



DATA SUMMIT

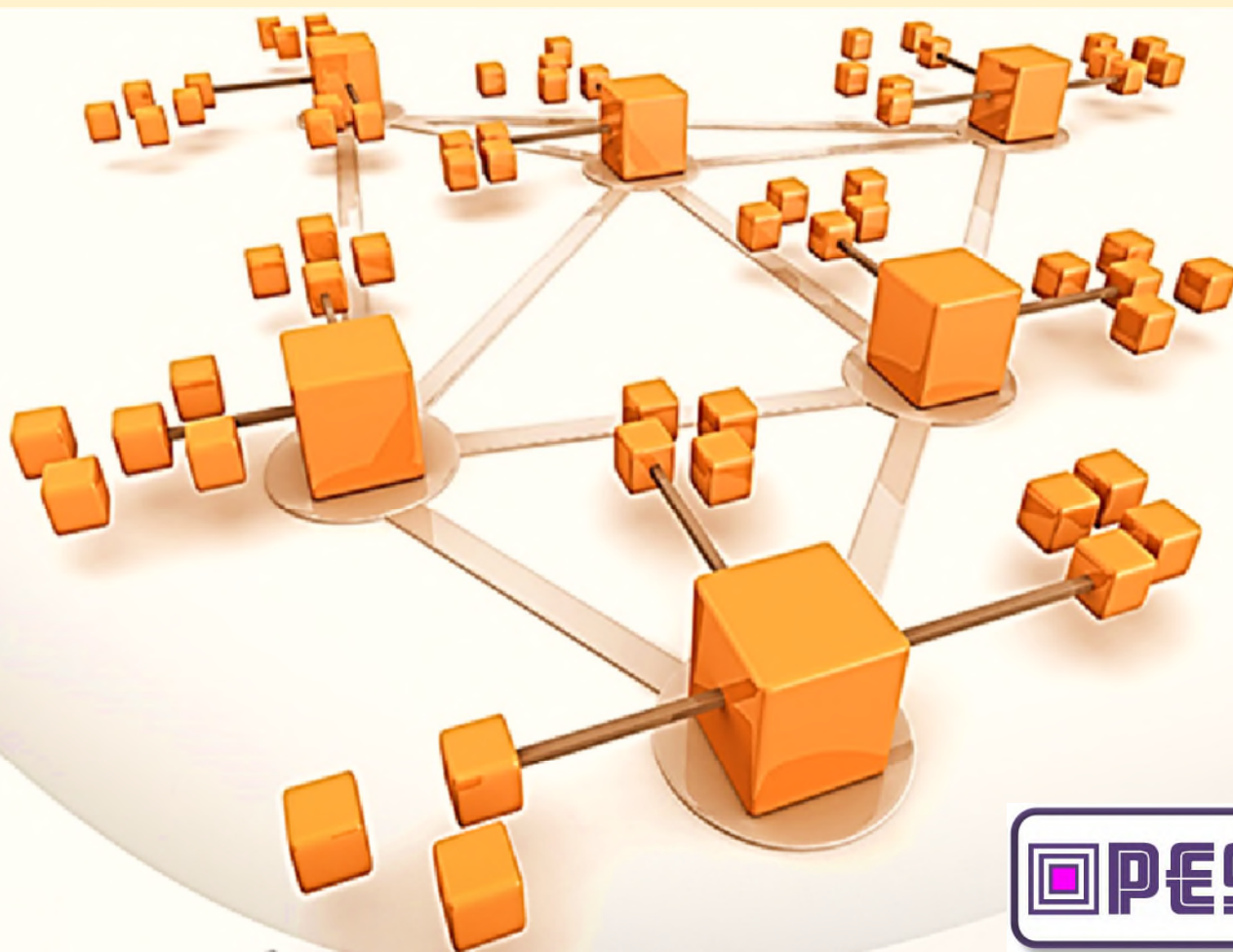
# **SPRING 2019**

**MAY 8–10, 2019**



# COMMON CREDENTIAL *for* CERTIFICATES DEGREES & DIPLOMAS

[www.PESC.org](http://www.PESC.org)





The Postsecondary Electronic Standards Council (PESC) presents the

# SPRING 2019 DATA SUMMIT

MAY 8–10, 2019 | DUPONT CIRCLE HOTEL | WASHINGTON DC

THE SPRING 2019 DATA SUMMIT REPRESENTS

PESC'S 20<sup>TH</sup> ANNUAL CONVENING IN WASHINGTON, D.C. OF STAKEHOLDERS

IN HIGHER EDUCATION TECHNOLOGY & STANDARDS.

## **PESC TECHNOLOGY, SERVICES & APPROVED STANDARDS SUPPORT AND SERVE:**

colleges & universities; states & provinces; commercial organizations & government agencies; software vendors & technology providers; & non-profit organizations & associations – and all, along with the general public are welcome & encouraged to register and attend the Spring 2019 Data Summit.

## **SESSION TOPICS RANGE FROM:**

access, integration & implementation of data systems & application centers; development, maintenance & promotion of data exchange standards; open, community-driven & standards-based best practices; emerging & innovative technologies; data privacy & protection, data quality & management, and data collection & reporting; mobility, portability & overall interoperability; and other key factors that drive global education data systems development & technology.

## HIGHLIGHTS FOR THE SPRING 2019 DATA SUMMIT

- 20th Annual Best Practices Competition
- Keynote & Featured Speakers in General Sessions
- Technical Pre-Summit Workshops
- Active, timely Breakout Sessions

### Venue Setup

- For Speakers – Setup: WIFI, all hardware (microphone, laptop, projector, screen)
- General Sessions – Conference-style presentations
- Breakout Sessions – Workgroup and open discussion

### What's Included in the Spring 2019 Data Summit?

- Featured Speakers & Panelists who are leaders & experts across policy, practice & technology
- Breakouts on emerging technologies & initiatives
- Morning Continental Breakfast on three (3) days
- Morning Breaks on three (3) days with hot coffee
- Afternoon Breaks on two (2) days with sweets & treats
- Hot & Cold, customized lunch buffet on two (2) days
- Annual Spring Summit Reception on first day with hors d'oeuvres
- Discounted hotel lodging rate within group block

### Venue Location

- Dupont Circle in Washington, D.C.
- Metro, Airports & Weather
- Restaurants
- Things To Do
- Walking Tours
- The Monuments
- Smithsonian Museums
- Cherry Blossoms

### Summit Format

The Spring 2019 Data Summit is comprised of two main parts: 1 ¾ days of conference-style, general sessions with Featured Speakers, lunches, reception; followed by 1 day of breakout, concurrent sessions during which work groups and initiatives convene (2 ½ days total).

