same time, departments that had added local networks discovered that the networks were difficult and time consuming to operate and maintain. They, too, experienced problems.

Adding to the difficulties in providing access was the growth in demand for classic computing services such as analyzing large data bases on our UNIX machines. This was the same machine that was used for Eagle Services and Internet access. Heretofore, data analysis had been performed on the IBM mainframe or robust personal computers, but new faculty with UNIX experience wanted to do their work on our UNIX computer.

How do we keep the lights on?

Clearly, ITD needs to beef up its services to meet new needs of a new generation of students and faculty. Since the University is unlikely to dramatically increase budgets to keep up with demand, ITD needs to rethink all of the services it provides. If we must offer new services, or provide them in different ways. Indeed, I have said that what business we really ought to be in is the connection business where we connect people with questions to people with answers. ITD is now in the process of reviewing its service portfolio.

After our services review, we are likely to find that we are improperly organized to provide services demanded in an open environment. So during the summer we will be thinking of new ways of organizing. In that way, we are similar to almost all organizations that are having to re-create themselves to deal with the information revolution.

We'll try to keep the lights on.

Curtin University cuts costs and wins

What would you have to do in order to be named Telecommunications Manager of the Year by the Australian Telecommunications Users Group, Australia's biggest communications consumer group? Make life easier for your staff by focusing on making technology simple and in the process save your university $500,000. At least that's what Mike Tkacz, Telecommunications Manager at Curtin University in Western Australia, did.

Among the innovations brought about since assuming responsibility for the university's telephone system in 1985, Tkacz won approval to charge back costs to university departments in the face of mounting long-distance charges. This move has cut call costs by more than $100,000 both of the last two years. Departments now pay for their own calls directly while service and equipment charges come through Tkacz, who adds up the costs from all departments, adds a little extra to cover investment in new equipment, and divides the total by the number of extensions. Departments are then billed according to the number of extensions they have.

This method ensures remote sites, such as the School of Mines in Kalgoorlie, are not discriminated against because they need more expensive communications links to receive a fair level of service.

It also ensures Tkacz that he will have the money to buy new equipment without having to stand in line at Curtin's central office.

Most importantly, according to an article in *The West Australian*, "...it had the staff thinking about how they used telecommunications and whether they could do it better."

"It is not just using technology, but using technology appropriately," says Tkacz. "Staff are making a conscious decision about how they operate, and when you get that happening, you get a more efficient operation."

Another initiative has been to replace jargon-riddled operating manuals with guides aimed at giving users the basics they need to use the system.

He also saved a consultants' fee of $110,000 in 1989 by relying on in-house expertise.

Curtin accounting services director Barry Hibble estimates his section saved the university at least $500,000 in telecom costs in the past three years.

"I find this new combined role of business and education in a traditional technical environment exciting, and I think telecommunications managers who don't have these skills are going to be disadvantaged," Tkacz remarks in *The West Australian*.

Tkacz said winning the award reflected the support he had from his staff and from the university, which has given him plenty of latitude in running his section.

Editor's Note: Mike Tkacz will present a breakout session entitled "Using Voicemail to Improve Student/Faculty Interface" at this year's Annual Conference in Anaheim.
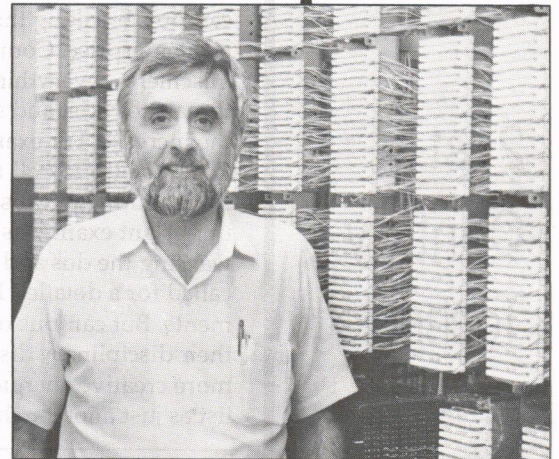
Bell Atlantic Business Systems introduces *Service Contract Evaluation Workbook*

Bell Atlantic Business Systems Services has developed the *Service Contract Evaluation Workbook*, a free, 16-page, step-by-step guide that helps information systems managers sort through critical service issues.

The workbook includes an internal needs analysis, tips on describing and prioritizing service requirements, issues to consider when deciding on in-house versus vendor support, tips for selecting a service vendor, and a service options worksheet for comparing several vendor offerings simultaneously.

