

POSTSECONDARY ELECTRONIC STANDARDS COUNCIL



# S PONSORSHIP 2022

– 25<sup>TH</sup> ANNIVERSARY –

**PESC**<sup>®</sup>  
WWW.PESC.ORG

**RECOGNIZED. RELIABLE. RESPECTED. PROVEN.**

## **STANDARDS**

**SPONSORS HELP MAKE STANDARDS FREE & OPEN**  
FOR EVERYONE AROUND THE WORLD!

## **SERVICES**

**SPONSORS HELP DEVELOPMENT & HOSTING OF SERVICES**  
LIKE EDExchange & GEO CODE!

## **SUMMITS**

**SPONSORS HELP CONVENING & HOSTING OF SUMMITS**  
WITH A COMMUNITY NETWORK SPANNING 3 CONTINENTS!

## **SOCIAL MEDIA**

**SPONSORS HELP EXTENSIVE INFORMATION DISTRIBUTION**  
AROUND THE WORLD VIA LINKEDIN, FACEBOOK & TWITTER

**SUPPORT THE EFFORT.**

**SUPPORT THE COMMUNITY.**

**SPONSOR PESc!**

*Sign Up  
Today!*



# Welcome to PESC!

**PESC FOUNDED  
IN 1997**

**25 YEARS OF  
DATA SUMMITS,  
GROUPS & EVENTS**

**OUTREACH ACROSS  
AUSTRALIA, CHINA,  
CANADA, EUROPE,  
INDIA & USA**

**STANDARDS USED  
ACROSS HIGHER ED,  
APP CENTERS,  
HUBS & CATs**



**On behalf of PESC's Board of Directors & Members, I am pleased to present PESC's 2022 Sponsorship Application & Agreement!**

Hundreds of millions of students throughout the United States of America, Canada, and around the world have been supported by PESC Approved Standards since our founding in 1997.

From British Columbia to Nova Scotia, to Stanford University and all 114 of the California Community Colleges (alone serving 2.1 million students), to National Student Clearinghouse and Parchment (among many others) – all users of PESC Approved Standards, PESC is fulfilling its mission of fostering open, transparent collaboration; solving common, industry-shared problems; and bringing much needed clarity and cohesion to the education ecosystem.

Built by Members, PESC Approved Standards are solid, proven and implemented across almost every state in the US and province in Canada. PESC events and Data Summits at which top leaders, best practices and emerging technologies are highlighted and featured, have been held annually since the beginning.

Now in 2022, we celebrate our 25<sup>th</sup> year anniversary!

**Please help support our 25<sup>th</sup> Anniversary and sponsor PESC today!**

By sponsoring and investing in PESC, your organization signifies to the education community at-large a special commitment to this mission and to the greater common good of ensuring student and learner achievement. Under PESC promotion, we market your organization's brand in our activities, events, groups, online communications and global outreach.

PESC's comprehensive outreach is far and wide across PK20W, admissions, registrar, financial aid, education technology, data, research, learning, government, policy, privacy and credentialing communities. The neutral, trust environment, created by PESC, is a critical component – what we are doing together is working, and should continue.

Please consider Sponsoring PESC today! If you have any questions, please contact our Membership Services Director Jennifer Kim at 202-261-6516 or at [jennifer.kim@pesc.org](mailto:jennifer.kim@pesc.org).



*Michael D. Sessa*

MICHAEL D. SESSA  
PESC PRESIDENT & CEO  
[michael.sessa@pesc.org](mailto:michael.sessa@pesc.org)  
[www.linkedin.com/in/michaelsessa](https://www.linkedin.com/in/michaelsessa)  
[www.facebook.com/pescupdates](https://www.facebook.com/pescupdates)  
[www.twitter.com/pescupdates](https://www.twitter.com/pescupdates)  
202.261.6516



# Who We Are

## ➤ WHO WE ARE

Established in 1997 at the National Center for Higher Education and headquartered in Washington, D.C., PESC is an international, 501(c)(3) non-profit, community-based, umbrella association and education data standards-setting body comprised of data, software & technology service providers; schools, districts, colleges & universities; college, university & state/provincial systems; local, state/provincial and federal government offices; professional, commercial & non-profit organizations; non-profit associations & foundations.

