The WHISTLE

Internal audits seek to stem software copyright infringement

Michael Hagearty
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Anyone who has spent any time listening to the radio this month has likely heard the warnings. Beginning next month, inattentive companies could pay a heavy price.

An aggressive campaign to curtail copyright infringement in the private and public sectors by the Business Software Alliance (BSA) has selected Atlanta as one of five cities targeted in this latest sweep. The BSA has put companies on notice that they will begin following leads shortly after a 30-day, self-imposed truce expires on July 31.

"Businesses that have unlicensed software on office computers are being given a golden opportunity to conduct a software audit and acquire the necessary licenses to get into compliance with copyright laws, risk free," said Bob Kruger, vice president of enforcement for BSA. "After Truce, it's back to business as usual."

In their reports, the BSA has also indicated that educational institutions are within the scope of their coverage. Rob Clark, director of Internal Auditing, has been monitoring the documentation of software licensing on campus for three years. "Yes, we see this as an area of risk. We are finding improvement is needed, and we are working with departments to recommend solutions going forward."

In reviewing other departments on campus, Clark cited few instances of outright copyright violations. Rather, it is tracking the software licenses that has occasionally proven to be problematic. Certain logistical impediments — departments that are dispersed across campus, for example — have contributed to that uncertainty.

"When we go in to examine what the procedures are in a particular department," Clark said, "we are looking for a process that keeps them compliant with the software licenses. We are suggesting that each unit police themselves as a part of ongoing effective management of their Information Systems assets. We provide the assessments to determine how effective those practices are."

To assist with this process, the Office of Information Technology, acting on its own initiative, is developing a template to conduct voluntary self-audits by departments, which they plan to test internally before making them available campuswide.

"Because software and how it's being used is becoming more of an issue industrywide, [OIT] got into a discussion of how we could set the example," said Linda Cabot, director of Customer Support at OIT.

The BSA acknowledges that almost all of their leads come from disgruntled employees who know that it is the employer who is ultimately held liable for copyright infringement.

Conducting a self-audit:

• Document the machine on which the software is installed.

• Keep a copy of the license for that machine.

• Keep documentation of purchase.

• Except in the case of a site license, only one license number per machine.

• Document removal of software when machines are sent to surplus.

Source: Internal Auditing

New leadership to focus on statewide initiatives, expansion of technology commercialization

John Toon
Research News and Publications

Georgia Tech's economic development initiatives have new leadership and an expanded mission to take advantage of technology commercialization opportunities for building Georgia's economy.

Wayne Hodges, who has served as director of Georgia Tech's Economic Development Institute (EDI) since 1993, is now associate vice president for Economic Development and Technology Ventures. Hodges leads an expanded initiative to help transform technology into new companies and new economic activity.

Three economic development units report to Hodges: the Economic Development Institute, the Advanced Technology Development Center, and a new technology commercialization group organized to move new technology into the marketplace.

Taking the helm as EDI's director is Rick Duke, who headed the organization's Center

Wayne Hodges will now oversee three economic development units.

for Economic Development Services (CEDS) for nine years. A member of the Georgia Economic Developers Association and board member of the American Economic Development Council, Duke also continues to lead CEDS in its mission of providing research, community development and professional development assistance statewide.

Larry Alford now directs EDI's Business and Industry Services unit, which provides technical assistance to Georgia industry in such areas as quality standards, information technology, energy management and process productivity. Alford, who previously managed the North District of EDI's statewide regional office network, succeeds David Clifton, who retired in March.

The new leadership and organization advance Tech's mission of serving industry, communities, economic development professionals and entrepreneurs — while putting new emphasis on technology commercialization, noted Provost Jean-Lou Chameau.

"Since its founding, Georgia Tech's mission has included economic development and

School of History, Technology and Society names new chair

Elizabeth Campell
Institute Communications
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Enhancing Ivan Allen College's reputation in the study of race and gender issues, Willie Pearson Jr. has been named chair of the School of History, Technology and Society effective August 1.

Pearson comes to Tech from Wake Forest University where he was professor of sociology and an adjunct professor in medical education at the university's school of medicine. Pearson is recognized nationally as a leading scholar in the sociology of science.

"Ivan Allen College is thrilled to attract an outstanding scholar of national prominence to enhance its growing reputation in the study of race and gender issues in science and engineering," said Sue V. Rosser, Dean of Ivan Allen College. "We are especially fortunate that he has a proven track record in administration and grantsmanship that will be valuable to the School of History, Technology, and Society, as well as the College."

Pearson is the author of six books and monographs and numerous articles and chapters. His books include "Black Scientists, White Society and Colorless Science: A Study of Universalism in American Science" (1985), co-editor of "Blacks, Education and American Science" (1989), and co-editor of "Who Will Do Science" (1994). Pearson's research focuses on the effects of ascriptive status on the career experiences and patterns of Ph.D. scientists, human resources issues in science and engineering, and science policy.

