

31st Annual ACM SIGUCCS - Fall 2003 Conference



September 21-24, 2003

Don't Delay!
Advance Registration Begins July 1 at
<http://www.acm.org/siguccs>

Within the Association for Computing Machinery (ACM), the Special Interest Group on University and College Computing Services (SIGUCCS) targets Information Technology professionals working in the service areas of computing in higher education. This conference is intended for professionals involved in computing support and offers them the opportunity to gather, discuss, and learn about the many facets of service delivery and maintenance of technology in higher education.

Top Ten Reasons to Attend SIGUCCS 2003

10. Experience Texas
9. SOS!
8. Evening Networking Events
7. Lifelong Professional Contacts
6. Documentation Competition and Display
5. Birds of a Feather Sessions
4. Pre-Conference Tutorials
3. Outstanding Keynotes
2. Poster Showcase
1. Great Technical Program

more details inside

Who Should Attend?

- Consultants
- Programmers
- Systems Administrators
- Help Desk Professionals
- Technical Writers
- Instructional Technologists
- Lab Supervisors
- Trainers
- Information Technology Librarians
- IT Managers and Directors
- Media Specialists
- Web Designers and Developers

Sponsored by ACM SIGUCCS

A Message from Your Co-Chairs



Dear Colleagues:

As information technology professionals, we are a relevant force vital to the successful computing practices at our colleges and universities. Keeping a pulse on ever-changing technologies can be exciting, if not challenging. Now more than ever, it is critical that we make the best use of our resources, and one of our greatest resources is each other!

The 31st Annual ACM SIGUCCS Fall Conference is packed with information and insights you need for successful delivery of technology services in your institution. Pre-conference tutorials and workshops offer in-depth opportunities to truly expand your knowledge and understanding related to specific topics. The Technical Program provides seasoned know-how in six tracks. Poster Showcase presentations provide a more personal learning path. And let's not forget the evening networking venues!

SIGUCCS is renowned for facilitating collaborative learning through the sharing of common issues and ideas. No one person can know everything about every subject, but we can learn from one another and develop professional partnerships that work! Join us "Deep in the Heart of Technology" and take advantage of this opportunity to enhance your personal and professional development and register early; Advanced Registration begins July 1, 2003.

Plan some extra time before or after the conference to enjoy one of the premiere destination cities in the country - San Antonio, Texas. The RiverWalk, The Alamo, The Missions, all await you!

We'll see you in September!

Lynnell (Lynne) Lacy and William (Bill) Thieke
Conference Co-Chairs

Great Technical Program

The SIGUCCS Fall Conference features two and a half days of great technical sessions offered by computing professionals just like you. These sessions will be in one of three formats.

Paper sessions consist of two presentations with a similar focus, followed by a question and discussion period. Panel presentations will provide discussions on a specific topic related to various campus perspectives and approaches. Workshops devote the entire timeframe to a specific topic.

Technical Tracks feature topics in:

- ✓ Customer Service
- ✓ Faculty Development
- ✓ Management
- ✓ World Wide Web
- ✓ Technology
- ✓ Training and Documentation

Check the web site for more technical program details as the conference dates draw near.



Poster Showcase

Don't miss the **Poster Showcase** on Tuesday afternoon! Many topics from the technical program categories are presented as one-to-one, or smaller group opportunities to interact more closely with the authors. This is your chance for an in-depth discussion. Be sure to place your vote for the "best" posters as you make your selections for the poster awards.

Outstanding Keynotes

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Keynote presenters are leaders in their field and provide participants a sense of the big picture. Keynote speakers address timely topics related to college and university computing services and bring new information or motivational messages to energize participants.



Brian Wood

Vice President & General Manager , Dell, Public Sector

Brian Wood serves as Vice President and General Manager of Dell's Public Sector. In this position, Mr. Wood is responsible for overseeing all of Dell's sales, marketing and service activities for K-12 and Higher Education, Healthcare, Federal, State and Local Government customers in the United States. He also has responsibility for Dell's Advanced Systems Group for Public and the Americas Transactional Group. He reports to Joe Marengi, Senior Vice President and General Manager for Dell Americas.

Previously, Mr. Wood served as Vice President and General Manager of Dell's Enterprise segment. In this position, Mr. Wood was responsible for overseeing all of Dell's sales, marketing and service activities for large Enterprise customers in the United States. Prior to this position, Mr. Wood was Vice President and General Manager of Dell's Education, State and Local Government Business and Group Vice President for Canada and Latin America. He has also held a variety of executive positions throughout Dell, ranging from Assistant to the Chairman to Vice President of International Marketing and Operations.

