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ACUTA eNews February 1994, Vol. 23, No. 2

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"ACUTA eNews February 1994, Vol. 23, No. 2" (1994). *ACUTA Newsletters*. 248.
<http://digitalcommons.unl.edu/acutanews/248>

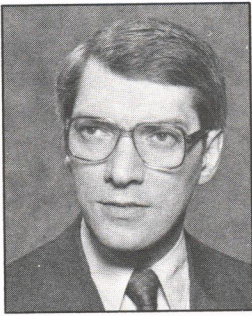
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ACUTA NEWS

THE VOICE OF
TELECOMMUNICATIONS
IN HIGHER EDUCATION

Association of College & University Telecommunications Administrators

February 1994



Planning the telecom infrastructure: Leading the Parade to the Future

Dr. Raymond Neff, Vice President for Information Services and Director of University Libraries at Case

Western Reserve University, gave his audience of some 100 ACUTA members a view of his campus infrastructure from "22,000 miles up" and from the desktop. As Chief Information Officer he must manage today's bits and bytes as well as tomorrow's big picture for 86 buildings and a faculty, staff, and student body of about 15,000.

Accommodating the needs of thousands of people requires consideration of resources as well as the ability to anticipate technological innovation and application. The modern university is composed of faculty actively involved in world class research and teaching. According to Neff, 42% of CWRU's budget comes in the form of research dollars, while tuition accounts for 32%. One conclusion that emerges from these statistics is that the library is a critical information resource on any campus.

Placing the library under the Chief Information Officer was a "radical change" instituted by the President of CWRU, a change that reflects the evolving nature of library services.

On today's campus, the library is a critical piece of planning. "Stripping away everything except the core element," Neff remarked, "the library of the past has been 'information stored just in case.' Based on that idea, the best library is the biggest. The library of future will be 'information delivered just in time.' The best library will be one with the most deliverable information and information 'pipes' capable of carrying it."

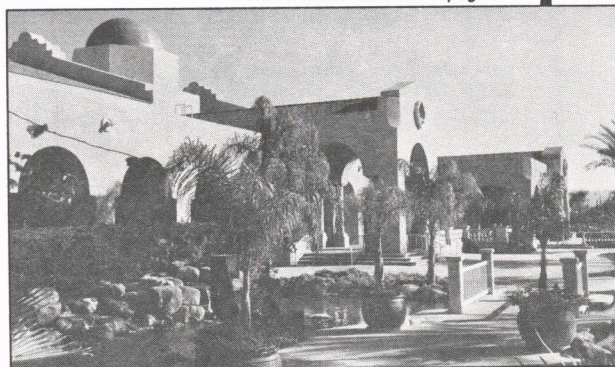
Student needs are changing rapidly as well. According to Neff, thirty years ago students came to campus with a college preparatory background which was pretty much standardized. Today, that preparation varies widely and because the input has changed, the output—

what a student wants to accomplish in a given course—is changing as well. Not only do students want different levels of mastery, they have diverse backgrounds and professors must search for shared experiences to build on.

From the point of view of the student, Neff says, everything is becoming kind of asynchronous. The trend toward digitization brings with it a common format, digital, with implications for the library and the university. Converting the tremendous amount of information stored traditionally in analog format—paper, slides, photos, maps, etc.—to an electronic format is both expensive and difficult. But developing information technology allows us to bring into consideration the differences that students were bringing to college and leaving college with and better prepare them for the 21st century.

Developing an electronic learning environment grows out of consideration of a number of such things as the trend toward personal computers, with powerful displays, lots of memory, and more. On the CWRU campus, six out of seven students have their own personal computer. As multimedia comes into its own, we will see the sophistication of video presentation married to the interactivity of the computer. Dr. Neff describes this as a "marriage made in heaven." But software for all these personal computers is a major expense. CWRU has about 100 CDROMs, used most extensively by students in law and

See "Infrastructure..." on page 5



The beautiful Westin Mission Hills Resort in Palm Springs provided blue skies and warm temperatures for the Winter Seminars.

INSIDE...

- 2 Board report
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Board Report

ACUTA concludes a successful '93 with bigger plans for '94

Maintaining the momentum of 1993 and laying the ground work for a successful 1994 was the top priority at the ACUTA January Board meeting. The discussions focused on completing the following four major objectives:

- Transition to the new governance structure
- Completion of the member needs assessment
- Purchase of and relocation to the new headquarters building
- Recruitment of a new Executive Director

Other key items on the agenda included: Baltimore Spring Seminar planning, Anaheim Annual Conference, new membership promotion, and formation of the Marketing & Promotional Committee.

Submitted by
Dr. James Cross, Longwood College
ACUTA Secretary

1994 Annual Conference site not damaged by quake

The Anaheim Hilton and Towers, where ACUTA's 23rd Annual Conference will be held July 31-August 4, was virtually unaffected by the major earthquake that rocked Southern California. The hotel reports no disruption to either guest services or hotel operations, or roads and freeway access from major airports to the hotel.

Applications sought for Institutional Excellence in Telecommunications Awards

Applications are being sought for ACUTA's Institutional Excellence in Telecommunications Award for 1994. The awards are presented to member institutions for telecommunications excellence and professionalism. Three awards are given annually.

The selection of winners will be based upon the telecommunications department's contribution and support of the mission of its institution. Institutions must provide specific information describing their telecommunications endeavors, products, and services which demonstrate excellence and professionalism. The awards will be presented at the 23rd Annual ACUTA Conference in Anaheim, California July 31-August 4, 1994.