## ➤ OUR MISSION

To lead the establishment and adoption of trusted, free & open data standards across the education domain.

## ➤ GOALS OF THE MISSION

Through open, transparent community participation, PESC enables cost-effective connectivity between data systems in order to accelerate performance and service, to simplify data access and research, and to improve data quality along the learner lifecycle. PESC promotes student-and learner centric design and data modeling, hub and spoke models, federated identity, and similarly proven models of interoperability; and fosters open, transparent collaboration across global education and learning sectors. PESC APPROVED STANDARDS improve institutional performance and data quality; simplify access and reduce cost; and enable sustainable best practices and innovative solutions that streamline emerging technologies and disparate information systems.

## ➤ PESC TECHNOLOGY

PESC Technology, Services & PESC APPROVED STANDARDS are community-sourced & driven by PESC serving as an incubator to pilot and launch data standards using an open, transparent and collaborative process; & serving as an open data standards-development and open data standards-setting body governing resource mapping and maintenance of education eco-system taxonomies, schemas & shared code sets in various technologies (EDI, XML, PDF, JSON) produced as PESC APPROVED STANDARDS. PESC APPROVED STANDARDS are platform and application neutral; adopted and integrated in systems, networks, applications, products and services; support a transaction or business process, and; can be implemented or used one independently from another.

## ➤ OUR VISION

PESC envisions global connectivity within the Education domain, supported by a trustworthy, inter-connected network built by and between communities of interest in which data flows digitally and seamlessly from one community or system to another and throughout the entire ecosystem when and where needed without compatibility barriers but in a safe, secure, reliable, legal, and efficient manner.

## ➤ ABOUT PRIVACY

While PESC promotes the implementation and usage of data exchange standards, PESC does not set (create or establish) policies related to privacy and security. Organizations and entities using PESC APPROVED STANDARDS and services should ensure they comply with FERPA, GDPR and all local, state, federal and international rules on privacy and security as applicable.

COLLEGES &  
UNIVERSITIES

GOVERNMENT  
AGENCIES &  
NON-PROFITS

SERVICE  
PROVIDERS &  
VENDORS

ASSOCIATIONS,  
BOARDS &  
FOUNDATIONS



# About Us

## STANDARDS

## SERVICES

## SUMMITS

## SOCIAL MEDIA



OUR GROUPS	OUR STANDARDS	OUR PARTNERS
BOARD OF DIRECTORS	ADMISSIONS APPLICATION	AACRAO
CANPESC	COLLEGE TRANSCRIPT	A4L COMMUNITY
EdEXCHANGE	COURSE INVENTORY (CATALOG)	APEREO
GEO CODE	CREDENTIAL & EXPERIENTIAL LEARNING	ARUCC
JSON TRANSCRIPT WORKGROUP	ePORTFOLIO	CEDS
JSON/JSON-LD TASK FORCE	HIGH SCHOOL TRANSCRIPT	CREDENTIAL ENGINE
STANDARDS FORUM FOR EDUCATION	PDF ATTACHMENT	DSU
	TEST SCORE	DXTERA
		EMREX
		EWP
		GDN
		HR OPEN STANDARDS
		NATIONAL FORUM ON EDUCATION STATISTICS
		SHEEO
		T3 INNOVATION NETWORK

