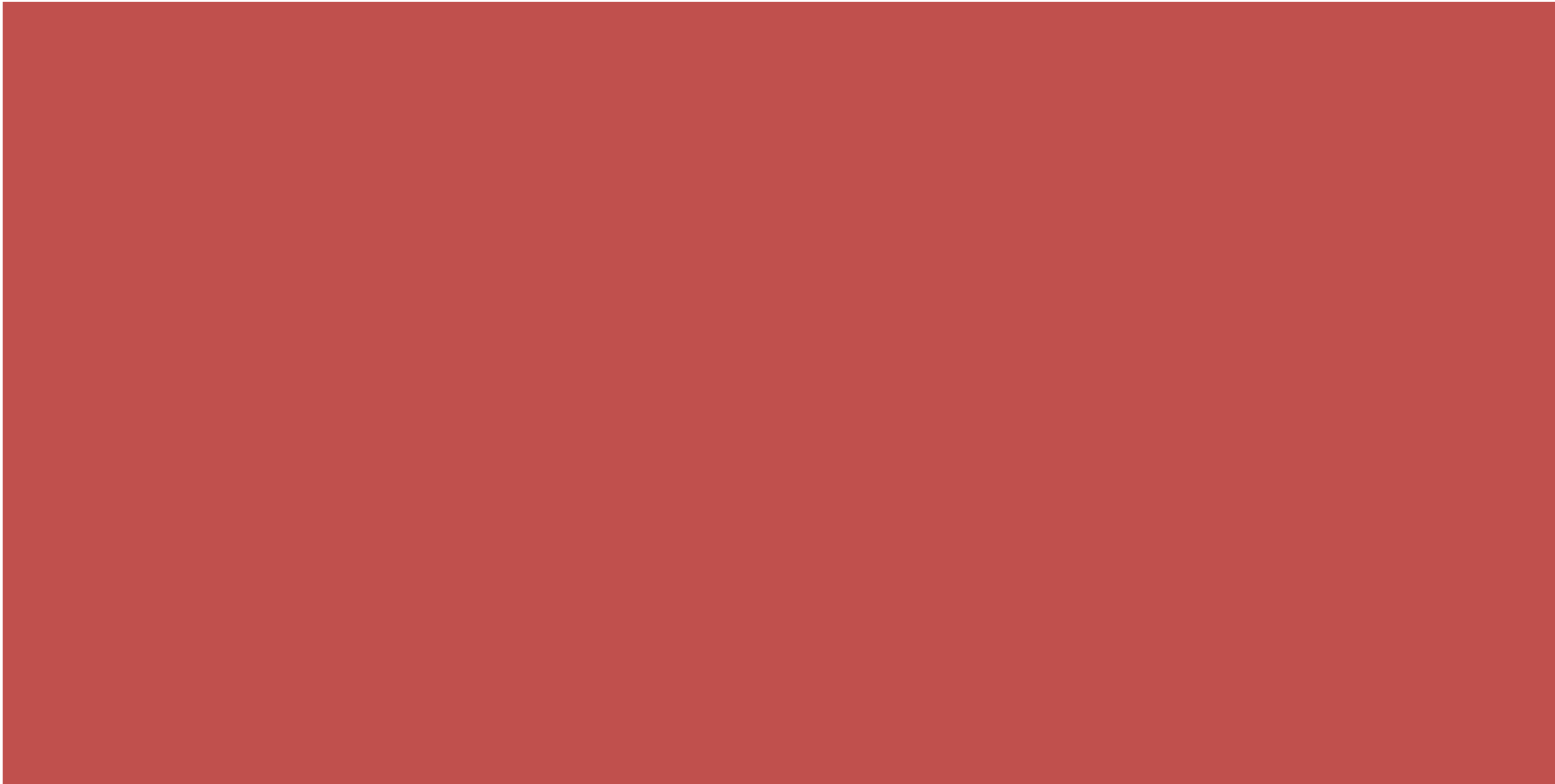


Introduction – Format

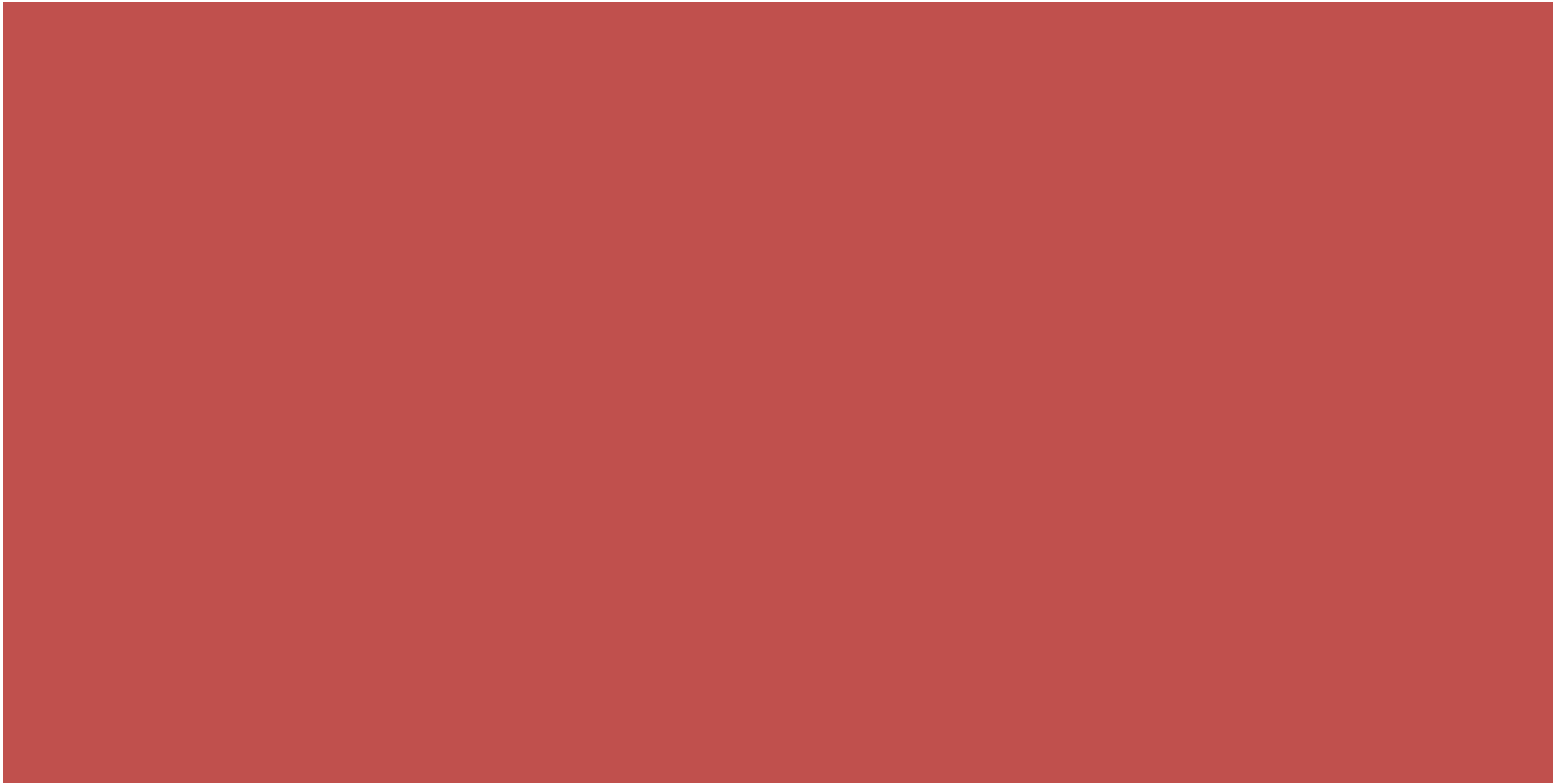


This presentation based on facts and the supporting links are posted in blue.

Some of the topics

- **Student Data Mining**
- **Who does not own your child's PII**
- **NV's SLDS, NV's SAIN (K-12) system**
- **Who gutted FERPA**
- **SBAC exam & some entities who will be getting raw SBAC data, IF your child takes the SBAC exam**
- **Things you can do to protect your children & grandchildren**

Background



When the Common Core standards were first released - Almost 500 Early Childhood Health and Education Professionals signed a letter to the people who now hold the copyright for CC

- First paragraph, “WE HAVE GRAVE CONCERNS about the core standards for young children now being written by the NGA and CCSSO. The draft standards made public in January conflict with compelling new research in cognitive science, neuroscience, child development and early childhood education about how young children learn, what they need to learn, and how best to teach them in kindergarten and the early grades.”
- **“We call on the NGA and the CCSSO to suspend their current drafting of standards for children in kindergarten through grade three.”**

[http://www.allianceforchildhood.org/sites/allianceforchildhood.org/files/file/Joint%20Statement%20on%20Core%20Standards_\(417\).pdf](http://www.allianceforchildhood.org/sites/allianceforchildhood.org/files/file/Joint%20Statement%20on%20Core%20Standards_(417).pdf)

**How did the NGA and
CCSSO respond?**

CC Copyright NGA & CCSSO (both trade originations with no official authority)

Limitation on Liability:

- **“UNDER NO CIRCUMSTANCES SHALL NGA CENTER OR CCSSO, INDIVIDUALLY OR JOINTLY, BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, CONSEQUENTIAL, OR PUNITIVE DAMAGES HOWEVER CAUSED AND ON ANY LEGAL THEORY OF LIABILITY, WHETHER FOR CONTRACT, TORT, STRICT LIABILITY, OR A COMBINATION THEREOF (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THE COMMON CORE STATE STANDARDS, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH RISK AND POTENTIAL DAMAGE. WITHOUT LIMITING THE FOREGOING, LICENSEE WAIVES THE RIGHT TO SEEK LEGAL REDRESS AGAINST, AND RELEASES FROM ALL LIABILITY AND COVENANTS NOT TO SUE, NGA CENTER AND CCSSO.”**

<http://www.corestandards.org/public-license>

After the standards were written and the people responsible were PROTECTED, the federal government paid \$360,000,000 to two companies to write the CC assessments.

- **Pearson – PARCC (Partnership for Assessment of Readiness for College and Careers)**
- **McGraw Hill – SBAC (Smarter Balanced Assessment Consortium) Nevada**

<http://www.washingtonpost.com/blogs/answer-sheet/wp/2013/09/04/seven-facts-you-should-know-about-new-common-core-tests/>

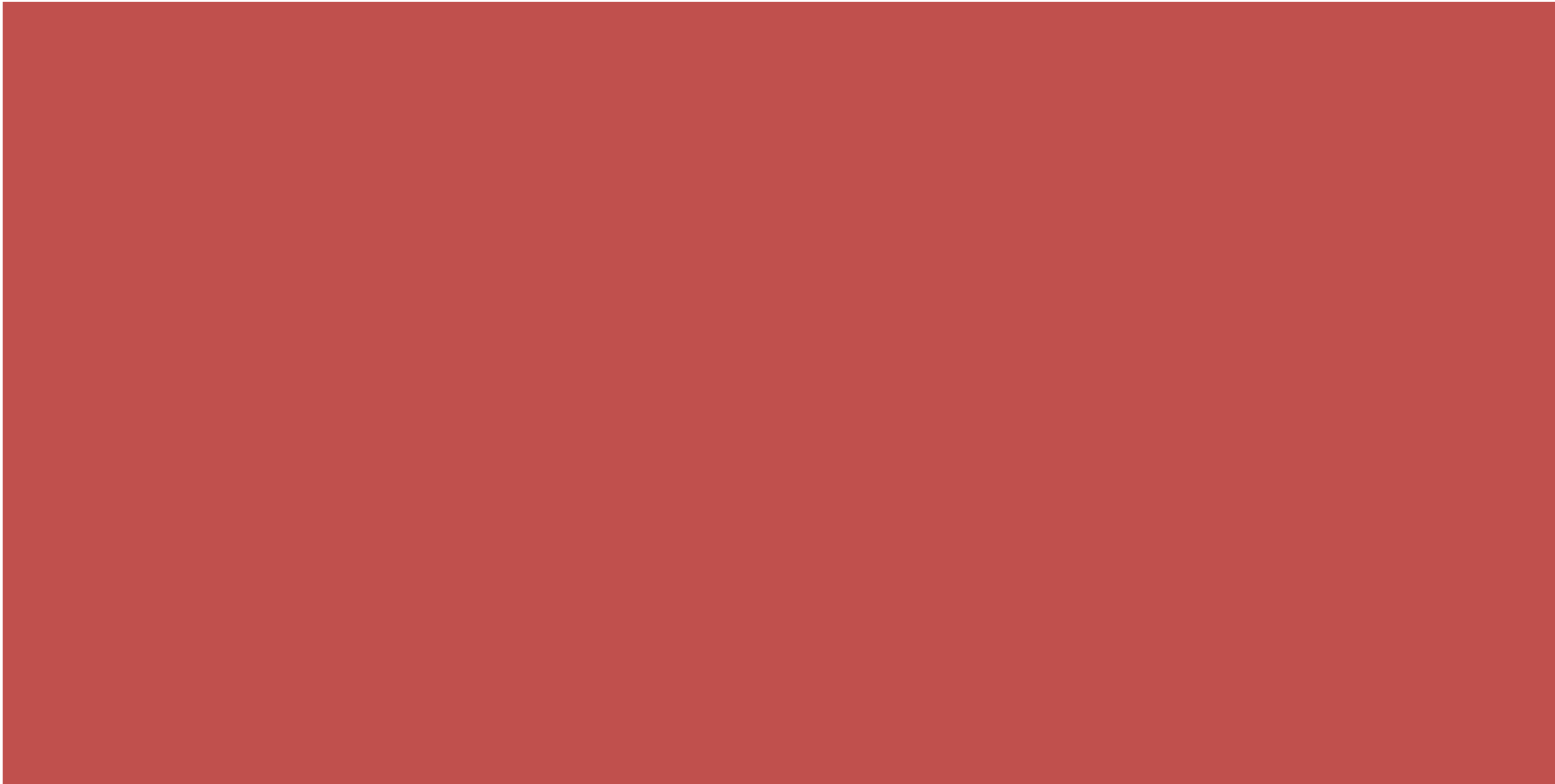
<http://www.prnewswire.com/news-releases/smarter-balanced-assessment-consortium-selects-ctbmcgraw-hill-to-develop-next-generation-of-assessments-to-help-schools-meet-new-common-core-state-standards-147593455.html>

http://www.reading.org/general/Publications/blog/BlogSinglePost/rty/2012/03/01/SMARTER_Balanced_and_PARCC_to_Launch_Pearson_Technology_Readiness_Tool.aspx#.Utq9GLTnSc