The only winner of the award for 1993 was Delaware Technical and Community College, whose project was described in an article by Henry Decker, Coordinator of Computer Systems and Information System, in the October issue of the *ACUTA News*.

Each member institution is encouraged to apply for the 1994 awards. Applications must be postmarked by March 15, 1994. For more information regarding applications, contact Lisa Cheshire at (606) 252-5665 or write to: ACUTA Institutional Excellence in Telecommunications Awards, Lexington Financial Center, Suite 2420, 250 W. Main St., Lexington, KY 40507.

Association of College and University Telecommunications Administrators ACUTA NEWS, Volume 23, No. 2

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President's Message

The weather outside is frightful...again! This has been some winter for most of the country. ACUTA's Lexington office was closed, or only partially staffed,

most of the week of January 17 due to the extremely hazardous weather in Kentucky. They had no mail or UPS delivery the whole week and we all know that not much stops the mail! As bad as it was, our dedicated staff got in as soon as they could and responded to the calls on their answering machine from home.

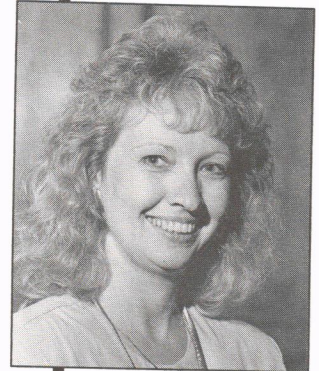
What made this particularly difficult was that it was the week following our Palm Springs seminar when lots of follow up normally occurs and a week before they were supposed to pack up and move to our new offices! Due to the extent of the problems caused by the bad weather in Kentucky, the move has been delayed for a month. We were able to negotiate a 30-day extension with our landlord and a new schedule has been developed. The move is now scheduled to occur toward the end of February. Look for an announcement in your mailbox in a few weeks with the new address and telephone numbers. On behalf of the Board of Directors and the membership, I'd like to extend a public thank you to our staff—Eleanor, Kellie, Kevin, Lisa, and Pat—for all the extra effort.

The Palm Springs winter seminar was well attended and the attendee evaluations were very positive. We appreciate the feedback; it helps us plan future events and to improve or change what doesn't meet your needs. We held a Board meeting preceding the seminar to discuss important issues on our agenda as noted in the Board Report on page 2.

In recent weeks, I have had a lot of inquiries about how our search for a new Executive Director is proceeding, and I am happy to report that it is going well. In order to ensure that all potential candidates had ample time to respond to ads we placed in a variety of professional journals, we extended the application deadline to January 31. Our search committee has not been idle in the interim. ASAE (American Society of Association Executives), who we selected to perform the search, has prescreened the applications received through the end of 1993 and forwarded the top ten to us in early January for review. The screening process will continue and we hope to be down to two or three finalists by late February or very early March. Intensive interviews will be conducted and a candidate selected very soon thereafter. Once an offer is made and accepted, we hope to have a new Executive Director on the job in our new Lexington office a few weeks before the start of our Spring Seminar on April 24.

The Member Needs Assessment survey forms arrived in the mailboxes of 415 of our 765 members in mid-January. The early response has been good and I hope it continues. If you received one of the survey forms, please take a few minutes to complete it and drop it in the mail as soon as possible. Your opinions are important to us and to the ACUTA strategic planning effort.

By the time you read this, Punxsutawney Phil, the world-famous groundhog, will have awakened from his winter sleep and either seen or not seen his shadow. Right now, I am hoping he breaks with the familiar tradition and that we'll get an early spring. Not likely, but I'm an optimist!



Patricia
Searles

ACUTA
President

**SAVE
\$50**

Register before
March 25

Call
Kellie Bowman
(606) 252-2882

Spring Seminar
Hyatt Regency Inner Harbor
Baltimore, Maryland
April 24-27

Hot Management Topics
Long Distance • Regulatory • IXC Activity • Risk
Assessment & Management • Wireless World

Campus Cable TV
Overall Program Planning • Negotiating with Local
Cable Operator • Federal, State & Local Regulation



What's right?...What's wrong?

Think back to the last ACUTA event you attended. Remember all those evaluations you were asked to complete? Do you ever wonder if anybody really reads them?

You may not realize how important your comments and suggestions are to those involved in planning future events. Once the staff has returned to the Lexington office, all those evaluations are tallied and distributed to all the Board and staff members, along with a list that includes every comment written on the forms.

Not only are your opinions and suggestions invited, they are also shared, discussed, and incorporated (where feasible and appropriate) into the planning process.

Mal Reader, Program Director, encourages everyone to regard the evaluation system as a benefit as well as a responsibility. To serve its members, ACUTA needs *your* input!

Below are some of the comments (all evaluations are anonymous, of course) we received from the most recent seminars, held January 9-12 in Palm Springs. Although Baltimore planning is all but complete, future events will allow us to react to your comments in those ways that seem in the best interest of the membership.

- "It would be helpful if some presentations were specifically geared to the smaller schools and their needs and challenges."
- "Would have liked the opportunity to break into groups to discuss 8 or 10 pre-selected topics and have a working group session to throw out ideas, options, etc."
- "The seminar was excellent and the topics were timely."
- "I expected a much more technical presentation."
- "It would be helpful to provide a narrative

description of the focus of each session."

