

# Annual Report

## Part 1

### Section A

#### Unit Information

**Unit:** Telecommunications

#### Mission Statement:

FGCU Telecom provides progressive and reliable communication solutions to support the university community in fulfilling its mission. We strive to please our customers and exceed their expectations by providing innovative communications services in an effective, efficient and customer friendly manner. In addition we provide technology guidance and support for a comprehensive, managed approach to a network infrastructure for moving voice, data and video throughout the enterprise.

### Section B

#### Unit goals set within last year's (2003-2004) Annual Report

<u>Strategic Plan Goal</u>	Unit Goal
<b>With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?</b>	<b>What were your unit level goals for 2004-2005 as contained in your <a href="#">2003-2004 annual report?</a></b>
Strategic Plan Goal 5 - State of the Art Infrastructure	Create the Department of Telecommunications
<b>What action did you undertake to achieve this goal?</b>	
The department organizational structure was created that consists of the director, a telephone systems manager and a telephone operator. A full time accountant position was established and filled to process telephone chargebacks. In addition, all other resources such as the office environment, budget and policies were put into place. A mission statement and goals for the department were created.	
<b>By what means did you assess goal achievement?</b>	
The assessment involved the successful achievement of each item contained in the original set of office goals and the successful operation of the department. The successful operation of the department can be assessed by the completion of telephone requests, call routing, accuracy of chargebacks and the reliability of the system.	
<b>Describe the assessment results and the conclusions about goal attainment you inferred from them.</b>	

The Telecommunications department has the appropriate staffing and organizational structure. All resources for proper functioning of the department have been put into place.

We completed 100% of telephone change requests in less than 1 working day.  
The accuracy of call routing is based on the accuracy of our directories, we maintained at least 95% accuracy of our directories.  
We processed each monthly chargeback within 14 days of receiving the invoices from DMS and Sprint.  
With the oversight of a full time department, billing errors were discovered more quickly resulting in expenditure savings for the university. By removing phone lines from our bill that was not part of the university, changing long distance providers and challenging various fees, it is estimated that the university will save approximately \$70,000 per year.  
The reliability of the system is measured by uptime. Except for extended power outages due to hurricane Charlie, we had 99.99% uptime.

**What continuous improvement resulted from the use of the assessment data?**

By using these results, we can continue to offer improved customer service to the university, improve the efficiency of the telecommunications infrastructure and reduce costs at the same time.

**Strategic Plan Goal**

**Unit Goal**

**With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?**

**What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?**

Strategic Plan Goal 5 - State of the Art Infrastructure

Create a white paper that explains the background of telecommunications at FGCU and summarizes the current voice options available.

**What action did you undertake to achieve this goal?**

Located all documentation and contracts that pertained to telecommunications at FGCU. Researched the available technologies that could improve voice services at the university while costing less to operate than our current system.

**By what means did you assess goal achievement?**

The successful completion of the document and how it was accepted by the executive staff as informative enough to give them proper perspective to plan for the project of acquiring a new telecommunications system.

**Describe the assessment results and the conclusions about goal attainment you inferred from them.**

The document was completed. It contained both a history of telecommunications at FGCU and a summary of the technologies available. I made a recommendation on what was the best

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technology that fit into FGCU's mission and technological infrastructure. The next steps were listed that called for a budget, an implementation plan and an operational plan. The project for acquiring a new telecommunications system was approved.

**What continuous improvement resulted from the use of the assessment data?**

The university can improve telecommunications services by the addition of new features such as unified messaging that integrates voicemail with email. We will add a robust call distribution system that enrollment services can use to effectively manage the influx of student calls and provide better customer service. We can support mobile telecommunications by connecting a phone into any Internet access point and creating a mobile office at home or on the road. Since we will be managing the system, request time can be greatly reduced. The new telecommunications system will integrate into the university's existing data network, thus saving on implementation costs and ongoing support costs. The long term operating costs of a new telecommunications system will be substantially less than our current Sprint Centrex system.

**Strategic Plan Goal**

**Unit Goal**

**With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?**

**What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?**

Strategic Plan Goal 5 - State of the Art Infrastructure

Create a preliminary budget that outlines the ROI on purchasing a PBX.

**What action did you undertake to achieve this goal?**

Obtained past budget information for telecommunications. Requested pricing information from vendors on equipment and software licensing. Used service pricing from the State of Florida for pricing new services that would be needed for a PBX. Put together an operational model that would be needed to support a PBX and compiled the data for a pro-forma spreadsheet to show the feasibility, investment and ROI of a PBX.