# Board of Directors

**RICK SKEEL**

PRODUCT MANAGER, ELLUCIAN  
CHAIR

**MONTEREY SIMS**

DIRECTOR OF ADMISSIONS & EVALUATION, UNIVERSITY OF PHOENIX  
VICE CHAIR

**KRISTI BLABAUM**

SYSTEMS INTEGRATION ANALYST, ASCENDIUM EDUCATION, NASLA  
TREASURER

**DAVID K. MOLDOFF**

FOUNDER & CEO, ACADEMYONE  
SECRETARY

**W. MATT BEMIS**

ASSOCIATE REGISTRAR, UNIVERSITY OF SOUTHERN CALIFORNIA

**RUTH BLADES**

EXECUTIVE DIRECTOR, COUNCIL ON ADMISSION & TRANSFER FOR NOVA SCOTIA

**DOUG FALK**

VP & CIO, NATIONAL STUDENT CLEARINGHOUSE

**WILLIAM BRYANT FAUST**

ASSOCIATE DEAN AND REGISTRAR, JOHNS HOPKINS UNIVERSITY, AACRAO

**JAMES KELLY**

PRINCIPAL, JIM KELLY TECHNOLOGIES

**MICHAEL D. SESSA**

PRESIDENT & CEO, PESC

**FRANCISCO VALINES**

DIRECTOR OF FINANCIAL AID, FLORIDA INTERNATIONAL UNIVERSITY

**JASON WEAVER**

HEAD OF PRODUCT, PARCHMENT

**VIVIAN W. WONG**

GROUP VICE PRESIDENT, ORACLE HIGHER EDUCATION DEVELOPMENT

ELECTED

BY

PESC

MEMBERS



# Data Summits

MEMBER  
DRIVEN

--

COMMUNITY  
SOURCED

--

OPEN &  
TRANSPARENT



**APRIL 2022**

WASHINGTON, D.C.

APRIL 25-27, 2022



**OCTOBER 2022**

VANCOUVER

TBD

## *As an Annual Sponsor*

Join as an Annual Sponsor or Upgrade to the next Annual Level!

**- SILVER    - GOLD    - DIAMOND    - PLATINUM**

Support all PESC activities and events in ONE Annual Sponsorship!

In ONE Annual Year-Round Sponsorship, PESC provides high, prominent visibility of your organization on the PESC website, in all social media (LinkedIn, Twitter, Facebook), in all major announcements, in all marketing & communications, in all registration emails & programs, in all newsletters & press releases, at all exhibitions & speaking engagements, and at the April 2022 & October 2022 Data Summits!

## *As a Data Summit Sponsor*

Join as a Data Summit Sponsor or Upgrade to an Annual Level!

**- REGISTRATION   - KEYNOTE   - LUNCH   - RECEPTION   - PREMIER**

Choose your favorite & join in celebrating PESC's 25<sup>th</sup> year anniversary.

Choose one or more – mix & match – to Sponsor PESC's Data Summits or upgrade to an Annual Level! As a Data Summit Sponsor, PESC provides high visibility of your organization on the Summit website(s), in all social media (LinkedIn, Twitter, Facebook), in all major announcements, in all marketing & communications, in all registration emails & programs, in all newsletters & press releases, at all exhibitions & speaking engagements, related to the April 2022 Data Summit in Washington, D.C. and/or the October 2022 Data Summit in Vancouver!

New this year, is the opportunity to Sponsor CanPESC's Annual Meeting held in conjunction with the October 2022 Data Summit and hosted by EducationPlannerBC in Vancouver!





















**Through PESC's comprehensive outreach, communications & social media platforms, and Data Summits, your organization will reach thousands in education technology around the world!**





# Application Form & Agreement

To sponsor PESC, please complete this Form, and send it along with a check or payment in U.S. Dollars to: "PESC", 1250 Connecticut Avenue NW, Suite 700, Washington, D.C. 20036. For ACH payment, PESC Tax ID #52-2179499; Routing #054001204; Account #001920044048; Bank of America, 3 Dupont Circle NW, Washington DC 20036, 202.624.4370. Organizations can also sponsor certain other activities and events. For more information, please contact Jennifer Kim at 202.290.1158 or [jennifer.kim@pesc.org](mailto:jennifer.kim@pesc.org).

	GENERAL	SILVER	GOLD	DIAMOND	PLATINUM	
ANNUAL PROGRAM	 \$1,000+	 \$5,000	 \$10,000	 \$15,000	 \$25,000	
	GENERAL	REGISTRATION	KEYNOTE	LUNCH	RECEPTION	PREMIER
APRIL 2022 DATA SUMMIT	 \$1,000+	 \$2,500	 \$3,500	 \$5,000	 \$7,500	 \$15,000
CANPESC	 \$1,000+	NA	NA	 \$5,000	NA	NA
OCTOBER 2022 DATA SUMMIT	 \$1,000+	 \$2,500	 \$3,500	 \$5,000	 \$7,500	 \$15,000
BOTH DATA SUMMITS = ANNUAL PLATINUM					 \$25,000	

In sponsoring PESC, my company and its employees, contractors and affiliated parties and I agree to abide by PESC's Guidelines, Terms & Conditions of Use, and Intellectual Property (IP) Policy & User Agreement.