- "The per-night cost all but kept me from attending the function. We do not need to stay at such quality hotels." [Editor's note: One problem with lower-cost hotels is accommodating our meeting and exhibit space requirements.]
- "ACUTA continues to do a great job at making the seminars enjoyable and productive."
- "Dr. Neff was outstanding—very interesting and knowledgeable. Wished we had had more time with him. Invite him to speak again."
- "If ACUTA has vendor exhibits, ok, set aside time other than breaks (no more than 30 minute breaks) to see the exhibits, then put more emphasis on the seminar content."
- "I was looking for a higher-level overview of some of these topics. Participation by vendors was a disappointment (lack of vendors)."
- "The networking with other members was valuable."
- "PBX vendors were very guarded about sharing information—instead of a panel, how about vendor sessions so participants can attend all vendors and vendors can speak freely without disclosure fears."
- "More effort needs to be given to ensure presenters understand the level of audience knowledge or that we describe to audience the level of presentation before signing up to attend."
- "I come from a 'tiny' school, but we are trying to get the biggest bang for our buck. ACUTA is helping us do that, and I will continue to attend as my dollars allow."

ACUTA Calendar

• Spring Seminar • Baltimore, MD April 24-27, 1994

HOTEL: Hyatt Regency on the Inner Harbor
TOPICS: • Hot Management Topics
• Campus Cable TV

• Fall Seminar • Richmond, VA Oct. 16-19, 1994

HOTEL: Hyatt Richmond
TOPICS: • Network Planning & Management
• Student Services

• ANNUAL CONFERENCE • Anaheim, CA July 31-Aug. 4, 1994

HOTEL: Anaheim Hilton
TOPICS: Management; Regulatory Issues;
Professional Growth; Voice, Data &
Video; more

• Winter Seminar • Maui, Hawaii January 17-21, 1995

HOTEL: Inter-Continental Resort
TOPIC: • To be announced

Infrastructure...

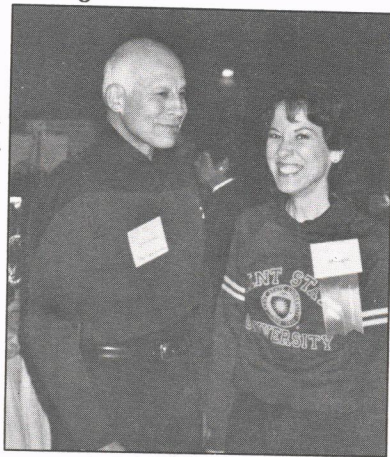
Continued from page 1

medicine. Each CDROM holds about 200 textbooks of information, including musical scores, maps, pathology slides, and more.

Integrating technology into the curriculum is often difficult. Neff's experience indicates that the "If you build it, they will come" philosophy isn't necessarily true in the case of new technology and some professors. However, he cited examples from his own campus of faculty making effective use of both e-mail and video mail to stay in touch with students beyond the classroom.

Providing access to the network is a basic function which, unless the cost is absorbed by the university, becomes a disincentive and a disability. More and more the university extends into the community, with examples like Cleveland Freenet which brings the community to the campus via modem. Off-campus services supply 50,000 people with internet access, providing about 4 million user sessions a year at no cost to the individual.

Neff also emphasized the need for open systems, minimizing—but not eliminating—restrictions on what type of system can access the network. This will be more significant as we see technologies merging end user devices. Some have even suggested the disappearance of telephone as we know it, replacing it with a device that will be plugged into our computer. On the CWRU campus, there are presently about 5,800 computers and 4,800 telephones.



Dignitaries from across the galaxy attend ACUTA events: Is this Deeana and Jean Luc or Margie Milone and Jess Paredes?

The way we access information is changing, also. In the past, anyone needing help went to an expert: the librarian, director, financial aid officer, and so on. This is going to get re-engineered out of existence, Neff believes, because we can't afford it. It may be replaced with a consultant model—up-front training resulting in self-help—or a coaching model whereby an expert works with groups of people instead of one-on-one. Or, a realistic possibility, you materialize on someone's screen and "go interactive."

To accomplish all of this, an organization must come together, and many universities are not doing that now. They have administrators worrying about energy management and telephones, and they have provosts worrying about academic computing and libraries, and the only person's desk where these can be resolved is the President's, but he doesn't have time to look at any of them. Someone must be in charge of the big picture, integrating technologies when it makes sense.

Universities should plan for "smart buildings," but how many are planning that way? Networks

must integrate on campus and off, establishing connectivity from home or off site. We must take some risks, and we can't wait for standards to be sanctified. We are in a period of experimentation, and expectations should be set so that if we fall on our face, it isn't a major catastrophe.

Note: This represents only an overview of this session. Tapes of Dr. Neff's presentation and others are available from the ACUTA office. Call Kellie Bowman (606) 252-2882 for more information.

ACUTA files comments as FCC addresses toll fraud

Randy Collett

*Central Missouri State University
Chairman, ACUTA Regulatory & Legislative
Affairs Committee*

ACUTA filed comments before the FCC January 14, 1994, in conjunction with CC Docket #93-292, a notice of proposed rulemaking concerning toll fraud. The FCC's objectives in this matter are to achieve closer coordination between industry, consumers, and government in detecting and preventing toll fraud and to establish reasonable policies of assigning liability for toll fraud.

ACUTA's comments described the types of toll fraud already prevalent for many of its members: unauthorized use of calling cards; improper use of 10XXX+0 dialing (which we can no longer block); international calls; and collect/3rd party calls. We also cited the failure of blocking and screening codes to be an effective tool in prevent-

ing toll fraud, and asked the FCC to expand the rulemaking to include CENTREX service offerings (not just PBX owners).

