



EDUCATION TELECOMMUNICATIONS COUNCIL  
NOTES

June 3, 2010

**2<sup>nd</sup> Amendment 6/15/10**

**I. WELCOME AND INTRODUCTIONS**

The June 4, 2010, meeting of the Education Telecommunications Council was held at Iowa Public Television and various ICN sites. The following members were present at the meeting: **Kenneth Colwell**, IAICU; **Greg Davis**, IASB; **Mary Gannon**, IASB; **Kent Johnson**, Regents; **Ellen Kabat-Lensch**, IACCT; **Sally Lindgren**, AEA Boards; **Carol Montz**, SAI; **Kathryn O'Shaughnessy**, ISEA; **Terry Rinehart**, IPTV; **Kay Runge**, DE/Libraries; **Gail Sullivan**, DE; **Jean Torgeson**, IACCT; **Mary Wieser**, DE/CIANS; and **Fred Maharry** for **Frank Wood**, SAI. **Tom Kruse**, IAICU was participating via conference call and left the meeting early. **Glenn Grove**, AEA Boards and **Chet Rzonca**, Regents were absent.

The ETC is still waiting for a member to be appointed by the ISEA to replace Al Bode who resigned in June 2009.

The following guests were also present at the meeting: **Joe Cassis**, **Julie Johnson**, and **Tami Fujinaka**, ICN; Judy Bonnstetter, Region 1 Scheduler; **Theresa Ziegler**, RTC 3 Coordinator; **Kathy Goebel**, Region 5 Scheduler; **Julie Thomas**, RTC 6 Coordinator; **Jan Robertson**, Region 10 Scheduler; **Mark Steffen**, RTC 11 Coordinator; Denise Norman, Region 13 Scheduler; **Darlas Shockley**, RTC 15 Coordinator and **Linda Abel**, RTC 15 Chair; and **Deb Fiscus** and **Paula Yalpani**, IPTV.

**II. UPDATES**

**IIA-B. ICN Updates**

Joseph Cassis provided the members with an update on the changes in the ICN organization. John Gillispie left the ICN on January 4, 2010, and the ITTC commission appointed Dave Lingren as interim executive director on January 8, 2010. A search is underway for a executive director at this time. An RFP went out and the commission selected MRG in Davenport to handle the search. They are hoping to have someone in this position by August.

In order to comply with directives in SF 2088 regarding minimizing state government, the ICN combined Network Operations and Engineering which will be managed by Dave Marley

Because of the nature of what the ICN is doing regarding grants, they felt it was imperative to have more focus on the overall financial aspects of the operations. Kevin Heizeroth, the chief financial officer, will now be focusing his efforts on the contract group and the legal aspects of ICN pursuits. Deb Evans will manage the everyday operations of billing, accounts payable/receivable, etc. Human resources will also be placed under Kevin's management.

Joseph Cassis apprised the members on the outcome of Code modifications they were seeking. The ITTC commission has been working on modifying the Code in respect to the DS3 circuit limitations and the last mile leasing requirements.

When the ICN was first developed 15 years ago, no one saw the need for more than a DS3 circuit. Now the need has grown to 1 gig, 10 gig, and even 100 gig for different applications, downloads, and uploads. Another problem has developed in leasing fiber. It is currently written in the Code that Part III last mile fiber be leased from 3<sup>rd</sup> parties. Sometimes bids are received, other times there is only the incumbent who decides to not have that circuit available and they are left at the mercy of that individual, or no one bids at all, then the schools do not have the connectivity that is needed. The ICN was hoping to modify the code so if those non-competitive problems were encountered, the Commission had the authority to then pursue other alternatives. Unfortunately, the provision of options to the leasing aspect of the code was struck, but the DS3 technology limitation was changed so that an institution can now get whatever connectivity is available.

### **Legislative Appropriations**

Tami Fujinaka reported that the ICN received a \$2.2 million dollar equipment appropriation to be used for updating phone systems, equipment enhancements like generators, the development of Ethernet networks, and more importantly, money that enables schools and libraries to be eligible USF/E-rate discounts.

Tami Fujinaka also reported that in the 2009 legislative session, \$25 million dollars was appropriated to the ITTC along with the Dept of Economic Dev and the Iowa Utilities Board to provide grants for broadband deployment. The **Iowa Broadband Deployment Governance Board (IBDGB)** was in the process of taking grant applications when the legislature de-appropriated the money.

