

## From the Desk of the CIO



Since April 22, 2008 was Earth Day, it seems appropriate that we highlight “Green Computing” in this issue of our newsletter. As you know, UB is deeply committed to environmental stewardship and a national leader in reducing energy costs and working to abate climate change.

In March 2007, President Simpson signed the [American College and University Presidents Climate Commitment \(ACUPCC\)](#) on behalf of the University at Buffalo, making

UB one of the charter signatories of this initiative. The ACUPCC currently has more than 400 institutional members across the U.S. and commits us to achieve “climate neutrality” according to a plan that we must devise by September 2009.

To that end, UB has created a Committee on Environmental Stewardship, charged with conducting an inventory of campus greenhouse gas emissions by September 2008, as well as with creating a plan

to lead us to climate neutrality by September 2009. UB’s green accomplishments and additional information on UB’s environmental leadership can be found at [A Greener Shade of Blue: UB Demonstrating Environmental Leadership web site](#). Please consider following the Green Computing tips on “Buying Green” and activating power management features as described below.

- *Elias G. Eldayrie*  
*Chief Information Officer*

## Green Computing Purchase Energy Star Computers and Activate Power Management Features

One way individuals can reduce computer system energy consumption is by activating power management features that automatically turn off computer components after a set period of inactivity. It has been estimated that a laptop that uses 14 to 90 watts in full operation uses less than 1 watt in standby mode. Desktops, in general, consume more energy than laptops, and a single CRT monitor may use 90 watts in operation mode.

The EPA estimates that savings of \$25 to \$75 per computer can be realized

annually with power management features. Information on activating power management features for the most popular operating systems are available at the [Energy Star Power Management web site](#).

“Wake on LAN” (WOL) capabilities have been deployed in several units on campus, enabling workstations to be shut down/powered-down when not in use and then booted remotely for management, including patching, as needed by IT network administrators.

One of the best ways individuals can reduce energy use is by purchasing Energy Star® 4.0-qualified computers, replacing older computers, monitors, printers, and other peripherals with the highest Energy Star®-qualified equipment. UB2020 computer systems, available for purchase by departments and individuals, meet or exceed EPA Energy Star® standards. The UB2020 computer systems currently available to the community at discounted prices are displayed on the [UBMicro UB2020 page](#).

### Print Management

The iPrint print management system has reduced paper and toner consumption in the UB public computing labs and is now being rolled out to departmental labs. Paper consumption has been greatly reduced since iPrint was put in place. Read more about the reduction in paper consumption and waste by visiting the [UB IT Scoreboard web site on public site printing volume](#).

### Green Data Center

Data centers with their concentration of energy-hungry servers are among the largest consumers of electricity on campus with high-end power and cooling needs. “Green data centers” are designed for maximum energy efficiency and minimum environmental impact. Dell is currently on campus providing their expertise in designing and configuring energy-efficient data centers.

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# Computer and Information Security News

## Phishing Alerts: Attention—Email Scam Warning!



UB community members have recently been targeted by several “phishing” attempts designed to trick them into revealing their UB IT passwords, by threatening loss of access to their UB email if they do not supply their account usernames and passwords. This is not a legitimate request: **DO NOT REPLY to this email.** UB’s email/webmail account administrators never request your account information through email.

If you have already responded to one of these phishing emails, immediately go to the [UB IT account management page](#) and change your buffalo.edu account password. If you are unable to do this, please contact [the CIT Help Desk](#) (645-3542) to assist you with securing your account.

Phishing scams designed to trick you into disclosing account passwords, credit card numbers or other bank account

information, Social Security numbers, and other personal information are becoming very sophisticated, as scam artists create messages and fraudulent web sites with official-looking logos and content taken directly from legitimate web sites. **Never respond to any email or IM request for private information with your password or other personal information!**

You can learn more about phishing and view the text of recent phishing messages received by the UB community at the [computersecurity.buffalo.edu](http://computersecurity.buffalo.edu) web site.

Avoid becoming a phishing victim by following the *Tips to Protect Yourself from Phishing Scams* in the sidebar.

Scam artists are always looking for new ways to steal your personal information and recent scams have included the following: instant messaging (IM) scams by individuals posing as FBI agents to solicit personal information; email and telephone scams purporting to come from the IRS; phishing email messages requesting that individuals call a phone number to update their accounts; and fake federal subpoena phishing scams targeting high level executives.