## – PROGRAM AT A GLANCE –

	TUESDAY MAY 7, 2019	WEDNESDAY MAY 8, 2019	THURSDAY MAY 9, 2019	FRIDAY MAY 10, 2019
7.30am		CONTINENTAL BREAKFAST & DATA SUMMIT REGISTRATION		
8.30-10.00am		8.30-9.00 <a href="#">Welcome &amp; Introductions</a> - Michael Sessa, PESC 9.00-10.00 <a href="#">Learner-Centric, Hub-Spoke Models</a> - Bert van der Geest, BC Ministry of Education - Cathy van Soest, EducationplannerBC - Victoriano Giralt, University of Malaga	<a href="#">Integration &amp; Implementation</a> 8.30-9.00 - Kirsten Schroeder, IBM 9.00-9.30 - Rachel Kruse/Susan Williams, National Forum 9.30-10.00 - Megan Coval, NASFAA	Data Privacy & Protection Task Force ))))) Global Education Organization (GEO) Code User Group Standards Development Forum Change Control Board Technical Advisory Board
10.00-10.30am		BREAK		
10.30am-Noon		<a href="#">Digitalization: Revolution or Evolution?</a> 10.30-11.00 - Matthew Pittinsky, Parchment 11.00-11.30 - Joellen Shendy, Workday 11.30-Noon - Rick Torres, National Student Clearinghouse	<a href="#">Integration &amp; Implementation</a> 10.30-11.00 - Confirm: 11.00 – 11.30 - Tom Green, AACRAO 11.30-Noon - Mark Leuba, IMS Global	Academic Credentialing Task Force ))))) AACRAO SPEEDE Committee Open
Noon-1.30pm	PRE-SUMMIT REGISTRATION	LUNCH		ADJOURN
		<a href="#">20<sup>th</sup> Annual Best Practices &amp; Awards</a> <a href="#">It's All About the Data – History of Standards</a> - Michael Sessa, PESC		Competencies & Credentials User Group* Lunch & Launch
1.30-3.00pm	Pre-Summit Training Workshop <a href="#">Development &amp; Production</a> <a href="#">EDI, PDF, XML &amp; JSON 101</a> - Matt Bemis, USC - Jerry Bracken, BYU - Doug Holmes, OUAC - Alex Jackl, Bardic Systems	1.30-2.00 <a href="#">Linked Open Data</a> - Bob Sheets, GWIPP 2.00-3.00 <a href="#">Reshaping the Ecosystem Panel</a> - Natasha Jankowski, NILOA - Jason Tyszko, USCCF - Mike Baur, MSDF	USCCF JDX & T3 Innovation Network	Credential Engine Groningen Declaration Network Update
3.00-3.30pm	BREAK			
3.30-5.00pm	Pre-Summit Training Workshop <a href="#">Development &amp; Production</a> <a href="#">Data Privacy &amp; Protection 101</a> - Mary Chapin, NSC - Doug Falk, NSC - Julia Funaki, AACRAO - Rick Skeel, Ellucian	<a href="#">Portability &amp; Scalability</a> 3.30-4.00 - Tom Black, Johns Hopkins University 4.00-4.30 - Takis Diakoumis, Digitary - James Kelly, ECE 4.30-5.30 - Blockchain & PESC Compatibility	Canadian PESC User Group CanPESC )))))	EdExchange User Group JSON-LD Task Force )))))
5.00-6.00pm	PESC Board of Directors	Annual PESC Member Meeting		
6.00-7.00pm		Annual Spring Reception		

All General & Breakout Sessions and events are opened to all registrants, unless otherwise noted. ))))) Webinar/Teleconference. \*PESC Member-Based. [Spring 2019 Data Summit](#) [Dupont Circle Hotel](#)



LEARN, PARTICIPATE, INSPIRE & CONNECT AT PESC!

## HOTEL & REGISTRATION INFORMATION

<i>Hotel</i>	Dupont Circle Hotel 1500 New Hampshire Avenue NW Washington DC, 20036 United States +1.202.483.6000 <i>Hotel Link</i>
<i>Group Discount Deadline</i>	March 15, 2019
<i>Group Discount Rate</i>	\$261 (US) per night single/double
<i>Group Name</i>	PESC Spring 2019 Data Summit
<i>Dress Code</i>	Business casual
<i>Early Bird Registration</i>	<i>Through March 15, 2019</i>
<i>General Public</i>	\$975
<i>PESC Member</i>	\$795
<i>Standard Registration</i>	<i>After March 15, 2019</i>
<i>General Public</i>	\$1,225
<i>PESC Member</i>	\$975

## Expanding PESC's AMBASSADOR PROGRAM

**To activate awareness & adoption of data standards,** PESC and its Members promote digitalization and advocate for automated, machine-to-machine connectivity. In supporting and governing PESC, Members are the best spokespeople to champion the need & value of data standards and communicate a common, shared vision of seamless life-long learning.

PESC established International Ambassadors in 2018 after partnering with the Groningen Declaration Network (GDN). **International PESC Ambassadors** were established for leaders from PESC Members who also attend the Annual GDN Meetings held around the world to ensure a unified message. With 15 International PESC Ambassadors at last year's Annual GDN Meeting in Paris, PESC was very well represented and our mission resonated clearly.

In expanding the Ambassador Program, PESC adds several new categories based on key topics & functions. Sign up today to help spread the word and expand the movement!

Join one or all so that PESC is well represented year-round!

- 1) PESC International Ambassadors
- 2) PESC Ambassadors for **Credentialing**
- 3) PESC Ambassadors for **Transcripts**
- 4) PESC Ambassadors for **EdExchange**
- 5) PESC Ambassadors for **GEO Code**

What's expected as a PESC Ambassador? PESC will list you on its website, promote you as a contact person & liaison for PESC, and you agree to be available should someone contact you with questions about PESC, data standards and interoperability.

To sign up to be a PESC Ambassador, please visit [www.PESC.org](http://www.PESC.org) or contact Jennifer Kim at PESC.



**STANDARDS MAKE THE WORLD GO 'ROUND**

**PESC Members Make Standards Free & Open**

**Join the Effort. Join the Community. Join PESC.**

[www.PESC.org](http://www.PESC.org)



SPRING 2019 DATA SUMMIT | 20<sup>TH</sup> ANNUAL BEST PRACTICES IN EDUCATION DATA SYSTEMS  
STATE OF TECHNOLOGY & STANDARDS IN HIGHER EDUCATION

## PROGRAM

**TUESDAY MAY 7, 2019**

Noon – 1.30pm **Registration | Pre-Summit Training Workshops**

1.30pm – 3.00pm **Pre-Summit Training Workshop**  
*Theme: Development & Production*

### EDI, PDF, XML & JSON 101

*Featured Speakers:*

- **Matt Bemis, Associate Registrar, University of Southern California**
- **Jerry Bracken, Software Engineer, Office of Information Technology, Brigham Young University**
- **Doug Holmes, Acting Manager, eTranscripts, Ontario Universities' Application Centre**
- **Alex Jackl, President & CEO, Bardic Systems**

*Moderator:*

- **Michael Sessa, PESC President & CEO**

A segment of your overall business processes may rely on EDI, PDF and/or XML. Ensuring data quality, data integrity, and data privacy and protection requires constant meticulous care. As more colleges, universities, states, provinces, vendors and service providers, application centers, systems and networks adopt PESC Approved EDI, PDF and XML Standards and migrate toward automated, electronic, machine-to-machine processing, the need to maintain and update these systems and networks also increases.