We recommended a standardized Line Identification Data Base to be utilized by all LECs, IXC's, OSPs, and alternate OSPs. ACUTA also strongly recommended that blocking and screening attributes be obtained by the LECs at service order entry and asked the FCC to require that these attributes be passed whenever a call is handed off for completion. We also suggested an educational process about blocking and screening to enable full cooperation among users, LECs, IXC's, and OSPs.

There were 37 other commentors to this docket. The Legislative and Regulatory Affairs Committee is currently reviewing those comments and will make a determination about filing reply comments (due February 10, 1994).

FCC may not be what you think!

To editorialize for just a moment, it's great to live in a society where free enterprise means you and I have certain safeguards to our rights and opportunities when it comes to making a living. The downside of that protection is that some people have no ethics to prevent them from abusing and taking liberties with the system. If you or I get hurt in the process, they'll go right on counting their money as they wait for the next sucker.

You may have received a fax transmission recently from the "FCC Pay Phone Commissions Division." It's a text-heavy, boring looking document, so you might easily think upon first glance that it came from the Federal Communications Commission. In fact, the first paragraph begins with these words: "The Federal Communications Commission has set forth that even though customers can choose their long-distance carrier when using a pay phone..."

Not wanting to read the fine print—which is the whole document, pretty much—you might stop reading at this point and glance down a couple of paragraphs. In negative language

(negatives are more obscure and threatening by nature), you are told, "We cannot ensure proper payment of your commissions for any pay phone numbers *not* listed below." Then space is provided where you may list nine phone numbers.

The next paragraph is cloaked in pseudo-legalese jargon: "Organization hereby verifies that the information herein is current and complete..." Also chosen, no doubt, to add credibility to this marketing masterpiece and bore you right out of reading the entire paragraph.

Other than the letters FCC at the top of the page, the largest type on this document is a sentence in the middle that states ominously, "We cannot guarantee your funds until the information herein has been verified and returned." This is followed by their address, which, as you might expect, is in Washington, DC. Of course, they ask for your signature, and then there are boxes for detailed information at the bottom.

So what happens if you complete this form and mail it to the address listed? Well, you've just signed on with FCC—First Communications Company—for long-distance service on your campus payphones. Congratulations. I wonder if getting out of this deal is as easy as getting in...

Don't touch that dial!

In our continuing effort to inform members about potential toll fraud, we present the following additional numbers, with something of a disclaimer. Because of the cost of calling all these numbers to check them out, and the un-timeliness of reporting them to you only after we see the bill a month or two later, we are not calling these numbers from the office prior to publication. Most of those who call us to report them have discovered that the numbers they report are billed back to their campus.

Lisa Notarianni, Univ. of Scranton, reported (800) 359-0069. Judy DeNoyer, Principia College, has been billed back for (800) 752-5199, 752-5204, and 347-2183. Harold Elston, Univ. of Central Oklahoma, adds the following to our list: (800) 283-3733, 377-7883, 488-9453, 949-3699, 964-4475, 456-3825, 283-7399. Ron VanAlstine of The College of Saint Rose sent a list of 29 others, all 800 numbers:

215-2223	252-0224	328-4475	369-3825
393-8895	547-7165	550-8286	572-0420
643-0755	666-3000	713-7825	733-8237
733-8239	759-4323	777-1152	777-7825
795-4323	800-6278	833-2525	846-2868
888-5472	920-2868	925-6161	944-6969
945-3166	945-3382	945-3786	947-4323
959-2625			

If you find others, please continue to call ACUTA.

Classrooms to be linked to Information Highway?

As reported in *Washington Telecom Week* (12/24/93), Sen. Robert Kerrey (D-NE) is "seriously" considering the introduction of telecom legislation that would link every classroom in America to the Information Highway and form a government partnership to guarantee that citizens have access to certain forms of information.

The source noted that Kerrey has not yet committed to introducing a bill and is only in the exploratory stages. The senator provided a general outline of his proposals in December at a Senate hearing, but he did not suggest whether he planned to transform his ideas into legislation.

Infrastructure, training, equipment, and educational demonstrations are at the heart of Kerrey's recommendations which includes such things as "dedicated data access [wire or wireless] to every classroom in America by the start of the school year in 1995" and year-round training centers for teachers and parents. Kerrey called for using "communication technology to tie the school, the home, and outside resources together into a single curriculum-centered learning unit."

If you're intrigued by what Sen. Kerrey envisions for the future, you might be interested in a telecommunications/technology conference he will be co-moderating this April in Nebraska.

Update your directory

More corrections to the directory continue to arrive. We are printing updates in the newsletter as space permits. Please check your listing and be sure we have the correct information for your school or company. Changes should be directed to the attention of Kellie Bowman, Membership Services Coordinator.

- Don Hoover reports a new phone number at Villanova Univ.: 610/519-7400; new fax number, 610/519-5000. Pg. 59.
- New e-mail address for Bob Aylward on page 35: raylward@uwoyo.edu.
- For SUNY, Oneonta, on pages 26 and 61, replace Stewart Irvin's name with Todd Foreman, same address and phone but new fax: 607/436-2616 and new e-mail: forematd@snyoneua.
- Univ. of Nebraska, pg. 28 and 71, replace Linda McKee with Claire Horgan. Same info.
- James Luke has a new phone number, 910/316-2401; new fax, 910/316-2956; new e-mail, lukejf@rascal.guilford.edu. Pg. 68.
- Frank Henry (pg. 58) is now Manager of

Network Technology. New phone is 501/661-5355 and new fax is 501/661-8499.