## Tips To Protect Yourself from Phishing Scams

- Don’t open attachments or click on hyperlinks in unsolicited email sent from unknown sources. In general, be wary of clicking on links and attachments in email messages. Messages with forged sender (FROM) addresses, genuine-looking content, and disguised hyperlinks that appear to take you to a legitimate web site, but actually take you to a phony scam site are very commonly used by scam artists to try to steal your valuable personal data, such as credit card numbers, passwords, account data, or other information.
- Never email your password or any other private information (e.g. credit card number, driver’s license number, bank account information or social security number): UB will never ask you to do so and reputable banks, financial institutions, and other organizations will never ask for account information, PINS, or passwords by email.
- Never enter your credit information into a non-secured web page. A secured web page starts with https:// (note the “S” for “Secure”) and will display a padlock on the browser frame.
- Don’t fall for stories about winning the lottery, promises of money from newly discovered relatives or requests to act as an agent for a business or individual. If the story sounds too good to be true, it is probably a scam.
- Review credit/debit card and bank account statements when you receive them for unauthorized charges and monitor and review your credit reports annually.

## Information Security is Everyone’s Responsibility



Human Resources (HR) and the Office of Information Security have created an online tutorial you can use at your convenience to learn more about protecting your personal data, with

steps and practices that will help you avoid becoming a victim of identity theft. You will also learn how to protect University sensitive data, helping to ensure that UB is a responsible steward of confidential and regulated University data.

The self-paced tutorial takes approximately 30 minutes to complete, but you may complete it in several sittings. Launch the tutorial from the image at the top of this article.

# IT Transformation Update — Student Services Transformation

## *Progress continues with this exciting UB2020 initiative!*

You may have noticed a change in our project title. The implementation of PeopleSoft's student information system, Campus Solutions, is now branded *Student Services Transformation*. We feel that this title gives a more holistic view of our critical initiative, and best represents our university-wide approach to the project. The introduction of PeopleSoft's Campus Solutions software will produce technology change, and, more importantly, it will change processes and transform how we deliver services to students, faculty, and staff at UB.

We continue to engage in many activities to lay the groundwork for our

implementation. The project management team and the executive steering committee are currently finalizing contracts and selection of the system integrator. Staff groups have been evaluating specific functionality of the PeopleSoft system to determine if additional third party software is needed. Project team members are being selected, and models for providing the necessary staffing resources for the project are being explored. Space planning is also underway to identify a central collaboration environment for the project team.

We continue to ask for campus-wide support and commitment to the project. It is critical that everyone at UB is engaged

in and aware of the SST initiative. We have started preliminary development of our communication plan which will incorporate various channels for disseminating information and providing opportunities for discussion and feedback. In the meantime, we are always open to your suggestions and concerns about the project. Feel free to email us at [stusys@buffalo.edu](mailto:stusys@buffalo.edu), and check out our web site at <http://www.buffalo.edu/ub2020/itst/ssa.html>.

## Improving SPAM Management

### *Notice anything different about your central email account lately?*

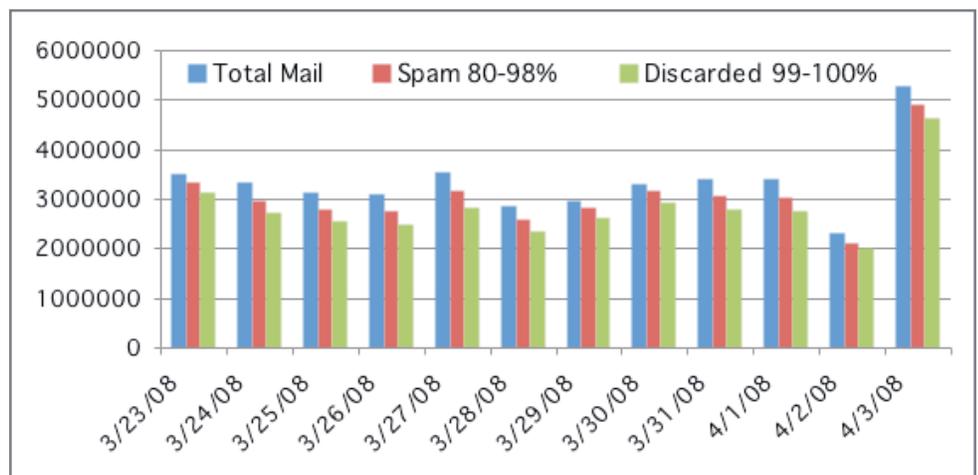
Changes have been made to the SPAM management system, reducing the amount of SPAM that accumulates in your mailbox. The new system checks for SPAM "at the gate," quarantining email that has a 50 percent or greater probability of being SPAM, resulting in less SPAM reaching mailboxes and less delay in email delivery.