Joseph Cassis--*“Though the \$25 million was probably needed in other areas with regards to budget balancing, \$25 million was also leveraging many millions of dollars from the Federal government from the BTOP (Broadband Technology Opportunity) grants—matching funds that went from 20% to 30%--over a billion dollars to the State that won't be realized now. The Governance Board has also been given the mission to create the mapping and planning for the future which is due in Feb 2011. It is supposed to coincide with all the other states' efforts in planning for broadband. The U.S. has dropped down to 15<sup>th</sup> position in relation to what the world is doing. We were being sought out by other countries for technology but that is shifting to even smaller countries like Estonia and Moldavia. Depending upon which survey you read, Iowa is in the position of 35-42 in the states, which is extremely poor when you consider that we have over 154 Telcos and*

*probably enough fiber that you could go outside and stick a pole in the ground and hit fiber. While we are still talking about a minimum of 768 kb, everybody else in the countries that are exceeding us are way above 5 meg and greater. The flip side of that is not just the speed—they are actually spending cents—like \$.32 cents per megabyte vs. what we spend which is \$1.33 for the same type of bandwidth. That puts us at a major disadvantage when it comes to attracting possible jobs and opportunities for businesses, and education, health, and safety. We need your input--getting to the grassroots level--and making sure that everyone knows the importance of broadband. It's been reported that the government is going to spend \$16 million to help with that kind of awareness, to establish more of a sustainable adoption by the individual. We've actually heard from legislators that can't understand why broadband is so important when their constituents are saying that 56k dial-up is just fine. Primarily, it's not the infrastructure, it's the application, similar to what you see with I-phones and Droids and these other I-pads. If you don't have the infrastructure you can't get those applications."*

### **VOSS Scheduling Platform and the capabilities related to the H323 and CIP**

*Joseph Cassis--The ICN recognizes that IP video is the wave of the future, but needs to have a migration process in place that considers all of the various audiences and authorized users, and those individuals that utilize the network for video conferencing.*

*Videoconferencing is based primarily on Mpeg, but there are a few utilizing H323. The problem is how to bridge them together and make them easier to schedule. Scheduling has always been a major factor in this type of collaboration. We are establishing what we call a VSP or video services project and focusing on how to bring in this technology, to address it with all of the various authorized users that need different types of technologies to pursue their own objectives. It is being done in multiple phases—one major phase includes the upgrade to VOSS. The VOSS software will now have the ability to consider interoperability sessions as well as have the ability to provide familiar controls relating to the scheduling and in the identification of other kinds of technologies that are being incorporated into that session. By mid-summer, we anticipate 5 other deliverables. So, the first phase will have easy-to-use web-based interface capabilities that will allow the familiar types of concepts that you see with webinars so that the individual can not only can see the Mpeg broadcast part of that session but also see the various other people who have joined through IP. In the past, it's been either one or the other which has been extremely frustrating from the standpoint of coordination--knowing who's out there, who wants to interact or correspond. They can raise their hands graphically on the screen, they can be muted automatically, and they can also take polls. Other features that are unique is the ability to use a PC. If you have an interface to any type of Internet connection, you can actually use your PC to control other people's cameras and have remote camera tilt. You could be driving all of the sessions if necessary. We're very excited about that development. You'll be seeing more emails coming out relating to that. Implementation will be August-September after the testing. It's coming very shortly to theatres near you.*

### **Focus Groups**

*Joseph Cassis—A number of focus groups were conducted and the report finalized in December. It was quite enlightening. We received a lot of accolades and learned a number*

*of things from the sessions. Some of it wasn't new, but the primary one is the marketing aspect. We need to do a better job in communicating our services and what the needs are and who we are; a lot of people feel that we are a telecom provider and not a state agency; At the same time, we have to operate as a business. We've hired Alexis Slade, in order for our new public relations manager, Lori Larsen, who replaced Gail McMahon, to focus more on the marketing and communications effort, putting together a number of campaigns--possibly a PSA to help establish more awareness of the broadband capabilities--also enhancing website and video capabilities, and some other surprises down the road.*

*Julie Johnson will be helping to establish training. Many people have moved on to other positions or left their agencies and the knowledge has gone with them. We need to establish a better way to communicate how to train, especially once we've moved into the world of IP. We also have an annual customer survey that is scheduled to be released on June 8<sup>th</sup>.*

*Tami Fujinaka—The annual survey is similar to those we've used in the past so we can see if there are year-to-year changes. It is Survey Monkey and does have "skip" capabilities so people can answer only those questions related to their ICN experiences. The invitation should be going out on Tuesday, June 8, and the survey window will be open for two weeks. If per chance you don't get an invitation, let me know and we'll give you the survey address.*