- Jim Sullivan (pg. 89) has a new e-mail address: sully@twsuvm.uc.twsu.edu.
- Marilyn Penna (pg. 78) is now Marilyn Christian. Change her phone to 716/292-2072.
- Bill Clebsch (pg. 43) says he's not in room G24, so remove that and change his e-mail address to clebsch@forythe.stanford.edu.
- On page 87, change Frank Smith's phone to 813/974-4225.
- Robert Bugbee is now Assoc. Vice Pres. Business & Finance. New phone, 706/542-2802; new fax 706/542-6984; new e-mail, bbugbee@uga.cc.uga.edu. Page 40.
- On page 23, for Middle Tenn. State, replace Tom Burks with Lucinda Lea. Add her to page 66 as Director, Office of Inf. Tech., Middle Tenn. State Univ., Cope Admin. Bldg., Rm. 3, Murfreesboro, TN 37132. Phone 615/898-2513; fax, 615/898-5720; e-mail, lea@mtsu.edu.
- New numbers for Shay Dakan (pg. 45): phone, 503/725-8353; fax 503/725-4882; e-mail, shay@tele.pdx.edu.

Just when you thought it was safe...

Cables roasted on Wyoming campus

From the Editor: The following story was contributed by Robert Aylward, Associate Director, Information Technologies, at University of Wyoming. We invite you to submit your own horror stories in an effort to top this one from the wild west. Maybe at the Annual Conference in Anaheim in July we can recognize the unfortunate winner!

One Friday last November, Wyoming Telecom Department received several service calls. It seems that all communication circuits were down to the building that houses the Computer Center and Campus Police, a critical facility.

Technicians immediately began trying to locate the cause. There wasn't any known construction activity near the cable path, so that was quickly ruled out. The campus tunnel system was the next likely area where a cut could occur, so down into the tunnels the technicians went—only to find nothing out of place.

After a couple of hours, a short circuit was located about 150 feet from the switch room, an area where every major cable to and from campus is routed—a very unlikely area for a cable cut. In this area, which includes the yard of one of the fraternity houses, the cable was buried quite deep and protected by a concrete cap. Since this is University property, digging isn't allowed without permission. What could have happened?

When technicians went outside to find the cause, they saw a luau in progress behind one of the frat houses. The main course: roast pig. The fraternity had diligently and meticulously dug, by hand, an eight-foot deep hole to roast a pig in. Being good campus citizens, they had even secured a permit from Campus Police.

The technicians asked a couple of the young men if they had run into anything during their digging. One replied, "Just some old concrete." Our cable was cooked! The heat created from roasting the pig had melted a 150-pair cable, making it essentially one single conductor.

The digging had taken place across the street from the technicians' office. They had passed there several times during the day and never noticed the activity. It just goes to show that you can't plan for everything. We did hear that the pig was delicious. It wasn't too hot or too cold; it was just right. But that's another story.



States to develop telecommunications modernization plans in 1994

Benjamin H. Dickens, Jr., Esq.
Susan J. Bahr, Esq.
Blooston, Mordofsky, Jackson & Dickens
Washington, D.C.

Telecommunications administrators may have opportunities this year to help ensure that the telecommunications-related objectives contained in their institutions' long-term plans will be considered as state governments determine the service deployment schedules of local telephone companies.

Because of changes in the process of securing loans for telephone companies through the Rural Electrification Association (REA), throughout 1994 state legislatures and public utility commissions likely will be developing telecommunications modernization plans. These plans will set timelines for the deployment of ISDN Basic Rate Interface, ISDN Primary Rate Interface, analog services capable of carrying 9600 bps, custom calling features and enhanced 911, the elimination of party line service, and support for the transmission of video images.

By providing input to state legislative and regulatory bodies, telecommunications administrators can help ensure that their need, or their lack of need, for these services will be addressed. For example, where distance learning is a long-term objective, participating in state proceedings can help ensure that the corresponding video and data services are deployed in tandem with the distance learning objectives established in the institutions' long-term plans.

Although the implementation of these new services may sound advantageous, they could come at some cost. In order to deploy these new services, telephone companies may need to delay the deployment of other services already planned. Additionally, implementation of the modernization plans could increase business and residential rates for telephone service.

Thus, by providing input at the state level, telecommunications administrators could help ensure that their needs for these network services are balanced with their needs for other telephone services, and that consideration is given for their institutions' long-term projected budgetary constraints.

5-, 10- and 15-year plans

Federal law requires that the state telecommunications modernization plans must contain requirements to be met in five-year stages.

For example, by the end of the first five years:

- Telephone systems must have the capability

of providing one-party service for every subscriber.

- Analog subscriber lines must be capable of carrying at least 9600 bits per second of data when equipped with a modem.
- All new switching equipment must be capable of performing at a minimum standard comparable to ISDN Basic Rate Interface (i.e., 144 kb/s) and ISDN Primary Rate Interface (i.e., 1.544 Mb/s) and Signaling System 7.
- All new and rebuilt copper twisted pair feeder or distribution plant must be unloaded.
- Custom calling features and enhanced 911 service (i.e., automatic number identification, called party hold, and ringback) must be available to every subscriber.
- A generic design for rebuilding the telephone network must be adopted. Under this generic design, each subscriber loop must be capable of carrying a 150 Mb/s signal without using local power at the subscriber end. This rate is meant to support the transmission of video images, by carrying one uncompressed NTSC television signal. The plans must set as an objective the implementation of the 150 Mb/s design in all new construction as soon as the generic design is adopted.

Also within the first five years, telephone companies must adopt "flexible tariffs" which allow for distance learning. This requirement could be clarified at the state level as individual telecommunications modernization plans are adopted.