<http://www.ascd.org/common-core/core-connection/08-08-12-questions-arise-with-common-assessment-consortia.aspx>

Note - These are also the two largest companies writing CC curriculum

SBAC TESTING!



According to the SBAC's website

- **The SBA is designed to “fail” over half the students who take it**

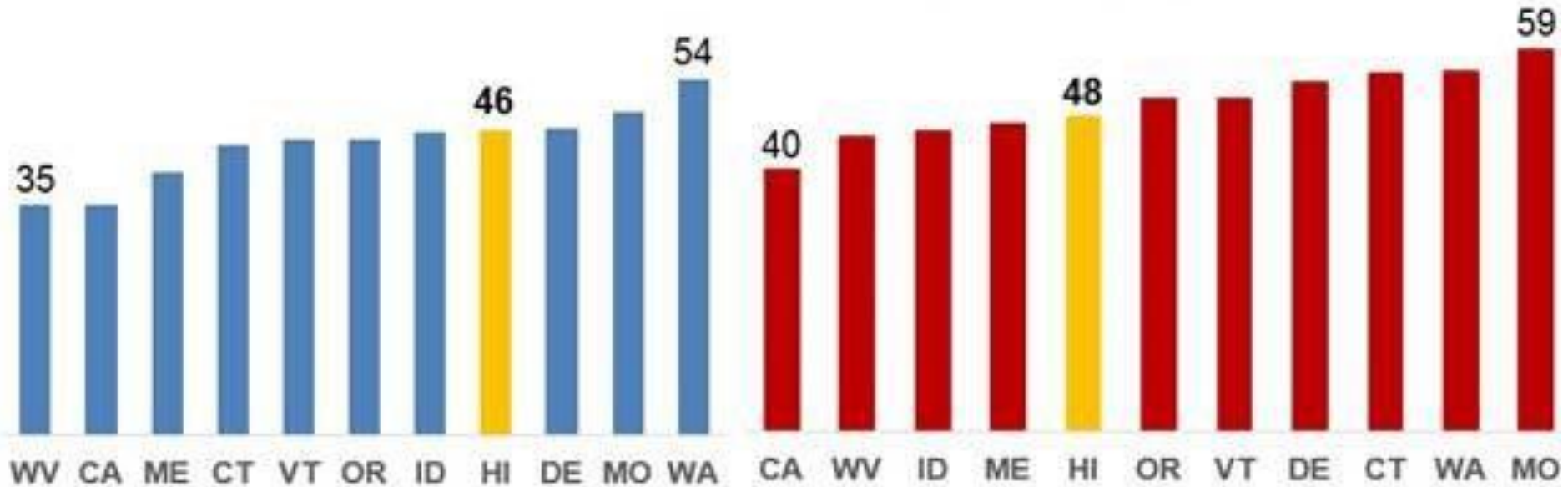
<http://www.smarterbalanced.org/news/smarter-balanced-states-approve-achievement-level-recommendations/>

SBAC Results from Spring 2015 test 11 states through Sept. 12, 2015

<http://khon2.com/2015/09/15/doe-releases-test-scores-based-on-common-core-standards/>

Mathematics

English Language Arts/Literacy



Percent of students meeting the achievement standard in **grade 4**
in other states which have released Smarter Balanced scores as of 9/12

If your child is identified as a failure it will be part of his permanent record and will follow him the rest of his life

According to: a Kings Beach 4th grade teacher and Incline Middle School Site Administrator

- **“The SBAC will take a total of 10 hours for fourth graders and a total of 9 hours for grades 6-8”**
- **Only the student taking the test gets to see it.**
- **Since it is a secret, computer adaptive, test, parents, teachers, and administrators have no idea what questions are being asked or what personal information is being obtained...**

At least 24/7 During the entire testing window SBAC will be “listening and monitoring” spying on student social media accounts – in the name of test security.

- **Last year during the field tests SBAC published a document titled, “GUIDANCE FOR SOCIAL MEDIA MONITORING DURING THE FIELD TEST” Second sentence: “The Consortium is closely monitoring social media networks for security breaches.”**

http://www.sde.idaho.gov/site/commonAssessment/docs/Guidance%20for%20Social%20Media%20Field%20Test%20Monitoring.pdf?hc_location=ufi

- **PARCC is also spying on student social media accounts.**

http://www.washingtonpost.com/blogs/answer-sheet/wp/2015/03/14/pearson-monitoring-social-media-for-security-breaches-during-parcc-testing/?hc_location=ufi

- **PARCC was the first one who got caught...**

http://www.tracx.com/case_studies/pearson/

Good morning all,
Last night at 10PM, my testing coordinator received a call from the NJDOE that Pearson had initiated a Priority 1 Alert for an item breach within our school. The information the NJDOE initially called with was that there was a security breach DURING the test session, and they suggested the student took a picture of a test item and tweeted it. After further investigation on our part, it turned out that the student had posted a tweet (NO PICTURE) at 3:18PM (after school) that referenced a PARCC test question. The student deleted the tweet and we spoke with the parent – who was obviously highly concerned as to her child’s tweets being monitored by the DOE. The DOE informed us that Pearson is monitoring all social media during PARCC testing. I have to say that I find that a bit disturbing – and if our parents were concerned before about a conspiracy with all of the student data, I am sure I will be receiving more letters of refusal once this gets out (not to mention the fact that the DOE wanted us to also issue discipline to the student). I thought this was worth sharing with the group.

-Liz

Elizabeth C. Jewett
Superintendent
Watchung Hills Regional High School District
108 Stirling Rd.
Warren, NJ 07059
908-647-4800 x 4890
ejewett@whrhs.org

“The best way to predict your future is to create it.” ~Abraham Lincoln

“The NJDOE informed us that Pearson is monitoring all social media during PARCC testing.”



Request A Demo

Login

Home > Clients > Case Studies > Pearson



Pearson Pearson Streamlines Social Media Listening and Monitoring With Tracx

Pearson is the world's leading learning company, providing educational materials and services and business information through the Financial Times Group. Pearson serves learners of all ages around the globe, employing 41,000 people in more than 70 countries. Social media plays a business critical role across all of Pearson's major businesses: PreK-12, Higher Education, Professional and Assessment, as well as from a corporate perspective.

Problem

With organizationally and globally distributed teams, Pearson employees were using dozens of different social media tools and services. Their primary tool, Radian6, was difficult to use, limited in terms of how many topics they were able to track and very expensive. Providing meaningful measurement across Pearson was challenging and an incredibly manual and time-consuming process. Pearson was seeking a social listening and analytics platform that could be utilized across all its business units and able to scale to support its global businesses.



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Solution

After doing a thorough review of social media listening and analytics tools, Pearson chose Tracx for three primary reasons.

1. Usability:

which refers not only to the clean intuitive user interface of the Tracx platform but also to the ease of getting data and reports needed.

2. Customer Service:

with a dedicated client services team on tap to not only get the Pearson team up and running but available to help however needed on an ongoing basis.

3. Value:

since Tracx does not charge additional fees based on the number of user profiles or owned media accounts, both are included and unlimited with Tracx. Pearson uses Tracx daily for social listening and monitoring across all its lines of business.

Today, Pearson uses Tracx to arm nearly 40 employees to do their own social research and reporting and continues to add additional users and geographies every month.

Results

Tracx enabled Pearson to **increase organizational efficiencies** and **cut costs** by reducing the number of social tools being used throughout the organization. Tracx has assisted with governance issues including enterprise workflows to ensure appropriate teams are communicated with, as well as approval chains and processes are followed. In addition, Tracx has empowered a wider number of people within the Pearson organization to self-serve social listening, analytics and reporting reducing the pressure on the online marketing group to be the sole provider of this knowledge and reporting.

**AFT (second largest teachers union in
the country) Has a Petition titled:
TELL PEARSON TO STOP SPYING ON
OUR KIDS**

http://action.aft.org/c/44/p/dia/action3/common/public/?action_KEY=9864

What about SBAC

- **“...Smarter Balanced, told POLITICO that they do exactly what Pearson (does)... scan the web for any breaches in security, such as a photo of a test question or a Facebook post describing an essay prompt.”**

<http://www.politico.com/story/2015/03/cyber-snoops-track-students-116276.html#ixzz3XwyAT5Q6>

- **To see how inappropriate CC tests are, watch this 10 minute video of a teacher who is asking for re-assignment during CC testing. Try to watch this without getting choked up!**

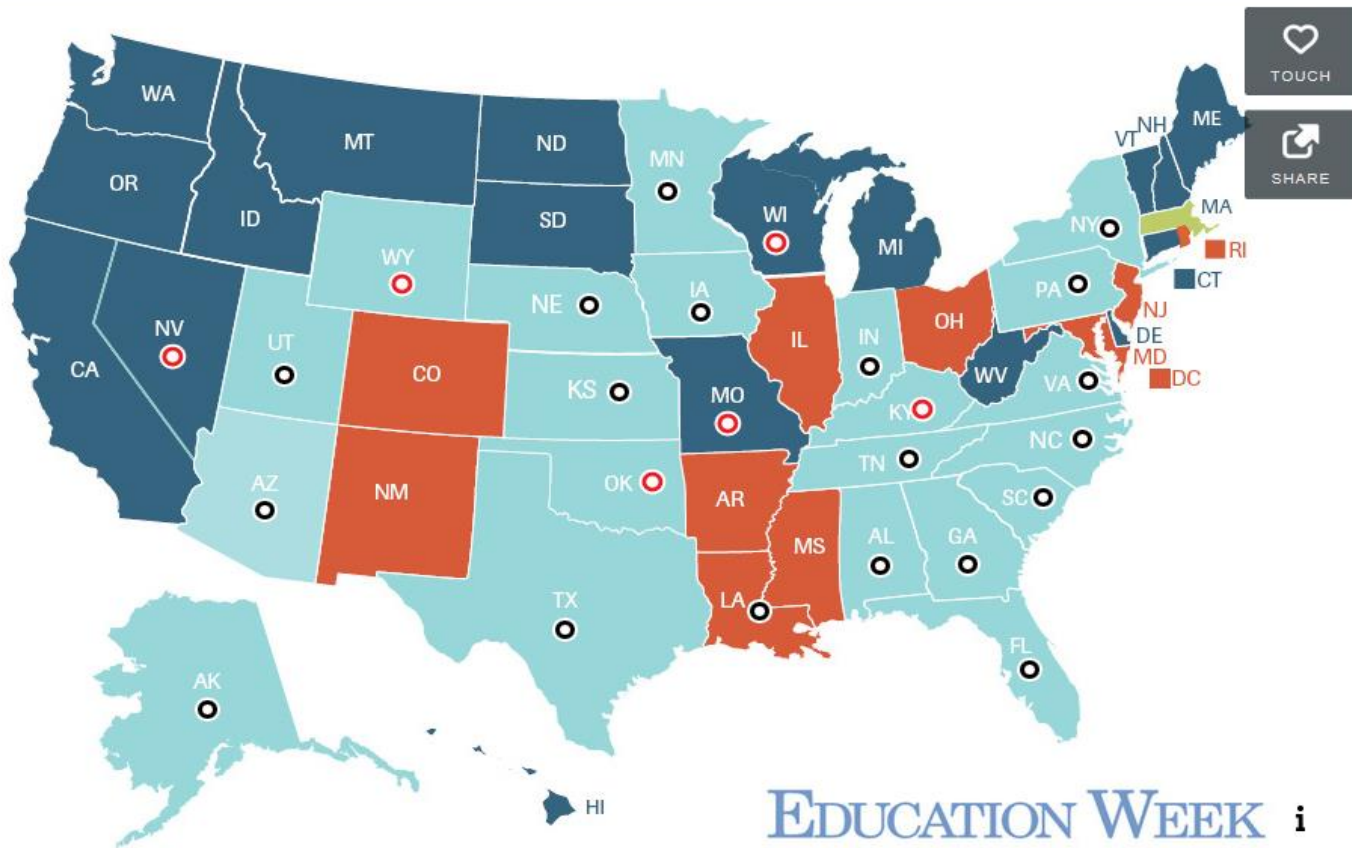
<https://www.youtube.com/watch?v=PV6HoDLsnH8#t=531>

Most states NOT using SBAC - Education Week May 19, 2014

<http://www.edweek.org/ew/section/multimedia/map-the-national-k-12-testing-landscape.html>

Map - Education Week - Internet Explorer

/section/multimedia/ma Map: The National K-12 Testing ... Map: The National K-12 Testi... x



■ Smarter Balanced Assessment Consortium (18) ■ Partnership for Assessment of Readiness for College and Careers (10 plus D.C.) ■ Other (21) ■ Undecided (1)

○ Indicates state is using one test for grades 3-8 and another for high school (HS.) Hover for more information about state tests.