"This workbook was developed for CIOs, CFOs, network managers, and service managers as a way to analyze their service needs and objec-

tively evaluate the many service options in the marketplace," said Gene Greer, president and chief operating officer of Bell Atlantic Business Systems Services.

"Developing a cost-effective, strategic service plan for their computer systems is one of the biggest challenges companies face today. To find the right solution, they need to expand their service options by learning to properly evaluate their service needs and strategically develop short- and long-term plans," Greer said.

ACUTA has acquired a copy of this workbook for the Resource Library. For a free copy from Bell Atlantic, call 1-800-777-8800 and hit prompt 10 for sales information, or write to Service Workbook, Suite 1300, 211 E. Ontario, Chicago, IL 60611.

21st Century Technology

Campus crimes and mischief

Remember stolen mascots? Girls in the frat house? Sneaking in after curfew? On today's campus, breaking the rules has become a high tech enterprise. Computer-originated crime and mischief — everything from bomb and death threats to racist and sexual harassment—is on the increase. For example, *Chronicle of Higher Education* (5/25/94) reports a forged message at Dartmouth that caused students to believe an important exam was canceled. Some students, wanting the dos and don'ts spelled out, have called for a detailed list of computer command-ments. But campus officials fear that may limit their disciplinary discretion and merely inspire more creative energies as students view such a list as just another challenge to rise above.

Television violence

From the *Wall Street Journal* (5/31/94): A professor of epidemiology at the University of Washington concludes, "the evidence indicates that if, hypothetically, television technology had never been developed, there would today be 10,000 fewer homicides each year in the United States, 70,000 fewer rapes, and 700,000 fewer injurious assaults. Violent crime would be half what it is."

Electronic fingerprinting

Welfare applicants in Los Angeles County will no longer be able to use assumed names to receive multiple benefits as LA has become the first in the U.S. to use electronic fingerprinting. Applicants must now press their fingers against a glass scanner that checks against a computer database for double dippers. Crediting the electronic fingerprint industry with great potential, one analyst predicts that ten years from now we won't be using housekeys to get into our own houses. However, industry growth still lags because it depends a lot on adoption by large government agencies, which are slow to make decisions. Look for more rapid growth in point-of-sale, automated teller machines, and health maintenance organizations, according to a story in the *New York Times* (5/31/94).

Computer morphing=political gain

You saw it first in TV shaving commercials. Now computer morphing is being credited with the election victory of a Kentucky candidate for U.S. Congress. The latest in subliminal high technology was used to identify the candidate's opponent with President Clinton, who is un-popular in the district. The commercial showed the opponent's face dissolve into Clinton's face and then back again.

Cheap chips

Could a phone call from work activate your lawn sprinklers? Your dishwasher? The clothes dryer? Yes, if you've embedded within them one of the cheap, ubiquitous, computerized control-lers developed by Echelon Corporation. Echelon, founded by Apple co-founder and chairman A.C. "Mike" Markkula, has spent about $100 million developing Neuron chips that can be embedded in common household appliances, enabling them to be operated remotely. Price per chip? It's expected to drop to about $3 next year.

Cellular goes underground

Spending time on Washington D.C.'s Metrorail subway next year? Don't worry—you won't be without dial tone! According to the June issue of *Telecommunications* magazine, Bell Atlantic Mobile and the WMATA have teamed up to bring cellular service to the estimated 500,000 daily Metrorail riders using microcells placed in underground stations and a tunnel antenna network to carry calls of users in transit.

Coming soon: PC Newscasts

From Investor's Business Daily 6/20/94 via Edupage, we learn that Intel and CNN have teamed up to test "LAN TV," a system that turns a regular broadcast TV signal into a compressed digital data stream, capable of being received on regular 486-type desktop PCs. While Intel tests the technology, CNN will concentrate on determining what it is people want to watch on their computers, in order to develop a special corporate news service.

It's a brave new eWorld

Apple Computer has introduced eWorld, its online information service, emphasizing its ease-of-use and attractive look as drawing cards. The service is now available to the 15 million Macin-tosh users, but won't be ready for the IBM-compatible world until early next year.

ACUTA News is still searching for campus bloopers and other fine examples of how *you* are **Takin' Care of Business!**
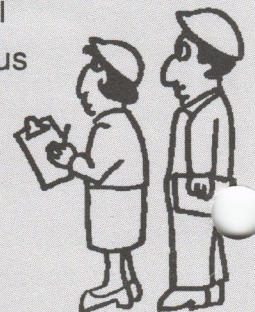
Search for New Members continues!

Kellie Bowman
ACUTA Membership Services Coordinator

Association membership: What's in it for you?

Dollar-conscious management must often cut expenses any way they can. But one thing you shouldn't cut, experts warn, are your professional association memberships. They could be worth their weight in golden ideas.

