The Case for Change

Glenn DuBois, Chancellor
Virginia’s Community Colleges
Blackberry

- Introduced widely in 2002 by RIM.
- 100 million have been sold to date.
- #1 selling smart phone in the United States.
- #2 in the world.
- For years, “Blackberry” was shorthand for “smart phone.”
Blackberry in the Oval Office

Obama's BlackBerry brings personal safety risks

by Chris Sophian

February 12, 2009 7:27 AM PST

When the mainstream media first announced Barack Obama's "victory" in keeping his BlackBerry, the focus was on the security of the device, and keeping the U.S. president's e-mail communications private from spies and hackers.

The news coverage and analysis by armchair security experts thus far has failed to focus on the real threat: attacks against President Obama's location privacy, and the potential physical security risks that come with someone knowing the president's real-time physical location.

Serial numbers
Before we dive in, let's take a moment to note that each mobile phone has a unique serial number, known as an IMEI, or MEID. This unique number is transmitted in clear text every time the phone communicates with a nearby cell tower. Thus, while the contents of a phone call or the data session (for e-mail) are usually encrypted, anyone with the right equipment can home in on a particular IMEI and identify the location of the source of that signal.

The most common device used to locate a phone by its IMEI is a "Triggerfish," a piece of equipment that is routinely used by law enforcement and intelligence agencies. This kind of device tricks nearby cell phones into transmitting their serial numbers and other information by impersonating a cell tower.

The devices, which are actually fairly low-tech, were used to hunt down famed hacker Kevin Mitnick back in the 1990s. Most interesting of all, according to Department of Justice documents, Triggerfish can be used to reveal a suspect's location "without the user knowing about it and without involving the cell phone provider."

The expensive brand-name Triggerfish devices, made by the Harris Corp., are sold only to government agencies. However, it is almost certain that foreign governments have similar technology. Furthermore, someone with a low budget could likely use the open-source GNU Radio platform, which can already decipher GSM signals, to roll their own...
Suddenly, Blackberry’s on the ropes

New BlackBerry is badly needed flagship for RIM

By PETER SVENSSON (AP) – 17 hours ago

NEW YORK — BlackBerrys still fly off the shelves. They still convey the message that their owners mean business — that they're people who are important enough to need e-mail access all the time.

But BlackBerrys are now being challenged by phones that say you can have your e-mail, and have fun, too.

Research In Motion Ltd., the maker of the BlackBerry, revealed a new phone Tuesday that says the company is still in the game, but it’s doing so by catching up to the competition rather than by breaking new ground.

The Torch will be RIM's first device with both a touch screen and the BlackBerry's signature full-alphabet keypad. It hits AT&T stores on Aug. 12 for $199 with a two-year contract.

Meanwhile, RIM is scrambling to deal with suspicion from foreign governments threatened by the very thing that's made the phones such a success in the corporate market — the assurance that a user's e-mail is private.

The United Arab Emirates announced over the weekend that it would block BlackBerry e-mail, messaging and Web browsing services starting in October because authorities don't have enough access to communications from the devices. India is also pressuring the company for more access, but isn't explicitly threatening a shutdown.

The conflicts pit national security against corporate security, and BlackBerry is caught in the middle. The company is close-mouthed about the issue, hoping that quiet negotiations will resolve it, as it has in the past. At the same time, it is reassuring corporate customers that their e-mails are safe from snooping foreign governments.

RIM, which is based in Waterloo, Ontario, sold its 100 millionth BlackBerry this year. It's still the most popular smart phone in the U.S., ahead of the iPhone. It's been holding its own against Apple Inc.'s phone, but in the last year, a new challenger has zoomed out of nowhere to put a dent in its market share. Google Inc.'s Android software, used by several phone manufacturers, including HTC Corp. and Motorola Inc.
Competitors change the marketplace
Eroding Market Share

2010 2nd quarter smart phone sales in the U.S.:

Android 34%
Blackberry 32%
iPhone 22%
(prior to the release of iPhone4)

* According to the research firm Canalys
Blackberry’s creative thinking

2002

2007

August 2010
RIM's BlackBerry Torch: Not Hot Enough

Research in Motion's BlackBerry Torch doesn't have enough oomph to lure iPhone and Android users, according to the first round of impressions. However, the Torch will do the job at retaining existing BlackBerry users from defecting to competing smartphones. That's the consensus among tech pundits in the wake of RIM's BlackBerry Torch announcement Tuesday.

Available from August 12 for $199 with a two-year AT&T-exclusive contract, the BlackBerry Torch brings little innovation to the smartphone market. It has a 3.2-inch touchscreen display (with a 480-by-320-pixel resolution, low by today's standards set by the iPhone 4's Retina display), a 5-megapixel camera, 4GB of internal storage, and a 624MHz CPU (while most top smartphones use 1GHz processors).

[See Related: RIM BlackBerry Torch 9800: A Visual Tour]

The Torch brings two new developments to the BlackBerry platform: one is a typical ergonomic slide-out full QWERTY keyboards alongside the touchscreen, which is meant to match the user experience on iPhones and Android devices.

A Torch, a Candle, or a Flame?

RIM shares down 4% day after Torch unveiling

Shares in Research in Motion are down more than 4% on Wednesday, a day after the Waterloo-based tech giant unveiled the BlackBerry Torch, its much-anticipated answer to Apple's iPhone 4, in New York City.

Shortly after market open, RIM stock was down 4.2% to $54.40 on the Toronto Stock Exchange.

There is plenty of uncertainty surrounding RIM at the moment.