○ Hover for more information about state tests.

thinglink

Since Map Published

- **WI (Feb. 2015) said state will not fund SBAC starting in the 2015-16 school year**
- **MO 6/02/15 dropped SBAC - Earlier in 2015 MO deemed SBAC unconstitutional**
- **ME dropped SBAC - Week of 6/15/15**
- **Down to 15 SBAC states**

<http://www.pressherald.com/2015/05/18/education-committee-votes-to-drop-current-standardized-tests/>

<https://www.iireview.com/2015/09/420621-wisconsin-common-core-scott-walker-test/>

http://www.stltoday.com/news/local/education/missouri-legislature-throws-common-core-test-out-the-window/article_09441f40-b77a-5f0d-ae9f-7678a30d551a.html

http://blogs.edweek.org/edweek/state_edwatch/2015/06/maine_leaves_common_core_test_consortium.html

<http://www.ellsworthamerican.com/featured/state-dumps-latest-standardized-test>

Review SBAC:

- Is based on developmentally inappropriate standards
- Is designed to “fail” over half of the students
- Will not be graded and returned to Nevada until the following school year, so it will do nothing to improve student learning
- When results come back we will only be able to compare NV students to students in about 14 other states.
- Up to 40% (?) of NV teacher evaluations will be determined by different aspects of the test scores
- 24/7, at least during the testing window, student social media accounts will be, “monitored,” by SBAC
- Students will be testing for about 9-10 hours, in addition an incredible amount of time wasted preparing for the test
- ALL THIS FOR WHAT?
- The DoE. has threatened all schools in our state. “If you do not have 95% participation in the test your school will automatically be a ONE STAR school.” (Participation Letter) This is why schools & districts...

<https://www.nevadansagainstcommoncore.com/nde-forces-all-nv-students-into-cc--sbac--testing....html>

- In addition - the SBAC has been deemed unconstitutional in at least one state – MO. And the constitutionality is being challenged in at least two more ND, and ID.

<http://www.prnewswire.com/news-releases/lawsuit-by-the-thomas-more-law-center-challenges-the-constitutionality-of-common-core-in-north-dakota-300102507.html>

http://www.idahoednews.org/news/federal-lawsuit-targets-idaho-core-standards-sbac-exam/#.Vgr_L_IViko

Now the Bad News...

Collecting, storing, and sharing of Personally Identifiable Information (PII) can NOW happen – Without Parent Consent

BECAUSE

**FERPA (Family Education Rights and Privacy Act) was gutted
in two steps:**



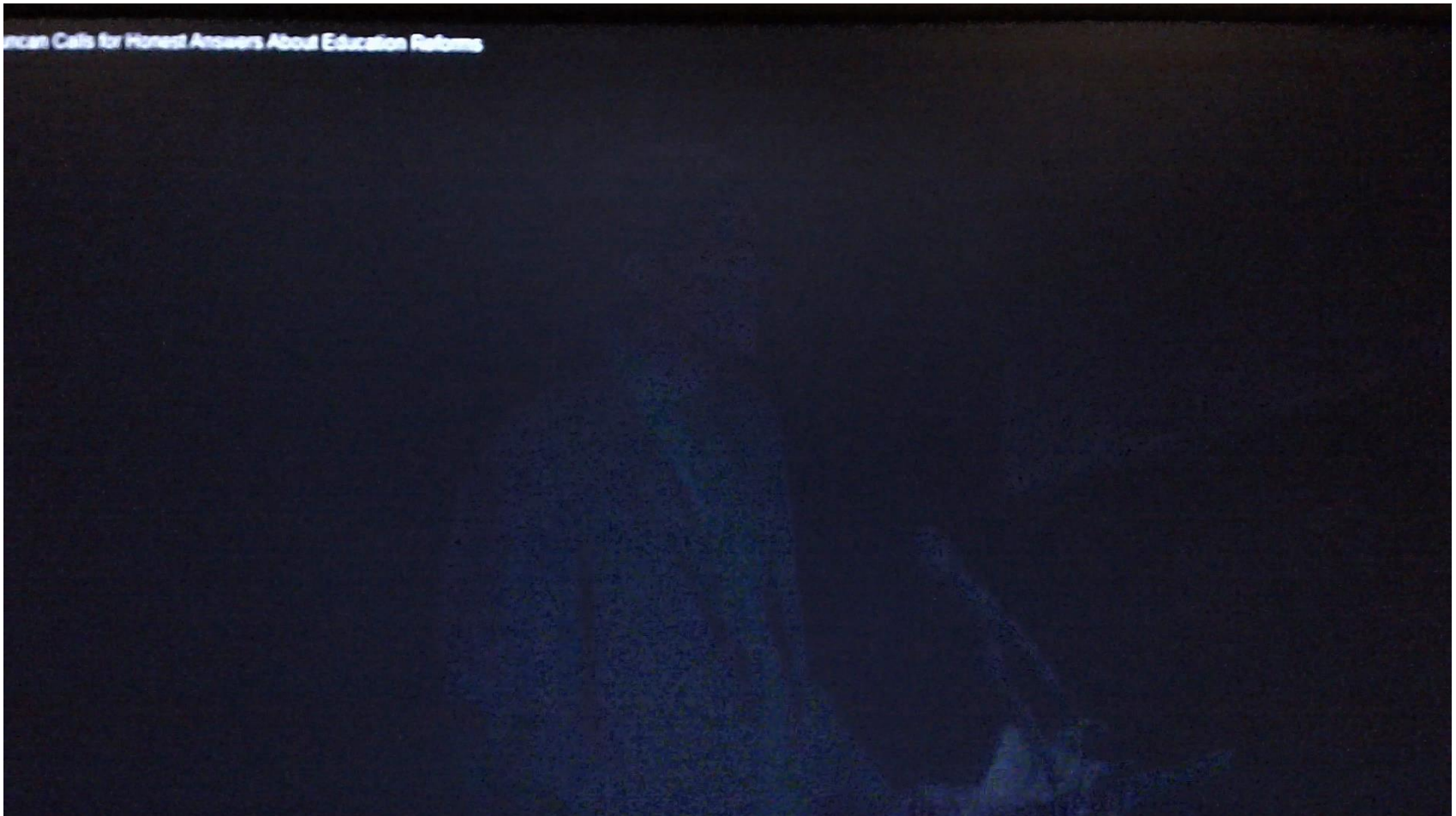
- **STEP ONE - In 2008, under President George W. Bush the United States Department of Education (US DoE) quietly rewrote the regulations governing FERPA.**
- **“...reinterpreted FERPA to allow states, school districts, and schools themselves to share Personally Identifiable Information (PII) from student records without parental notice or consent...”**

Basically, third parties that have a contract with an educational agency can get access to PII.

<https://www.leg.state.nv.us/App/NELIS/REL/78th2015/ExhibitDocument/OpenExhibitDocument?exhibitId=11699&fileDownloadName=SB%20228%20William%20Estrada%20Testimony.pdf>

In 2009 Arne Duncan US Secretary of Education:

<https://www.youtube.com/watch?v=9frsExQgxVo&feature=youtu.be&t=262>



- **“Hopefully, someday, we can track children from preschool to high school and from high school to college and college to career.”**
- **In 2009 Arne also said, “We want to see more states build comprehensive systems that track students from pre-K through college and then link school data to workforce data.”**

<http://www2.ed.gov/news/speeches/2009/06/06082009.html>

2011

While STEP TWO of FERPA being “gutting” was being discussed – the ACLU sent a letter to the US DoE

- **“The changes pose serious privacy concerns. PII student records include extremely sensitive information about individuals...Furthermore, the expansion of access to student records could eventually lead to sharing among states. If this were to happen, it could lead to the creation of an immense data base holding sensitive information about most Americans...There must be no creation of a national student data base.”**

STEP TWO

- **12/02/11 under President Obama the regulations governing FERPA were rewritten allowing for the disclosure of PII, without parental consent, “to any outside organization for research”** (the purpose of conducting studies or audits of the effectiveness of an educational program)
- **In addition the new regulations allowed non-governmental actors to be defined as “authorized representatives” so that they could have access to students’ PII**

<http://www.gpo.gov/fdsys/pkg/FR-2011-12-02/pdf/2011-30683.pdf>

So by the end of 2011

- **Arne Duncan had part of what he said he wanted he wanted in 2009...**

The ability of local districts, states, and federal government, and third parties, to “track children from pre-K to the work force.” *And now it could be done without parent consent!*

Now he moved to building comprehensive systems that track individual students from cradle to grave.

- **The federal government spent over \$612,000,000 to ensure 47 states, all but Wyoming, New Mexico, and Alabama [I think], have SLDS's that are compatible...**

<http://nces.ed.gov/Programs/SLDS/stateinfo.asp>

Statewide Longitudinal Data Systems (SLDS)

- **Nevada's SLDS was created with a total of \$10,000,000 in grants from the federal government.**

<https://nces.ed.gov/Programs/SLDS/pdf/Nevadaabstract.pdf>

<https://nces.ed.gov/Programs/SLDS/pdf/nevadaabstract2012.pdf>

What Data is Being Collected...

- **The National Center for Education Statistics (US DoE) suggests over 400 “Attributes” of data should be collected...**
- **Attributes**
 - “IP address” It might be of the 1 to 1 device you child uses
 - Social Security Number
 - Identification System – **Personal Identification Number** and Social Security Number

<http://nces.ed.gov/forum/datamodel/eiebrowser/techview.aspx?instance=studentElementarySecondary>

One of the 400 Attributes

One is Activity Type

- **Code Set:**
- **4 H - N/A**
- **Academic team/knowledge bowl - N/A**
- **Archery - N/A**
- **Art and graphic design - N/A**
- **Art club - N/A**
- **Astronomy club - N/A**
- **Badminton - N/A**
- **Band - N/A**
- **Baseball - N/A**
- **Basketball - N/A**
- **Bowling - N/A**
- **Boxing - N/A**
- **Boy Scouts - N/A**
- **Broadcasting - N/A**
- **Business Professionals of America - N/A**
- **Cheerleading - N/A**
- **Chess club - N/A**
- **Chorus - N/A**
- **Computer club - N/A**
- **Crew - N/A**
- **Cross country - N/A**
- **Dance - N/A**
- **Dance team - N/A**
- **Distributive Education Clubs of America (DECA) - N/A**
- **Diving - N/A**
- **Drama club - N/A**
- **Drill team - N/A**
- **Environmental club - N/A**
- **Family consumer science - N/A**
- **Family, Career and Community Leaders of America - N/A**
- **Fencing - N/A**
- **Field hockey - N/A**
- **Flag football - N/A**
- **Football - N/A**
- **Fraternity - N/A**
- **Future Business Leaders of America - Phi Beta Lambda (FBLA - PBL) - N/A**
- **Future Teachers of America - N/A**
- **Girl Scouts - N/A**
- **Golf - N/A**
- **Gymnastics - N/A**

