



SPRING 2020 DATA SUMMIT

APRIL 28, 2020 – MAY 1, 2020

WASHINGTON, D.C.

SPONSORSHIP OPPORTUNITIES



DIGITARY



DegreeData



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MULTIPLE STAKEHOLDERS. ONE VISION.

#PESCSPRING20SUMMIT



GREETINGS FROM PESC!



**On behalf of the Board of Directors and Members,
I am pleased to provide you with additional
Sponsorship Opportunities for
PESC's Spring 2020 Data Summit!**

PESC is working to become the voice for the efficient and secure, real-time exchange of student and learner data throughout the education and workforce domains. With a learner-centric approach and open, transparent collaboration as our cornerstone principle that governs development and setting of PESC APPROVED STANDARDS, Technology

& Services, PESC identifies all *learning* data points, across early childhood, elementary, secondary, postsecondary, training and employment sectors and data systems for data standardization.

Interoperability improves performance, enhances service and delivery, expands digital connectivity and provides long-term cost savings. PESC APPROVED STANDARDS – platform and application neutral – enable interoperability, mobility and support a sustainable, reliable pathway for future application and systems development.

Providing and supporting free and open PESC Approved Standards – the core value of PESC's mission requires support, maintenance and funding.

Please help support this global mission by sponsoring PESC today!

By sponsoring and investing in PESC, your organization signifies to the education and workforce communities 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 reach is far and wide across PK20W, admissions, registrar, financial aid, education technology, data, research, learning, government, policy and credentialing communities. The neutral, trust environment, created by PESC, is a critical component – what we are doing together is working, and should continue.

From Ontario to Indiana to Melbourne to Stanford University and all 115 of the California Community Colleges (alone serving 2.1 million students), to all of student financial aid – all users of PESC Approved Standards – PESC is fulfilling its vision of a connected digital domain.

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

Sincerely,

Michael D. Sessa
President & CEO



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 data standards-setting body comprised of data, software, technology service providers & vendors; schools, districts, colleges & universities; college, university & state/provincial systems; local, state/provincial & federal government offices; application centers & hubs; professional, commercial & non-profit organizations; non-profit associations & foundations.

PESC 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 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 Approved Standards, Services & Technology are community-sourced and driven by PESC serving as an incubator to pilot and launch data standards using an open, transparent and collaborative process; and serving as an open data standards-development and open data standards-setting body governing resource mapping and maintenance of education eco-system taxonomies, schemas and 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.

PESC Vision

PESC envisions global interoperability within the Education domain, supported by a trustworthy, interconnected 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.



A voluntary, consensus-based standards platform is the foundation on which PESC operates.

Through PESC every stakeholder along the learner lifecycle is empowered. Combined with an agreement of 'co-opetition' – that is *cooperation among competitors* – PESC identifies, develops, openly shares and promotes collaborative data solutions that employ automated, reusable and sustainable technologies in order to improve institutional performance, to improve student service delivery, and improve overall digital and electronic connectivity between stakeholders.

Data standards are the tools PESC produces to enable interoperability and connectivity.

Standards make the world go 'round. PESC Sponsors help make standards free and open. Together, with this unique community perspective, PESC has mapped out a common, strategic path for the future. This path includes continued development of common data standards, establishment and support of data networks and infrastructure, common authentication and web services protocols enterprise-wide, seamless connections bridging postsecondary education systems to secondary and labor and workforce systems.

The political will and demand for improvement have never been greater and will continue to increase with time as budgets tighten, common solutions like standardization are being viewed as wise, cost-saving investments and as new technologies emerge.

With membership and participation from all leading stakeholders in education technology, PESC serves as the umbrella organization to coordinate and advocate for learner-centric data standardization and interoperability across the education and workforce lifecycle.

**PESC Sponsors boldly accept that mission
and work diligently to continue the proven record of success and achievement.**

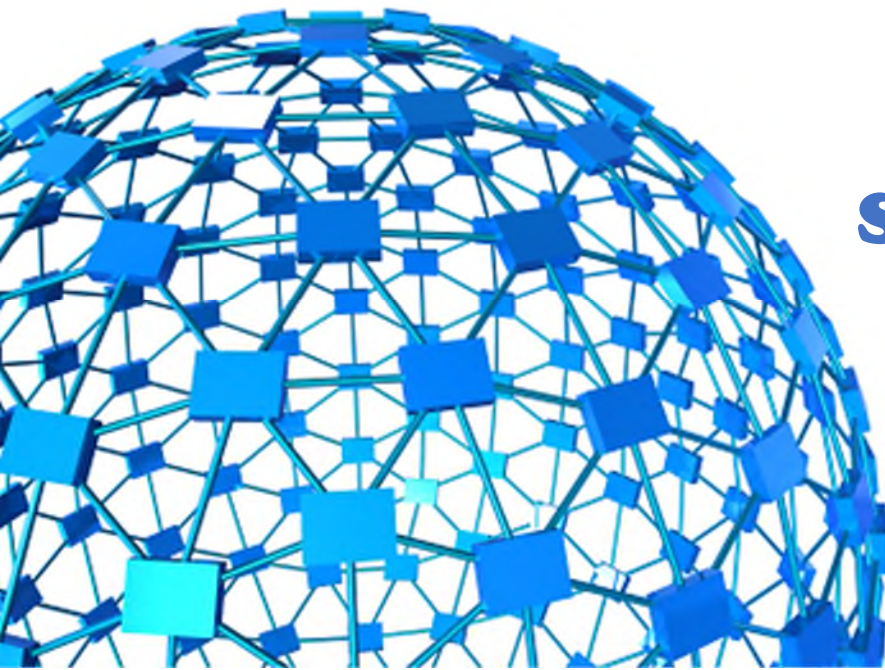
We now elevate the mission to the next level.

