



ELECTIONS

BOARD OF DIRECTORS

PROXY BALLOT AND NOMINEE BACKGROUND

March 26, 2018



PROXY BALLOTS MUST BE
RECEIVED IN PESC'S OFFICES
BY 5:00PM PST
APRIL 13, 2018



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PROXY BALLOT

BOARD OF DIRECTORS

ELECTIONS FOR PESC'S BOARD OF DIRECTORS WILL BE HELD IN-PERSON

during the 20th Annual PESC Spring Membership Meeting Thursday May 3, 2018 from 5.30pm - 6pm EST at the Dupont Circle Hotel in Washington, D.C. PESC Membership meetings are open to all PESC Members & with prior notification, other interested parties.

THIS OFFICIAL PROXY BALLOT ALLOWS MEMBERS, WHO MAY NOT BE ABLE TO VOTE AT THE ELECTIONS IN-PERSON, THE ABILITY TO CAST A VOTE NOW.

ALL MEMBERS are encouraged to submit a PROXY BALLOT and may allow it to remain as the official ballot OR replace it by voting 'in-person' at the elections. This ensures a ballot has been cast and will be counted for each Member in case last minute emergencies (weather, flight delays, etc.) prevent voting at the elections 'in-person'.

Those nominees appearing on this ballot will have five minutes each to address the Members immediately prior to 'in-person' elections. Nominees, who may want to introduce themselves to PESC Members sooner as they may not be as familiar with the PESC Membership or who wish to communicate with Members over the coming weeks, may submit no more than two (2) communications (emails, letters, etc.) to the PESC office. In turn the PESC office will issue that nominee's communication(s) to the PESC Members over the PESC Member listserve. Nominees are able to communicate directly and independently with PESC voting members outside of this process.

NOTE THAT PESC DOES NOT ACCEPT 'WRITE-IN' CANDIDATES.

Due to specific bylaws requiring diversity, a slate of nominees is presented from which Members vote. At this time there are seven (7) nominees for six (6) Board of Director seats.

PLEASE VOTE FOR SIX (6) PERSONS:

- | | | |
|--------------------------|-------------------|----------------------------------|
| <input type="checkbox"/> | Rajeev Arora | Parchment |
| <input type="checkbox"/> | Mark Cohen | California Community Colleges |
| <input type="checkbox"/> | Liz Dietz | Workday |
| <input type="checkbox"/> | Doug Falk | National Student Clearinghouse |
| <input type="checkbox"/> | Rick Skeel | Ellucian |
| <input type="checkbox"/> | Francisco Valines | Florida International University |
| <input type="checkbox"/> | Vivian Wong | Oracle |

Member Organization:

Name of Person Voting:
(please print)

Signature:

Date:



NOMINEE BIOGRAPHIES | ELECTIONS | PESC BOARD OF DIRECTORS

RAJEEV ARORA

Incumbent

SENIOR VICE PRESIDENT, PRODUCT & SUPPORT, PARCHMENT

Rajeev has 27 years of sales, marketing, and product development experience in the software and internet industries. As Senior Vice President of Product & Support at Parchment, Rajeev Arora is responsible for leading global product strategy, architecture and design. Rajeev also oversees the product development, quality assurance, hosting infrastructure, SaaS operations, customer support and training teams. In August 2016, Rajeev was selected by the Department of Education to serve as a member of the national Technical Working Group charged with transforming higher education through technology through the expansion of the 2016 National Education Technology Plan.

Rajeev currently serves on the Board of Directors for the Postsecondary Electronic Standards Council (PESC). Formerly, Rajeev served as President and was part of the founding team for TiE-Arizona – the Arizona chapter of The Indus Entrepreneurs as well as the Board of Directors of The Arizona Software Association (now the Arizona Technology council).

Prior to joining Parchment, Rajeev was Vice President of Marketing and Strategy at Elluminate which was acquired by Blackboard where he continued as Vice President of Marketing and Strategy for Blackboard Collaborate.

Prior to Elluminate, Rajeev served as Vice President of Product Marketing at Viasoft (now ASG Software), where he was responsible for launching the company's PC software business unit from concept to sales of over \$75M within 18 months.

Rajeev holds a B.S. in Electrical Engineering from Rensselaer Polytechnic Institute and a M.S. in Engineering Management from Santa Clara University.

MARK COHEN

PRODUCT MANAGER, CALIFORNIA COMMUNITY COLLEGES TECHNOLOGY CENTER

Throughout my career in education technology I have been a proponent of interoperability and the exchange of standards-based electronic data: and would be honored to serve on PESC's Board of Directors representing the California Community Colleges Technology Center.

Funded by a grant from the California Community Colleges Chancellor's Office, the CCC Tech Center coordinates the work of systemwide technology projects across California's 114 community colleges, the largest system of higher education in the world. A longtime PESC member, the CCC Tech Center has contributed to and helped lead a number of PESC initiatives.

As a Product Manager at the CCC Tech Center, I am the product owner eTranscript California and other transcript related initiatives. eTranscript California (formerly known as CCCTran) is a statewide electronic transcript exchange supporting the request and delivery of electronic transcripts across all of California's postsecondary systems, and is a past winner of PESC's Best Practices award.

Prior to joining the Tech Center, I served as SVP Market Strategy and Chief Security and Privacy Officer at Parchment, a company that I Co-Founded as Docufide in 2003. At Parchment I led product development for the company's first 10 years, later leading new initiatives and supporting Parchment's growth beyond transcript exchange.

During my 13 years as a PESC member, I have Co-Chaired the Education Records User Group (ERUG) and CDS Taskforce, participated in the workgroup that developed the HS XML transcript schema, and currently serve as Co-Chair of the EdExchange workgroup and Advisory Board. I had previously had the honor of serving on PESC's Board of Directors representing Parchment from 2014-2015.