- **Health Occupations Students of America** - N/A
- **Honor society** - An association that receives into membership students who have achieved high scholarship and, frequently, who also fulfill established requirements for distinction in leadership or citizenship.
- **Ice hockey** - N/A
- **Jazz ensemble** - N/A
- **Journalism** - N/A
- **Judo** - N/A
- **Key Club** - N/A
- **Lacrosse** - N/A
- **Language club** - N/A
- **Literary magazine** - N/A
- **Martial arts** - N/A
- **Model United Nations** - N/A
- **Music - instrumental** - N/A
- **Music - theory and composition** - N/A
- **Music - vocal** - N/A
- **National Forensic League** - N/A
- **National Future Farmers of America (FFA)** - N/A
- **Newspaper** - N/A
- **Orchestra** - N/A
- **Other** - N/A
- **Other music** - N/A
- **Other performing arts** - N/A
- **Other sport** - N/A
- **Peer counseling** - N/A
- **Polo** - N/A
- **Power lifting** - N/A
- **Racquetball** - N/A
- **Red Cross** - N/A
- **Religious/Faith** - N/A
- **Rodeo** - N/A
- **Rugby** - N/A
- **Sailing** - N/A
- **School spirit/Pep club** - N/A
- **Science club** - N/A
- **Scuba diving** - N/A
- **Service club** - N/A
- **Skiing** - N/A
- **Soccer** - N/A
- **Softball** - N/A
- **Sorority** - N/A
- **Speech/debate** - N/A
- **Squash** - N/A
- **Stock market club** - N/A
- **Student Council/Government** - N/A
- **Students Against Destructive Decisions (SADD)** - N/A
- **Swimming** - N/A
- **Synchronized swimming** - N/A
- **Team handball** - N/A

- **Technology Student Association (TSA) - N/A**
- **Tennis - N/A**
- **Theater/drama - N/A**
- **Thespian Society - N/A**
- **Track and field - N/A**
- **Tutoring - N/A**
- **Vocational Industrial Clubs of America - N/A**
- **Volleyball - N/A**
- **Water polo - N/A**
- **Wrestling - N/A**
- **Year book - N/A**
- **Young Democrats/Republicans/Other political - N/A**

One of the 400 Attributes - Diseases, Illnesses, and other Health Conditions

- Code Set:
- Abnormal findings on diagnostic imaging and in function studies, without diagnosis - N/A
- Abnormal findings on examination of blood, without diagnosis - N/A
- Abnormal findings on examination of other body fluids, substances and tissues, without diagnosis - N/A
- Abnormal findings on examination of urine, without diagnosis - N/A
- Accidents - N/A
- Acute rheumatic fever - N/A
- Aplastic and other anaemias - N/A
- Arthropathies - N/A
- Arthropod-borne viral fevers and viral haemorrhagic fevers - N/A
- Assault - N/A
- Bacterial agents resistant to antibiotics - N/A
- Bacterial, viral and other infectious agents - N/A
- Behavioural and emotional disorders with onset usually occurring in childhood and adolescence - N/A
- Behavioural syndromes associated with physiological disturbances and physical factors - N/A
- Benign neoplasms - N/A
- Birth trauma - N/A
- Bullous disorders - N/A
- Burns and corrosions - N/A
- Burns and corrosions confined to eye and internal organs - N/A
- Burns and corrosions of external body surface, specified by site - N/A
- Burns and corrosions of multiple and unspecified body regions - N/A
- Cerebral palsy and other paralytic syndromes - N/A
- Cerebrovascular diseases - N/A
- Certain disorders involving the immune mechanism - N/A
- Certain early complications of trauma - N/A
- Certain zoonotic bacterial diseases - N/A
- Chromosomal abnormalities, not elsewhere classified - N/A
- Chronic rheumatic heart diseases - N/A
- Cleft lip and cleft palate - N/A
- Coagulation defects, purpura and other haemorrhagic conditions - N/A
- Complications of labour and delivery - N/A
- Complications of medical and surgical care - N/A
- Complications of surgical and medical care, not elsewhere classified - N/A
- Complications predominantly related to the puerperium - N/A
- Conditions involving the integument and temperature regulation of fetus and newborn - N/A
- Congenital malformations and deformations of the musculoskeletal system - N/A
- Congenital malformations of eye, ear, face and neck - N/A
- Congenital malformations of genital organs - N/A
- Congenital malformations of the circulatory system - N/A
- Congenital malformations of the nervous system - N/A
- Congenital malformations of the respiratory system - N/A
- Congenital malformations of the urinary system - N/A

- Delivery - N/A
- Demyelinating diseases of the central nervous system - N/A
- Dermatitis and eczema - N/A
- Diabetes mellitus - N/A
- Digestive system disorders of fetus and newborn - N/A
- Diseases of appendix - N/A
- Diseases of arteries, arterioles and capillaries - N/A
- Diseases of external ear - N/A
- Diseases of inner ear - N/A
- Diseases of liver - N/A
- **Diseases of male genital organs - N/A**
- Diseases of middle ear and mastoid - N/A
- Diseases of myoneural junction and muscle - N/A
- Diseases of oesophagus, stomach and duodenum - N/A
- Diseases of oral cavity, salivary glands and jaws - N/A
- Diseases of peritoneum - N/A
- Diseases of veins, lymphatic vessels and lymph nodes, not elsewhere classified - N/A
- Disorders of adult personality and behaviour - N/A
- **Disorders of breast - N/A**
- Disorders of choroid and retina - N/A
- Disorders of conjunctiva - N/A
- Disorders of eyelid, lacrimal system and orbit - N/A
- Disorders of gallbladder, biliary tract and pancreas - N/A
- Disorders of lens - N/A
- Disorders of ocular muscles, binocular movement, accommodation and refraction - N/A
- Disorders of optic nerve and visual pathways - N/A
- Disorders of other endocrine glands - N/A
- **Disorders of psychological development - N/A**
- Disorders of sclera, cornea, iris and ciliary body - N/A
- Disorders of skin appendages - N/A
- Disorders of thyroid gland - N/A
- Disorders of vitreous body and globe - N/A
- Disorders related to length of gestation and fetal growth - N/A
- Dorsopathies - N/A
- Effects of foreign body entering through natural orifice - N/A
- Episodic and paroxysmal disorders - N/A
- Event of undetermined intent - N/A
- Extrapyrmidal and movement disorders - N/A
- **Fetus and newborn affected by maternal factors and by complications of pregnancy, labour and deliver - N/A**
- Frostbite - N/A
- General symptoms and signs - N/A
- Glaucoma - N/A
- Glomerular diseases - N/A
- Haemolytic anaemias - N/A
- Haemorrhagic and haematological disorders of fetus and newborn - N/A
- Helminthiasis - N/A
- Hernia - N/A
- Human immunodeficiency virus [HIV] disease - N/A
- Hypertensive diseases - N/A
- Ill-defined and unknown causes of mortality - N/A

- In situ neoplasms - N/A
- Infections of the skin and subcutaneous tissue - N/A
- Infections specific to the perinatal period - N/A
- Infections with a predominantly sexual mode of transmission - N/A
- Inflammatory diseases of female pelvic organs - N/A
- Inflammatory diseases of the central nervous system - N/A
- Injuries involving multiple body regions - N/A
- Injuries to the abdomen, lower back, lumbar spine and pelvis - N/A
- Injuries to the ankle and foot - N/A
- Injuries to the elbow and forearm - N/A
- Injuries to the head - N/A
- Injuries to the hip and thigh - N/A
- Injuries to the knee and lower leg - N/A
- Injuries to the neck - N/A
- Injuries to the shoulder and upper arm - N/A
- Injuries to the thorax - N/A
- Injuries to the wrist and hand - N/A
- Injuries to unspecified part of trunk, limb or body region - N/A
- **Intentional self-harm - N/A**
- Intestinal infectious diseases - N/A
- Ischaemic heart diseases - N/A
- Legal intervention and operations of war - N/A
- Malignant neoplasms - N/A
- Malnutrition - N/A
- Maternal care related to the fetus and amniotic cavity and possible delivery problems - N/A
- **Mental and behavioural disorders due to psychoactive substance use - N/A**
- Metabolic disorders - N/A
- **Mood [affective] disorders - N/A**
- Mycoses - N/A
- Neoplasms of uncertain or unknown behaviour - N/A
- Nerve, nerve root and plexus disorders - N/A
- Neurotic, stress-related and somatoform disorders - N/A
- Noninfective enteritis and colitis - N/A
- Noninflammatory disorders of female genital tract - N/A
- Nutritional anaemias - N/A
- **Obesity and other hyperalimentation - N/A**
- Oedema, proteinuria and hypertensive disorders in pregnancy, childbirth and the puerperium - N/A
- Organic, including symptomatic, mental disorders - N/A
- Osteopathies and chondropathies - N/A
- Other - N/A
- Other and unspecified disorders of the circulatory system - N/A
- Other and unspecified effects of external causes - N/A
- Other bacterial diseases - N/A
- Other congenital malformations - N/A
- Other congenital malformations of the digestive system - N/A
- Other degenerative diseases of the nervous system - N/A
- Other diseases caused by chlamydiae - N/A
- Other diseases of blood and blood-forming organs - N/A
- Other diseases of intestines - N/A
- Other diseases of the digestive system - N/A
- Other diseases of urinary system - N/A
- Other disorders of ear - N/A

- Other disorders of eye and adnexa - N/A
- Other disorders of genitourinary tract - N/A
- Other disorders of glucose regulation and pancreatic internal secretion - N/A
- Other disorders of kidney and ureter - N/A
- Other disorders of the musculoskeletal system and connective tissue - N/A
- Other disorders of the nervous system - N/A
- Other disorders of the skin and subcutaneous tissue - N/A
- Other disorders originating in the perinatal period - N/A
- Other forms of heart disease - N/A
- Other infectious diseases - N/A
- Other maternal disorders predominantly related to pregnancy - N/A
- Other nutritional deficiencies - N/A
- Other obstetric conditions, not elsewhere classified - N/A
- Other spirochaetal diseases - N/A
- Other viral diseases - N/A
- Papulosquamous disorders - N/A
- Pediculosis, acariasis and other infestations - N/A
- Persons encountering health services for examination and investigation - N/A
- Persons encountering health services for specific procedures and health care - N/A
- **Persons encountering health services in circumstances related to reproduction - N/A**
- Persons encountering health services in other circumstances - N/A
- Persons with potential health hazards related to communicable diseases - N/A
- Persons with potential health hazards related to family and personal history and certain conditions - N/A
- **Persons with potential health hazards related to socioeconomic and psychosocial circumstances - N/A**
- Poisoning by drugs, medicaments and biological substances - N/A
- Polyneuropathies and other disorders of the peripheral nervous system - N/A
- Pregnancy with abortive outcome - N/A
- Protozoal diseases - N/A
- Provisional assignment of new diseases of uncertain etiology - N/A
- Pulmonary heart disease and diseases of pulmonary circulation - N/A
- Radiation-related disorders of the skin and subcutaneous tissue - N/A
- Renal failure - N/A
- Renal tubulo-interstitial diseases - N/A
- Respiratory and cardiovascular disorders specific to the perinatal period - N/A
- Rickettsioses - N/A
- **Schizophrenia, schizotypal and delusional disorders - N/A**
- Sequelae of external causes of morbidity and mortality - N/A
- Sequelae of infectious and parasitic diseases - N/A
- Sequelae of injuries, of poisoning and of other consequences of external causes - N/A
- Soft tissue disorders - N/A
- Supplementary factors related to causes of morbidity and mortality classified elsewhere - N/A
- Symptoms and signs involving cognition, perception, emotional state and behaviour - N/A
- Symptoms and signs involving speech and voice - N/A
- Symptoms and signs involving the circulatory and respiratory systems - N/A
- Symptoms and signs involving the digestive system and abdomen - N/A
- Symptoms and signs involving the nervous and musculoskeletal systems - N/A
- Symptoms and signs involving the skin and subcutaneous tissue - N/A
- Symptoms and signs involving the urinary system - N/A
- Systemic atrophies primarily affecting the central nervous system - N/A
- Systemic connective tissue disorders - N/A
- Toxic effects of substances chiefly nonmedicinal as to source - N/A
- Transitory endocrine and metabolic disorders specific to fetus and newborn - N/A

- Tuberculosis - N/A
- **Unspecified mental disorder - N/A**
- Urolithiasis - N/A
- Urticaria and erythema - N/A
- Viral hepatitis - N/A
- Viral infections characterized by skin and mucous membrane lesions - N/A
- Viral infections of the central nervous system - N/A
- Visual disturbances and blindness - N/A

- According to the Data Quality Campaign (funded by the largest private funder of Common Core, Bill Gates) NV is only half way to completion of its data collection system
The NSLDS (pre-K to work force)

<http://dataqualitycampaign.org/your-states-progress/>

- **At the moment the System of Accountability Information in Nevada (SAIN) K-12 is collecting about 200 points of data on every child. Discipline is the field that comes up the most, 8 times. This data will follow students for the rest of their lives... (SAIN Data Directory upper right)**