"Through the quality of its students, faculty, and administration, Georgia Tech has established itself as one of the nation's premiere universities," said Pearson. "I am delighted to be a member of the Ivan Allen College faculty. In particular, I am deeply honored to work with many of the world's leading historians and sociologists."

Pearson fills the School chair position left by Gregory Nobles, who will hold a Fulbright Professorship, the John Adams Chair in American History at the University of Amsterdam, in 2002, and will then return to campus as a professor.

Pearson serves and has served on committees, advisory boards, and panels at the National Institutes of Health, National Science Foundation, American Chemical Society, American Association for the Advancement of Science, Sloan Foundation, American Sociological Association, Sigma Xi, the National Research Council and the National Conferences on Undergraduate Research. Currently, he serves as a lecturer in Sigma Xi's Distinguished Lectureships Program and Chair, Committee on Science, Engineering and Public Policy, American Association for the Advancement of Science.

Pearson received his Ph.D. in sociology from Southern Illinois University in Carbondale in 1981. In 1993, he received Southern Illinois University's College of Liberal Arts' Alumni Achievement Award. He has held postdoctoral fellowships at the Educational Testing Service and the Office of Technology Assessment, U.S. Congress. Pearson completed his undergraduate education at Wiley College.

Willie Pearson

Georgia Tech

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service to Georgia industry as top priorities," said Chameau. "This new structure underscores our commitment to the state and demonstrates our interest in pursuing activities that will create jobs and new investment based on innovative technologies being developed in our research laboratories."

The effort is part of a growing national interest in commercial applications of technology research.

"There is more and more interest in commercialization by both public and private universities in the United States," Hodges noted. "We want to improve the chances that research done in Georgia will stay in Georgia. We want to improve the opportunities for Georgia companies with technology commercialized here."

Through ATDC and the new NASA Southeast Regional Technology Transfer Center (SERTTC), EDI provides expertise in wringing economic return from technology research, Hodges says. Nearly half of companies coming into the ATDC now have ties to research institutions.

"We want to be able to look for Georgia Tech research that can be used to develop new companies," he explained. "We are in a position to do that because of relationships we have with investors and experienced entrepreneurs. We've seen significant growth in the number of companies based around university research, and we think that is going to continue to grow."

> "THIS NEW STRUCTURE UNDERSCORES OUR COMMITMENT TO THE STATE AND DEMONSTRATES OUR INTEREST IN PURSUING ACTIVITIES THAT WILL CREATE JOBS AND NEW INVESTMENT BASED ON INNOVATIVE TECHNOLOGIES BEING DEVELOPED IN OUR RESEARCH LABORATORIES."
> —JEAN-LOU CHAMEAU, PROVOST

The new technology commercialization initiative merges three existing efforts:
• The Southeast Regional Technology Transfer Center (SETTC), a NASA-supported effort to commercialize technology developed for the space agency. The Center serves a nine-state region and three NASA centers: Kennedy Space Center in Florida, Marshall Space Flight Center in Alabama, and John C. Stennis Space Center in Mississippi.
• The Faculty Research Commercialization Program operated by the ATDC, which helps researchers move laboratory innovations into the commercial market, either through the launch of start-up companies or through technology licensing.
• Assistance to Tech students and faculty members who an have interest in forming new technology ventures. Providing early assistance to faculty and students will help maximize the economic return from investments in university technology.

Hodges noted that several local and national investment firms, including California-based Mohr, Davidow Ventures and Atlanta-based Cordova Ventures, will have offices in the ATDC's incubator facility so they can be close to new technology opportunities developing at Tech. Beyond company formation, commercialization activity also includes expanded efforts to market innovations developed at Tech to established companies.

For more information...
Economic Development Institute
http://www.edi.gatech.edu

New initiatives expand training for teaching assistants

Richard Hermes
Institute Communications and Public Affairs

With dual roles as both student and teacher, graduate teaching assistants must find a way to balance what is often a heavy load of coursework and independent research — and still find time to assist with undergraduate instruction. Nevertheless, a good TA can have a significant positive influence on an undergraduate's learning experience. Recognizing this, Georgia Tech has implemented several new programs that will make a difference for graduate teaching assistants (TAs), the professors they work with, and the students they instruct. They include a pilot TA training program in the School of Mathematics, web-based TA training modules, and a $1.5 million NSF-funded fellowship program that places graduate students in high school math and science classes to work with a "master teacher." In addition, new undergraduate and graduate TA positions will be added over the next 3 years.

President Clough made TA training a priority in his State of the Institute address last fall, and the Center for the Enhancement of Teaching and Learning (CETL) has spearheaded the initiative. Donna Llewelyn, director of CETL, points out that while Tech has made rapid progress in the area of TA training, demand for programs continues to grow.

"Tech has always been proud of the fact that we do not rely on TAs for undergraduate instruction as much as many of our peer research universities. That said, TAs are an integral part of the educational process, and it's extremely important that we give them the resources they need to do their best."