3.00pm – 3.30pm **Break**

3.30pm – 5.00pm **Pre-Summit Training Workshop**  
*Theme: Development & Production*

### DATA PRIVACY & PROTECTION 101

*Featured Speakers:*

- **Mary Chapin, Chief Legal Officer, Vice President & Corporate Secretary, National Student Clearinghouse**
- **Doug Falk, Chief Information Officer & Vice President, National Student Clearinghouse**
- **Julia Funaki, Associate Director, American Association of Collegiate Registrars & Admissions Officers**
- **Rick Skeel, Director of Product Management, Ellucian**

*Moderator:*

- **Michael Sessa, PESC President & CEO**

With newly emerging privacy and protection rules, which join FERPA and GDPR, ensuring proper and accurate data exchange is the highest priority for PESC. Through establishment of the Data Privacy & Protection Task Force, PESC Members have identified several critical updates for adoption across all PESC EDI, JSON and XML Approved Standards. The Data Privacy & Protection Task Force is an open collaborative group spanning policy, practice and technology that serves as an information clearinghouse for the education community, focused on technical implementation of data privacy & protection rules and regulations. The Task Force ensures that PESC is informed and prepared for any corresponding standards development and production of PESC approved standards. Topics for the Workshop include: the charge of the Task Force; the areas the Task Force is tackling; education and background on GDPR and other laws (e.g. CCPA and other country privacy laws); conversations about GDPR compliance; an overview and progress report of the efforts of the Task Force; Task Force recommendations to PESC and community about flagging records; the SIS vendor perspective as it pertains to controllers and processors of data; clarifying the different roles of processors and how they are different within GDPR; how a vendor provides processing services (examples National Student Clearinghouse, other) and how organizations will honor privacy flags; use of a contract between controllers and processors to direct processing on records with flags; the AACRAO membership institution view and how it will enable institutions to be compliant with GDPR.

5.00pm

**Adjourn for Day**





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# PROGRAM

## WEDNESDAY MAY 8, 2019

7.30am **Registration | Spring 2019 Data Summit & Continental Breakfast**

8.30am – 9.00am **Welcome & Introductions**

- **Michael Sessa, PESC President & CEO**

9.00am – 9.30am **General Session**

*Theme: Learner/Student-Centric, Hub & Spoke Models*

### Improving Student Transition to Post-Secondary Education

*Exploring British Columbia's Partnerships and Business Transformations Using PESC Approved XML Transcripts*

*Featured Speakers:*

- **Bert van der Geest, Consultant to the Ministry of Education, British Columbia**
- **Cathy van Soest, Manager, EducationPlannerBC Transcript Services**

*Moderator:*

- **Doug Holmes, Acting Manager, eTranscripts, Ontario Universities' Application Centre**

Exciting work has been underway to support students with options for immediate electronic delivery of their high school transcripts throughout British Columbia. At the press of a button, current and former high school students can now view, send and track their transcripts dynamically. The British Columbia Ministry of Education's new **StudentTranscripts** Service allows students to send their transcripts to select post-secondary institutions via EducationPlannerBC's XML transcript exchange system. Five key BC universities have implemented the new approach to transcript delivery since Sept 2018. Plans are in place for other institutions both within BC and across Canada to connect to this service. Join us as we talk about our experiences to implement this significant business transformation and the partnerships required to make this opportunity a reality. We will focus on the benefits and challenges we encountered as the project unfolded and how the implementation of these high school transcript PESC standards is anticipated to fundamentally change admissions support for students.

9.30am – 10.00am **General Session**

*Theme: Learner/Student-Centric, Hub & Spoke Models*

### Title

*Featured Speaker:*

- **Victoriano Giral, Chief Information Officer, University of Malaga**

*Moderator:*

- **Doug Falk, Chief Information Officer and Vice President, National Student Clearinghouse**

*Description:*

10.00am – 10.30am **Break**



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10.30am – Noon      **General Session**  
*Theme: Digitalization | Revolution or Evolution?*

Title
<i>Featured Speakers:</i> <ul style="list-style-type: none"><li>▪ <b>Matthew Pittinsky, Ph.D., CEO, Parchment</b></li><li>▪ <b>Joellen Shendy, Product Strategy Director, Workday</b></li><li>▪ <b>Rick Torres, President &amp; CEO, National Student Clearinghouse</b></li></ul> <i>Moderator:</i> <ul style="list-style-type: none"><li>▪ </li></ul>
<i>Description:</i>

Noon – 1.30pm      **Lunch – 20<sup>th</sup> Annual Best Practices & Awards**

1.30pm – 3.00pm      **General Session**  
*Theme: Reshaping the Ecosystem*

Title
<i>Featured Speaker:</i> <ul style="list-style-type: none"><li>▪ <b>Bob Sheets, Ph.D., Research Professor, George Washington Institute for Public Policy</b></li></ul> <i>Moderator:</i> <ul style="list-style-type: none"><li>▪ </li></ul>
<i>Description:</i>

Title
<i>Featured Speakers:</i> <ul style="list-style-type: none"><li>▪ <b>Natasha Jankowski, Ph.D., Director, National Institute for Learning Outcomes Assessment</b></li><li>▪ <b>Jason A. Tyszko, Vice President, Center for Education &amp; Workforce, US Chamber of Commerce Foundation</b></li><li>▪ <b>Mike Baur, Program Manager, Michael and Susan Dell Foundation</b></li></ul> <i>Moderator:</i> <ul style="list-style-type: none"><li>▪ <b>Bob Sheets, Ph.D., Research Professor, George Washington Institute for Public Policy</b></li></ul>
<i>Description:</i>

3.00pm – 3.30pm      **Break**



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3.30pm – 5.30pm **General Session**  
*Theme: Portability & Scalability*

Title
<i>Featured Speaker:</i> <ul style="list-style-type: none"><li>▪ <b>Tom Black, Assistant Vice Provost and University Registrar, Johns Hopkins University</b></li></ul> <i>Moderator:</i> <ul style="list-style-type: none"><li>▪ <b>Matt Bemis, Associate Registrar, University of Southern California</b></li></ul>
<i>Description:</i>

Title
<i>Featured Speaker:</i> <ul style="list-style-type: none"><li>▪ <b>Takis Diakoumis, Chief Technology Officer, Digitary</b></li><li>▪ <b>James Kelly, Senior Director of Technology, Educational Credential Evaluators</b></li></ul> <i>Moderator:</i> <ul style="list-style-type: none"><li>▪ </li></ul>
<i>Description:</i>

Blockchain & PESC Compatibility   Open Discussion Exploring Options and Opportunities
<i>Moderator:</i> <ul style="list-style-type: none"><li>▪ <b>Michael D. Sessa, President &amp; CEO, PESC</b></li></ul>
All data needs standards. PESC's long-standing focus on data allows reliable compatibility with all technologies from EDI, PDF and XML, to JSON-LD, Blockchain and Artificial Intelligence. As institutions and organizations become more familiar with Blockchain's application in particular, more and more opportunities emerge for collaboration between Blockchain and PESC, and EdExchange and Global Education Organization (GEO) Code as well. This session will explore these opportunities, identify key factors driving adoption, discuss process flows, options for data access and data exchange, and next steps for development and pilots at PESC.

