

WV Higher Education Technology Conference 2015

This year's WVHETC conference was a great success! About 200 people attended the 2-day conference at the Waterfront Hotel and Morgantown Event Center.

Activities during the event were reported on Twitter (#wvhetc #revealthemagic) and Facebook (wvhetc). WVNET's Moises Cardenas lead a team of communications students from West Virginia University in a focused social media blitz which inspired other conference attendees to add their own updates. WBOY Channel 12 provided television coverage (see the broadcast here: <http://www.wboy.com/story/30367183/educators-come-together-for-technology-conference-in-morgantown>).



The conference began with workshops focusing on Blackboard Systems Administration and XE Registration for Banner. Here was an opportunity to get expert training at a fantastic price. Blackboard Learn and Ellucian Banner are products used by many institutions in West Virginia. We always offer relevant training in pre-conference sessions.

Our opening luncheon on Monday featured Dr. Corley Dennison of the West Virginia Higher Education Policy Commission who spoke about "Moving Forward: Higher Education in Transition". Dr. Dennison gave us an idea of the educational climate in West Virginia and thoughts about where we need to go to insure a promising future for our graduates.



The vendor exhibits at this conference are always fun and informative! Twenty-nine companies showed their latest technology and discussed solutions with conference participants. And of course, they had plenty of free give-away items. Also in the exhibitor area was a "Poster Session" where 13 presenters displayed posters about interesting topics to share with conference attendees. I was impressed with enthusiastic interaction between vendors, presenters and attendees.

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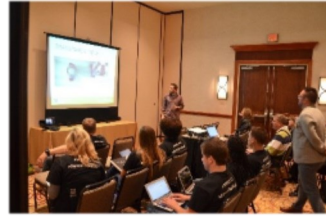
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WVHETC 2015 Continued...

Concurrent sessions are a focal point of the conference! The WVHETC offered 60 sessions on topics like analytics, networks, planning, pedagogies, teaching methods, best practices, tools, ethics, devices and gadgets, and many more. The sessions were presented by industry experts and people from institutions around West Virginia, offering a chance to learn new things and network with peers.



On Monday afternoon, Dr. Michael Adelman and Dr. James Nemitz of the WV School for Osteopathic Medicine did a presentation about The Use of Technology in Medical Education, showing many situations where medical students, EMS workers, rescue teams and others can participate in medical and first aid situations using robotics to simulate human bodies. Technology is increasingly being substituted for human patients in medical education.

Following their presentation, Drs. Adelman and Nemitz performed a magic show for an enthusiastic crowd. Adelman is an accomplished magician, and he hosts a popular children's television program called Abracadabra. The pair created magic tricks that engaged the audience, and also demonstrated a science experiment that linked everyone in the room with an electrical circuit.

On Tuesday, following a second round of concurrent sessions, we were treated to a show and tell discussion by Dr. Robbie Melton, Associate Vice Chancellor of Mobilization Emerging Technology for the Tennessee Board of Regents. Dr. Melton has the enviable job of evaluating cutting edge technologies of all sorts. She brought a large collection of gadgets, phones, watches, toys, tools and computers that we could test and discuss. A favorite device was the Oculus Rift virtual reality goggles which work with a cell phone to provide a 3-dimensional sight and sound experience. When I tried the Oculus Rift, I found the presentation very realistic, and was actually a bit stunned when I removed the goggles and returned to "reality." Dr. Melton had an amusing and down-to-earth way of looking at new technology and how it may impact our lives, and she was kindly received by conference attendees.



This year began a new WVHETC tradition of presenting Outstanding Service Awards to people who have gone above and beyond the call of duty to help higher education. A group of WVNET employees, Mary Stewart, Verne Britton and Jonathan Lynch received an award from Cindy Hart of West Virginia University. This team had jumped to the rescue and recovered a significant set of on-line courses that were nearly lost in a server crash. A separate article in this newsletter gives details of the situation. We work hard each year to present a worthwhile

conference to West Virginia educators. If you attended the WVHETC, we appreciate your participation. If you missed it, please consider it as you plan for 2016. *(Guest article by Mike Karolchik, Manager, WVNET Media Services)*