The default setting is "opt in" in the new SPAM management system, however, users are still in control and able to set preferences, including "opting out" of the system, by accessing the system via a secure mail management web tool (<http://mailmgt.buffalo.edu>). Once users have authenticated to mailmgt.buffalo.edu, they may have quarantined messages delivered to their mailbox, approve senders, and delete quarantined messages.

They also have options to sort the list of SPAM messages, select a time limit for keeping quarantined messages before deletion, and block messages by domain. Users will receive a daily digest of quarantined email at 3 p.m., and users can release quarantined messages for delivery to their mailboxes by replying to the digest message as well as by using the mail

management tool. Existing filters set up by users will continue to work normally.

The new SPAM management system was developed to reduce the amount of SPAM users see in their mailboxes. Many users have requested the adoption of more aggressive SPAM management as SPAM has increased at UB.



# Educational Technology News

## UB and iTunes U

This semester a pilot has been underway to provide course and other UB mobile content on iTunes U (<http://itunes.buffalo.edu>). iTunes U is Apple Inc.'s networked content delivery tool designed for use in the educational setting, making accessing and subscription to digital audio and video content hosted at Apple easy. Duke, Stanford, Brown, the University of Michigan, and the University of Wisconsin were among the original participants in iTunes U, and they have been joined by many other top colleges and universities across the U.S. and Canada, including UB.

Many institutions provide both public content – podcasts available to the general public—and private content— password-

protected course lectures available only to enrolled students. UB is experimenting with providing both types of content, “course-casting” LAI lectures from the Graduate School of Education, and providing public content such as WBFO local podcasts. iTunes U has recently expanded its offerings to include educational materials from sources beyond colleges and universities, including Smithsonian Global Sound and the Museum of Modern Art.

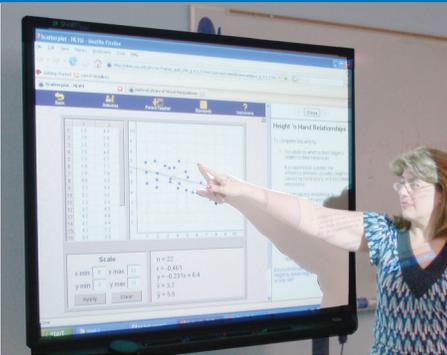
UB's External Affairs area is currently examining additional ways to use iTunes U to deliver information about UB to the general public.

In order to use iTunes U, you will have to download the free iTunes software: <http://www.apple.com/downloads/>.



UB's pilot project is designed to refine and improve the iTunes service before rolling it out into production. If you would like more information about the iTunes pilot, please contact Beth Fellendorf from Instructional Technology Support Services at [eof@buffalo.edu](mailto:eof@buffalo.edu), and stay tuned for more information about iTunes U and mobile learning this coming Fall.

## SMART Boards



The Graduate School of Education uses a variety of technologies to enhance teaching and learning. The GSE's technology lab holds classes to teach students about the emerging technologies available for classroom learning and instruction.

Dr. Nancy Cook teaches a course, *Introduction to Educational Technology*, which includes the exploration of the SmartBoard—an interactive whiteboard. Using the SmartBoard in this class not only engages the students in their own learning, but through Dr. Cook's coaching, they are learning effective practices for using whiteboards in their K-12 careers.

The SmartBoard can be used to present lecture slides, as well as view web sites and video, although the students in Dr. Cook's class become most engaged and motivated to learn when it's used as an interactive tool. She effectively uses the SmartBoard to increase student interaction during class discussion by creating informative and interesting presentations, enabling each student to participate through individual contact with the interactive board. The students in this course click on links, move images and shapes, and play interactive educational online games, simply through fingertip contact with the screen. The class has also used the SmartBoard interactive features to present their own research presentations in class.

Dr. Cook states that, “If used effectively, the SmartBoard or any electronic whiteboard, can be used to motivate students as they participate more actively in class.” For more information, contact Dr. Cook at [nacook@buffalo.edu](mailto:nacook@buffalo.edu).

## UBlearns Upgrade

*Many new and sought-after features will be available in Blackboard 8.0.*

The UBlearns service will complete an upgrade to the latest version of the Blackboard application at the conclusion of the Spring 2008 semester. The new version, Blackboard 8.0, provides many new and sought-after features, including a more flexible and customizable *Gradebook* — now called the *Grade Center* — and an enhanced *Discussion Board*.

The [latest UBlearns online newsletter](#) provides information about many of the new features in Blackboard 8.0.

When the upgrade timing/schedule is finalized, UBlearns service interruption information will be posted to both the [CIT Alert! Site](#) and the [UBlearns login page](#).