<http://www.doe.nv.gov/DataCenter/>

[file:///C:/Users/John/Downloads/Data%20Dictionary%207.15%20\(2\).pdf](file:///C:/Users/John/Downloads/Data%20Dictionary%207.15%20(2).pdf)

**Less than two months after FERPA was gutted
(on 1/24/12) Joe Hart News 4 Reported:**



- Joe Hart, “The Nevada DoE will follow individual student's progress from pre-K to the work force. **The system will help DIRECT students to the type of college or career ready jobs, and into a field which will allow them a successful outcome for both the student and their state.**”

<http://www.mynews4.com/news/local/story/Nevada-wins-4-million-grant-for-longitudinal-data/WtdWRiRyv007OmTGIzOdA.csp?rss=3298>

In the new budget the Nevada DoE got

- **\$9 Million, over the next two years for the Data Systems Management (DSM), i.e. the SAIN; and they will add nine new positions for DSM.**

Pages 915-924: http://budget.nv.gov/uploadedFiles/budgetnvgov/content/StateBudget/2016-2017/Nevada_Executive_Budget_2015-2017.pdf

- **Will this help NV's SLDS get up to 400 attributes the US DoE suggests?**

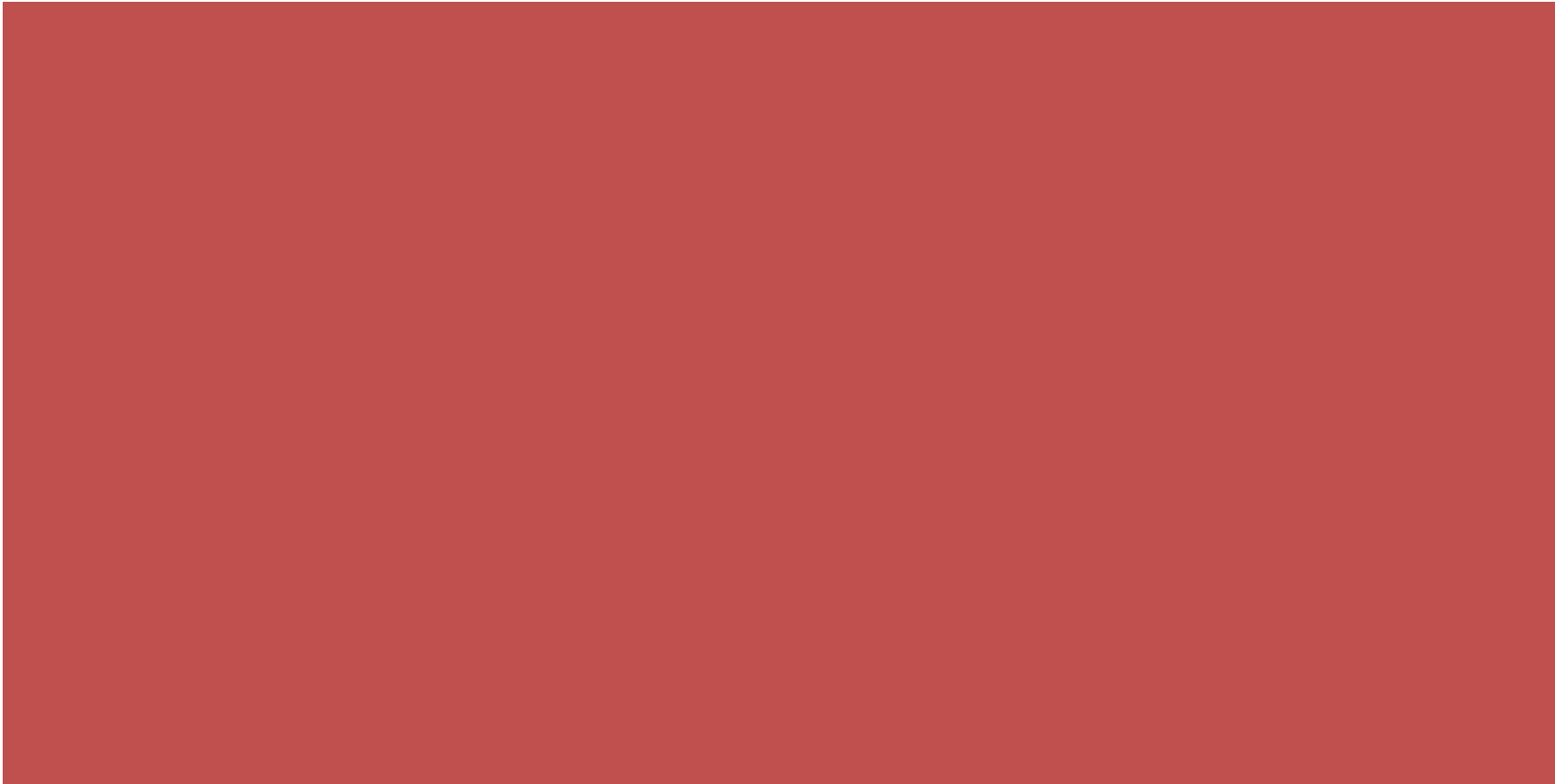
The NSLDS is for:

- Pre-K
- K-12 (SAIN, currently 200 data points)
- College
- Workforce

“Cradle to grave”

- **And it never goes away...So whatever you child does in school follows him the rest of his life!**

NV Department of Education



NV - Only State in Country to take this position

2/07/14

Mr. Eppolito,

The Department's Director of Information Technology, Glenn Myer, has reviewed your request to **receive reports of data for each of your four children that is contained in the SLDS**. He has estimated that **the cost will be approximately \$10,194**, which represents at least three solid weeks (120 hours) of dedicated staff time (billed at \$84.95/hour) to build, test and validate a new application that will be able to display individual student data in a readable format. **Payment of this fee must be made in full before work can begin.**

Please understand that the primary purpose of the Department of Education's SLDS is to support required state and federal reporting, funding of local education agencies, education accountability, and public reporting. The system currently is not capable of responding to the type of individual student data request you have presented. Thus, the extraordinary cost to create a system application that will produce a readable report. Furthermore, data requests outside the scope of the SLDS' current capability must be prioritized and can only be accommodated when staff resources are available. This prioritization will most likely result in **your data request not being fulfilled for several months.**

Please notify me if you would like to proceed with your request.

Judy P. Osgood
Public Information Officer
Nevada Department of Education
700 E. Fifth Street, Suite 100
Carson City, Nevada 89701
Office: (775) 687-9201
Cell: (775) 443-7156
josgood@doe.nv.gov

Then the state said...

- "That means even if the department could obtain the information Eppolito requested, it would be legally constrained in releasing it to him, Osgood said."

<http://www.tahoedailytribune.com/news/11538070-113/data-eppolito-information-privacy>

- **At the Carson City Common Core forum on 5/27/14 Ms. Osgood confirmed even if I pay the \$10,000 I can not have access to my children's data. But it will be shared with US DoE, GAO, companies like Pearson Education, and many others.**

**Then the US DoE told the NV DoE:
NV had to allow me to view the
data being stored on my children
for no charge.**

- We spent about 4 hours going over our four children's data with DoE.**

- **Our older children had over 30 erroneous address associated with them**
- **My two younger children, were only in NV schools for one year, they both had about 6-8 erroneous address associated with them, at least some of the erroneous address were for other children in WCSD**
- **In addition there was a lot of “coded” test scores.**
- **The state can not GUARANTEE me the coded test scores are actually scores for my children and not one of the children erroneously associated with my children!**
- **Once this came out they said: “...the NDE is not aware of any bug or system issue that would cause data inaccuracy and that when it becomes aware that any of its records are incorrect, it takes steps to correct that information.”**

So the state is collecting, and storing, PII data on 400,000 children that may or may not be accurate!

At the moment the NDE is storing about 200 data points, some PII, about your children. And the 200 points will likely increase in the future.

QUESTIONS:

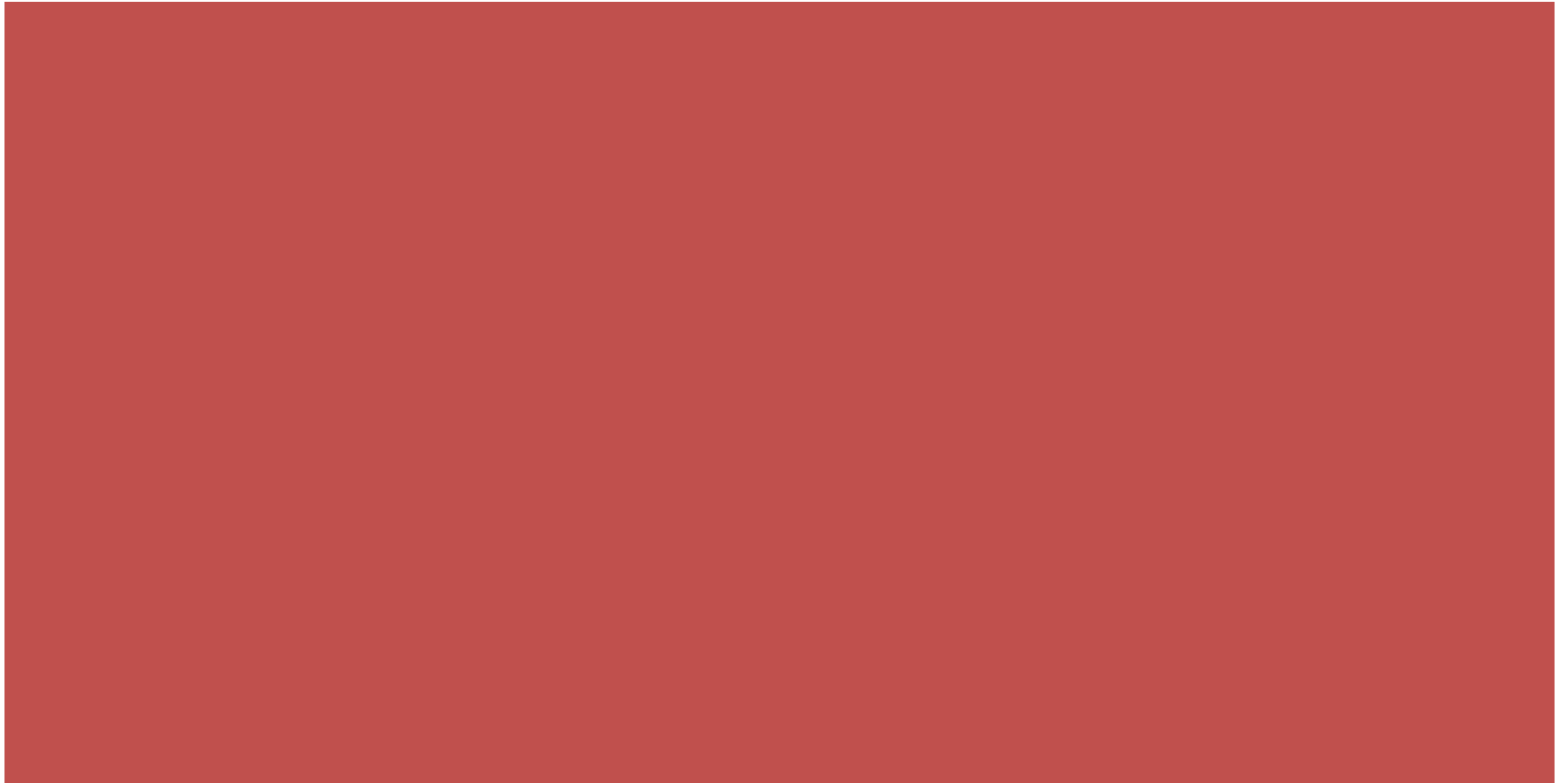
When will they connect it to the pre-K, college, and workforce data?

What will they do with all this data?

Is it accurate?

Can they keep it safe?

What does the Testing have to do with the Data Collection?