Prior to joining Dell in July 1988, Mr. Wood served as a faculty member in the Finance department at The University of Texas at Austin and as an independent consultant.

Mr. Wood earned his master's in business administration from The University of Texas at Austin and his bachelor's degree from Emory University in Atlanta, Georgia.



Betsy Sanders

Betsy Sanders is a business consultant specializing in improving organizational and individual effectiveness. As a director, consultant, mentor, speaker and writer, she partners with senior executives around the world who are committed to leading meaningful companies and meaningful lives.

Her message is encouraging – and challenging. She leads her seminars and workshops by example, speaking from her own remarkable experience with warmth, humor, intelligence, candor and integrity.

Ms. Sanders began her experience leading winning-edge organizations when she joined Nordstrom as a sales apprentice. She moved quickly through the ranks, becoming Nordstrom's first female store manager. Ms. Sanders and her team made retail history building the new southern California business to \$1 billion in annual sales over a twelve-year period, quickly becoming Nordstrom's largest and most profitable region. While developing Nordstrom into a business partnership with their customers, this team, under Betsy's leadership is credited with having set the industry and international standards for service.

Her book, **Fabled Service**, has been a sustained top-seller since its first printing in 1995. Now available around the world in several languages, it has become the handbook of choice for numerous established businesses and budding entrepreneurs alike.

Ms. Sanders earned an undergraduate degree in German, studying at the University of Munich, under the sponsorship of Wayne State University. She has a Masters in Secondary Education from Boston University and a Certificate in Management from the University of Washington Graduate School of Business. She is a dedicated lifelong learner, holding certificates from numerous seminars and programs, all of which have added greatly to her understanding of the dynamics of highly functioning, customer-focused organizations. Ms. Sanders holds director positions with such prominent corporations as: WalMart, Wolverine World Wide (Hush Puppies), Washington Mutual, Advantica (Denny's), and WellPoint (Blue Cross). In addition, she serves on advisory boards for several privately held companies and as a personal mentor to executives in various customer-focused businesses.

Join SIGUCCS and develop professionally. Benefits include:

- discounted conference registration fees
- discussion lists
- networking
- and more!

Networking is vital in every profession. It stimulates new ideas, refines thinking and leads to the exchange of ideas and mutual solutions to problems. SIGUCCS offers you the opportunity to network with colleagues to find solutions for the same challenges you face.

Individual membership is available in SIGUCCS for only \$25. For more information, visit <http://www.acm.org/siguccs>



Tutorial #1**Usability Testing: Easy Ways to Make Sure Your Website is Easy to Use***Instructor:*

Pat Billingsley, Technology Support Consultant, Smith College

Description: Usability testing is a well-established empirical process that can be used to determine whether any website is truly easy to use. The process is easy to apply in a range of settings, and allows website designers and managers to obtain useful data with a minimal expenditure of time and resources. This tutorial covers usability testing from beginning to end, including many practical tips for getting the most from the time and resources you invest. We will explore a range of testing tools, methods, scenarios, and resources.

Highlights:

- Defining ease-of-use for a specific target audience and environment
- Choosing realistic benchmark tasks with measurable outcomes
- Selecting and recruiting appropriate test participants
- Creating test materials that help maintain consistency and simplify data collection
- Roles and procedures for conducting low-stress test sessions
- Analyzing your data and applying the results

Who should attend: This tutorial is for anyone who wants to ensure that the web sites they create are genuinely easy for their intended audience to understand and use. If you want to determine how a new website or service will be received before it's launched, or why an existing website isn't being used as you expected, this tutorial provides the tools and methods you need to objectively assess any design.

Notes: This is a hands-on tutorial. Participants will develop, conduct, and evaluate sample tests of real web sites, and discuss ways to adapt test plans for a range of potential users and settings.

Tutorial #3**Marketing IT at Higher Education Institutions***Instructor:*

Diane Jung, Manager of IT Conference & Events, Indiana University

Description: This tutorial explores an increasingly apparent need for marketing IT at higher education institutions. Opportunities for students, faculty, and staff use of technology to enhance their academic endeavors are often missed because they are unaware of the services and resources available to them. In times of tighter budgets, IT organizations cannot afford to let these opportunities be lost. Marketing can increase usage of technology in ways that significantly contribute to the integrity of the higher education institution. An increase of awareness and usage can result in clearer justification for IT expenses.