The American Society of Association Executives reminds us that memberships offer a vital lifeline during tough times. Associations provide practical, proven survival techniques and industry information to help you stay current, competitive, and in business. So when the budget pencil gets sharpened, use it to renew your association memberships, not eliminate them!

Individuals can benefit from their school or company's membership in professional associations. By attending association meetings, networking with peers, and getting involved with committees, you develop leadership skills that pay dividends throughout your career.

In addition, experts predict that by the end of the decade, half of the workforce will have to be retrained for jobs that don't exist now, as new technologies continue to change the way American companies do business.

Workers will need new skills to compete for and adequately perform tomorrow's jobs, and businesses will look to U. S. associations to provide specialized retraining. Such training will update crucial job skills for many industry workers, says the American Society of Association Executives.

"Associations are the nation's leading providers of continuing education," explains ASAE President R. William Taylor, CAE. "Their specialized education courses are often the only source of current, accurate information."

ACUTA Membership drive: Successful for all the right reasons!

To date, twenty-six schools have joined ACUTA in response to our membership drive proclaiming *Search no more—ACUTA has solutions for You!* We recently completed the second phase of our drive which included a letter encouraging non-members to join and a brief account of Senate Bill 984, the Privacy for Consumers and Workers Act. The article attracted much interest with more than thirty non-member schools requesting additional information within two-weeks. We wanted to demonstrate just why ACUTA is *the* source for information on the issues that affect telecommunications professionals in higher education. It's an exciting part of my job to share information about the Association's services with schools learning about ACUTA for the first time!

This flurry of membership activity is well-timed to correspond with ACUTA's 23rd Annual Conference and Exposition in Anaheim, California. By attending the conference, potential members learn first-hand about ACUTA benefits, including experiencing one of the best networking opportunities of the year! (If a non-member attends the conference and then decides to join, the difference between non-member and member registration fees can be applied toward membership dues. What an incentive!)

Please continue to let me know of potential members or someone you think would benefit from ACUTA membership. The search for new members continues!

Source for some information contained in this article was ASAE.

ACUTA Calendar

Fall Seminar **Richmond,** **Virginia** **Oct. 16-19, 1994**	**Winter Seminar** **Maui,** **Hawaii** **Jan. 17–21, 1995**	**Spring Seminar** **Kansas City,** **Missouri** **April 9–12, 1995**	**24th ANNUAL** **CONFERENCE** **Orlando,** **Florida** **July 16–20, 1995**
Hyatt Richmond	Inter-Continental Resort	Hyatt Regency	Stouffer Resort
TOPICS • Network Planning & Management • Student Services	TOPIC To be announced	TOPIC To be announced	TOPIC To be announced
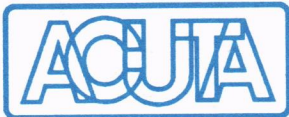
• BULLETIN BOARD •

Editor's Notes...

Among the items that crossed my desk recently is a document entitled *What Presidents Need to Know...about the Payoff on the Information Technology Investment.* The fourth Executive Strategy Report from HEIRAlliance, this report claims to outline both the obvious and unexpected rewards information technologies bring to higher ed and suggests approaches to the payoff analysis, both philosophically and through sample estimates from projects at specific colleges and universities. If this sounds like a document you could use, contact **CAUSE** at (303) 939-0310 .... *Thanks* to **Joyce Becker** of **Kutztown Univ.** and others who have sent in 800/900 numbers. The list is now more than 4 pages long, so we are not printing it in the newsletter, but we will be happy to send you a fax copy. Call Pat or Kevin.... Remember **Tony Tanzi**'s nephew, **John Guigliano,** from pg. 3 of the June *ACUTA News*? He's the 5-year-old needing a bone marrow transplant. What if everyone who reads this newsletter brought lunch one day and sent the money we saved to his fund? Right there we could have $2,000 or more! Just an idea...Send news and notes to Pat Scott.

More Users Groups to Meet

• Centigram Higher Ed Users Group: Sun., 7/31, 1:00–5:00 p.m., Carmel Rm. For information, call Marianne Landfair, Indiana Univ. (812) 855-0164.

• Octel Users Group: Malibu Rm., Sun. 7/31, 10:00–Noon, Malibu Rm.