Per SBAC (and PARCC's) contract with the US Department of Education

- **“The SBAC is required to ‘provide timely and complete access to any and all data collected at the state level’ to the federal government DoE, or its designated program monitors, technical assistance providers, or researcher partners, and to GAO, and the auditors conducting the audit required...”**

N – 6, Appendix F 5 – B,

<http://www2.ed.gov/programs/racetothetop-assessment/sbac-cooperative-agreement.pdf>

<http://truthinamericaneducation.com/uncategorized/federal-government-to-have-access-to-your-childs-data-via-common-core-assessments/>

- **If your child takes the SBAC you will never know everyone who gets, “any and all data collected at the state level” and what these parties may do with it.**

Here are some of the companies involved with SBAC who we think will gain access to your child's raw SBAC data

- American Institute for Research (**AIR**)
- National Center for Analysis of Longitudinal Data in Education Research (**CALDER**)
- Data Recognition Corporation (**DRC**)
- National Center for Research on Evaluation, Standards, and Student Testing (**CRESST**)

American Institute for Research (AIR)

- **AIR will help administer the test and they will, “deliver the data from the test to the reporting systems.”**

<http://www.smarterbalanced.org/news/smarter-balanced-awards-test-delivery-system-contract-to-american-institutes-for-research/>

- **AIR claims to be, “one of the world’s largest behavioral and social science research and evaluation organizations.”**
- **In 1946 John Flanagan founded AIR – Prior to that, he was the chief psychologist involved in Eugenic experiments via the Pioneer Fund in the late 1930’s and early 40’s. The stated purpose of the Pioneer Fund was to, “increase the birth rate among superior groups.”**

<http://www.air.org/page/air-history>

<http://www.air.org/about-us>

<http://www.wsj.com/articles/SB934843314555163550>

<http://www.air.org/news/press-release/calder-relocates-american-institutes-research>

<http://www.thefreelibrary.com/%22The+American+breed%22%3a+Nazi+eugenics+and+the+origins+of+the+Pioneer...-a086064877>

National Center for Analysis of Longitudinal Data in Education Research (CALDER)

- **CALDER is now based at AIR's corporate headquarters in Washington, D.C.**
From AIR's website: "By capitalizing on rich longitudinal data, the Center can explore a breadth of critical education issues and present research advancements of the highest quality to policymakers. Through the course of this work, CALDER makes significant technical and analytic contributions to the field as it mines growing sources of state and administrative longitudinal data with state-of-the-art econometric techniques."
- **CALDER, "strives to inform education policy development through analyses of data on individual students and teachers over time."**
- **Since its founding, CALDER has been focused on student outcomes, utilizing longitudinal databases and other data sources**

Data Recognition Corporation (DRC)

- DRC is the company NV chose to administer the SBAC test this year

- From DRC's website:

“PSYCHOMETRIC SERVICES

DRC's Psychometric Services team is staffed with highly-credentialed psychometricians and measurement professionals that design programs to meet the expanding psychometric requirements of next-generation assessments.”

<http://www.datarecognitioncorp.com/education-services/psychometric-services/Pages/default.aspx>

National Center for Research on Evaluation, Standards, and Student Testing (CRESST)

- **CRESST is housed at UCLA with SBAC**
- **First page of CRESST website:**
 1. **“CRESST Research on Flexible Psychometric Modeling Published in Psychometrika”**
 2. **“CRESST researchers presented on a wide range of topics, including Common Core assessment, measurement and psychometrics...”**

If your child takes the SBAC it appears

- AIR
 - CALDER
 - DRC and
 - CRESST will all get raw SBAC data
-
- I can't say for sure what these four entities will do with all this data, but according to some clinical psychologists like Dr. Gary Thompson of Utah, they will be developing a psychological profile on your child...

**WHATEVER THEY DO WITH THE DATA IT WILL BE,
WITHOUT PARENT CONSENT!**

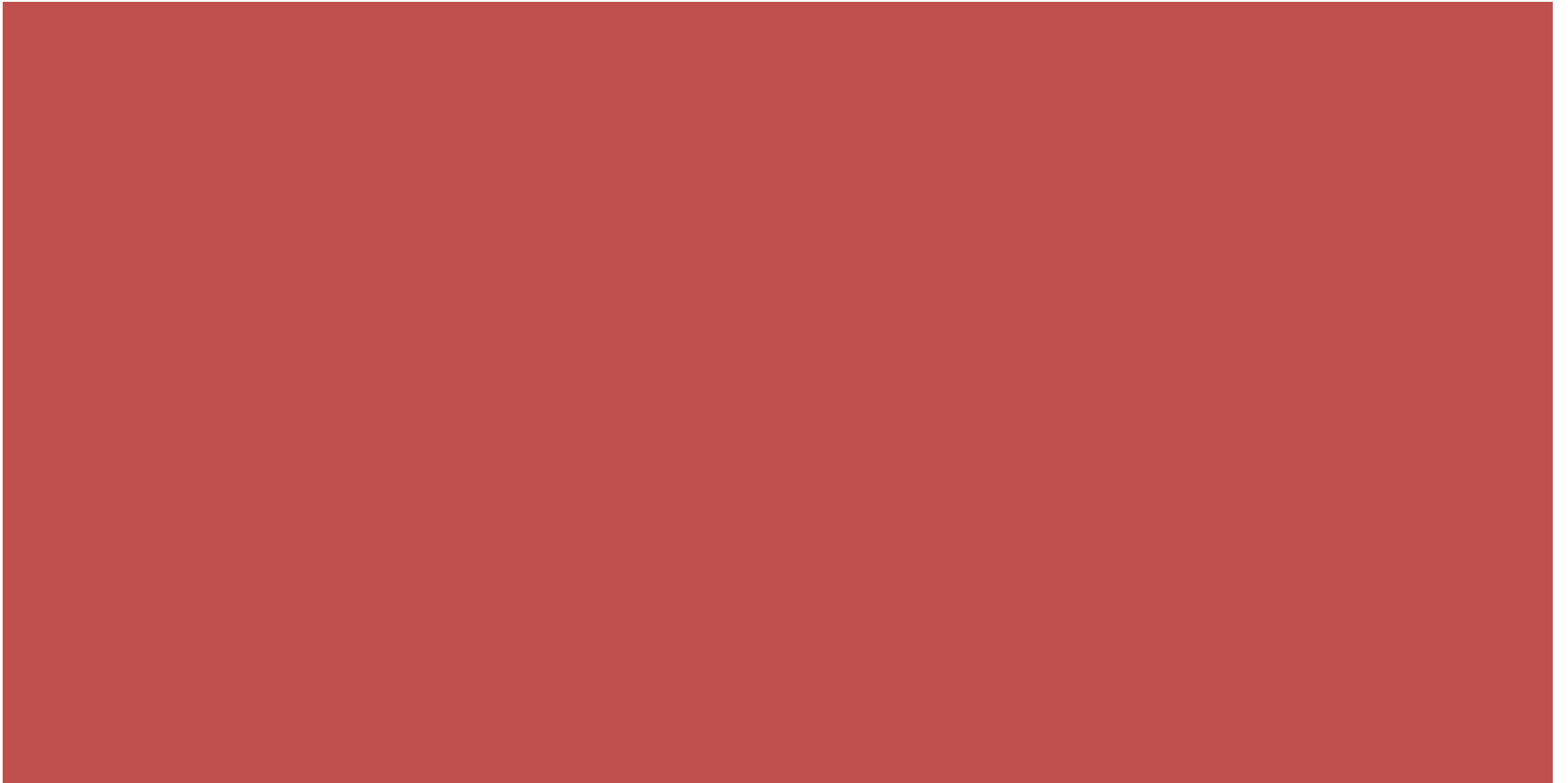
<https://www.youtube.com/watch?v=nqdO9uluJro>

Others who will obtain data from SBAC...

- In addition to those four entities
- We know:
- **“designated program monitors, technical assistance providers, and researcher partners” will also “have timely and complete access” to “any and all data collected at the state level,” via the SBAC.**
- Recall this is a 10 hour; secret; computer adaptive; test designed to fail over half the students who take it.

If your child takes the SBAC you will never know what data was shared, who gained access to it, and how it will be used!

Other States



- **Numerous parents and students opt-out, in several states.**
- **New York State is two years ahead of NV (and the rest of the country) in giving CC tests.**
 - **Spring 2015: State wide NY had 20% of students opt-out of CC tests. Some districts had up to 80% of students opt-out. Higher income areas saw more opt outs...**

http://www.nytimes.com/2015/08/13/nyregion/new-york-state-students-standardized-tests.html?_r=0
<http://data.newsday.com/long-island/data/education/opt-out/>

- **The president of the largest teacher's union in NY state suggested parent's opt their children out of CC testing,**

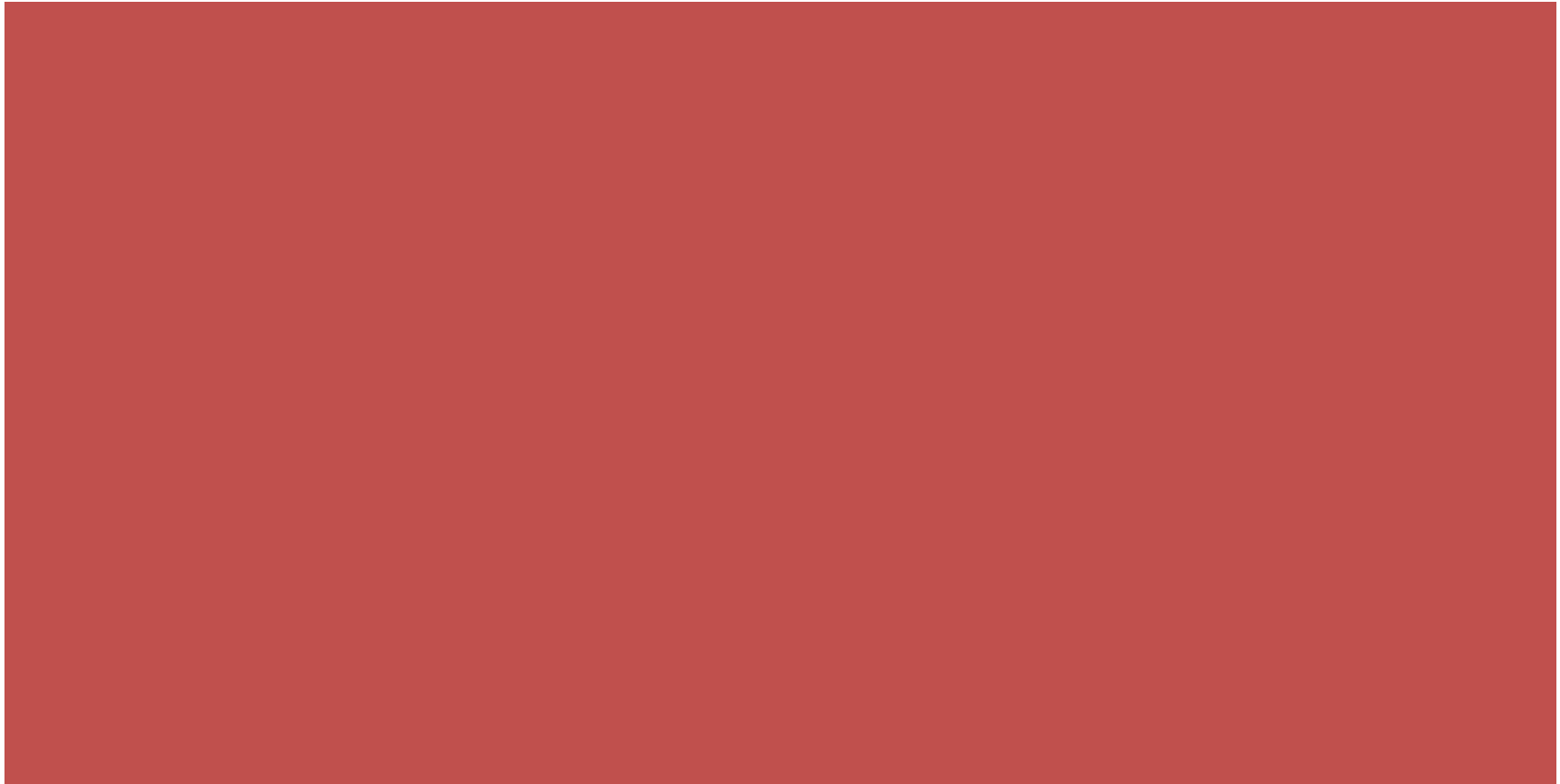
<http://www.businessinsider.com/teachers-union-president-karen-magee-calls-for-common-core-boycott-2015-3>

- **The president of the second largest teacher's union (AFT) in the country, said she supports parent who opt out of CC testing**

<http://dianeravitch.net/2015/03/31/breaking-news-aft-president-randi-weingarten-endorses-opt-out/>

- **Recall: about half the CC states have already dropped the federal government sponsored CC testing (SBAC or PARCC) testing.**

The SBAC is not the only way student data will be mined!