In Spring 2001, 500 students at Georgia Tech had the title of "teaching assistant." TAs have different responsibilities depending on department needs; however, out of that group, 112 actually served as the primary instructor for a course section.

"In my opinion, a TA can make or break the quality of a course," said Reagan Fountain, a sophomore mechanical engineering major. "Some TAs that I've had did an amazing job of connecting with students, but some could have used help on basic teaching techniques. The longer I'm here, the more thankful I am for the good TAs that I had in my first year."

William Robinson, a Ph.D. candidate in electrical and computer engineering, can relate to Fountain's perspective. After all, he points out, it wasn't very long ago that he was an undergraduate himself. But, he says, teaching well is easier said than done. "Until you get the opportunity to stand in front of a class and develop your own style, you're missing a valuable component of being an effective communicator," he said.

As part of the new Student and Teacher Enhancement Partnership (STEP) program, Robinson is one of twelve engineering and science graduate students that will spend their upcoming year partnered with local public high schools in Rockdale, DeKalb, and Fulton counties. Funded by a $1.5 million NSF grant, the program is based on the premise that the benefits will be mutual, with the graduate fellows acquiring teaching skills and local school districts gaining access to the fellows' technical expertise. In addition, Tech will learn more about how entering freshmen are prepared before they enroll.

If TA responsibilities vary widely across campus, so too do training efforts and tools for measuring TA effectiveness. Last year, the School of Mathematics piloted Tech's first comprehensive TA development seminar, offering sessions on topics such as teaching styles, academic honesty, issues for international TAs, and diversity. According to Llewelyn, the program provides a framework for professional development other schools at Tech can follow. In addition, CETL has developed Web-based TA training modules that could be used in conjunction with a program such as the one in the School of Mathematics, as a tool for departments that don't yet have any TA training in place, or for undergraduates who want to independently increase their teaching qualifications. (In Mathematics alone, half of the TAs were undergraduates in Spring 2001, though none taught lecture sections.) Employing WebCT software, 10 modules will cover topics such as getting students to interact, the honor code, gender equity, and student athletes. They will consist of simulated lectures, links to teaching resources, "what-would-you-do" scenarios which will eventually include videotaped situations, and questions that will test comprehension. Those who complete the course will receive a certificate, but the real proof of success will come in the classroom.

"If it means that my TA is in a better position to help me learn the material on differential equations, I'm all for it," Fountain said. "Students deserve excellent TAs, and the rigor of Tech demands it."

People

Wayne Book (School of Mechanical Engineering) has been named to the HUSCO/Ramirez Distinguished Chair in Fluid Power and Motion Control.

Ronald Bohlander (GTRI) has been elected to the Society of Manufacturing Engineers' (SME) College of Fellows.

Jim Coleman (GTRI) won the Leadership Award from the Armed Forces Communications and Electronics Association International.

Michael Amitay (GTRI) received the American Institute of Aeronautics and Astronautics best paper award for "Aerodynamic Flow Control Using Synthetic Jets" with A.M. Honohan and A. Glezer.

Reginald DesRoches (School of Chemical Engineering) has been selected by the National Academy of Engineers to participate in the upcoming Frontiers of Engineering program.

Richard Salant (School of Mechanical Engineering) has been named Georgia Power Distinguished Professor in Mechanical Engineering.

Terry Blum (College of Management) is one of the subjects of the July cover story of Business to Business magazine, profiling 15 Atlanta professionals and their impact on the city.

Dale Blair (GTRI) was named 2001 Young Engineer of the Year by the Institute of Electrical and Electronics Engineers Aerospace and Electronic Systems Society (IEEE AESS).

Suresh Sitaraman (School of Mechanical Engineering), along with two of his graduate students (Rajiv Raghunathan and Carlton Hanna), received the Best Paper of 2000 Award from the journal IEEE Transactions on Components and Packaging Technologies.

Ann Johnston Scott (College of Management) has been selected to serve as the Chair of the Board for the Graduate Management Admission Council for the coming year.

C.P. Wong (School of Materials Science and Engineering) recently received a Meritorious Achievement Award in Continuing Education from the Institute of Electrical and Electronics Engineers (IEEE).

Though each software licensing agreement is different, in general the purchaser has the right to load the software onto a single computer and make one backup copy. To break that agreement is to be in violation of federal law, with fines as high as $150,000 per work infringed.

According to a recent study commissioned by the BSA, Georgia has a piracy rate of 25.8 percent for business software, resulting in an estimated state tax loss of $48 million.

Begun nine years ago as a cooperative effort, BSA represents many of the industry's biggest players — Microsoft, Adobe, Apple, Macromedia and Symantec, among others — in protecting intellectual properties. A running counter on BSA's website estimates the economic impact of pirated software at more than $6 billion.

For more information...

Business Software Alliance
http://www.bsa.org