6.00 – 7.00pm **Annual Spring Reception**

7.00pm **Dinner on Your Own**



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# PROGRAM

**THURSDAY MAY 9, 2019**

7.30am **Registration | Spring 2019 Data Summit & Continental Breakfast**

8.30am – 10.00am **General Session**  
*Theme: Integration & Implementation*

## Blockchain & Artificial Intelligence

*Featured Speaker:*

- **Kirsten Schroeder, Global Business Services Partner, Education, EPA, OPA, Congressional Offices, IBM**

*Moderator:*

- **Jason Weaver, Head of Product, Parchment**

*Description:*

## School Courses for the Exchange of Data (SCED): K12 and Beyond

*Featured Speakers:*

- **Rachel Kruse, U.S. National Forum on Education Statistics**
- **Susan Williams, U.S. National Forum on Education Statistics**

*Moderator:*

- **David Moldoff, CEO & Founder, AcademyOne**

The National Forum on Education Statistics (the Forum) is a collaborative group that includes representatives from federal, state, and local education agencies and other organizations with an interest in education data. The Forum strives to provide states, districts, and schools with best practice resources on topics related to the collection, maintenance, and use of elementary and secondary education data. One such resource is the School Courses for the Exchange of Data (SCED). SCED is a voluntary, common classification system for prior-to-secondary and secondary school courses that can be used to compare course information, maintain longitudinal data about student coursework, and efficiently exchange course-taking records. SCED is designed to be flexible enough that education agencies can modify it to meet their needs. This session will provide an overview of SCED and an in-depth look at how the Iowa Department of Education is using SCED to build postsecondary connections, including using SCED to classify the high school courses students can complete as part of the automatic admission process to Iowa public universities.

## NASFAA Federal Update

*Featured Speaker:*

- **Megan Coval, Vice President, Policy & Federal Relations, National Association of Student Financial Aid Administrators**

*Moderator:*

- **Francisco Valines, Director of Financial Aid, Florida International University**

This NASFAA Federal Update will provide a high-level landscape of the Washington political climate with a particular focus on federal financial aid policy over the past year and how it has impacted students and institutions. Overall trends and hot topics in student aid will be discussed along with an overview of proposals for Reauthorization of the Higher Education Act of 1965, as amended, including the interest in a student unit record. The session will also focus on predictions for how student aid funding will fare in the upcoming years.

10.00am – 10.30am **Break**





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10.30am – Noon

**General Session**

*Theme: Integration & Implementation*

**Title**

*Featured Speaker:*

- ?

*Moderator:*

- **Liz Dietz, Vice President, Student Strategy and Product Management, Workday**

*Description:*

**Comprehensive Learner Records – A National & International Movement**

*Featured Speaker:*

- **Tom Green, Ph.D., Associate Executive Director, American Association of Collegiate Registrars & Admissions Officers**

*Moderator:*

- **Monterey Sims, Director Admissions and Evaluation, University of Phoenix**

AACRAO's Comprehensive Learner Records Project and discuss the next multi-year phases of the project. The major driver is the official student record expanding beyond the traditional transcript or diploma to a digital learner record. Focused on what is learned in higher education, rather than what was taken or the degree conferred, we are in a period of rapid experimentation. Examples of this work and a brief overview of the landscape will be provided. Suggestions for possible directions toward standards will also be presented.

**Making Connections - Innovations for Lifelong Learning**

*Featured Speaker:*

- **Mark Leuba, Vice President, Product Management, IMS Global**

*Moderator:*

- **Alex Jackl, President & CEO, Bardic Systems**

Collaborative, responsive, adaptable and learner-centric - these are not terms we typically associate with education institutions or for that matter, standards organizations. But the times, they are a'changing, and technology and standards can play a critical enabling role in education's evolution. Historically, ed-tech technologies helped automate established processes, but the next wave of innovation will focus on enabling connections and by doing so make new models of education, collaboration and lifelong learning possible. Mark Leuba, will present IMS Global's open ed-tech standards that enable connected, lifelong learning.

Noon – 1.30pm

**Lunch – It's All About the Data: History on Standards in Education**

**Michael D. Sessa, PESC President & CEO**



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# PROGRAM

**THURSDAY MAY 9, 2019**

1.30pm – 3.00pm **Breakout Sessions**

## **T3 Innovation Network & JDX**

*Room Name*

*Featured Speaker:*

- **Jason Tyszko, Vice President, Center for Education and Workforce, US Chamber of Commerce Foundation**

*Web/Phone:*

▪

*Description:*

## **Credential Engine**

*Room Name*

*Featured Speaker:*

- **Scott Cheney, Executive Director, Credential Engine**

*Description:*

## **EDI, PDF, XML & JSON Workshop**

*Room Name*

*Featured Speaker:*

▪

*Moderator:*

▪

*Description:*

3.00pm – 3.30pm **Break**



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3.30pm – 5.00pm **Breakout Sessions**

**Canadian PESC User Group**

*Room Name*

Co-Chairs:

- **Doug Holmes, Acting Manager, eTranscripts, Ontario Universities' Application Centre**
- **Cathy van Soest, Manager, EducationplannerBC Transcript Services**

Web/Phone:

- **See CanPESC List.**

See CanPESC list for meeting agenda, webinar and teleconference logistics, and additional information. CanPESC is an open, collaborative group of volunteer stakeholders ensuring PESC's Mission, PESC Approved Standards, Technology & Services support and incorporate the needs and interests of Canadian students, institutions and stakeholders. <https://www.pesc.org/canadian-pesc-user-group.html>

**EdExchange User Group**

*Room Name*

Co-Chairs:

- **Mark Cohen, Product Manager, California Community Colleges Technology Center**
- **David Moldoff, CEO & Founder, AcademyOne**

EDEXCHANGE is a data exchange service offered and operated by PESC and directly managed by PESC Members. The foundation of the service is a directory 'look up' server that lists institutions, service providers and others that are able to exchange data electronically. The server itemizes the technical capacity of each, which document types are supported electronically and additional identifier data. To exchange data, users then connect directly with the respective recipient. The EDEXCHANGE User Group established a Steering Committee in 2015, ultimately governed by the PESC Board of Directors, to administer more direct management, oversight and strategic planning of EDEXCHANGE. The Steering Committee is made up of nine PESC member representatives, is diverse, representing the various sectors across education, is semi-autonomous, and is responsible for the overall management and operation of EDEXCHANGE. <https://www.pesc.org/edexchange-user-group.html>

**JSON-LD Task Force**

*Room Name*

Chair:

- **Michael Morris, Director, Quality Management, EIS-Quality Assurance, ACT**

Web/Phone:

- **PESC Line 1-888-205-5513 (USA /Canada toll free), 952016# <https://pesc.globalmeet.com/JSON2017>**

The JSON -LD Task Force is an open, collaborative group of volunteers spanning policy, practice and technology serving as an information clearinghouse for the education community focused on training, education and production of tools, resources and data standards in JSON-LD. <https://www.pesc.org/json-ld-task-force-1.html>

5.00pm **Adjourn for Day**

5.00pm – 6.00pm **PESC Member Meeting**



# PROGRAM

**FRIDAY MAY 10, 2019**

8.30am – 10.00am **Breakout Sessions**

## Data Privacy & Protection Task Force

*Room Name*

Co-Chairs:

- **Doug Falk, Chief Information Officer and Vice President, National Student Clearinghouse**
- **Julia Funaki, Association Director, American Association of Collegiate Registrars and Admissions Officers**

Web/Phone:

- **PESC Line 1-888-205-5513 (USA /Canada toll free), 952016#**

The Data Privacy and Protection Task Force is an open collaborative group spanning policy, practice & technology serving as an information clearinghouse for the education community focused on technical implementation of data privacy & protection rules and regulations ensuring PESC is prepared for any corresponding standards development and production of PESC Approved Standards. <https://www.pesc.org/data-privacy-protection.html>