Welcome New Members

May 23–June 27, 1994

Institutional Members

• Atlantic Union College, So. Lancaster, MA. Maria Isabel Urbina (508) 368-2090
• Cuyahoga Community College, Cleveland, OH. Donald Brusk (216) 987-4069; Kathie Schneider (216) 987-4068
• Knox College, Galesburg, IL. Kevin Miner (309) 343-0112
• Medical College of PA/Hahnemann Univ. A.H.E.R.F., Philadelphia, PA. Mary Langley (215) 991-8995
• MidAmerica Nazarene College, Olathe, KS. Ruskin Golden (913) 791-3283
• Mississippi College, Clinton, MS. Jeanette Dunaway (601) 925-3206
• Southern Alberta Institute of Technology, Calgary, Alberta, Canada. Della Carlson (403) 284-7080
• Stonehill College, N. Easton, MA. Ginny Murphy (508) 230-1330
• University of Maine, Augusta, ME. David Beaulieu (207) 621-3362; Fred Hurst (207) 621-3300
• University of New England, Biddeford, ME. Joyce Ryan (207) 283-0171
• Westminster College, New Wilmington, PA. Brian Vine (412) 946-7277

Corporate Affiliates

• AT&T Global Business Communications Systems, Portland, OR. Kimberly Bowman (503) 295-5175
• Neris Telecommunications Group, San Diego, CA. Alexander Neris (619) 792-7805

Position Available

Director of Communications & Network Services

Southern Illinois Univ., Edwardsville

Responsibilities: Specification, design, development, implementation, & administration of centralized voice & data communications systems. Reports to Director, Office of Information Technology.

Requirements: B.S., preferably in Computer Science, Engineering, or related discipline; min. 10 yrs. professional exp. in telecommunications, voice/data, networking services, or related field. Proficiency in written & oral expression; considerable knowledge of multi-protocol data networking technology.

Apply to: Chairperson, Search Committee for Director of Communications & Network Services, Campus Box 1068, Southern Illinois University, Edwardsville, IL 62026-1068. Deadline for receipt of applications: Aug. 1, 1994   AA/EO

KUDOS

Congratulations to **Tony Mordosky,** Asst. Vice Pres. for Computing and Information Technology at **Millersville Univ.,** and to **Linda Lewis**, formerly Manager of Telephone Services at Creighton University. Tony and Linda were married June 4 on the Millersville campus. (Who says the ACUTA network isn't the real thing?)

Share your good news with ACUTA!

DA 94-643

FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

June 15, 1994

Randal R. Collett
Executive Vice President
Association of College & University Telecommunications Administrators
152 W. Zandale Dr., Suite 200
Lexington, KY 40503

Dear Mr. Collett:

This is in response to your recent correspondence on behalf of the Association of College and University Telecommunications (ACUTA). You describe problems encountered by colleges and universities in connection with billings for calls to 800 numbers. Your letter, as well as numerous other complaints received by the Common Carrier Bureau, recounts instances of telephone subscribers being charged on monthly telephone bills for information services received by third parties during calls to 800 numbers placed from a subscriber's telephone line but without that subscriber's knowledge or consent. You ask the Commission to prohibit the use of 800 numbers for all interstate information services. If a total ban on 800 number in formation services is not deemed to be feasible, you suggest that the Commission prohibit local exchange companies (LECs) from billing for interstate 800 number information services without first obtaining written confirmation that the party who is to be billed for such services has actually agreed to use and be billed for the services. You also ask that we specifically forbid issuance of telephone calling cards for information services without the express permission of subscriber to the originating telephone line.

Your letter highlights a serious and growing problem. During the period from December 12, 1993 and April 20, 1994, the Bureau received 736 written complaints regarding 800 number information services charges. In addition, telephone inquiries and complaints are received daily. Although many complaints have been received from individual residential subscribers, a large number are form business customers, especially hotels and motels and colleges and universities such as those represented by ACUTA. These complaints appear to indicate that the manner in which 800 numbers are being used to provide information services is not in accordance with the Commission's rules.

As you no doubt are aware, the Commission's rules governing pay-per-call and similar services were adopted last year to implement the provisions of the Telephone Disclosure and Dispute Resolution Act (TDDRA). *See Policies and Rules Implementing the Telephone Disclosure and Dispute Resolution Act,* CC Docket No. 93-22, 8 FCC Rcd 6885 (1993) (*Pay-Per-Call Report and Order*). The TDDRA and this Commission's parallel regulations place strict limitations on the use of 800 numbers to provide information services for which callers are assessed charges. Basically, charges can be assessed for calls to 800 numbers only when a caller enters into a "presubscription or comparable arrangement" with an information provider (IP). Under the TDDRA, information services provided under a presubscription or comparable arrangement are not subject to the wide range of provisions governing interstate pay-per-call services. The Commission set specific standards governing the establishment of presubscription arrangements in an effort to diminish incentives for unscrupulous IPs to claim presubscription simply as a means to evade pay-per-call regulations. Section 64.1501(b) of our rules, 47 C.F.R. ** 64.1501(b), defines a presubscription or comparable arrangement as a contractual agreement in which (1) the service provider clearly and conspicuously informs a consumer of the terms and conditions under which the service is offered, including the rates to be charged and the service provider's name, address, and business telephone number through which additional information may be obtained or complaint registered; (2) the service provider agrees to notify the consumer of any future rate changes; (3) the consumer agrees to use the service on the terms and conditions disclosed by the services provider; and (4) the service provider requires the use of an identification number (PIN) or other means to prevent unauthorized access to the service by non-subscribers. Authorizing charges to be billed to a credit or charge card subject to the dispute resolution