**By what means did you assess goal achievement?**

The completion of the spreadsheet. The reduction of operational costs that could pay back any investment.

**Describe the assessment results and the conclusions about goal attainment you inferred from them.**

The preliminary budget shows that the university can achieve significant savings for voice services after a payback period of 2 to 3 years.

**What continuous improvement resulted from the use of the assessment data?**

Preliminary estimates show that the university can save up to \$300,000 per year by migrating from our current system and that money can be used to support the campus technology infrastructure.

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**Strategic Plan Goal**

**Unit Goal**

**With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?**

**What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?**

Strategic Plan Goal 5 - State of the Art Infrastructure

Create a telecommunications website that provides better customer service.

**What action did you undertake to achieve this goal?**

Had a separate site created and removed the old information from the auxiliary services website. Added more chargeback information, online request forms and fixed errors in the chargeback online reports

**By what means did you assess goal achievement?**

The website was created and the amount and accuracy of information available to users was improved.

**Describe the assessment results and the conclusions about goal attainment you inferred from them.**

Users may now get the information needed online to make requests and accurate timely data for assessing monthly phone charges.

**What continuous improvement resulted from the use of the assessment data?**

Users get the all the information they need in a more timely manner.

**Strategic Plan Goal**

**Unit Goal**

**With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?**

**What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?**

Strategic Plan Goal 5 - State of the Art Infrastructure

Explore the possible vendors and their products to produce an RFP for procuring a PBX.

**What action did you undertake to achieve this goal?**

Attended two trade shows, made numerous visits to vendors labs and evaluated products in our FGCU offices. We obtained several RFP templates from sister institutions and from one well known author in the field.

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**By what means did you assess goal achievement?**

The completeness of the RFP document and the successful completion of the bid process by selecting the best solution available at the best price.

**Describe the assessment results and the conclusions about goal attainment you inferred from them.**

The RFP is completed and will be sent to vendors the first week in May, 2005. An award is expected by July of 2005.

**What continuous improvement resulted from the use of the assessment data?**

Continue to increase services at less cost.

Strategic Plan Goal

**Unit Goal**

**With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?**

**What were your unit level goals for 2004-2005 as contained in your [2003-2004 annual report?](#)**

Strategic Plan Goal 5 - State of the Art Infrastructure

Meet with users on campus for a telecommunications needs assessment.

**What action did you undertake to achieve this goal?**

Three user forums were scheduled for the campus community to attend. The purpose of the forums were to communicate to the users the changes that were being planned. It also gave them the opportunity to provide input on what new features and functionality that were desired or needed to improve their productivity.

**By what means did you assess goal achievement?**

Attendance of the forums and the amount of feedback from the campus community that would assist in the design of the new systems.

**Describe the assessment results and the conclusions about goal attainment you inferred from them.**

A total of 53 people attended the three forums representing all areas of the university. A powerpoint presentation demonstrated the proposed system and the new functionality available. The reception of the proposed project by the community was all positive. Users were asked to email the director any comments or suggestions.

**What continuous improvement resulted from the use of the assessment data?**

It is clear that the campus community will accept the new system and is anticipating the improvement of functionality.

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### Section C

## Program or Service Specific Assessments

**What program or service specific assessment occurred in the current academic year?**

Telecommunications held three user forums to notify the community of the upcoming PBX project and to provide a conduit for feedback on what current communications features were essential to keep and which additional features were important to acquire, fund and implement as part of the project

**How were the results of the assessment used to improve programs or services?**

The feedback was used to develop the RFP to include necessary functions ie., unified messaging, mobile voice communications, access codes for long distance, more display phones and automatic call distribution. Some convenience features were also requested ie., presence, third party phone support, basic video conferencing and call billing records available real-time on the web.

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### Section D

## Unit Contribution to President's Performance Measures

**Please review the President's Performance Measures for 2004-2005. Did your unit contribute to any specific performance goals for the President?** (If so, please indicate whether the measure set was attained and to what degree.)

e.g., The President's performance measures (23) seeks to identify and evaluate technology aimed at increasing productivity at the end-user level that integrates with standard business and operating systems. The efforts of the telecommunications department contributes to achievement of these targets for 04/05.

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### Part 2

#### Section A

## Unit Goals for Coming Year (2005-2006)

[Strategic Plan Goal](#)  
With which 1 or 2 goals from the 8 current strategic plan goals does your **2005-2006** goal best align?