Highlights:

- What is marketing?
- Why market IT?
- Your IT audience
- Identifying and developing your marketing leadership
- The creative process
- Take action - Get the message out there!

Who should attend: IT Marketing and/or publications staff: writers, editors, graphic artists, special project planners, IT support/service managers, and anyone interested in exploring marketing IT at higher education institutions.

Tutorial #2**Leadership, Service and Management: an essential toolkit for the IT Administrator***Instructor:*

John E. Bucher, Center for Information Technology, Oberlin College

Description: In order to be a highly effective IT administrator, it is essential that one have managerial abilities, leadership skills, and a prominent service ethic. All three of these factors are necessary to shape the kind of IT environments that are required by today's higher education institutions. This tutorial will cover the elements of good management, leadership and service, and will provide tools and examples for sharpening these factors. The session will be useful to anyone who is in an IT administrative role, from the new front-line administrator to the CIO.

Highlights:

- The importance of excellence in today's IT environment
- Why leadership, service, and management are critical
- Important elements of management; where management and leadership differ
- The emotionally intelligent IT leader
- The critical elements of customer service

Who should attend: IT administrators from all levels, from the newly appointed manager to the CIO.

Notes: This tutorial is limited to 35 participants.

**Tutorial #4 (also repeated in Afternoon session #9)
Dynamic Database Driven Web Pages***Instructor:*

Marc N. Boots-Ebenfield, Lead Instructional Technologist, Rider University

Description: You have seen, used, and heard about web pages that derive their content and design features from databases. Now it is time to dive in and learn how to do it yourself. The tutorial will use Dreamweaver MX to create web pages that gather user input, retrieve information from a database, and that obtain text and attributes from a database. A modular, cooking-show approach will be used to ease participants into dynamic design. At each stage of the tutorial, participants will see a complete, working model of the application that they are to create from semi-formed components. The databases will be in MySQL. We will use PHP pages created in Dreamweaver to access the databases.

Highlights:

- Database design
- Gathering user input
- Retrieving data
- Dynamic web page objects and layout
- Creating sessions
- PHP/MySQL

Who should attend: Anyone with experience creating static web sites using Dreamweaver and is interested in learning how to work with databases for web design.

Notes: This hands-on tutorial is limited to 15 participants. Each participant will use a computer.

Afternoon Pre-Conference Tutorials

Tutorial #5

Wrestling with Alligators - Taming OS X in a Lab Environment

Instructor:

David L.R. Houston, Client Services Coordinator, University of Vermont

Description: This tutorial will be a hands-on experience and walk attendees through the process of configuring, imaging, and cloning Mac OS X for a lab environment. Participants will be guided through the entire process. Included are issues about security, authentication using LDAP, configuring a master machine, creating an image of that machine, and finally, cloning that master image to a different machine. Strategies for deployment will be discussed, and many of the OS-specific areas that require careful attention and special treatment will be covered in depth.

Highlights:

- Security: why you need to take extra care with OS X
- UNIX: not as difficult as it appears - you, too, can be a UNIX guru!
- Authentication: tap into your existing database with LDAP
- Imaging: CCC your way to bootability
- Cloning: Dolly, the sheep, never had it like this - NetRestore makes it easy!

Who should attend: Anyone attempting to “wrestle with alligators” and configure Macintosh OS X for a lab environment, particularly those with either no OS X experience or no Macintosh experience.

Notes: This hands-on tutorial is limited to 30 participants. Participants will be paired and working with actual hardware.

Tutorial #7

Management for the Accidental Manager

Instructor:

Dallas W. Jensen, Manager of Information Technology, University of Colorado Health Sciences Center

Glenda E. Moum, Manager Information and Access Technology Outpost, University of Missouri Columbia

Description: This tutorial discusses management in a user services organization, focusing mainly on issues facing the **new** manager. We will cover leadership skills, supervising others, managing budgets, and marketing your group or organization. Group discussion gives attendees an opportunity to learn from their peers and share their personal experiences. The tutorial is a combination of lecture, discussion, and exercises to help the student assess their skills and abilities.