By the end of the first ten years:

- All new service must operate at the ISDN Basic Rate Interface (i.e., 1.44 kb/s) or higher without using local power, and deploy the ISDN Primary Rate Interface (i.e., 1.544 Mb/s) as the new "standard" wired telecommunications channel.
- Personal Communications Services (PCS) must be integrated into the telecommunications network.

Objectives for the first ten years must include: (a) upgrading all facilities to be capable of carrying a signal at a rate of at least 150 Mb/s without using local power; and (b) deploying central office systems capable of switching 150 Mb/s.

The telecommunications modernization plans must also have the objective of universal availability of a minimum of 150 Mb/s telecommunications channel within 15 years after adoption.

The search for new members begins

As a part of ACUTA's 1994 new-member recruitment effort, preparations are underway for a mailing that will reach more than 2300 non-member institutions. Materials they receive will highlight benefits of membership and include names of schools of similar size and structure in their area.

According to Kellie Bowman, ACUTA Membership Services Coordinator, "It's a large undertaking to personalize information in a mailing of this magnitude, but hopefully our efforts will result in a better response." Getting the right person to read the information is the toughest challenge.

"Our theme, *Search No More—ACUTA Has Solutions for You*, will be used throughout the series of letters that will be mailed," states Margie Milone, ACUTA Membership Director.

In this phase of the recruitment strategy, ACUTA members from each level of membership in

every state will be asked to lend their name as a reference included in the introduction letter being sent to non-members. "We're not asking our members to *act*, but to *react* if the non-member were to call them," comments Kellie. Don't be surprised if you receive a request to use your name as a reference. Take advantage of the opportunity to increase ACUTA's valuable network of people who face the same problems and solutions as you. After all, you may get just as much—or even more—out of the exchange yourself!



Your suggestions, comments, and questions about the recruiting efforts or other membership issues are welcome and may be directed to Kellie Bowman at the Lexington office at (606) 252-2882 or to Membership Director, Margie Milone at (216) 672-7922. They'd love to hear from you!

Modernization plans...

Continued from page 8

Urban and rural areas affected

Modernization plans will be a prerequisite for the grant of loans by the REA after December 20, 1994. The REA provides loans for the purpose of financing the improvement and extension of telephone service in rural areas. In 1991, over 900 telephone companies in all 50 states had loans from REA.

Although REA loans are obtained only by small, rural telephone companies, the state telecom plans could affect all local exchange carriers—large and small—providing service in urban and rural areas. Thus, even where a small local exchange carrier (LEC) may have already deployed or have plans for deploying the services required under the plan, a larger LEC that still provides party line service or has not upgraded its switches to provide custom calling features, for example, could be required to upgrade its services under these plans. In addition, the advanced services must be deployed at the same time in rural and urban areas.

In states that do not adopt telecom modernization plans by the deadline, REA borrowers within the state may develop their own modernization plans.

Participating in State and Federal proceedings

The requirements and objectives listed above are

the minimums required by federal law. States may adopt more stringent requirements, such as by specifying additional services that must be provided or by speeding up the deployment schedules.

Telecom administrators may keep abreast of the state telecom modernization plans in two ways: First, at the federal level, interested parties may submit comments on the minimum requirements. Comments must be submitted to the REA by February 18, 1994.

Second, at the state level, state legislatures and public utility commissions likely will begin to address the REA's requirements during their legislative and administrative sessions this year. Where permitted, telecom administrators may be able to provide input to their state legislators and public utility commissions as the plans are developed.

Supporting institutional long-term plans

The telecom modernization plans adopted this year will determine deployment schedules for network services through the year 2009. By keeping abreast of the proceedings at the state and federal level, telecom administrators can work toward a win-win solution which allows them to remain on the public network to the benefit of all public network subscribers, and which will also ensure that their unique telecommunications needs are met by that public network.

21st Century Technology

Internet update

What technology is advancing more rapidly than just about any other and becoming more an integral part of our lives with every passing day? If your first thought was fiber optics, you're on the right beam. If you said *Internet!*, you're not wrong. So what's new in the fast lane of the Information Superhighway?

Scientists at Bell Northern Research unveiled a **low-cost semiconductor device designed to quadruple the carrying capacity of fiber-optic networks**. It acts as an electronic shutter that turns laser light on and off at extremely high speeds, boosting reliable transmission rates to 10 billion bits per second from the current commercial peak of 2.5 billion. According to the *Toronto Globe and Mail* (1/14/94), the device is less than 1% the size of existing units.

They can network up north, too. According to a story in *Edupage*, WurcNet Inc., a group of western companies and research organizations, will build a **fiber optics electronic network linking the major centers of western Canada**. Initially, the network will link universities, research institutions, and research departments of major companies with three supercomputer centers. Info: unger@cpsc.ucalgary.ca.

And if you don't think this new technology has any impact on life as we know it, ask the people in Los Angeles. As reported in the *Wall Street Journal* (1/18/94), although phone lines were down, **earthquake victims in California were able to communicate with each other and the outside world via computer**. Prodigy set up a free bulletin board for people to exchange messages, and the "Earthquake" and "Quake-Chat" channels were buzzing on the Internet.

According to the *Chronicle of Higher Education* (12/15/93), a survey of Council of Independent Colleges members shows that **almost three-fourths of private liberal-arts colleges** did not have a connection to the Internet last year.

Meanwhile, Apple, Inc.—education's more progressive partner—plans to offer a **new on-line information service called eWorld**, which will use a village as its metaphor for information services (with individual buildings in the village designating particular categories, such as business news, entertainment, etc.). eWorld will be competing with such services as America Online, GENie, Prodigy, and CompuServe, as well as with new services expected to be offered this year by AT&T and perhaps Microsoft.