WVNET ATTENDS 2015 WVCCA & WVADE JOINT ANNUAL CONFERENCE

The West Virginia Community College Association and the West Virginia Association for Developmental Education hold an annual conference for professional development. This year's conference was hosted by BridgeValley Community and Technical College and located at the Embassy Suites hotel in Charleston, WV. WVNET participated as a sponsor, providing a mobile application for displaying and bookmarking session information and presenting a WVNET booth. Mike Karolchik, Randy Long, Barbara Long and Booker Walton (pictured) worked at the booth to meet attendees and find out how we can help them. We talked with nearly 100 people, many of them already knowing who we are. While most people were happy with the services we provide, we found some excellent opportunities to offer something new. It was wonderful to meet so many of the people we serve, and we are anxious to follow up with their ideas! We look forward to attending this conference next year!



FROM THE DIRECTOR

WVNET just finished another successful Higher Education Technology Conference. Almost 200 people attended including, for the first time, many WVU students who tweeted, posted on Facebook, and did lots of things which told the world about us and our conference.



And there was plenty to tell about too! Dr. Corley Dennison gave a very informative keynote speech during lunch that laid out the facts about where Higher Ed is in WV right now in a time of budget constraints. Dr. Mike Adelman did his magic show and many people brought their kids to see that fantastic act. Dr. Nemitz was there to assist him ably as Dr. Science. And a good time was had by all.

WVNET sponsored many, many breakout sessions featuring the latest and greatest new educational technologies. And numerous vendors were there to show of their newest educational software and hardware.

We got glowing reviews from the many attendees and were pleased to be of service to our schools and their hard-working IT staffs.

Thanks especially to Karen Saffron and the team for yet another wonderful conference!

CUSTOMER SATISFACTION SURVEY And this month's winner is...



K-12 school websites are an important source of information and details for local communities, as to what their children are doing when they are away from their parents for 8-10 hours a day during the normal school year. Parents and children alike come to rely on these websites as a first source of critical information, and their functionality and upkeep is critical not just to them, but teachers and administrators as well.

Each month, WVNET recognizes a customer who took the time to complete our Customer Service Survey to let us know how we are doing. We thank everyone who takes that extra few minutes to give us advice, kudos, or criticisms that can improve our service.

This month we would like to congratulate our winner, Nancy Martin, Technology Support Assistant with Pocahontas County Schools.

Nancy worked with our K-12 Web Development team, led by Uriah Sypolt, in getting several Pocahontas County school websites up and functional. She also gave some constructive thoughts to enhance our support and training, and was impressed by the willingness to help, commenting *"I love Uriah's enthusiasm!"*

Web hosting and development by WVNET for K-12 schools is free for all counties. The Department of Education has taken this expense to help schools cut some of their cost as they are looking for a new hosting provider. We also provide training sessions for counties at their request, and have already traveled to several counties to teach team how to maintain WordPress sites.

Uriah takes great pride in this work, mentioning, *"Even though long hours are involved, I come to work with a dedication to my customers and a smile on my face, knowing that I am giving help back to the K-12 community I was once a part of. It means something to me that I am providing a needed public service to technical administrators and teachers in counties all across the state of West Virginia."*

As always, at the end of each month, we will draw a winner, contact them by email and then send WVNET memorabilia in appreciation. Please complete our survey by looking within the incident email of any interaction that you have had with us. All comments are taken seriously and help to improve what we do on a daily basis.

Thank you, Nancy, and thanks again to all our customers who continue to shape and improve WVNET. *(Guest article by Booker Walton, III, Customer Resource Specialist, pictured.)*

HOW MUCH IS YOUR STOLEN DATA WORTH ON THE DARK WEB?



A new report reveals how much cyber criminals are willing to pay for stolen data on the dark web.

If you've ever had the misfortune to have your credit or debit card information stolen, or worse, your entire identity, you might have wondered — at least begrudgingly — how much the criminals receive when they sell the information they stole from you.

A new report has put a hard price on an individual data breach — and demonstrated just how cheaply cybercriminals sell off your sensitive stolen financial data.

The latest research reveals that credit and debit card information taken from unsuspecting individuals is often packaged up and sold for less than the price of a tank of gasoline on the black market. The report from Intel Security and McAfee Labs, titled *The Hidden Economy: The Marketplace for Stolen Digital Information*, shows that card information sells for as little as \$10 to \$40 to prospective buyers and cybercriminals.