Highlights:

- Becoming a manager - moving from staff to management
- Bossing - supervising is a user services environment including leadership, performance appraisal, discipline and rewards.
- Budgeting - tips for managing “your” budget
- Building - creating departmental procedures and structures
- Ballyhoo - marketing yourself and marketing your organization
- Balance - keeping your perspective and sanity

Who should attend: Those who have recently moved into a management position and those want ideas for supervising, managing, and leading in a user services environment. This tutorial is intended primarily for individuals with less than 3 years management experience.

Tutorial #6

Managing Student Workers

Instructor:

Susan Perin, Manager of Student Technology Consulting, Indiana University, Bloomington

Description: This tutorial covers most aspects of managing student hourly computer consultants through the hiring, orienting, scheduling, training, monitoring, evaluating, and termination processes.

Highlights:

- Discover methods for advertising job openings, selecting and interviewing applicants, and extending job offers
- Identify resources and present them in a way consultants are motivated to use them.
- Learn how to be consistent and fair while holding student workers accountable.
- Determine the essential components necessary in online tools used to track and monitor hourly computer consultants.
- Take a tour through the Student Technology Consulting’s electronic Personnel Information Environment (PIE) created in-house to handle all aspects of the hiring process, subbing of shifts, checking consultants in and out of shifts, assigning attendance discipline, managing payroll electronically, generating daily shift reports, evaluating consultant performance and much more.
- Gain access to an online Student Consultant Employment Handbook that leaves no one in the dark regarding expectations for performance.
- Collect examples of proven techniques and management tools.

Who should attend: Anyone who hires and manages student employees and is interested in the enormous potential available from creating your own online tools for managing student employees. This includes those who hire students, conduct interviews, provide training, evaluate performance, maintain employee handbooks, handle payroll and track employee attendance.

Tutorial #8

Web Applications Security

Instructor:

Jerry Berkman, Workstation Support Group, University of California, Berkeley

Description: This tutorial introduces the factors which need to be considered in designing or maintaining a safe web site; safe both for the site host and owner as well as the user. Topics covered will include terminology, potential dangers, mitigation techniques, and available resources for developing safe and secure web sites.

Highlights:

- Tips on securely organizing a web site
- Tips on safely using perl and PHP
- How to manage sessions securely
- Common vulnerabilities
- Cross-site scripting

Who should attend: The target audience is web authors, web developers, managers of web projects, and evaluators of web sites and products.

Tutorial #9 (repeat of Morning session #4) Dynamic Database Driven Web Pages

See description on previous page.

Conference Highlights

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Learn from colleagues by attending **Birds Of a Feather Sessions (BOFS)** - opportunities to chat with others working on projects similar to yours. If you don't see your topic, suggest it and start your own!

6

View brochures, handouts, web sites, and other materials prepared by colleagues at participating schools in the **Documentation Display** area. Get great ideas to take back to your school - or throw your hat into the ring and compete in this year's competition.

For details on the **Documentation Competition**, see the conference web site at <http://www.acm.org/siguccs/competit.htm>

Display your school's IT documentation efforts! Contact Documentation Chair, Roxann Koch, at Rkoch@utsa.edu to find out how to get your materials there in advance. Or just bring your materials to the conference. You don't have to enter the competition to display your work!

7

Make lifelong professional contacts and friends. Everyone who has ever attended a SIGUCCS event knows that you meet new people every time.

Catch up with friends, old and new, at the **Hospitality Suite**, the designated place to meet in a quieter social setting with other conference participants. Here, you'll enjoy a relaxed, informal setting in the conference hotel where you will have the chance to swap stories, talk about work with old friends and new ones, or you can simply kick back and relax! Be sure you stop in and check out this year's new spin on this time-honored tradition.

Our attendees come from every area encompassed by the designation "Information Technology." Attendees hail from community colleges to large universities across the United States and several international locations. The ACM SIGUCCS Fall Conference is a premier conference for everyone involved in computing services in the higher education setting, from entry level help desk personnel to Chief Information Officers.

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SIGUCCS is more than just techno-talk. Enjoy the **Welcome Reception, Wild West Event, and Ice Cream Social/50-60's Sock Hop**.

SIGUCCS is packed with social events where you can meet new friends and just have fun!

Don't miss the **Welcome Reception** held on Sunday, September 21. Wear a tee shirt that represents your school, and bring an extra shirt from your school to trade with another conference attendee (we recommend size XL or XXL for trading purposes). This reception was formerly known as the Sweatshirt Reception, but San Antonio can be quite warm in September; a sweatshirt may be too heavy.