## GEO Code User Group

*Room Name*

Co-Chairs:

- **Matt Bemis, Associate Registrar, University of Southern California**
- **James Kelly, Senior Director of Technology, Educational Credential Evaluators**

Global Education Organization (GEO) CODE is a 'look-up' service offered & operated by PESC & directly managed by PESC Members. The foundation of the service is a directory 'look up' server listing active and inactive institutions, including historical data, additional demographic and identifier data. The GEO Code User Group established a Steering Committee in 2017 at the Spring 2017 Data Summit, ultimately governed by the PESC Board of Directors, to administer more direct management, oversight and strategic planning of GEO Code. The Steering Committee is made up of nine (9) PESC Member representatives, is diverse, representing the various sectors across education, is semi-autonomous, and is responsible for the functional management of GEO Code. <https://www.pesc.org/geo-code-user-group.html>

## Standards Development Forum for Education

*Room Name*

Chairs:

- **Kristi Blabaum, Integration Analyst, Ascendium Education**
- **Susan McCrackin, Senior Director of Financial Aid Methodology, College Board**
- **Michael Morris, Director, Quality Management, EIS-Quality Assurance, ACT**

Founded August 4, 2002, the Standards Development Forum for Education includes all Workgroups, development initiatives & efforts; and is the authoritative body that governs resource mapping and maintenance of education ecosystem schemas, taxonomies shared code sets in various technologies (e.g. EDI, XML, PDF, JSON, etc.). The Standards Development Forum is governed by the Change Control Board (CCB), Education Record User Group (ERUG), Technical Advisory Board (TAB) and Steering Committee; with reporting directly to the PESC Board of Directors. <https://www.pesc.org/standards-development-1.html>

10.00am – 10.30am **Break**





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10.30am - Noon **Breakout Sessions**

**Academic Credentialing & Experiential Learning Task Force**

*Room Name*

*Co-Chairs:*

- **Alex Jackl, President & CEO, Bardic Systems**
- **Joellen Shendy, Product Strategy Director, Workday**

*Web/Phone:*

- **PESC Line 1-888-205-5513 (USA /Canada toll free), 952016# <https://pesc.globalmeet.com/AcademicCredentialing>**

Leaders of PESC's Academic Credentialing & Experiential Learning Task Force host leaders of AACRAO's Comprehensive Learner Record and IMS Global's Comprehensive Learner Record & Open Badges for an open discussion on alignment across initiatives, mapping of data elements across specifications and standards, relationship to Mapping Initiative, lifelong learner perspective, and next steps including PESC's Launch of Competency & Credential User Group. [www.pesc.org](http://www.pesc.org) [www.aacrao.org](http://www.aacrao.org) [www.imsglobal.org](http://www.imsglobal.org)

**AACRAO SPEEDE Committee**

*Room Name*

*Chair:*

- **Jeff Elliott, University of Missouri System**

*Web/Phone:*

- **See AACRAO SPEEDE.**

See AACRAO SPEEDE for meeting agenda, webinar and teleconference logistics, and additional information. SPEEDE is the AACRAO Committee for Standardization of Postsecondary Education Electronic Data Exchange. The AACRAO SPEEDE Committee is a standing committee of AACRAO that represents the interests of the AACRAO community in developing and promoting the implementation of standards for electronic exchange of student education data. To accomplish these goals the committee members facilitate webinars, sessions, workshops and roundtables at the AACRAO Annual Meeting, Technology and Transfer Conference and Regional AACRAO Conferences. Committee members are actively engaged in various P20W Education Standards Council (PESC) workgroups focused on creating new standards, updating existing standards and identifying opportunities to increasing interoperability and adoption. If you have a question for the committee, need help with EDX, or are interested in serving on the committee send an email to [speede@aacrao.org](mailto:speede@aacrao.org).

**Groningen Declaration Network Update**

*Room Name*

*Moderators:*

- **Attendees of GDN's 8<sup>th</sup> Annual Meeting – Puebla April 24 – 26, 2019**

The Groningen Declaration Network seeks common ground in best serving the academic and professional mobility needs of citizens world wide by bringing together key stakeholders in the Digital Student Data Ecosystem at its Annual Meeting. OUR GOAL: We make Digital Student Data Portability happen. Citizens world wide should be able to consult and share their authentic educational data with whomever they want, whenever they want, wherever they are. JOIN US: We build a network of like-minded organizations and people who see the potential of the Groningen Declaration. Get involved to further global human capital cross border mobility and make it happen. [www.groningendeclaration.org](http://www.groningendeclaration.org)

Noon

**Adjourn**



## *At the Fall 2016 Data Summit in San Diego*

PESC Members and resources collaborated under the Academic Credentialing and Experiential Learning Task Force to produce the **PESC Approved Common XML Credential for e-Certificates, Degrees and Diplomas** in record time, implemented at Johns Hopkins University and Stanford University as part of the AACRAO-NASPA Comprehensive Learner Record Project. Keynote Speaker was Valere Meus, Director, Erasmus Without Paper, Ghent University.

## *Spring 2017 Data Summit in Washington, D.C.*

PESC looked externally in producing “**Empowering the Mobility of Digital Academic Credentials**,” showcasing external projects, resources and speakers (e.g. Credential Engine, Groningen Declaration Network, US NICE NIST, USCCF, etc.) and exemplifying the value and need for collaboration and engagement of all stakeholders in the ecosystem. *Academic Credentials* were examined and discussed from various perspectives: Admissions/Registrar, International, Systems/Technology, Policy/Research and Marketplace. PESC launched the **JSON Task Force** and the **Credential Data Mapping Initiative** launched under the Academic Credentialing and Experiential Learning Task Force. PESC awarded **iQ4** and **National Student Clearinghouse** with its 18<sup>th</sup> Annual Best Practices Award.

## *Fall 2017 Data Summit in Toronto*

For its **20th Anniversary**, PESC returned to Canada, now one of the largest users of all PESC Approved Standards, to invigorate global mobility and national collaboration across all ten provinces and three territories and honor **ARUCC** with its Distinguished Service Award. Topics ranged from Blockchain, Diploma Supplement and Student Mobility, to initiatives and pilots including MyeQuals in Australia/New Zealand; Data Exchange and Matching with McGill university, National Student Clearinghouse and CHESSIC; and the emergence of provincial Councils on Admissions and Transfer. (PESC held its Fall 2007 Data Summit 10<sup>th</sup> Anniversary in Montreal and its Fall 2012 Data Summit 15<sup>th</sup> Anniversary in Vancouver.)

## *Spring 2018 Data Summit in Washington, D.C.*

PESC convened thought-leaders and experts across policy, practice and technology, featuring speakers from the **Lumina Foundation**, **T3 Innovation Network of the USCCF**, **Lumina Foundation**, **Credential Engine**, **AACRAO**, **EMREX**, **US NCES National Forum on Education Statistics**, **Working Nation**; and awarded the **Indiana Commission for Higher Education** with its 19<sup>th</sup> Annual Best Practices Award. PESC readied the community for the next big jump in technology due to the emergence of JSON, linked data and of the employment and training sectors as users on the supply/demand model, provoking innovation and collaboration like never before.