Investors are unsure if RIM's new smartphone, which boasts a touchscreen, slide and new operating system, will be enough to win back market share lost to the iPhone.

As well, RIM is facing possible bans of BlackBerry services in the United Arab Emirates and Saudi Arabia over security concerns. There are also reports of RIM striking a deal with the Indian government to provide authorities with technology to monitor e-mail services, which the company has denied.
Blackberry: a swing and a miss

Underwhelming BlackBerry spells doom for RIM

Looks like the smart phone industry's 800-pound gorilla is losing weight

By Wilson Rothman

On Tuesday, Research In Motion needed a miracle. It needed a fresh-faced BlackBerry and an operating system that made people say "whoa." Yet when it took the stage to unveil the BlackBerry Torch and the BlackBerry 6 operating system, one thing became clear: These were not heaven sent. This could very well mean the end for the BlackBerry.
Most BlackBerry owners want iPhone, Android

Nielsen study says 57 percent of U.S. BlackBerry users plan to switch

By Leslie Meredith

Millions of BlackBerry customers are poised to make the leap to iPhones and Android phones, according to a report today.

According to Nielsen Co., there are about 12 million potential BlackBerry deserters in the United States, which could cause concern for RIM on the eve of its BlackBerry 9800 launch.

More than half of BlackBerry owners say they’ll choose something other than a BlackBerry when they upgrade. Of that 57 percent, 29 percent would choose iPhone, 21 percent Android and the balance would choose another operating system like Windows Mobile.
Blackberry: What happened?

• Consumers want bigger, touch screens.
  • Blackberry’s dedicated to its keyboard.
• Consumers want HD screens on their phones.
  • Blackberry maintains low-res screens.
• Consumers want 3rd party applications.
  • Blackberry’s dedicated to proprietary programs.
Blackberry: What happened?

Blackberry’s reluctance to innovation is placing it in some dubious company.
Higher-Ed Is Ripe for Innovation!
We talk about “affordability.”

They talk about “getting a job.”

We talk about how many sections our instructors teach.

They talk about how many students their instructors reach.
They are not bound by our traditions.

“Zero to Bachelor’s in 2.5 years.”

Students at for-profit institutions account for 25% of all Pell Grant funds.
Dr. John Sperling
Let’s shape our future...
...before our future is shaped for us.

*More* students

*More* unprepared students

*Less* public funding

*More* public accountability

The call for *more* college graduates

*Achieve 2015*
More students

Historic Headcount Credit AY 1994 to AY 2010

281,243 credit enrollment
More students

VCCS associate degree graduates take an average of 4 years to complete their degree.

Over 30% of VCCS associate degree graduates take 5 or more years to complete their degree.

Are we doing enough to help them?
More students

Over one million Virginians 18 years or older had some college but had not completed a degree according to the 2006-2008 American Community Survey of the U.S. Census.
More students

In a sample of 164 applied associate degree programs representing a cross-section of VCCS institutions,

45% require 69 credit hours or more.
More unprepared students

Consistently over the last five years, nearly 50% of all recent high school graduates have demonstrated a need for developmental education.
More unprepared students

25%

The percentage of VCCS developmental education students who graduate or transfer in four years.
Math? English?

Too many students get stuck in **math** and drop out.

We’re going to change that and then move on to **English**.
Less public funding

State Support Declines as Enrollment Grows

- Projected
Less public funding

(It doesn’t look like this anymore.)
Gov. McDonnell is conducting three separate government reform panels – including one specifically focused on higher education.

Which of the following sentiments do you believe will guide the panels’ work?
"The state funding commitment to higher education historically has never been what I, for one, think it should be, and I think that's shared by many others," Sen. Ed Houck said. "But now we've only made it worse."

Houck, a Democrat, said that if Virginia's state universities are going to stay nationally ranked, “I think more funding is absolutely essential.”

-The Virginian Pilot
August 3, 2010
More public accountability

Del. Scott Lingamfelter, a Republican from Prince William County who also serves on the governor's panel, said the focus should be on cost containment, not revenue enhancement.

"Increasing taxes on the average family in Virginia at the same time you increase tuition is not a pretty picture," he said.

-The Virginian Pilot
August 3, 2010
The call for *more* college graduates

Five million additional American college graduates over the next decade

100,000 additional Virginia college graduates over the next 15 years.
College Graduation Leaders

1. South Korea
2. Canada
3. Russia
12. United States
Achieve 2015
Six Year Strategic Plan for Virginia’s Community Colleges

To contribute to the economic and civic vitality of the commonwealth and its international competitiveness, Virginia’s Community Colleges commit to increasing access to affordable education and training for more individuals so they acquire the knowledge and skills to be successful in an ever-changing global economy.

- **Access**
  Increase the number of individuals who are educated and trained by Virginia’s Community Colleges by 50,000 to an annual total of 423,000, with emphasis on increasing the number from underserved populations by at least 25,000 individuals.

- **Affordability**
  Maintain tuition and fees at less than half of the comparable cost of attending Virginia’s public four-year institutions, and increase the annual number of students who receive financial assistance through grants and scholarships by 36,000.

- **Student Success**
  Increase the number of students graduating, transferring or completing a workforce credential by 50%, including increasing the success of students from underserved populations by 75%.

- **Workforce**
  Double the annual number of employers provided training and services to 10,000, with a particular focus on high-demand occupational fields.

- **Resources**
  Raise at least $550 million in cumulative gifts and grants to support the mission of Virginia’s Community Colleges.

Virginia’s Community Colleges
achieve2015.vccs.edu
We are on the verge of greatness!

Thank you!