*Joseph Cassis—We've been going through due diligence with the federal government on our BTOP grant (completed last Friday, May 28) in regards to a \$24 million dollar project that we proposed. It will be used to replace much of our fiber optics "sonic gear" that will allow us to have native Ethernet. Currently Ethernet is being converted and we lose the efficiency in that conversion. Once equipment is replaced, it will be a more faster, efficient transmission, utilizing this technology and it will establish more sites. We are also partnering with a number of third parties. One of the requirements in this grant was to work with the tribal councils throughout the United States, so we've been working with the Sac and Fox Tribes of Tama (or Mesquakie). The effort is to increase the network capabilities as well as providing a broader bandwidth. We will be establishing 1 gigabyte connectivity throughout the entire state which is phenomenal and it will push us back up to being one of the top in the United States. The announcement hopefully will be this week. There will be a special orientation meeting in Chicago on June 22 or 23 for those who have been awarded. Iowa has not received any funding and one of the legal or code premise is that every state will receive some form of a grant through this ARRA recovery-backed project. Matching funds would be equal to about 30%.*

### **II.C. IPTV K-12 Connections Project**

Terry Rinehart reported on the K-12 Connections Project, a collaborative partnership between IPTV, the ICN, and many other Iowa organizations that have a similar education mission. The project is facilitated by IPTV staff, delivering ICN sessions for K-12 classroom use. At the end of April, the project had generated 8,800 hours of ICN use (with the possibility of breaking the previous record set in FY 2008 of nearly 9,300 hours) and served 32,261 students. Examples of some of the sessions are:

- the *IT Adventures Club*, which takes place over the ICN and is designed to create student interest and enthusiasm for technology studies and careers, focusing on three topics: cyber defense, game design, and robotics. A monthly meeting held via the ICN of students from various schools around the state. Content specialists present 15 minutes of information on each of the three topics during the session, the students are given a challenge to work on each month, and then asked to explain how they resolved that problem or challenge at the next meeting.
- A series of 8 ICN sessions focused around the “*Martha Speaks*” series which is broadcast on PBS; an early literacy series designed to increase children’s vocabulary. 20 new vocabulary words are introduced in each episode. A reading buddies program has been developed where Little Buddies (kindergarten students) are paired up with Big Buddies (4<sup>th</sup> and 5<sup>th</sup> grade students) to share reading activities together. The students view a 13 min. “*Martha Speaks*” episode then the rest of the ICN session involves playing a learning game, a story is read, and then they are asked to write a short journal entry based on the vocabulary words that were covered in the MS episode. There has been some research that has found that it increases both the Little Buddies and enhances the Big Buddies vocabulary skills.
- Financial Literacy—in partnership with Wells Fargo Bank who developed a curriculum called “Hands On Banking” for pre-teens and young teens. Several ICN sessions were delivered that were designed to help students learn about managing money and how to use credit wisely.
- K-12 Connections to Science ICN sessions which are helping students connect with science professionals and engage in hands-on activities with those professionals. IPTV received the CPB (Corporation for Public Broadcasting) My Source Innovation in Education award for K-12 Connections to Science presented in Washington, DC at the Council of Chief State School Officers meeting and Public Media Executive Summit.

### III. ISSUES

#### A. Proposed Additions to RTC Report Procedures

Terry Rinehart opened the discussion stating that the Iowa Public Broadcasting Board had questions related to RTC reporting procedures and government accountability. The RTCs file a progress report with IPTV each year that explains how the allocated funds are used by the RTC. IPTV has requested that the following procedures be added to the report:

- A financial certification statement that will need to be signed by the Chief Financial Officer of the community college that is charged with facilitating the activities of each RTC.
- An Educational Telecommunications Council (ETC) subcommittee will review the RTC Progress Reports, work with each individual RTC as needed to resolve any identified reporting issues, and then submit the finalized RTC Progress Reports to the Iowa Public Broadcasting Board with a recommendation for acceptance. (This could be the same committee that reviews the RTC Funding Plans.)

- The Iowa Public Broadcasting Board will review the RTC Progress Reports and vote on whether to accept each individual RTC Progress Report as recommended by the ETC and Iowa Public Television staff.

After a short discussion, the following motion was made:

**MOTION 1**

Kay Runge moved to adopt the Proposed Additions to RTC Reporting Procedures as outlined above. Mary Gannon seconded. A roll-call vote was taken and motion was passed unanimously.

Ayes—13, Nays—0, Not voting—0, Absent—4, with 1 vacant seat.

These changes will be effective with the progress report that is due September 30, 2010.

**B. Approval of Recommended RTC Funding Plan and Guidelines for FY 2011**

There was no discussion on this recommendation.

**MOTION 2**

Terry Rinehart moved to approve the recommended RTC funding plan and guidelines for FY2011 as submitted. Gail Sullivan seconded. A roll-call vote was taken and motion was passed unanimously.

Ayes—14, Nays—0, Not voting—0, Absent—3, with 1 vacant seat.

**C. Recruitment of ETC Members for Review of RTC Plans**

Thank you for the ETC members who agreed to review the RTC funding plans for FY 2011 that are due by September 15, 2010, and the RTC progress reports that are due by September 30, 2010: Kathryn O’Shaughnessy, Ken Colwell, and Ellen Kabat-Lensch.