Don your ten-gallon hat and head on over to the Buckhorn Saloon and Museum for the **Wild West Event** where you can experience the world's largest antler collection in an old west setting.

Roll up your T-shirt sleeves and slick back your hair. Put on that poodle skirt, break out those bobbie socks, and strap on those saddles shoes. Get ready for the **Sock Hop** where you can dance the night away to the oldies. Costumes encouraged, but not required.

9

SOS! On Tuesday night, attend the **Speak to Our Sponsors (SOS)** event. This forum provides an opportunity to visit with our generous vendor sponsors. Visit with them about products, services, and maybe even take home some cool giveaways!

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"Experience Texas," a state rich in diversity and history. Remember the Alamo! For more information about things to do and see in Texas, visit the San Antonio Visitors Bureau at <http://www.sanantoniocvb.com/>



Conference Logistics

Conference Schedule

Tutorials are held on Sunday, September 21. The conference officially begins on Monday, September 22, but you won't want to miss the **Welcome Reception** on Sunday night. And you really don't want to miss the closing keynote! If you must leave on Wednesday, plan your return flight for 3pm or later, but if you are staying on Wednesday, be sure to check the conference web site for opportunities for post-conference activities.

Meals

On Sunday, attendees are required to provide their own breakfast and lunch. Participants registered for a Sunday morning tutorial will be provided a light fare at the break. Afternoon tutorial participants will be provided with an afternoon snack. The **Welcome Reception** on Sunday evening will feature appetizers.

A light breakfast will be available on Monday, Tuesday, and Wednesday mornings. Lunch will be provided on Monday and Tuesday only. In addition, there will be snacks and beverages available for both morning and afternoon breaks.

Some meals are on your own to give you a chance to experience one of the many tastebud-teasing culinary establishments in the area. We'll have menus available for area restaurants on the Riverwalk.

Hotel

The primary hotel for the conference is the Hilton Palacio del Rio. Room rates are \$159.00 (plus 16.5% occupancy tax) for a single/double (an additional person is \$20 extra).

Reservations can be made by calling 210-222-1400 or by using the online reservation system on the web site. The room block will be held until August 28, 2003, or until all rooms are sold.

Note: First night deposit is required upon reservation.



Travel

San Antonio is easily accessible. For detailed travel information, see the conference web site.

Attractions

- The Alamo
- Sea World San Antonio
- San Antonio Zoo
- The Missions
- Busch Gardens San Antonio
- San Antonio Museum of Art
- La Villita
- Six Flags Fiesta Texas

What to Pack

"Business Casual" best describes the attire worn by SIGUCCS attendees. When packing for this year's conference, you'll want to remember the more tropical climate of San Antonio.



We recommend that you pack shorts and short-sleeved shirts for those times when you'll be outdoors; lightweight pants/skirts and shirts/blouses may be more comfortable for indoor conference activities. In climates where weather is warm, convention meeting rooms can become chilly due to over-compensation of air-conditioning. We recommend that conference attendees bring a jacket or sweater along for added comfort during tutorials and sessions.

Registration

Registration opens on July 1, 2003. Go to the web site to register online, or to print a registration form.
<http://www.acm.org/siguccs>

Full Conference Registration includes Sunday night reception through Wednesday noon, choice of all technical sessions, light breakfast each day, lunches on Monday and Tuesday, Welcome Reception, Wild West Event, and Ice Cream Social.

Advance Registration (through August 15)

ACM Members	\$475
Non-Members	\$550
Student (full-time)	\$125 (includes technical sessions, conference packet, and proceedings)

Registration (August 16 - September 15)

ACM Members	\$525
Non-Members	\$600
Student (full-time)	\$125 (includes technical sessions, conference packet, and proceedings)

Additional Registration Options

One-day	\$250 (includes technical sessions, conference packet, proceedings, light breakfast, and lunch if attending Monday or Tuesday)
Guest	\$150 (admits your guest to the Welcome Reception, Wild West Event and Ice Cream Social)

Tutorials (Sunday, Sept 21)

Advance Member	\$175	Non-Member	\$225
Regular Member	\$225	Non-Member	\$275

On-site registration may be available at the regular rates if space permits.



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Invitation and Registration Information

Association for Computing Machinery

ACM
1515 Broadway
New York, NY 10037-5701 USA