TO: Deans, Vice Presidents, Directors and Department Heads
FROM: Michael J. Mandl
DATE: July 25, 2005
SUBJECT: Emory Cellular Device and Safety Policies

As part of Emory’s strategic sourcing initiative to identify and implement non-labor cost savings opportunities, a study of expenses for cellular devices (i.e., cell phones and PDA’s) was conducted. This study showed that the number of devices used by Emory’s faculty and staff and the related costs have grown rapidly. More importantly, the study revealed opportunities to manage Emory’s cellular costs in a more efficient manner. Concurrent with the review of cellular costs, staff raised concerns related to the appropriate use of cellular devices.

To address the financial and safety-related issues raised during the review, we developed two new business policies regarding the appropriate and safe use of cellular devices used for Emory business.

The attached Emory Cellular Device Policy focuses on financial guidelines that employees assigned cellular devices, as well as their managers, should follow. This policy addresses the assignment of cellular devices, users’ financial obligations, and proper care for equipment. The attached Emory Cellular Safety Policy addresses safety precautions that should be observed while operating cellular devices while conducting University business and provides an overview of guidelines from the National Safety Council.

If you have any questions concerning these policies, please contact my office at (404) 727-6018 or Celeste Greenwell in Network Communications at 727-0219.

Thank you.

Enclosures (2)
MJM:me
EMORY UNIVERSITY
CELLULAR DEVICE USAGE POLICY

Purpose:

Cellular telephones and personal digital assistants (collectively “cellular devices”) can be an effective resource for Emory University’s employees to conduct University business. The cellular devices provided to employees by Emory, however, are a privilege and a cost of conducting University business. As such, employees who use phones paid for by Emory should do so in a reasonable and practical manner.

In general, cellular devices may be assigned to employees when the nature of their work requires wide mobility along with simultaneous access to the telephone/Internet network. Positions requiring Emory-supplied cellular devices should be documented within each department. All positions that require cellular service should be reviewed annually to ensure that the need continues to be justified.

Each department is responsible for choosing a rate plan from the University’s preferred cellular network provider(s) that is the most economical for the institution, with the individual’s and department’s needs and circumstances taken into account. The department should review monthly bills to monitor individual usage and adjust individual cellular plans as needed to ensure that the University receives the lowest cost at the appropriate quality and service levels.

Guidelines:

A. Availability

Individuals who require cellular telephone service to conduct University business must obtain approval from the dean or department head of their unit. All requests for cellular service should be in writing, specifying the type of device and the selected calling plan. Documentation should be maintained at the departmental level.

B. Usage Principle

The services paid for by Emory are to be used to conduct university business, following these basic principles.

1. Emory resources should not be used for personal matters.
2. In light of job-related responsibilities, determine a reasonable number of voice-plan minutes per month needed to conduct business and then select the lowest-cost plan to accommodate that need (e.g., if reasonably business usage is 500 minutes and plan choices are 400, 800 or 1200 minutes, select the 800-minute plan). This guideline applies equally to data plans.
3. Extensions to a business plan should not be added to accommodate personal use and personal use above a plan’s limits must be reimbursed to Emory.

Approved by the Executive Vice President for Finance and Administration (July 2005)
Where a reasonable business plan can accommodate personal use (up to the plan’s allotted limit), then personal use of the cellular device may occur.

4. Acquisition of downloaded fee based services, such as games, ring tones, screen savers, etc., should not occur unless a business need can be justified.

C. Control

Employees are responsible for safeguarding all cellular devices that are assigned to them. Lost or stolen equipment must be reported immediately to the employee’s department. Loss or damage due to negligence is the responsibility of the employee. All devices that are used to connect to Emory’s network are bound by all applicable Emory network and computer policies, including those described on the NetCom and ITD web pages.

D. Return of Equipment

When employment with Emory ends, an employee must return University-owned cellular devices and all University paid accessories to his or her supervisor.

E. Use of Personal Cellular Service for Business (i.e. non-Emory provided)

Business calls made from personal cellular telephones may be reimbursed at the average cost per minute of the University-preferred cellular provider(s), currently 7 cents per minute, unless actual charges are able to be determined. An employee may request reimbursement monthly, but must submit a copy of the cellular device bill with business-related calls denoted. If an employee’s reimbursements are greater than the cost of an Emory plan for a University-owned cellular device, then the employee should convert to an Emory plan at the expiration of his/her contract.

F. Areas of Restricted Use and Restricted Information

Emory employees may not use wireless devices in areas on campus where such usage is prohibited (e.g., operating rooms, hospital nurseries, emergency rooms). Sensitive or restricted information, including privileged business information and protected health information stored on cellular devices, must be encrypted. Password protected, non-encrypted storage generally does not provide adequate security.

G. Departmental-Specific Policies

Departments may choose to implement additional usage restrictions as appropriate to their needs, as long as those restrictions are in the best interest of Emory and do not conflict with these guidelines and policies.

H. International Usage

Unless rate plans provide for reduced international calling, those who are required to travel internationally should investigate less expensive ways to conduct University
business where reasonable, effective and possible, including using land lines where appropriate or international calling cards through preferred vendor relationships.
EMORY UNIVERSITY
CELLULAR DEVICE SAFETY POLICY

All employees should follow proper safety precautions while driving and speaking on a cellular phone or Personal Digital Assistant (collectively “cellular devices”). The safest policy is that Emory employees should refrain from speaking or using a cellular device while driving, unless absolutely necessary.

If an employee does conduct phone business while driving, he or she should review safe driving material from approved telecommunications carriers. Below are key safety guidelines to remember while driving:

- Give driving your full attention. Keep your eyes on the road.
- Use hands-free accessories to allow both hands to remain on the wheel.
- Assess road conditions before making or receiving each phone call.
- Let voicemail pick up when it is inconvenient to answer the phone.
- Program your frequently dialed numbers into your device for speed dialing.
- Position phone where it is easy to see and reach.

The National Safety Council emphasizes that driving safely must take precedence over making or taking a phone call while driving. When on the road, you should concentrate on safe and defensive driving, not on making phone calls.

The National Safety Council offers these safety tips about cellular devices:

- Become familiar with how to use the cellular device. Read the user’s manual and practice using the different features.
- Assess the traffic situation before placing or receiving calls, making sure you are fully aware of road and vehicle distractions.
- The safest dialing method is to dial phone numbers while stopped.
- Most frequently used numbers should be set up in the speed dial function that is now available on most devices. Voice activation is available on some devices.
- Explain to the person with whom you are speaking that you are on your cellular device and driving, so that they are prepared if you have to end the call abruptly.
- Observe all traffic signs and signals and observe posted speed limits. Drive in the slow traffic lane in case you need to pull over to complete a call.
- Don’t take notes while driving. If possible, use a memo or voicemail function to make a note to yourself.