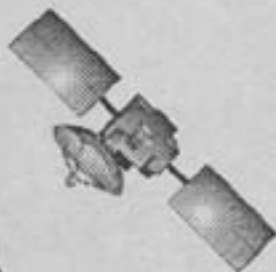


AHECTA



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ASSOCIATION of HIGHER EDUCATION CABLE TELEVISION ADMINISTRATORS

A large, dark-framed television set is centered on the page. The screen of the television displays the text 'MEMBER DIRECTORY' in a serif font. Behind the text is a detailed illustration of a coaxial cable connector, showing its braided shield and central conductor. The television has a control panel at the bottom with several buttons and a speaker grille.

MEMBER DIRECTORY

University of Massachusetts, Amherst



Summer, 1996

AHECTA

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A Brief Note from the Executive Director

*It is good to have an end to journey toward;
but it is the journey that matters, in the end.*
Ursula K. Le Guin

Those of you that have been with us from the start of the organization have seen us struggle as a group with how we define ourselves as cable television operators in Higher Education. We are far flung across our home campuses. We are a diverse group of administrators. Some of us hail from Student Affairs or Libraries, while there are those of us that call our home the Traditional Media Center or Office of Telecommunications. Very few of us have been lucky enough to have an administrative unit created solely for our own purpose on campus. We also must grapple each day with how our colleagues on our own campuses perceive what we do for our student population.

I personally have found solace in the idea that while those around me are concerned mostly with the process of education and its administration, my role on campus is outcome oriented. I work daily with a highly visible and tangible product that arguably contributes to the quality of life of the students that live in our residential system. While there are many reasons a student comes to a University, whether it be to learn, further their social life, or simply sit out four years while they decide how to spend the rest of life, their feedback tells me that the service I provide is a valuable part of the time they spend while living on campus. Over the years the hues and cries from faculty around cable television have subsided, and they now see our system as a way to enrich the time spent in the classroom, as opposed to a diversion. While my colleagues are still somewhat unsure around how I spend my workday, they understand that the service I am providing enriches the time students spend on campus. They now see that cable television is not simply entertainment, rather a vehicle to disseminate important information and ideas that touch the lives of our students.

It is with great pride then, that I am able to present this year's member directory. Our change of name from COCCOA to AHECTA is a reflection of our growth as an organization and an acknowledgment that we, as cable television operators, are a valuable part of the learning experience that is Higher Education in this country. I know you all share my commitment to the learning process.

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