## *Fall 2018 Data Summit in San Francisco*





PESC focused on those who interact with students and learners directly on the front line: Registrars, SIS Vendors, Application Centers and Credential Evaluators, examining the challenges of keeping pace with emerging technologies, meeting needs and demands of students and customers, continuous roll-out of new features and processes, all while maintaining the highest levels of data integrity, cost efficiency, safety, privacy & security. **Inspiring Digitalization Across Education and Employment** featured speakers from AACRAO, ACE, ARUCC, Common Application, Credential Engine, DegreeData, DIGARC, DXtera, ECE, Ellucian, National Student Clearinghouse, Oracle, Parchment, Stanford University, USCCF and Workday. PESC launched the **Data Privacy and Protection Task Force**. AACRAO's **Janie Barnett** and USC's **Matt Bemis** received PESC's Distinguished Service Awards.

## *At the Spring 2019 Data Summit in Washington, D.C.*






PESC charges forward in promoting its mission of connectivity, celebrates its 20<sup>th</sup> Annual Best Practices and reflects back as PESC embarks on its 21st year to present **State of Technology and Standards in Higher Education**. *Where Are We? Where Have We Been? What Did We Learn? Where Are We Going? How Will We Get There?* Featuring Speakers from AACRAO SPEEDE Committee, BC Ministry of Education, Digitary, EdExchange, George Washington Institute for Public Policy, Groningen Declaration Network, IBM, IMS Global, Johns Hopkins University, Michael and Susan Dell Foundation, NASFAA, NILOA and the USCCF. PESC launches **History of Data Standards in Education** and Timeline.





## ABOUT OUR SPEAKERS



<p>MIKE BAUR PROGRAM MANAGER MICHAEL AND SUSAN DELL FOUNDATION</p>	<p>Mike manages a portfolio of investments in the U.S. data-driven education practice focused on unlocking innovation by improving data interoperability through standardization initiatives. He works with state, district, and vendor organizations which execute projects to empower educators and students by providing the infrastructure to enable real-time access to accurate, actionable education data. Prior to joining the foundation, Mike was Managing Director at Academic Partnerships where he led efforts to promote the utilization of technology in delivering universal and affordable access to higher education institutes around the world. Earlier in his career, Mike was in higher education consulting and sales leadership for SunGard Higher Education and Ellucian where he was an Enterprise Architect and Senior Technical Consultant. Mike has a bachelor's in computer science and a MBA from Harding University.</p>	
<p>MATT BEMIS ASSOCIATE REGISTRAR UNIVERSITY OF SOUTHERN CALIFORNIA PESC BOARD VICE CHAIR</p>	<p>Matt Bemis, Associate Registrar at the University of Southern California, is responsible for the Degree Progress and Transfer Articulation operations for the University. He serves as the administrator over the Degree Audit and Transfer Credit applications, is responsible for the certification of student athlete academic eligibility and is the project lead for the electronic data interchange (EDI) initiative at USC. He currently serves on the PESC Board as Vice Chair; on the AACRAO SPEEDE Committee and is former Chair; is Co-Chair for the PESC Education Record User Group and Co-Chair of the GEO Code User Group. Matt has a demonstrated appreciation for the important work that PESC supports, guides and directs. He remains very active in his volunteer commitments to PESC and AACRAO, through leadership and participation in PESC and AACRAO workgroups and Data Summits. Matt has also been representing PESC as speaker and presenter at Annual Meetings of the Groningen Declaration Network.</p>	
<p>TOM BLACK ASSISTANT VICE PROVOST &amp; UNIVERSITY REGISTRAR JOHNS HOPKINS UNIVERSITY</p>	<p>Thomas "Tom" Black is the inaugural University Registrar and an Assistant Vice Provost at Johns Hopkins. He leads the divisional registrars, who continue to serve individual schools, to help simplify and unify university registration activities. Tom is a nationally recognized leader in his field. Prior to his appointment at Hopkins, Tom served ten years as the University Registrar and Associate Vice Provost for Student and Academic Services at Stanford University, overseeing the University Registrar, Student Services Center, Accessible Education, Student Financial Services, and the Bechtel International Student Center. Tom has spent four decades working in related positions at the University of Chicago, Duke, and the University of North Carolina at Chapel Hill. Tom is a charter member of the Groningen Declaration Network. He is also a member of the American Association of Collegiate Registrars and Admissions Officers (AACRAO), honorary member of the Southern Association of Collegiate Registrars and Admissions Officers (SACRAO), and Carolinas Association of Collegiate Registrars (CACRAO).</p>	
<p>JERRY BRACKEN SOFTWARE ENGINEER, OFFICE OF IT BRIGHAM YOUNG UNIVERSITY</p>		






<p>MARY CHAPIN CHIEF LEGAL OFFICER, VICE PRESIDENT &amp; CORPORATE SECRETARY NATIONAL STUDENT CLEARINGHOUSE</p>	<p>Mary Chapin is Vice President, Chief Legal Officer and Corporate Secretary for the National Student Clearinghouse, a position she has held since 2016. Formerly the general counsel of Direct Response Consulting Services, Euro DM Ltd. and Washington Lists, Inc., Mary has 26 years of experience advising domestic and international private and publicly-held corporations and nonprofit organizations. Her expertise includes data management and protection, privacy, regulatory issues, intellectual property, employment law, corporate governance and compliance, cybersecurity, and technology transactions. Prior to becoming general counsel, Ms. Chapin was a partner in the Intellectual Property, Media and Technology Department of McDermott, Will &amp; Emery LLP, where she represented Fortune 100 companies to emerging growth companies in a broad range of litigation and transaction matters. She is licensed to practice law in Virginia, the District of Columbia, and New York. She is co-chair of the Association of Corporation Counsel National Capital Region Privacy and Data Security Forum. Ms. Chapin also serves on the board of directors of Shelter House, Inc. Mary earned a bachelor's degree from the State University of New York at Buffalo and a law degree from the University of Toledo College of Law. She is a frequent speaker at conferences on data privacy and cybersecurity issues.</p>	
<p>MEGAN MCCLEAN COVAL VICE PRESIDENT, POLICY &amp; FEDERAL RELATIONS NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS</p>	<p>Megan is the Vice President for Policy and Federal Relations at the National Association of Student Financial Aid Administrators (NASFAA) where she oversees the Association's policy and advocacy efforts. Prior to joining NASFAA in the fall of 2010, she served as the Director of Government Relations for the federal Advisory Committee on Student Financial Assistance, where she contributed to several congressionally mandated reports on the postsecondary access and persistence of low- and moderate- income students. Megan began her career in higher education as an admissions counselor at Penn State University. She received a master's in higher education at Penn State and BA in political science from Allegheny College.</p>	
<p>TAKIS DIAKOUKIS CHIEF TECHNOLOGY OFFICER DIGITARY</p>		
<p>DOUG FALK CHIEF INFORMATION OFFICER &amp; VICE PRESIDENT NATIONAL STUDENT CLEARINGHOUSE PESC BOARD CHAIR</p>	<p>Doug Falk has served in technology leadership positions for 18 years at the National Student Clearinghouse, where he is currently VP &amp; CIO. 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. Doug has served on the PESC Board of Directors for 12 years and as Chair for 6 years.</p>	
<p>JULIA FUNAKI ASSOCIATE DIRECTOR AACRAO</p>	<p>Julia Funaki received her Bachelor of Science from The Ohio State University and worked for the Columbus Council on World Affairs. Julia attended a graduate program at American University and worked in domestic and international admissions for the University. Upon completion of her Master's in International Communication she took a job in the foreign student services office at Ohio Wesleyan University. After returning to Washington and completing a Master's in International Education with an emphasis in Higher Ed Administration, Julia worked for the University of Maryland College Park in International Education Services. In 1996, Julia joined the staff at AACRAO. She has been involved with NAFSA and AACRAO as an author, presenter, and committee member and chair and serves on the faculty for the AACRAO Summer and Winter Institute.</p>	