The Dark Web: Where stolen information is commoditized

Cybercriminals can't sell your stolen data on eBay or Amazon. They use something called the "Dark Web". The Dark Web is the seedy underbelly of the Internet that search engines don't plumb and only people with certain software can access. It is a digital bazaar where everything from new identities to credit card numbers and even murder for hire, are for sale. It's far less risky to sell the accounts on the anonymous Dark Web market than to actually use the compromised financial details in transactions, and likely more profitable.

Credit card information isn't the only account information for sale. On the Dark Web online streaming services such as HBO NOW and HBO GO account credentials can be bought for less than \$10, while premium professional sports streaming services can be purchased for around \$15. A hotel loyalty account with 100,000 points has been spotted on sale for \$20.

It is interesting to note that the value of information in the underground market is rapidly changing. While the prices for credit and debit card, bank account, and personally identifiable information (PII) are dropping due to oversupply, the value of compromised Uber, online gaming and PayPal accounts is rising. PII is the data most likely stolen, followed by financial data. Retailers and banks tend to be popular cybercrime targets, but criminals understand that stealing health care records can be as valuable, if not more so. Financial data has a finite lifespan because it becomes worthless the second the customer detects the fraud and cancels the card or account. Most forums for such data have a high enough surplus of stolen payment cards that they have fire sales. But information contained in health care records has a much longer shelf life and is rich enough for identity theft. Social Security numbers can't easily be cancelled, and medical and prescription records are permanent. The FBI said recently criminals can sell health care information for as much as \$50 a record.

Tips to Reduce Your Risk

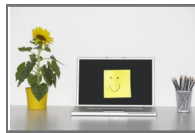
So what can you do to protect yourself? There are some obvious steps including never divulging your PIN (personal identification numbers) over the telephone.

- ◆ Don't click on any links in emails, instead type the link into your browser manually.
- ◆ Make sure your computer has up-to-date anti-virus software and a firewall installed.
- ◆ Create strong passwords and change them routinely. P@\$\$w0rd may seem like it's a clever password, but it is not. Instead make passwords that are long. The length will help to reduce the ability to decipher the password and adding special characters make it even harder to crack.
- ◆ If you receive an email from a known acquaintance that contains information that is not common from that person, contact that person directly to question the email.

(Guest article by WVNET staff members Steven White, Randall Long and Barbara Long)



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WVNET OUTSTANDING SERVICE AWARD



Cindy Hart, Director of WVU Online Programs, nominated Verne Britton, Jonathan Lynch, and Mary Stewart for the WVNET Outstanding Service Award. Ms. Hart described their above and beyond assistance this way:

A crashed server a few day before the semester starts is every administrator's worst nightmare. However, thanks to three outstanding people at WVNET, online classes started on time this summer. When the dated QuickTime server--with hundreds of critical multimedia files--failed just before the start of the summer semester at WVU, we were scrambling to save files and prepare for the first day of class. We turned to WVNET and Jonathan Lynch, Verne Britton and Mary Stewart (pictured) found a solution that did not require us to re-build courses. Not only did this save our staff hours of time, it literally saved the semester for the hundreds of students because we may have had to cancel some courses. That weekend, they spent hours loading files, testing files and working closely with our staff to make sure the embedded media files worked. When Monday arrived, the online courses were up and running and few knew that a crisis had been averted. Their support didn't stop that weekend as they checked in to ensure that classes were running smoothly. We can't say enough about their communication and professionalism. We are so grateful for their technical expertise. For all of those reasons, we want to recognize these "weekend warriors" for the outstanding service they provided to West Virginia University.



(Guest article by Cindy Hart, Director of WVU Online Programs)

WVASFAA FALL CONFERENCE

WVNET's Administrative Applications Software Specialist Senior Dianne Sisler recently attended the West Virginia Association of Student Financial Aid Administrators (WVASFAA) Conference.

WVASFAA's two conferences per year are primarily designed to keep professionals updated on federal and state programs with some attention to the technology used to administer those programs. I attended sessions presented by my colleagues from college financial aid departments and by Department of Education representatives who provide training that keeps financial aid officers abreast of complex and shifting regulations and policies. On the second day of the conference, I took my turn as a presenter, sharing information that will help staff members feel more comfortable with how Banner software functions.

(Guest article by WVNET staff member Dianne Sisler)