The White House Information Infrastructure Task Force has set up a **"superhighway" bulletin board** designed to give the public access to schedules, committee reports, and minutes of task force meetings. It will also include documents on the creation of the NII. For information on access call (202) 482-1835.

Technology goes global

Everyday we hear more examples of technology meeting the man on the street in all parts of the globe. In December, Radio Shack opened its first Russian store on Leninsky Prospect in Moscow. Meanwhile, according to the *Atlanta Constitution* (12/25/93), AT&T has proposed a ten-year, one-billion dollar project to upgrade India's telecommunications network and offer consumer products, computers, and multimedia services. And the *Washington Post* (12/26/93) reports that an American-style price war waged by U.S. companies in Japan has resulted in sales of U.S. personal computers doubling since 1991. At the same time, Japan's production and exports of consumer electronics are shrinking rapidly, as manufacturing shifts to countries with lower wages.

Virtual office

From *Edupage*, we learn that the trend toward working at home (supported by computers, modems, fax machines and cellular phones) accounted for 45% of all new jobs from 1987 to 1992 according to a Deloitte & Touche report.

Electronic home buying

Now, if you live in Dallas, you can shop at home for a new home! A group of local realtors is making its computerized listings available at no charge to anyone with a PC and a modem. Prospective homebuyers can browse through 15,000 listings including address, asking price, listing broker, and other information.

"Express lane is now open."

From the *St. Petersburg Times* we learn of a South African-made "Supertag" chip that could make checking out of a grocery store a snap — at 50 items in one second, the chip can scan a shopping cart-full of groceries in seconds, identifying, pricing, and adding up the total in the time it takes to reach for the checkbook.

Holographic data storage

According to *Investor's Business Daily* (1/20/94), IBM scientists predict that holographic technology will make it possible to store the entire Encyclopedia Britannica in a space the size and thickness of a penny. Holographic memory systems can stack data 40 "pages" deep, as opposed to computer disk and magnetic tape, which line up data on flat, single-layer tracks. The deeper "pages" can be read by tilting the angle of the laser beam used for reading the data.

Staff Report

Procrastinators Anonymous, take me away! I have exhausted my entire repertoire of delay tactics after being asked to contribute an article to this issue of the newsletter.

Unfortunately, our Editor is, as I type, pacing back and forth in front of my desk with a look in her eye I've never seen before, and frankly I'm frightened. So here goes.

Staff reports appearing here in previous months have illustrated the quantity and variety of challenges being met by our staff. I won't ask you to commiserate with me about not having enough hours in the day, the need to clone myself, or which "pile management" system works best for the desk top: We all work under these conditions to some degree. Having strategic goals to work toward, whether personal or organizational, helps us stay focused and on track during days on end of meetings, mail, phone calls, and paperwork. The ACUTA Board of Directors has set some bold and exciting goals for our organization, and they will have a dramatic impact on my work and your benefits as a member.

As an educational association, ACUTA's #1 commodity is information, and our own membership is the best resource for quality information. The staff's mission is to facilitate the exchange of member information and to seek appropriate supplemental outside resources. The conference and seminars held throughout the year are ACUTA's most powerful and effective forums for this information exchange. Planning is currently underway to provide improved access to ACUTA's consolidated resource information to supplement these valuable meetings.

An ACUTA Internet server is scheduled to be placed on-line this year at the headquarters here in Lexington. Types of services planned for availability on this server include:

listservs - on a variety of topics, including 10XXX, PBX/centrex, 800 numbers, toll fraud, outsourcing, job postings, ADA, budgets, etc.

teleconferencing - for multiple on-line users

info center - brochures, forms, and on-line registration for upcoming meetings, server system info, etc.

polls and surveys - members participate in and see results from on-line surveys

library databases - sortable files including membership directory, school facility/service member materials (RFPs, policies, position descriptions, disaster plans, etc.), ACUTA publications (newsletters, monographs, meeting handouts), periodicals index

The library databases will become a powerful

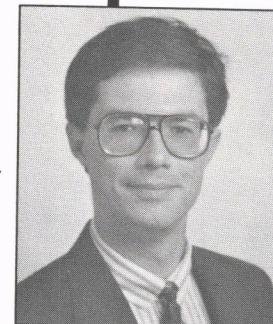
research tool for members, allowing them to sort file records by their own criteria, then download the pertinent data directly into their computer. They will even be able to upload their own contributions back into the library.

Assisting a member by providing library information is a satisfying aspect of my work, but as the library and its popularity grow, the rate of requests will quickly outpace my ability to respond adequately. This new self-service system for our 1,500+ members will be a vast gain in access efficiency over the present system. It will allow me more time for data organization and pro-active solicitation of new library information.

The recurring theme I hear from members who call me with information requests is that they "don't want to re-invent the wheel." Members know that almost everything they are striving to accomplish at their school is being or has already been done on another campus somewhere across the country. Contributing to this knowledge base creates a great benefit for all members.

In conjunction with this Internet server, a new LAN with association management groupware will be installed for the staff. This will allow us to conduct the routine business of an association (scheduling, correspondence, billing, sorting, filing, etc.) much more efficiently so we can be more pro-active in providing new and improved benefits and services to you.

Beyond all that, we'll work on squeezing more than 24 hours into a day and cloning ourselves.