<p>MATT GEE CO-FOUNDER &amp; CEO BRIGHTHIVE</p>	<p>Matt Gee is co-founder and CEO at BrightHive, a public benefit corporation building data collaboratives that power smarter government and more effective social service delivery. He is also a Senior Research Scientist at the University of Chicago's Center for Data Science and Public Policy. He is the co-founder of the Eric and Wendy Schmidt Data Science for Social Good fellowship, which over the last five years has paired 250 data science fellows with over 85 national, state, and local government organizations and NGOs to build data-driven solutions to social problems.</p>	
<p>BERT VAN DER GEEST CONSULTANT TO THE MINISTRY OF EDUCATION, BRITISH COLUMBIA</p>	<p>Bert van der Geest provides strategic direction and leadership to the BC Ministry of Education for a portfolio of projects to create efficiencies for Students, School Districts, Post-Secondary Institutions and modernize the Ministry's applications. Bert has extensive experience in IM/IT projects in both K-12 and Post-Secondary education including implementation of electronic transcripts with EducationPlannerBC. The StudentTranscripts service provides improved access to transcript information and secure delivery of PESC XML high school transcripts to Post Secondary Institutions.</p>	
<p>VICTORIANO GIRALT CIO UNIVERSITY OF MÁLAGA</p>		
<p>TOM GREEN, PH.D. ASSOCIATE EXECUTIVE DIRECTOR AACRAO</p>	<p>Dr. Tom Green brings over 30 years of SEM experience and expertise to AACRAO, where he serves as the Associate Executive Director for Consulting and SEM. He served as dean or vice president of enrollment management at seven institutions, both public and private. Dr. Green led admissions, financial aid, registrar, student accounts, academic advising and support, adult re-entry services and one-stop shop areas, twice serving as director of financial aid. His expertise in SEM planning, recruitment techniques, enrollment marketing and communications, financial aid analysis and resource utilization and student success techniques resulted in enrollment increases, improvements in student profile and retention rates, as well as net revenue. In 2006, Dr. Green joined AACRAO Consulting and since 2008 has devoted his career full-time to helping institutions reach their enrollment goals. His work has included both private and public institutions, from small private colleges to public flagships, from rural to highly urban, and specializations such as online programs, law schools, Hispanic Serving Institutions and Historically Black Colleges and Universities. His consultations have been performed in every region of the United States, in Canada, the United Kingdom, the Middle East and in Eastern Europe. As the Association's Associate Executive Director, he oversees all SEM initiatives, including the SEM Conference, content for member professional development, and also serves as Editor-in-Chief of SEM Quarterly, AACRAO's peer-reviewed journal of research and practice in the field. He oversees the AACRAO-NASPA partnership on Comprehensive Student Records, a Lumina Foundation-funded initiative on the future of digital student records. Tom Green holds a bachelor's degree from the University of Iowa, a master's degree from the American Conservatory of Music, where he later began his academic career as a faculty member in music performance, and a Ph.D. in higher education leadership, management and policy from Seton Hall University. He is a frequent speaker and workshop leader at national and international conferences and has published articles and book chapters on a wide variety of SEM issues.</p>	
<p>DOUG HOLMES ACTING MANAGER, eTRANSCRIPTS ONTARIO UNIVERSITIES' APPLICATION CENTRE</p>	<p>Doug has worked at the Ontario Universities' Application Centre (OUAC), a centralized admission application processing service for the 20 universities in Ontario, since January 1995. He was a software developer until September 2018, at which point he moved to his new role of Acting Manager, eTranscripts. He was part of the original team which developed OUAC's EDI-based postsecondary transcript exchange system and also augmented that system for PESC XML transcripts (both high school and postsecondary). He has worked with calculating GPA's from incoming electronic transcript data and has supported the OUAC's various proprietary admission application exchange systems. Doug was also part of the team which recently mapped</p>	

	and implemented PESC XML standards for both the Admissions Application and Test Scores, as part of the OUAC's new Application Management System (AMS), which is responsible for controlling the data exchanges with their various university, college and high school partners across Canada. He has served as the ARUCC representative to the AACRAO SPEEDE Committee from 1998 - 2005, and again from 2011 to present, and in October 2017 was appointed as a Co-Chair of the Canadian PESC User Group. He received the PESC Distinguished Service Award (2013/2014) and was a member of the OUAC team which won the first PESC Best Practices award (1999/2000).	
ALEX JACKL PRESIDENT & CEO BARDIC SYSTEMS		
NATASHA JANKOWSKI, PH.D. DIRECTOR, EDUCATION POLICY, ORGANIZATION AND LEADERSHIP NATIONAL INSTITUTE OF LEARNING OUTCOMES ASSESSMENT	Dr. Natasha Jankowski is Director of the National Institute for Learning Outcomes Assessment (NILOA) and research assistant professor with the department of education policy, organization and leadership at the University of Illinois Urbana-Champaign. She is co-author, along with her NILOA colleagues, of the books Using Evidence of Student Learning to Improve Higher Education, and, Degrees That Matter: Moving Higher Education to a Learning Systems Paradigm. Her main research interests include assessment, organizational evidence use, and evidence-based storytelling. She holds a PhD in higher education from the University of Illinois, an MA in higher education administration from Kent State University and worked with the Office of Community College Research and Leadership studying community colleges and public policy.	
JAMES KELLY SENIOR DIRECTOR OF TECHNOLOGY EDUCATIONAL CREDENTIAL EVALUATORS PESC BOARD	Jim serves as Senior Director of Technology at ECE. Over the last 16 years, he has successfully built a foundational framework for technology to support infrastructure, applications, and strategic activities. These initiatives have been key to the growth of services offered by ECE helping the business triple in size during Jim's tenure. Jim manages a team of skilled technology professionals, sets technology goals and leads strategic planning initiatives. As part of ECE's senior leadership team, Jim supports internal and external systems while involved in planning, general leadership and management efforts. Jim also works with PESC and the Groningen Declaration Network to standardize credential evaluation data and contributes to educational data mobility internationally. Jim serves as Co-Chair of the PESC GEO Code User Group, Steering Committee Member for PESC EdExchange, and on the PESC Board. Jim has also been representing PESC as speaker and presenter at Annual Meetings of the Groningen Declaration Network. After graduation from the University of Wisconsin Oshkosh with a degree in Biology and a minor in Chemistry, Jim began a career in business and technology professional consulting for organizations that vary in both size and industry. Jim's consulting experience brings a wealth of knowledge in technology, project management, business systems, warehousing, and distribution to his current efforts.	
JEANNE KITCHENS ASSOCIATE DIRECTOR CENTER FOR WORKFORCE DEVELOPMENT SOUTHERN ILLINOIS UNIVERSITY (SIU)	Jeanne Kitchens is the associate director at the Southern Illinois University Carbondale, Center for Workforce Development. Over the past 20 years, she and her team have designed and implemented career and workforce development programs using technologies to improve access and engagement. Some current initiatives and programs include: Credential Transparency Description Language (CTDL) and Credential Registry services for Credential Engine; Talent Pipeline Management Web Tools, T3 Innovation, and JDX for US Chamber of Commerce, Illinois workNet Web Portal System and Illinois Open Educational Resources for State of Illinois.	