Unit Goal  
Goal for **2005-2006**

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Strategic Plan Goal 5 - State of the Art Infrastructure Make a PBX purchase.

**What action(s) will you undertake to achieve the goal?**

Award our current RFP to the most qualified vendor

**By what means will you assess goal achievement?**

Determine if purchase was made.

**How will you know if you have successfully attained each goal?**

Successfully executed purchase orders.

**How will the results of the above assessments be used to improve student learning or services?**

Increase productivity of campus communications and [realize a cost reduction in provision of services.](#)

**Strategic Plan Goal**

**With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?**

**Unit Goal**

**Goal for 2005-2006**

Strategic Plan Goal 5 - State of the Art Infrastructure Create PBX implementation project plan and complete it.

**What action(s) will you undertake to achieve the goal?**

A project management plan will be created and the PBX will be installed in steps. Beginning in Fall of 2005 we will install the billing system, document the cut over information and build the necessary network infrastructure. In January of 2006, we will make our purchases and order all necessary services. April of 2006 will be the installation date of the system followed by two months of testing. Final cutover is expected in June of 2006 to coincide with the end of our current Sprint contract.

**By what means will you assess goal achievement?**

The project plan will be created. The implementation will follow the steps of that plan as they presented [and will proceed on time and within budget.](#)

**How will you know if you have successfully attained each goal?**

We will have deliverable items at each step of the way, e.g. the plan, cut sheets, the updated network, purchase orders and a new PBX with associated phones.

**How will the results of the above assessments be used to improve student learning or services?**

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The user community will have a new voice system that will increase their productivity and will result in cost savings for the university [that can then be reallocated to higher institutional priorities](#).

**[Strategic Plan Goal](#)**  
**With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?**

**Unit Goal**  
**Goal for 2005-2006**

Strategic Plan Goal 5 - State of the Art Infrastructure Create a new operational plan that reflects the efficiency of the new voice system.

**What action(s) will you undertake to achieve the goal?**

Explore operational plans of other institutions for base information. Vendor specific information will by necessity be part of the plan. New methods for users requesting phone information and assistance will be developed. A new cost schedule will be considered that reflects the efficiencies of the new system while creating the necessary reserves for operations and capital expenditures that will make the telecommunications depart self-sustaining.

**By what means will you assess goal achievement?**

The development of the plan. An efficient and user-friendly way for users to request services and get help with problems that increases customer satisfaction. A proper revenue stream that is capable of paying back the university's investment and that allows the telecommunications office to be self-sustaining.

**How will you know if you have successfully attained each goal?**

We will [develop](#) a proper plan that [allows users to](#) get help in a timely manner. Requests will be fulfilled in an accurate and timely manner. Beginning the next fiscal year, the telecommunications department can begin to pay back the university's investment in the new system.

**How will the results of the above assessments be used to improve student learning or services?**

The campus community will have a new voice system that operates effectively and is self-sustaining.

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**Section B**

Resources

**What additional resources have you requested and received a commitment for during 2005-2006 from your area VP or the President that is based on your analysis of assessment data for 2004-2005?**

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One million dollars has been committed for the installation of a PBX to service the telecommunications needs of the university. This decision was based on an ROI analysis of installing and operating the PBX versus continuing with current Sprint Centrex service. The cost analysis shows that our expenditures for services could be reduced by approximately \$300,000 per year to justify this investment and offer continuous improvement in services. e.g., improved reliability; compatibility with the university network, enhanced calling features, etc.

**What additional resource needs do you have for fulfillment of your goals that you wish for consideration from your area VP or the President that is based on your analysis of assessment data for 2004-2005?**

There will be a need for a PBX engineer at the rate of 1.0 FTE. This PBX engineer will assist in this year's implementation and thereafter support ongoing operations. The funding is for one fiscal year. Telecommunications will subsequently cover the position as part of the ongoing operational plan.

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### Section C

## Assessment Plans

**What assessments are you planning to conduct during 2005-2006?**

The telecommunications department will regularly review the following: communication requests turnaround time, the accuracy of the campus telephone directory, the accuracy of revenue and expenditure forecasting, and the accuracy of the recurring telecommunications invoices from the Telephone Carriers.

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### Section D

## Coming Year - Strategic Plan Contributions

Goal 5, Maintain a state-of-the-art campus that harmonizes with the environment and includes high quality facilities, furnishings, technology, equipment and support services. Telecommunications will contribute to this goal through the purchase and implementation of a PBX.

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