ORGANIZATION NAME	ORGANIZATION WEBSITE
CONTACT PERSON NAME	CONTACT PERSON TITLE
CONTACT PERSON PHONE	CONTACT PERSON EMAIL
SPONSORSHIP AMOUNT (\$)	SIGNATURE/DATE





**IN 2022 PESC MOVES FORWARD &  
CELEBRATES ITS 25<sup>TH</sup> ANNIVERSARY  
but we're leaving our empty boxes behind**

**See our new logo & find out more at  
[www.pesc.org](http://www.pesc.org)**

# PESC SPONSORS

PAST

AND

PRESENT



**ACADEMYONE <sup>2</sup>**

**ACEI – ACADEMIC CREDENTIALS <sup>3</sup>  
EVALUATION INSTITUTE**

**AES**

**APOLLO GROUP**

**ASA – AMERICAN STUDENT ASSISTANCE**

**CITIBANK**

**COLLEGE BOARD**

**COLLEGE SOURCE**

**COMMON APPLICATION**

**CONNECTEDU**

**CREDENTIALS SOLUTIONS**

**PESC<sup>®</sup>**

# PESC SPONSORS

PAST

AND

PRESENT



DATATEL

DEGREE**D**ATA

DECISION ACADEMIC

DIGITARY <sup>1</sup>

ECE – EDUCATIONAL <sup>2</sup>  
CREDENTIAL EVALUATORS

ED**F**INANCIAL

EDUCAID

EDUSTRUCTURES

ELLUCIAN

ELM RESOURCES



# PESC SPONSORS

PAST

AND

PRESENT

**ESCHOLAR**

**ETS – EDUCATIONAL TESTING SERVICES**

**HARBINGER**

**ITSA**

**JENZABAR**

**KNEXT**

**LSAC – LAW SCHOOL  
ADMISSION COUNCIL**

**NASFAA – NATIONAL ASSOCIATION OF  
STUDENT FINANCIAL AID ADMINISTRATORS**

**NASLA – NATIONAL ASSOCIATION<sup>2</sup>  
OF STUDENT LOAN ADMINISTRATORS**



**NCHELP – NATIONAL COUNCIL OF  
HIGHER EDUCATION LOAN PROGRAMS**

**NATIONAL STUDENT CLEARINGHOUSE <sup>1</sup>**

**NATIONAL TRANSCRIPT CENTER**

**NCS**

**NCS PEARSON**

**NELNET**

**OCAS**

**ORACLE**

**PARCHMENT <sup>1</sup>**

**PEARSON**

**PESC  
SPONSORS**

**PAST**

**AND**

**PRESENT**



# PESC SPONSORS

PAST

AND

PRESENT

**PEOPLESOFT**

**RAMS**

**REDLANTERN**

**REGENT**

**SALLIE MAE**

**SCIENCEWISE.COM**

**SIFA – SCHOOLS INTEROPERABILITY  
FRAMEWORK ASSOCIATION**

**SCT**

**SLSA – STUDENT LOAN  
SERVICING ALLIANCE**



# PESC SPONSORS

PAST

AND

PRESENT

**SMART CATALOG**

**SUNGARD HIGHER EDUCATION**

**UNIVERSITY OF CALIFORNIA  
SAN FRANCISCO**

**UNIVERSITY OF MIAMI**

**USA FUNDS**

**USA GROUP**

**U.S. DEPARTMENT OF EDUCATION**

**XAP**

- 1 *CURRENT DIAMOND SPONSOR*
- 2 *CURRENT SILVER SPONSOR*
- 3 *CURRENT DATA SUMMIT SPONSOR*