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LIZ DIETZ

VICE PRESIDENT, STUDENT STRATEGY & PRODUCT MANAGEMENT, WORKDAY

Liz Dietz is vice president of student strategy and product management at Workday, responsible for strategy, design, and product management of Workday Student.

Liz has more than 30 years of experience in designing, building, marketing, and supporting innovative software solutions in the education market, and has been an active advocate and supporter of electronic standards. Prior to joining Workday in 2013, Liz served as vice president for higher education at CedarCrestone, establishing its Higher Education Workday Practice. Prior to CedarCrestone Liz served as president and CEO for Xap Corp., where she stewarded the development of Xap's secondary and postsecondary transcript exchange network and led the acquisition of Bridges Transitions. While at Xap her team chaired the PESC XML Application for Admission Standard.

Prior to Xap, Liz was vice president/general manager of the Campus Solutions Product Division at PeopleSoft where again she and her team were early supporters of PESC, providing resources to help define the early XML standards for the Admission Application, High School Transcript and College Transcript. Liz joined PeopleSoft via the acquisition of Campus Solutions, the software and consulting company she co-founded that developed PeopleSoft's student administration software products.

Liz also spent more than 10 years at the University of California, Los Angeles and Loyola Marymount University where she was responsible for designing, developing, and implementing student information systems, and served two years as associate director of Financial Aid.

DOUG FALK

Incumbent

CIO AND VICE PRESIDENT, NATIONAL STUDENT CLEARINGHOUSE

Doug Falk has served in technology leadership positions for 17 years at the National Student Clearinghouse, where he is currently Vice President and Chief Information Officer. As CIO, Doug provides vision and leadership for information technology initiatives that align with business goals to improve client responsiveness, quality, security and compliance, and cost effectiveness. He is responsible for providing leadership across multiple areas, including development, implementation and governance of information systems, enterprise architecture, information security, and technology infrastructure.

Prior to being named CIO, Doug was the Clearinghouse's long-time Vice President of Information Technology and CTO. He was instrumental in developing the Clearinghouse's Web-based application services and its data management capabilities. Doug has been a member of the PESC Board since July 2002, and is currently serving as Board Chair.

RICK SKEEL

Incumbent

DIRECTOR OF PRODUCT MANAGEMENT, ELLUCIAN

Rick has been a long time member of PESC as a member of the AACRAO SPEEDE Committee, as a member of Quali, and was on the Committee that formed the foundation for what became PESC. He has worked with national and community standards groups for more than 20 years through his work on SPEEDE. He was a member of the PESC Board since July 2005, for more than 9 years and had to step down from his position on the Board for one year because of a change in employment.

Rick worked at the University of Oklahoma for more than 38 years and retired from that institution at the end of October, 2012. He worked for the Quali Foundation for two years and is now working for Ellucian. Rick is very interested in returning to the PESC Board to continue the work he has been involved in for so many years, and believes his past experience as well as his new position give him a breadth of experience that is very valuable to the organization.



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FRANCISCO VALINES DIRECTOR OF FINANCIAL AID, FLORIDA INTERNATIONAL UNIVERSITY

Incumbent

Francisco has been involved in Student Financial Aid Administration for over 35 years at various large public Universities including the University of Florida, Texas Tech University, Washington State University, the University of Tennessee, Knoxville, The University of Maryland, College Park, and Florida International University. He is in his twelfth year as the Director of Financial Aid at Florida International University, a public research University with 54,000 students, a Law School and a Medical School. FIU is designated as a Hispanic Serving Institution and qualifies for the Title III and Title V exemptions for Title IV Aid matching requirements based on the size and ratio of its Pell Grant recipients.

Prior to coming to FIU, Francisco was the Associate Director of Financial Aid at the University of Maryland, College Park for 15 years. Francisco is currently serving on the PESC Board of Directors. He was the Federal Legislative Relations Chair for the Florida Association of Student Financial Aid Administrators (FASFAA) for the 2016-2017 Academic Year. He was also the 2013-2014 Chair of the NASFAA Technology Initiatives Committee. He has served on many NASFAA committees including the Reauthorization Task Force, Technology, Need Analysis, and College Access. He has presented at State, Regional, and National Conferences in such diverse areas as Technology in the Aid Office, Using Diversity in packaging financial aid, Gramm-Leach-Bliley as it applies to financial aid, Hot topics for Grad and Professional Financial Aid, Disaster Preparedness, BBAY Loans, and many others. Francisco has served on the PESC Board since July 2006.

VIVIAN WONG

GROUP VICE PRESIDENT, HIGHER EDUCATION DEVELOPMENT, ORACLE

Vivian W. Wong is a dynamic, outcome driven, and accomplished executive who brings a wealth of experience and talent in developing world-class software in leading global engineering teams. She is an excellent collaborator and communicator with strong leadership skills, with over 20 years' experience building on-premise, SaaS, and mobile products for PeopleSoft, Oracle, Taleo, ServiceMax, and TargetX.

As Group Vice President of Oracle Higher Education, Vivian currently leads the product development team at Oracle for higher education. Under her direction this team is building a next generation student information system - Student Cloud - which through its groundbreaking approach to empowering institutions and students globally will disrupt the industry.

Vivian is strategic, results-oriented and highly focused on customers' success. An expert at building, transforming and leading high-caliber teams, Vivian is talented at fostering an empowering, fun and collaborative environment to unleash the full potential of an organization. Vivian is a strong customer advocate; she ensures quality, usability, performance and scalability are always designed and built into the solutions she delivers.

Vivian is passionate about making the world a better place. For team bonding, she leads her teams to practice philanthropy. Among other personal and professional endeavors, she currently serves on the Board of Directors for IMS Global.