APPLICATION AND AGREEMENT 2022

SPONSORSHIP

POSTSECONDARY ELECTRONIC STANDARDS COUNCIL

– 25TH ANNIVERSARY –

PESC®

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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!

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

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SUPPORT THE EFFORT.

SUPPORT THE COMMUNITY.

SPONSOR PESC !

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Welcome to PESC!

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, Parchment and AcademyOne (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 25th year anniversary!

Please help support our 25th 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.

Michael D. Sessa

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PESC FOUNDED IN 1997

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25 YEARS OF DATA SUMMITS, GROUPS & EVENTS

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

—

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

**COLLEGES &
UNIVERSITIES**

—

**GOVERNMENT
AGENCIES &
NON-PROFITS**

—

**SERVICE
PROVIDERS &
VENDORS**

—

**ASSOCIATIONS,
BOARDS &
FOUNDATIONS**

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.

PESC®

STANDARDS

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SERVICES

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SUMMITS

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SOCIAL MEDIA

About Us

Our Groups	Our Standards	Our Partners
▪ Board of Directors	▪ Admissions Application	▪ AACRAO
▪ CanPESC	▪ College Transcript	▪ A4L Community
▪ EdExchange	▪ Course Inventory (Catalog)	▪ Apereo
▪ Gender Identity Task Force	▪ Credential & Experiential Learning	▪ ARUCC
▪ GEO Code	▪ ePortfolio	▪ CEDS (U.S. NCES)
▪ JSON Transcript Workgroup	▪ High School Transcript	▪ Credential Engine
▪ JSON/JSON-LD Task Force	▪ PDF Attachment	▪ DSU
▪ Standards Forum for Education	▪ Test Score	▪ DXtera
		▪ EMREX
		▪ EWP
		▪ GDN
		▪ HR Open Standards
		▪ National Forum on Education Statistics
		▪ SHEEO
		▪ T3 Innovation Network

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ELECTED

BY

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GROUP VICE PRESIDENT, ORACLE HIGHER EDUCATION DEVELOPMENT

PESC®

Data Summits

Thank You!

☑ April 2022

WASHINGTON, D.C.

APRIL 25-27, 2022

October 2022

VANCOUVER

OCTOBER 26-28, 2022

- PLUS - CanPESC
October 25, 2022
at EducationPlannerBC

MEMBER DRIVEN

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COMMUNITY SOURCED

--

OPEN & TRANSPARENT

PESC®

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 <u>ONE</u> Annual Sponsorship!

In <u>ONE</u> 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 & October 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 25th 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 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.

	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

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