**Finding the Communication Sweet Spot:**

**Sending the Right Message, at the Right Time, to the Right Audience**

**March 17, 2014**

**Exercise #1**

In the first exercise, your table will review the following project update and rewrite it. Remember…

1) Omit needless words. 2) Don’t bury the lead. 3) Translate geek speak.

Scoring: Whichever table uses the fewest words wins!

All,

For many years, the campus network has been connected to multiple Internet providers to support the institution's ever growing consumption of Internet bandwidth while ensuring the highest level of availability in the event of an outage. At this moment, Internet connectivity for Illinois State is provided through circuits from Level 3 Communications and the ICN (Illinois Century Network) for a combined capacity of 279Mb/s (megabits per second). The University also maintains a separate 1Gb/s (gigabit per second) circuit through I-WIRE (Illinois Wired Infrastructure for Research and Education) to support access to a variety of networks such as Internet2 and many other national and international research networks.

Beginning in the spring of this year, plans have been underway to replace the Internet circuit from Level 3 as the contract for this service is due to expire at the end of October 2007. Using the connectivity provided through I-WIRE, a new contract for a replacement Internet circuit was sought. Following a competitive review, Cogent Communications was selected to provide it. The Cogent circuit will replace the existing 100Mb/s from Level 3 with a new 1Gb/s circuit. The existing 179Mb/s circuit from the ICN will remain in production. When complete, Internet capacity for campus will jump from 279Mb/s to 1179Mb/s. This change will more than quadruple the Internet capacity for the University creating new opportunities for instruction, learning, and research. This additional capacity is made possible by a drop in the per megabit cost as the result of leveraging access through I-WIRE.

With the end of October fast approaching, we are very quickly nearing the date for transitioning this new circuit from Cogent into service. To finalize this work, we will be introducing this circuit beginning at 6a on the morning of Wednesday, October 24. During this time, there may be brief disruptions of Internet service for campus as the new circuit is brought online and tuned while the old circuit from Level 3 is phased out. It is expected that this work will be completed by 7:30a. Once complete, I will send out a followup posting with additional information.

If you have any questions about this effort, please let me know.

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