procedures of the Truth in Lending Act and Fair Credit Billing Act is specifically recognized as creating a presubscription or comparable arrangement. Finally, a presubscription arrangement may not be established during a telephone call for which information services charges are assessed.

Notwithstanding these requirements, many telephone subscribers apparently are being charged for purportedly presubscribed information services, even though the subscriber has not entered into a presubscription arrangement and, in fact, is typically unaware that information services were ever provided. IPs apparently read the Automatic Number Identification (ANI) of an originating telephone line and immediately issue a PIN to a caller without ascertaining that the individual is both the subscriber to the originating line and legally capable of entering into a contractual agreement. The subscriber to the originating line is then charged for a call to the IP on the basis of ANI.
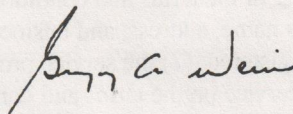
That procedure does not create a legitimate presubscription of comparable arrangement. The threshold requirement for a presubscription arrangement is that it be a "contractual agreement" between a consumer and an IP. A caller cannot legally establish an arrangement that binds another party - the subscriber to the originating line - to terms and conditions unknown to and unaccepted by that party. While the Commission declined to prohibit expressly any use of ANI in billing for presubscribed 800 number information services, the basic terms of the presubscription definition precluded reliance on ANI either to create or provide evidence of a valid presubscription or comparable arrangement, because ANI identifies only the originating line and not the caller who seeks to establish an arrangement. Thus, billing systems based solely or primarily on ANI do not ensure that presubscribed information services charges are being properly assessed.

Enforcement Division personnel have discussed our concerns about the extensive abuses in this regard with both interexchange carriers that transmit 800 number information services and LECs that bill subscribers for such services. LECs that continue to bill a subscriber for information services. LECs that continue to bill a subscriber for information services, notwithstanding the subscriber's assertion that no valid presubscription agreement exists between the IP and the subscriber, appear to be engaging in an unjust and unreasonable practice. We will take enforcement action as needed to ensure that consumers are not subjected to this abusive activity. We are currently assessing what other measures, including those you have suggested, may be necessary to ensure that telephone subscribers are adequately protected from fraudulent information services charges. Amendment of the Commission's rules would be necessary to institute a total ban on the use of 800 numbers to provide information services, limit the use of information services calling cards, or impose additional requirements on LECs that bill telephone subscribers for such services.

I want to assure you that while these issues are pending, the Enforcement Division will continue to handle complaints that allege that information services charges have been unlawfully assessed. I also want to reiterate here our view that the manner of providing information services that is outlined in your letter and described above does not comply with Sections 64.1505 and 64.1504 of our rules. Even if an IP has ascertained that a caller is legally competent to enter into a contractual agreement, disclosed the necessary information regarding the terms and condition under which the service will be offered, obtained the caller's consent to receive service under such terms, properly issued a PIN, and required the caller to place another call before charges are assessed, presubscription is not established if a party other than the caller is billed for the services. A caller simply cannot establish a contractual agreement that is binding on any other party. Presubscribed information services cannot be properly billed by systems that assess charges to a subscriber to an originating line without confirming that that individual has affirmatively chosen to receive information services through a presubscription arrangement. The *Pay-Per-Call Report and Order* clearly states that when a subscriber disputes charges for allegedly presubscribed information services, the IP bears the burden of demonstrating the existence of a valid presubscription arrangement. 8FCC Rcd at 6888. Consumers should also be aware that although IPs may seek to collect unpaid charges, common carriers may not disconnect, or interrupt in any way, local or long distance telecommunications services for failure to pay charges for presubscribed information services. *See* 47 C.F.R. ** 64.1507 (b).

I trust this information will be helpful to you. Your suggestions will be fully considered as we seek to determine the most effective means to curb abuses involving the use of 800 numbers for information services.

Sincerely,

Acting Chief
Enforcement Division