JOIN THE EFFORT.

JOIN THE COMMUNITY.

SPONSOR PESC

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AS A SPONSOR

➤ Your organization is marketed by PESC:

- Logo is listed, posted & hyperlinked prominently on the Spring 2020 Data Summit website
- Logo and name listed and included prominently in all Data Summit registration emails
- Logo and name listed and included in all official Data Summit announcements & press releases
- Logo and name included in PESC Newsletters, Articles & Marketing Materials
- Logo and name listed and included in all Data Summit emails through PESC group lists (Admissions Workgroup, Canadian PESC User Group, Competencies & Credentials User Group, Data Privacy & Protection Task Force, EdExchange User Group, EdPlan Workgroup, GEO Code User Group, JSON Task Force, Standards Forum for Education)
- Logo and name shared with PESC Partners: AACRAO, ARUCC, A4L, Connecting Credentials, CEDS, DXtera Institute, EMREX, Erasmus Without Paper, Groningen Declaration Network, HR Open Standards, SHEEO, T3 Innovation Network
- Logo and name listed and included on social media: Facebook, LinkedIn, Twitter

➤ Your organization firmly associates itself with the PESC mission of open, transparent and collaborative interoperability and establishes itself as a leader and stakeholder

➤ Investing in PESC increases the value & maximizes the integrity of your data technology

SPONSOR PESC TODAY!

To Sponsor, please complete Sponsor Form and send it along with a check payable to: PESC, 1250 Connecticut Ave NW, Suite 700, Washington DC, 20036. Tax ID# 52-2179499. Organizations can sponsor additional certain activities and events individually. For more information or if you would like to pay by credit card, contact Jennifer Kim at PESC.

SPONSORSHIP OPPORTUNITIES AVAILABLE:

	Wednesday Apr 29, 2020	Thursday Apr 30, 2020	Friday May 1, 2020
<i>Continental Breakfast</i>	<ul style="list-style-type: none">• \$1,000 each day or• \$2,500 for all 3 days	<ul style="list-style-type: none">• \$1,000 each day or• \$2,500 for all 3 days	<ul style="list-style-type: none">• \$1,000 each day or• \$2,500 for all 3 days
<i>Morning Break</i>	<ul style="list-style-type: none">• \$500 each day or• \$1,250 for all 3 days	<ul style="list-style-type: none">• \$500 each day or• \$1,250 for all 3 days	<ul style="list-style-type: none">• \$500 each day or• \$1,250 for all 3 days
<i>Lunch</i>	<ul style="list-style-type: none">• \$5,000 each day or• \$8,500 for 2 days	<ul style="list-style-type: none">• \$5,000 each day or• \$8,500 for 2 days	
<i>Afternoon Break</i>	<ul style="list-style-type: none">• \$750 each day or• \$1,250 for 2 days	<ul style="list-style-type: none">• \$750 each day or• \$1,250 for 2 days	
<i>Reception</i>	<ul style="list-style-type: none">• \$8,500		





SPRING 2020 DATA SUMMIT SPONSOR APPLICATION & AGREEMENT

		Wednesday Apr 29, 2020	Thursday Apr 30, 2020	Friday May 1, 2020
<i>Continental Breakfast</i>	<input type="radio"/> \$2,500 for all 3	<input type="radio"/> \$1,000	<input type="radio"/> \$1,000	<input type="radio"/> \$1,000
<i>Morning Break</i>	<input type="radio"/> \$1,250 for all 3	<input type="radio"/> \$500	<input type="radio"/> \$500	<input type="radio"/> \$500
<i>Lunch</i>	<input type="radio"/> \$8,500 for 2	<input type="radio"/> \$5,000	<input type="radio"/> \$5,000	
<i>Afternoon Break</i>	<input type="radio"/> \$1,250 for 2	<input type="radio"/> \$750	<input type="radio"/> \$750	
<i>Reception</i>		<input type="radio"/> \$8,500		

Organization Name

Organization Website

Contact Person Name

Contact Person Title

Address

City, State/Province

Zip/Country

Phone

Email

Signature

Date

In Sponsoring PESC, my company and its employees, contractors and affiliated parties agree to abide by PESC's guidelines, terms and conditions of use and intellectual property (IP) Policy and User Agreement.

TRUSTED OPEN DATA STANDARDS



ADVANCING LEARNER ACHIEVEMENT WORLDWIDE



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