DIRECTORY UPDATES

December 1993-January, 1994

Welcome New Members

Region 1 (Northeast)

- College of the Holy Cross, Worcester, MA. Jane Ford; Ph. (508) 793-2337, Fax (508) 793-2336

Region 2 (Southeast)

Copper Corporate Affiliate

- BTI, Raleigh, NC. Judy Hinote Hovis; Ph. (704) 522-1771; Fax (704) 522-6543

Region 3 (Midwest)

- *Additional Representative:* Columbia College, Columbia, MO. Brad Atkins; Ph. (314) 875-7313, Fax (314) 875-7230

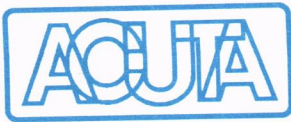
Copper Corporate Affiliate

- Teleconferencing Technologies, Inc., Woodstock, IL. Thomas A. Parker; Ph. (815) 338-2305 ext. 141; Fax (815) 338-2301

Region 4 (West)

Copper Corporate Affiliate

- Telect, Liberty Lake, WA. Patty Haskins; Ph. (509) 926-6000; Fax (509) 926-8915



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Editor's Notes...

I'm having a little problem with the future. It's happening so fast! Great things are coming at us, but I'm worried. Are we ready, and will we like the world we're creating?

If visionaries really know what lies ahead, we'll all have interactive video prominently situated where we can stay in touch with the world and (like it or not) the world can keep an eye on us. Who, I'm wondering, is the servant of whom? As Ron Galik recently wrote me, "My home Macintosh now turns itself on every morning; downloads any software or news items I've flagged the day before; sends any outgoing mail I've put in the out basket; receives and sorts any incoming mail addressed to any of my e-mail addresses anywhere; sits and waits to see if I want to read my mail when I come down to breakfast or shuts itself off if I choose to sleep in! Big boys—expensive toys!"

What if Captain Piccard wants to get away from it all, but Dr. Crusher needs him in sick bay. All she has to do is say, "Computer, locate Captain Piccard," and he's found. Is that where we're going? Is the one-hour bubble bath relegated to the Holideck? No more curling up in front of the fire with a good book and the phone off the hook? Sometimes, I don't want to be found. Does my office *have* to go home with me every evening?

And then there's the dramatically increasing speed and facility with which we communicate with each other. Life in the fast lane of the Information Super Highway looks a little scary! I guess I'm all for the convenience and comfort afforded by new technologies, so many megabits or gigabits per second, but when are we going to work on content? I don't hear anyone saying anything more meaningful or significant than ever, and actually we're not even saying what we do say as grammatically as we used to! We may have the means. We may have

the methods. But do we have the message? Our technicians have outpaced both our philosophers and our grammarians, so now we can still put our foot in our mouth, but we can do it so much faster!

Maybe no one else has these kinds of fears. Maybe I'm a square peg in a world of round holes. Not that I think technology is bad. And I don't think progress is dangerous. I sure do hope we can flip that coin, though, and work on *what we want* to communicate with each other. The voyage to where no man has gone before might take us to a better world for all of us....

Oh well. Earth to Editor: **Position Available ads** are now being accepted from our non-institutional members. As you may have noticed, last month we began accepting ads from corporate affiliates. Positions must specifically require experience in telecommunications in the college/university setting. No charge to members, not available to non-members. For more information, call me!... **Newsletter Excitement:** Filmmaker George Lucas has established a foundation to "help shape a vision for a technology-enriched education system," and the foundation now offers a newsletter. For a copy, e-mail: edutopia@kerner.com....

What's happened to all the campus newsletters? I'm experiencing a real shortage of campus news, which is what I originally intended to emphasize in this column. *Help!*... Repeating from last month: **Corporate Affiliates:** You are invited to submit articles of interest to ACUTA members just as our University people are. If you have something to say—new technology, an interesting case study, a unique application—let's talk! Don't miss an opportunity for untold fame! As always, send news and notes to: Pat Scott, ACUTA, 250 W. Main St., Ste. 2420, Lexington, KY 40507. Ph. (606) 252-5665/fax (606) 252-5673. E-mail: pscot00@ukcc.uky.edu.

Satellites & Education Conference Classrooms of Tomorrow

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Position Available Director of Telecommunications University of Houston

Responsibilities: Specification, design, development, implementation, & administration of centralized voice & data communications systems. Reports to Assoc. Vice Pres. for Information Technology.

Requirements: M.A. in Business Admin., Comp. Sci., Engineering, or Telecom. Mgmt.; or equiv. education & experience from which comparable knowledge & abilities can be acquired. Strong mgmt. skills, including at least 5 years' mgmt. exp. Exp. in higher educ. preferred.

Application: Screening of candidates will begin immediately and continue until the position is filled. Apply to: Linda Laxton, Human Resources Dept., Univ. of Houston, Houston, TX 77204-2770.

The University of Houston is an equal opportunity/affirmative action employer. Minorities, women, veterans, & persons with disabilities are encouraged to apply.

Position Available Manager, University Sales C L D

Commonwealth Long Distance Co., a growing subsidiary of C-TEC Corp., is expanding our Educ. Services Group.

Responsibilities: Individual to offer voice & data services to universities in the midwest & northeast.

Requirements: A professional, experienced in, or selling to college & university telecom departments. College degree, verifiable track record, excellent refs.

Salary: Competitive salary with excellent benefits

Application: Fax resumé & salary requirements to: 717/825-5243, or write to: Earl Monk, Human Resources, C-TEC Corp., P. O. Box 3000, 46 Public Square Wilkes-Barre, PA 18703-3000.

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Deadline for April: Friday, March 4.