**D. Recommended Funding Request for RTC Support for FY 2012**

Following a short discussion about the current state budget problems, it was decided that it would not be realistic to expect more funds than those received last year, and that the funding recommendation should remain status quo at the FY11 level of \$1,065,180.

**MOTION 3**

Mary Gannon made a motion to recommend that the RTC Funding request remain status quo at the FY11 level of \$1,065,180. Terry Rinehart seconded. A roll-call vote was taken and motion was passed unanimously.

Ayes—14, Nays—0, Not voting—0, Absent—3, with 1 vacant seat.

**E. Recommendation to the ITTC for Educational Video Rates for FY2012**

The overall view of the ICN was that the rates should be stabilized as much as possible to help the agencies with regard to the budget. They felt that rate changes at this time would be

detrimental to distance learning. Following a short discussion, it was recommended to maintain the ICN video rates at current levels.

#### **MOTION 4**

Ken Colwell moved to recommend to the ITTC that the ICN video rates remain status quo at the current levels. Carol Montz seconded. A roll-call vote was taken and motion was passed unanimously.

Ayes—14, Nays—0, Not voting—0, Absent—3, with 1 vacant seat.

#### **F. Approval of 2011 ICN Educational Video Scheduling Deadlines**

Without discussion, a motion was made to accept the 2011 ICN Educational Video Scheduling Deadlines as submitted.

#### **MOTION 5**

Ken Colwell moved to accept the 2011 ICN Educational Video Scheduling Deadlines as submitted. Mary Gannon seconded. A roll-call vote was taken and motion was passed unanimously.

Ayes—13, Nays—0, Not voting—0, Absent—4, with 1 vacant seat.

### **IV. MISCELLANEOUS**

#### **A. Hand-off to New ETC Chair**

Greg Davis passed the gavel to incoming chair Terry Rinehart.

There was a request to change the order of the agenda to move item **C. Election of ETC Chair-Elect** ahead of item **B. New Chair to Select ETC Executive Committee** to determine the remaining positions on the executive committee not covered by the 3 “chair” positions.

#### **B. New Chair to Select ETC Executive Committee**

The incoming chair has the option of selecting a new executive committee to serve during the upcoming year. The Chair, Chair-elect, and Past-chair are constant members of the committee and 6 others are selected from the appointing agencies not represented by these three. The three constant members for 2010-2011 are Terry Rinehart, Chair; Ken Colwell, Chair-elect; and Greg Davis, Past-chair. Two current members were not at the meeting and will be contacted to see if they wish to remain on the committee. Kent Johnson volunteered to serve as the Regents representative.

The Executive Committee members for 2010-2011 are:

Terry Rinehart, IPTV, Chair  
Ken Colwell, IAICU, Chair-Elect (Higher Ed)  
Greg Davis, IASB, Past-chair (K-12)  
Sally Lindgren, AEA Boards (K-12)

Kay Runge, DE/Libraries (Pub Libraries)  
Ellen Kabat-Lensch, IACCT (Higher ed)  
Kathryn O'Shaughnessy, ISEA (K-12) (*will check with Kathryn after the meeting*)  
Kent Johnson, Regents (Higher ed)  
Frank Wood, SAI (K-12) (*Will check with Frank after the meeting*)

*[After meeting update: Kathryn O'Shaughnessy will continue as the ISEA rep, Frank Wood has stepped down and Carol Montz has agreed to represent SAI on the ETC Executive Committee.]*

### **C. Election of ETC Chair-Elect**

Kay Runge nominated Ken Colwell as chair-elect for 2010-2011 and Ken accepted the nomination.

### **MOTION 6**

Kay Runge nominated Ken Colwell as the ETC Chair-elect for 2010-2011. Mary Gannon seconded the nomination. Ken Colwell accepted the nomination. A roll-call vote was taken and the nomination was passed unanimously.

Ayes—13, Nays—0, Not voting—0, Absent—4, with 1 vacant seat.

### **Other Business From The Floor:**

Kay Runge asked Gail Sullivan to provide an update on the activities of the Iowa Department of Education.

Gail reported that Judy Jeffrey retired in May and Kevin Fangman is the acting director. The process to fill the vacancy has begun and the closing date to receive applications is June 14. Approximately forty people including administrative staff and chiefs have opted to take early retirement. The DE is in the process of trying to get a plan approved through the Dept of Management and Administrative Services to see which of those positions they will be able to fill. Justification must be made in order to fill any positions that are absolutely essential and must be hired at the lowest salary range for that position which can be problematic.

### **V. ADJOURNMENT**

The June 3, 2010, meeting of the Education Telecommunications Council adjourned at 10:30 a.m. The next meeting of the ETC is Thursday, December 16, 2010, at Iowa Public Television.

ETC notes 6-3-10