Some other ways to get student data

- **1:1 devices (usually a laptop or tablet)**
- **Online school accounts (Google, Apple, etc.)**
- **Products like Google Docs.**
- **Any online application/program used at school**
- **Infinite Campus**
- **Ask your child's teacher if they have to enter student data in Infinite Campus, or anywhere else, about your child**
- **Surveys**
- **Next slides**
- **Long term goal...assessments will be embedded into class work**

On 10/09/12 just 10 months after the final gutting of FERPA The US DoE's held its First Ever Datapalooza

<https://storify.com/usedgov/education-datapalooza>

Knewton - Education Datapalooza - YouTube - Internet Explorer

https://www.youtube.com/watch?v=Lr7Z7ys

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YouTube

Knewton - Education Datapalooza

Office of Ed Tech

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by Nicole Revels Media
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Knewton Adaptive Learning Platform -
Tutorial Video
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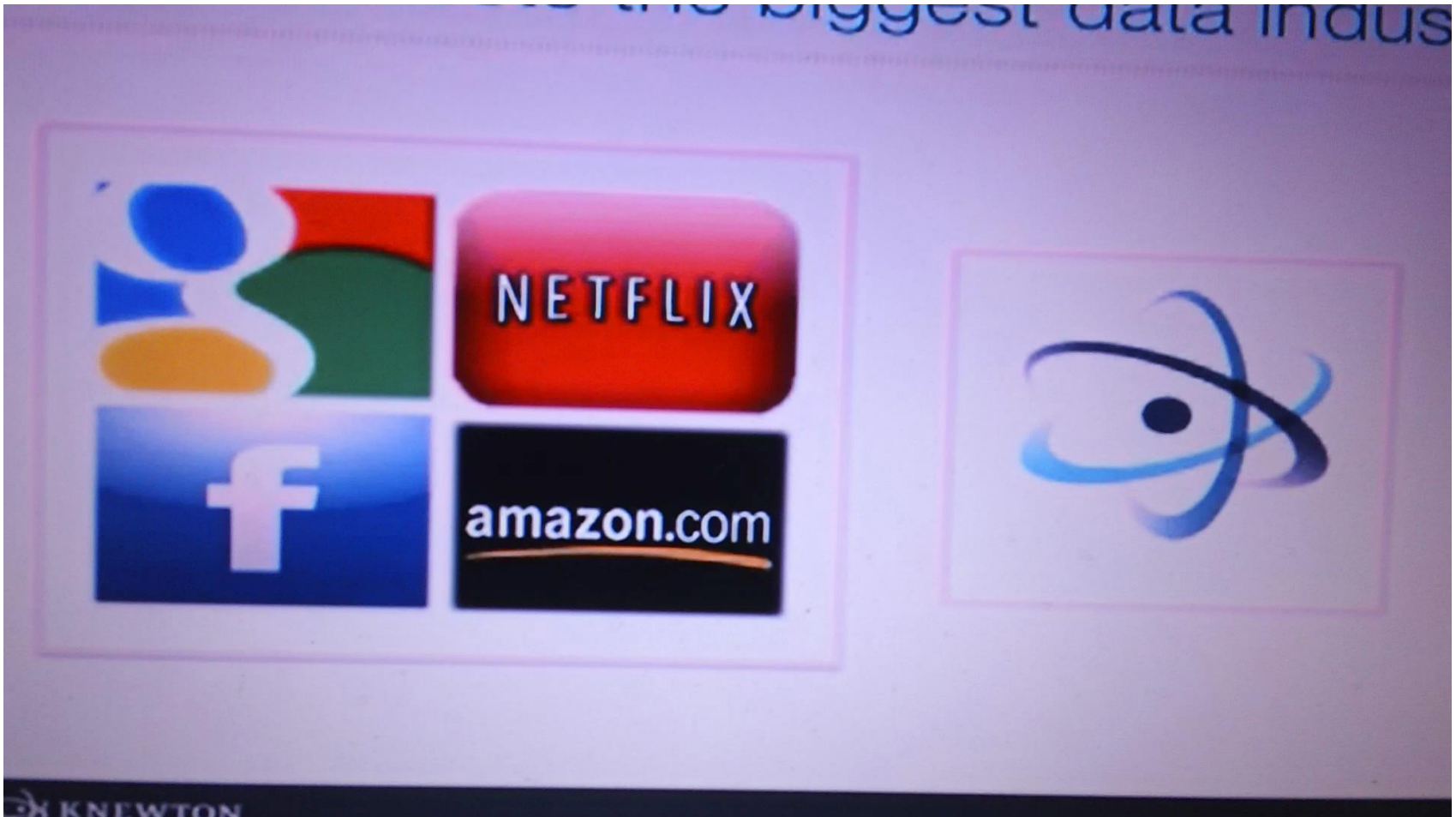
Jose Ferreira: Students, Learning Paths, and
Technology
by Stanford Graduate School of Business
1,544 views

NASA: The End Of Mankind "Leaked
Document" 2013
by ADGUKNEWS
Recommended for you

8:14 AM
9/26/2015

Knewton was one the companies that spoke CEO Jose Ferreira,

<https://www.youtube.com/watch?v=Lr7Z7ysDluQ>



- **Jose Ferreira, “Education happens to be today the worlds most data minable industry by far, and its not even close.”**

Mr. Ferreira also said,

- “...By next year [2013] we will **have** close to **10 million students**, and that’s just through our **Pearson partnership.**”

How much do they know about each student?



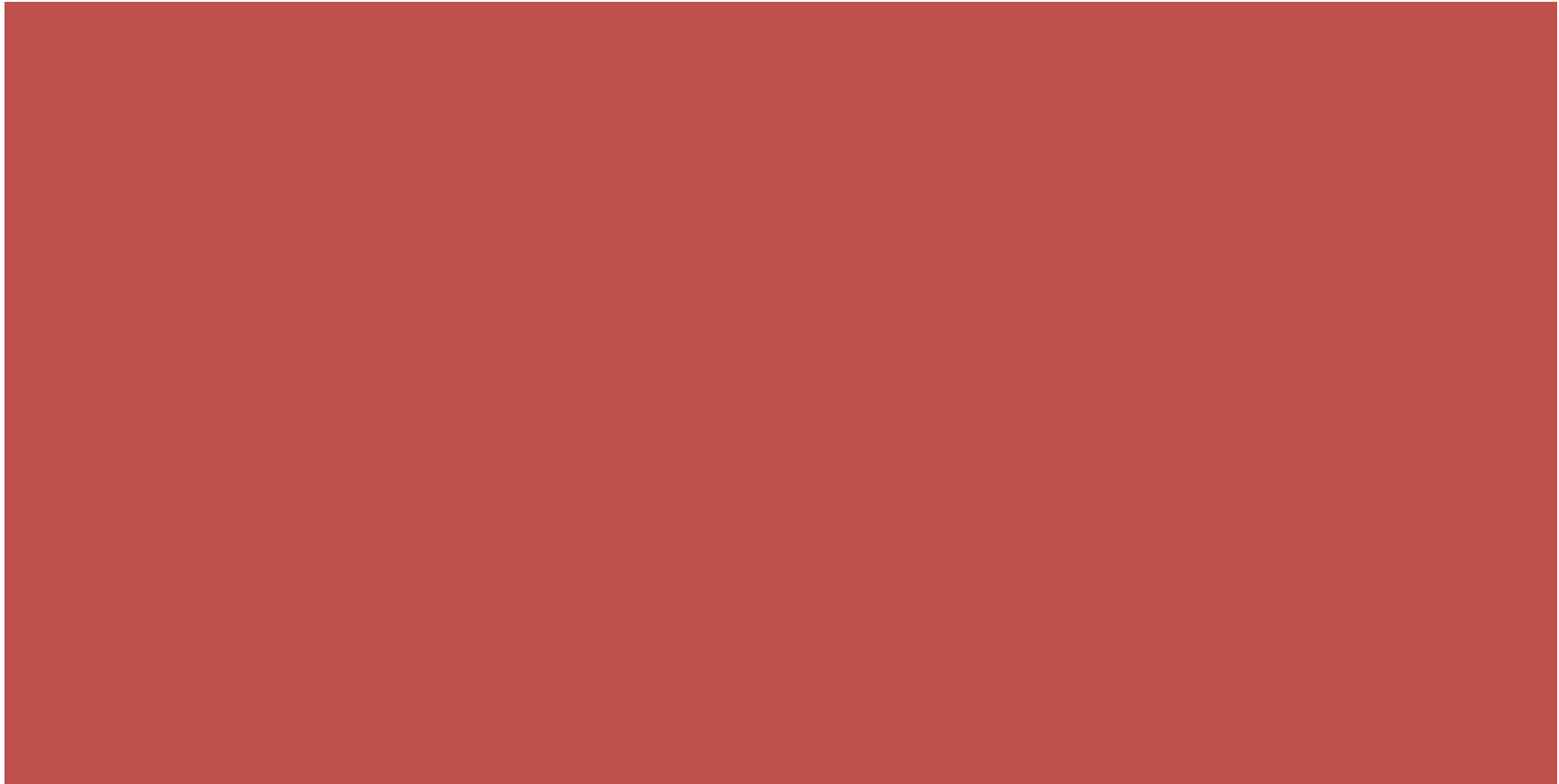
- **"WE LITERALLY HAVE MORE DATA ABOUT OUR STUDENTS THAN ANY COMPANY HAS ABOUT ANYBODY ELSE HAS ABOUT ANYTHING AND IT'S NOT EVEN CLOSE."**

Who will have access to Knewton's data?



- **“WERE GOING TO BE AN OPEN SYSTEM THAT WILL ALLOW **ANYONE** TO JUST, PLUG THAT DATA, TAKE IT OUT AND THEN PLUG IT BACK IN...” [emphasis added]**
- **WHAT COULD POSSIBLY GO WRONG?**

Who owns your child's Personally Identifiable Information?



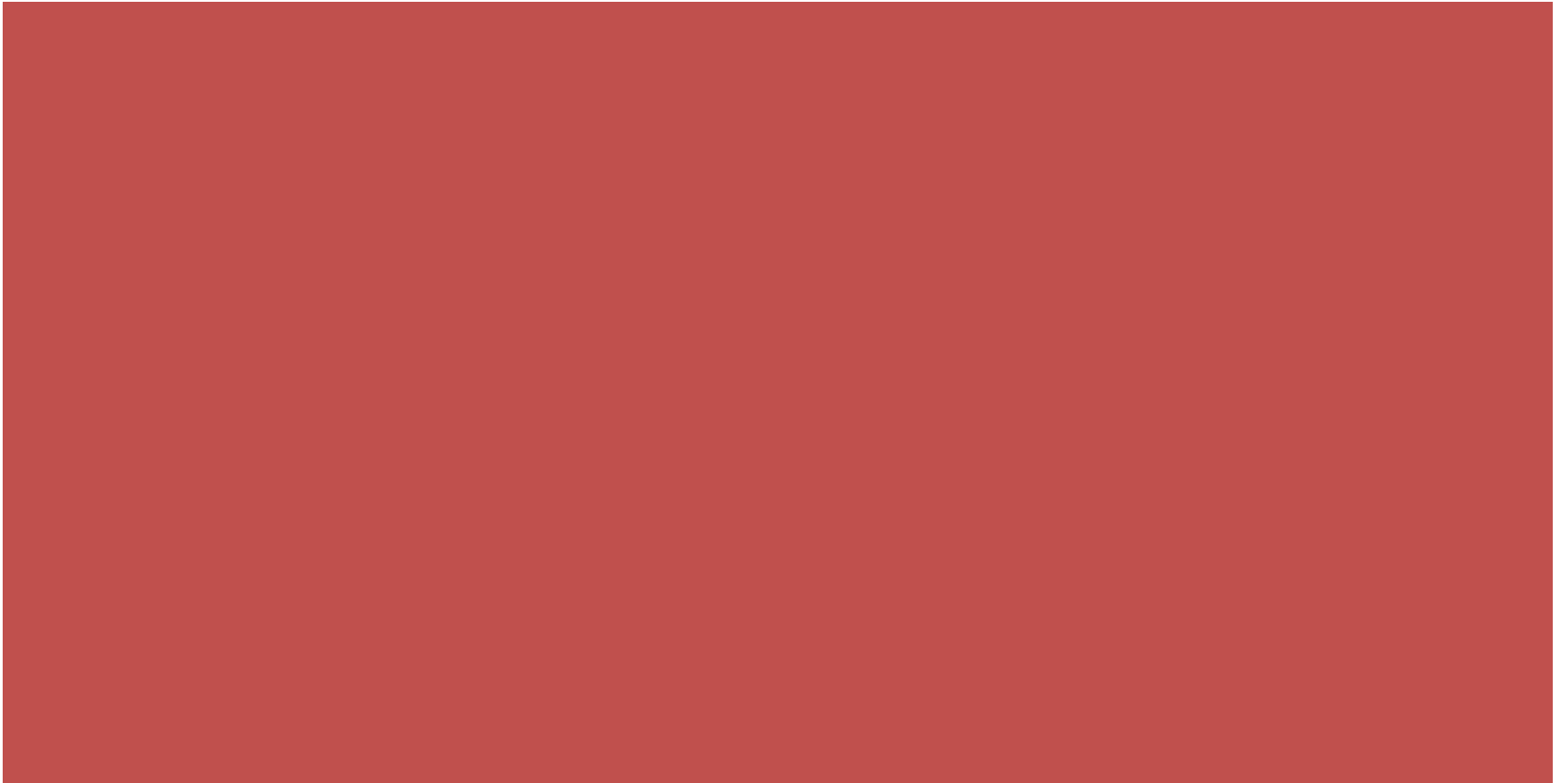
SB 463

- Originally had Section 1.25 which stated. “the educational records of a pupil, including the personally identifiable information (PII) contained in such records, belong to the pupil and his or her parent or legal guardian”
- At the 11th hour Amendment 934 removed section 1.25. CCSD, WCSD, the NV DoE, and several of the legislators on the education committees told me they do not know who removed section 1.25 and gutted the bill. The bill passed into law without section 1.25.

https://www.leg.state.nv.us/Session/78th2015/Bills/Amendments/A_SB463_R2_934.pdf

- To date no one has been able to tell me who my child’s PII belongs to, except to say it is not me or my child.Jose...From last videos?

