

INFOBYTES

TECHNOLOGY SERVICES DIVISION OF STUDENT AFFAIRS

DSA IT Presents: The Security Class Preview

By Gary Evans

The class is being presented by Amy Armstrong and Gary Evans and is scheduled for **July 31, August 11 or August 25**. It is intended to provide information and training on how you can keep your cyber experience safe and your information private. The topics are:

- Choosing strong passwords
- How to create and remember your new pass-phrase
- Phishing attempts
- Who, what, where, when and why of not responding to e mail
- Security Incident Reporting
- What to do if you have a virus or someone hacks your account
- Safe internet browsing
- Recognizing and dealing with Malware and Fake anti-virus alerts
- Security resources available to staff such as McAfee, Sophos and VPN client
- Places to go for self-help for your home computer and how to secure your home computer
- Wireless and Security (or lack thereof)

If time permits there will also be a question and answer period to allow you ask the questions you have always wanted to know.

Space still available: <https://weblogin.umich.edu/?cosign-uuis&https://uuis.umich.edu/cosign/workshop2/org/detail.cfm?wid=311>

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Technology Services Achieves Bronze Rating in Green IT Certification

By Amy Armstrong



Earlier this year Technology Services participated in a pilot program as part of the Climate Savers GreenIT Certification. This program enables information technology providers to demonstrate “green IT” best computing practices and be acknowledged for their work. We received a Bronze rating which we anticipate raising to Silver or Gold status when we resubmit our GreenIT Certification at the end of the year.

Part of these best practices include things such as:

- Providing default power saving settings on desktops
- Consolidating printing environments to large network printers as opposed to individual desktop printers
- Encouraging double-sided printing whenever possible
- Disposing of electronic materials responsibly through Property Disposition
- Determining baselines for computer usage for typical desktops, laptops and printers
- Encouraging users to shutdown computers nightly and on weekends

Technology Services will be expanding Green IT efforts in the coming year by implementing the following:

- Start converting and consolidating physical servers to virtual servers. Eventually all of our physical servers will be run on virtual machines and will save over \$10,000 per year in electricity and air conditioning costs
- Installing BigFix power management software on all desktops. This will allow us to create power saving policies and enable us to monitor power usage and savings.

Tweaking you Tweets

Information taken from [Wylie's Writing Tips e-zine](#).

Make yourself a resource instead of a bore with tweets that are valuable and interesting. Here's how:

- **Don't answer "What are you doing?"** That question has launched a gazillion tweets. Just ignore it. Instead of sharing what you're eating for breakfast, recommend a great article.

- **Ask questions.** Start a conversation. Put the "social" in social media.

Focus on benefits to the reader. Guy Kawasaki (@guykawasaki), a member of [Hubspot's Twitter Elite](#), makes himself a go-to guy with interesting, valuable tweets like these:

"Forget the press release <http://sbne.ws/r/qvP>"

"Top Twriters: 25 writers to follow on Twitter. <http://adjix.com/n83r>"

"Research on the cause of the gender earnings gap <http://sbne.ws/r/qkG>"

Twitter has been called "The Seinfeld of the Internet — a site about nothing." But it has also been compared to the Agora, or Greek marketplace, a place of open assembly and information sharing.

Just make sure your tweets contribute to the marketplace of ideas instead of generating more words about nothing.

Write for the Web 2.0

Want more techniques for crafting social media copy? If so, join me for PRSA's tele-seminar "[Writing for the Web 2.0](#)" on July 23.

You'll learn how to make your tweets, blog postings and nanocontent more relevant, valuable and interesting. Specifically, you'll learn how to:

- **Draw people in with nanocontent:** Convince blog visitors to click — in 11 characters or less
- **Tweak your texts and tweets:** Get your message across in 140 characters
- **Make your posts personable:** There's a reason they call it "social" media
- **Pitch a blogger:** Before you press "send" again, find out what makes bloggers tick — and what ticks them off
- **Be a blogger:** Make your corporate or professional blog more relevant, interesting and personable

“It’s just ones and zeros”

Tech Services Will Miss You! Goodbye Matt!!

Matt Aldridge has accepted a position at Google headquarters in Mountain View, California and will be leaving the University of Michigan on August 3rd.

As a student, Matt worked for the University across many of the DSA offices and programs; Dance Marathon, the Business Office, Campus Information Centers and Technology Services. Our office was fortunate enough to convince Matt to continue full time at Technology Services after he graduated with his Bachelor of Arts in Economics in 2006. During this time Matt was responsible for developing: the Building Manager Reporting Systems, Academic Support Systems, Student Activities and Leadership’s Fest Management System, the Online Student Organization And Registration System, the Catering Reporting System, Business Office Event Registration Scheduling , U-Rooms, Technology Services Statistics Reporting, the new Campus Information Center’s website and more.

Matt is a good friend and treasured team member of all in Technology Services and the DSA. We will miss him greatly and wish him God speed in his move to sunny California and his adventure at Google.



AUGUST 2009 BIRTHDAYS

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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August 1 — Nick Cantu