Several Problems



1) Entities that we know will get raw SBAC data - AIR, CALDER, DRC, and CRESST

2) The fact that SBAC MUST share any and all data collected at the state level with almost anyone who asks; people like Jose I guess?

3) The state of Nevada and the fact that the DoE is expanding the DSM department, i.e. the SAIN (K-12) and the NSLDS. Recall the NSLDS is a cradle to grave tracking system.

4) Others who mine student data i.e.: Apple, Google etc. through online school accounts & applications; Surveys; Infinite Campus; 1:1 devices; Jose and other companies like his.

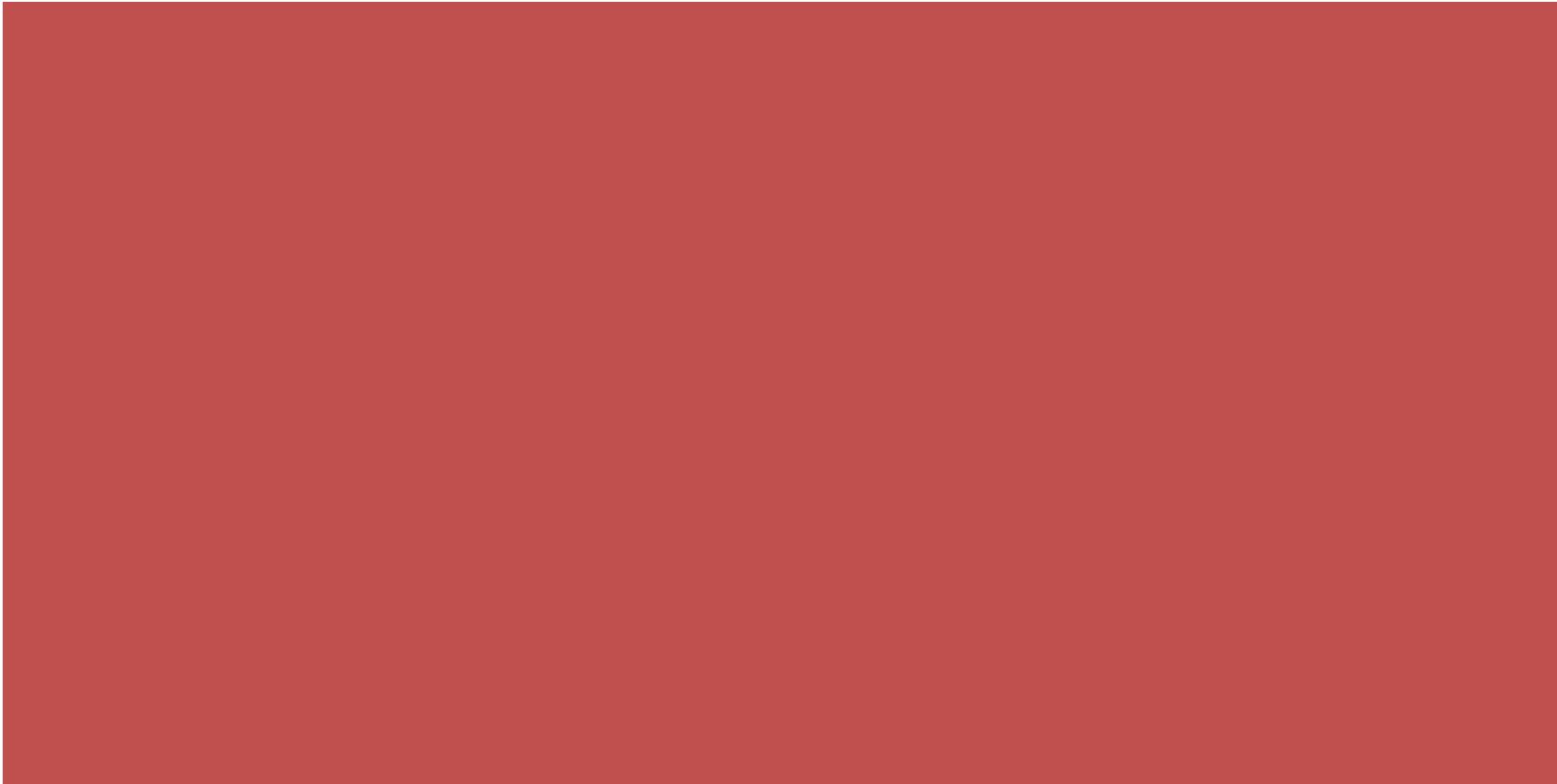
5) The PII of our children does not belong to us parents or our children...

6) Note – The data mining does not apply to children of the leaders pushing it i.e:

President Obama, Secretary of Education Arne Duncan, Governor Sandoval, executives at Pearson Education and several Nevada Legislators

THIS DATA MINING IS FOR OUR CHILDREN NOT THEIRS

Data Breach



AIR, CALDER, DRC, CRESST, the US DoE, the GAO and numerous unknown entities like Jose's legally get access to our children's data, and many of them are suspect!

What about the day there is a Data Breach and someone worse gains access to our children's PII?

- In my opinion, it is not a matter of IF the student data will be breached it is a matter of WHEN!**
- We can't even keep personal information of federal employees safe from (I guess) the Chinese government**

1) Once this data is out there we can't take it back

<http://longisland.news12.com/news/sachem-school-district-students-confidential-information-posted-online-1.6407134>

<http://nodatany.wordpress.com/2013/11/09/what-we-fear-is-here-seen-with-my-own-eyes/>

2) We do not know all the implications of having our children's data out there!

3) There have already been numerous small student data breaches around the country. There was one this week 9/28/15.

According to data expert, Tom Considine Fallon, NV "In the first quarter of 2014, 39 reports of data breaches have taken place at schools around the country."

<http://www.nevadaappeal.com/news/lahontanvalley/10952141-113/core-eppolito-common-standards>

<http://www.databreaches.net/2014/01/>

**No one can guarantee us
our children's data will
be safe from hackers!**

Some are writing about Student Data Mining – BUT NOT MANY PEOPLE IN POWER ARE DOING MUCH!

Here a few over a nine month period in 2014

- **Washington Post** - Why a 'Student Privacy Bill of Rights' is Desperately Needed
- **Huffington Post** – Google Apps for Education: Data Mining and the Threat to Student Privacy
- **Politico** – The big biz. of spying on little kids
- **Huffington Post** – Students: The One Group Missing From Student Data Privacy Laws and Bills
- **Chicago Tribune** – Student computer use raises privacy questions
- **Fox News** – Critics say Common Core includes collecting psych data on kids
- **NY Times** – Student Data Collection Is Out of Control
- There are a lot more articles out there now

BEST TITLE! Reporter for the Midwest Ben Swann

The Most Dangerous Domestic Spying Program is Common Core

“[Data collected](#) will not only include **grades, test scores, name, date of birth and social security number**, [it will also include parents’](#) political affiliations, individual or family **mental or psychological problems**, beliefs, religious practices and **income.**”

<http://benswann.com/the-most-dangerous-domestic-spying-program-is-common-core/#ixzz2k0a6DpbD>

<http://benswann.com/the-most-dangerous-domestic-spying-program-is-common-core/>

How is Student Data Mining related to CC?

Application – State Fiscal Stabilization Fund

- Nevada: Governor Gibbons signed the application on 4/28/09

<http://www2.ed.gov/programs/statestabilization/stateapps/nv-sub.pdf>

- In the application NV agreed to:

- 1) Establish SLDS

- 2) Take actions to improve teacher effectiveness (evaluate teacher by student test scores)

- 3) Enhance the quality of academic assessments (SBAC)

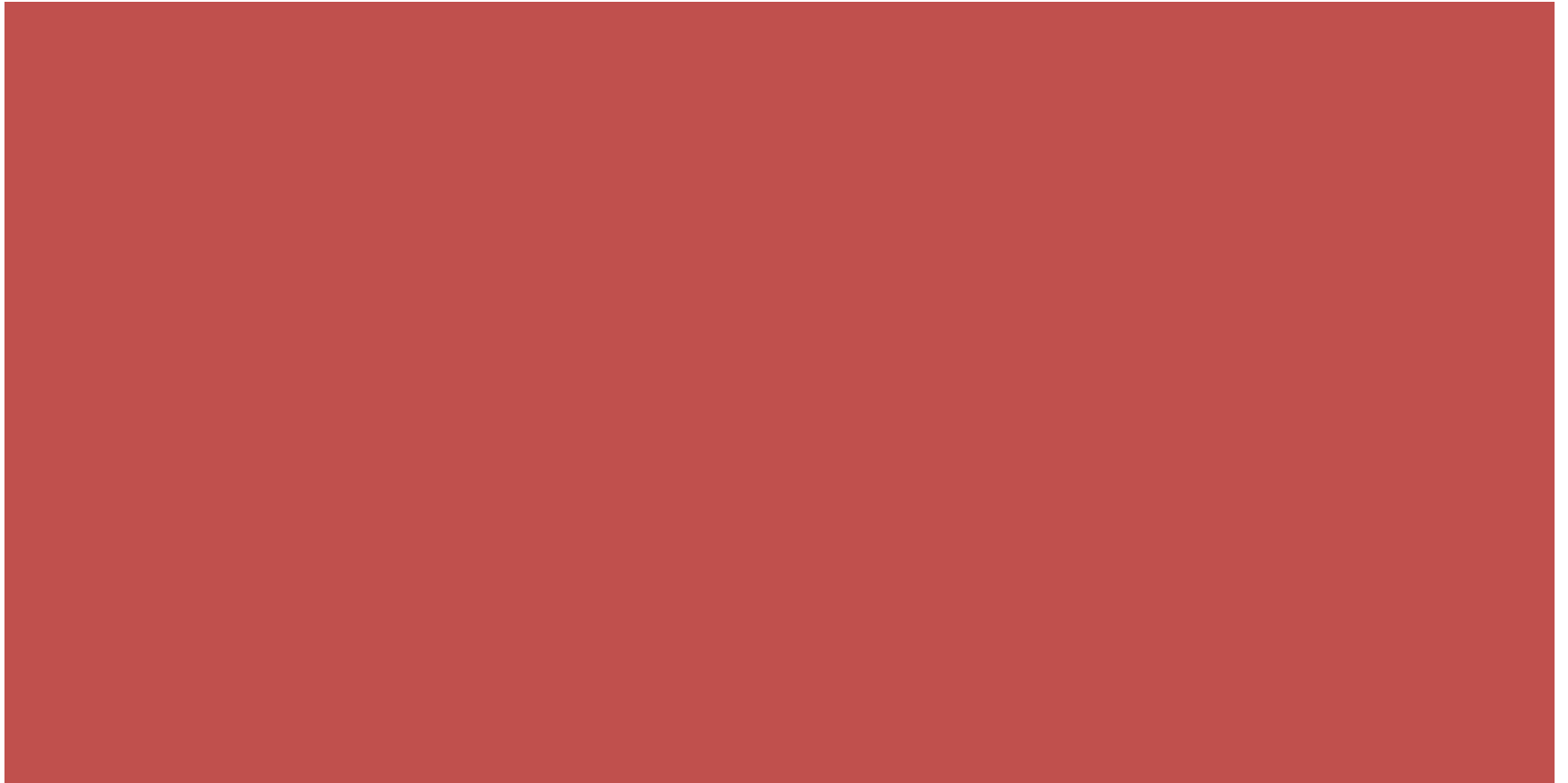
- 4) Improve academic content standards (CC)

- Nevada received \$266,000,000 American Recovery and Reinvestment Act (ARRA 2009)

<https://www.ed.gov/news/press-releases/more-266-million-recovery-funds-now-available-nevada-save-teaching-jobs-and-driv>

<http://www.lasvegassun.com/news/2009/may/11/federal-education-stimulus-funds-nevada-released/>

What Can You Do to protect your children?



- **DO NOT LET YOUR CHILD TAKE THE SBAC!**
- Do not let your child use a 1:1 device at school
- Either: 1) keep track of what your child does on-line while at school, or 2) don't allow them to go on-line
- Talk to your child's teacher and see if she is entering your child's data in Infinite Campus or anywhere
- Help get the word out
- Donate (Red Box)
- Get on mailing list (I'll email this presentation)
- Reach out to our candidates, and ask them what they are going to do to protect our children's data

FIND US HERE!

- www.NevadansAgainstCommonCore.com (link to online Petition)
- Facebook: Nevadans Against Common Core