<p>RACHEL KRUSE EDUCATION PROGRAM CONSULTANT IOWA DEPARTMENT OF EDUCATION</p>	<p>Rachel Kruse is an Education Program Consultant with the Iowa Department of Education. She is a longstanding member of the Forum's School Courses for the Exchange of Data (SCED) Working Group and she was part of the original team that developed the 2011 Prior-to-Secondary SCED codes. Rachel and her colleagues have spearheaded several SCED innovations in Iowa that are designed to reduce data burdens, improve data quality, and streamline data reporting and transfer processes. These include the use of SCED to identify courses that qualify students for automatic admission in Iowa's public universities and the use of regional course coding workshops to help districts update SCED codes. As a member of the SCED Working Group, Rachel has contributed extensively to the development of each SCED update and numerous SCED resources such as videos, case studies, and frequently-asked questions. She also provides assistance to states and districts that have questions about SCED implementation and use.</p>	
<p>MARK LEUBA VICE PRESIDENT, PRODUCT MANAGEMENT IMS GLOBAL</p>	<p>Mark Leuba is a technology leader in education, with particular expertise in online higher education. Through his former firm, Pathway Technology Partners and affiliates Mark provided advisory and strategy services for leading institutions, foundations, non-profit and for-profit education organizations. A recent engagement was TIP - Technology Interoperability Pilot project sponsored by the Bill and Melinda Gates Foundation. Mark also consulted to BMGF and others assessing innovations in digital courseware and personalized learning products, competency-based education, strategic program management and product selection, organizational due diligence and education technology market analysis. Prior to forming his consultancy Mark served as Chief Technology Officer for Moodlerooms, a leading provider of open source learning management solutions where Mark led their transition to cloud-based platform services - at the time the largest migration of its kind in online education. As the Chief Information Officer for American Public University System from 2005-2009 Mark developed and executed a five-year plan laying the technology foundation for unparalleled growth in the University's online programs. Before joining APUS, Mark held leadership roles in corporate IT, including nine years as Vice President of Applications for Random House, the world's largest consumer trade publisher. Mark's role in IMS Global is to guide its product management strategy and execution, building on the substantial success of the IMS team. Mark received his B.A. in Business Administration/Finance from the University of Baltimore.</p>	
<p>MATTHEW PITTINSKY, PH.D. CEO PARCHMENT</p>	<p>Matthew Pittinsky, Ph.D. is the CEO of Parchment and co-founder and former CEO of Blackboard Inc. Matthew is an assistant research professor of sociology at Arizona State University and also serves on the Board of Trustees of The Woodrow Wilson National Fellowship Foundation and the Woodrow Wilson Academy of Teaching and Learning, and the Board of Directors of CampusLogic and Picmonic. In 2012, the Teachers College at Columbia University awarded Matthew with The President's Medal of Excellence to recognize his impact and innovation in the field of education technology and entrepreneurship. He is a frequent speaker and has recently been invited to present at NewSchools Summit, Association of American Universities meeting, National Association for College Admission Counseling National Conference and SXSWedu. Matthew holds a B.S. in Political Science from American University, Ed.M. in Education Policy from Harvard University Graduate School of Education and a Ph.D. in Sociology of Education from Teachers College, Columbia University.</p>	
<p>KIRSTEN SCHROEDER GLOBAL BUSINESS SERVICES PARTNER EDUCATION, EPA, OPM, CONGRESSIONAL OFFICES IBM</p>	<p>Kirsten Schroeder is a Partner in the K-12 National Practice component of IBM's Global Services division. Ms. Schroeder specializes in the development and implementation of business systems as well as business process redesign for public sector clients.</p>	

<p>MICHAEL SESSA PESC PRESIDENT &amp; CEO PESC BOARD</p>	<p>Michael serves as President, CEO, and on the PESC Board, a position he's held since 2002. At PESC Michael manages PESC's membership, finances, events, marketing and website, strategic planning and PESC's fifteen committees and groups. He began his career in 1990 at a local branch of The Boston Five Cents Savings Bank in student loans and consumer lending &amp; compliance and has dedicated his efforts to standardization and interoperability ever since. As evangelist at PESC, Michael speaks regularly at conferences and events throughout the USA, Canada and around the world. Michael first served on the PESC Board of Directors from 1999-2002, representing American Student Assistance (ASA) and the National Association of Student Loan Administrators (NASLA), before coming on board in 2002. Prior to PESC, Michael worked 10 years at American Student Assistance (Massachusetts Higher Education Assistance Corporation) as Director of Program Relations and Planning managing industry and government affairs and strategic technological initiatives. Michael is a 1989 graduate of Dartmouth College and was born and raised in Revere, Massachusetts, just north of Boston. He currently resides in Washington DC where PESC is headquartered.</p>	
<p>BOB SHEETS, PH.D. RESEARCH PROFESSOR GEORGE WASHINGTON INSTITUTE FOR PUBLIC POLICY</p>	<p>Robert Sheets conducts research related to education, workforce development, and economic development policy as well as labor market and education and workforce data systems. He is currently conducting research on innovation in higher education, student loan systems, labor market credentialing systems, and next generation workforce development policy including labor market and workforce information systems.</p>	
<p>JOELLEN SHENDY PRODUCT STRATEGY DIRECTOR WORKDAY</p>		
<p>RICK SKEEL DIRECTOR OF PRODUCT MANAGEMENT ELLUCIAN PESC BOARD</p>	<p>Rick has been a long-time Member of PESC as a Member of the AACRAO SPEEDE Committee, as a member of Kualii, 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 30 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 Kualii Foundation for two years and is now working for Ellucian. Rick is very interested in continuing the work he has been involved in for so many years, and believes in the value of PESC and its mission.</p>	
<p>CATHY VAN SOEST PROJECT MANAGER EDUCATIONPLANNERBC</p>	<p>Cathy van Soest is Manager of Transcript Services with EducationPlannerBC in British Columbia, Canada. She facilitates the on-going development and implementation of electronic transcript exchange services with post-secondary institutions. In addition, she has collaborated with the British Columbia Ministry of Education to provide electronic high school transcripts to post-secondary institutions via EducationPlannerBC. Cathy has worked in both the post-secondary and K-12 sectors and has a background in open learning, education technology and international education. She is currently the Co-Chair of the Canadian Postsecondary Electronic Standards Council User Group (CanPESC) and a member of the ARUCC Groningen &amp; Student Mobility Steering Committee.</p>	

<p>RICK TORRES PRESIDENT &amp; CEO NATIONAL STUDENT CLEARINGHOUSE</p>		
<p>JOSHUA WESTFALL SENIOR MANAGER, POLICY &amp; PROGRAMS U.S. CHAMBER OF COMMERCE FOUNDATION</p>	<p>Joshua Westfall is the senior manager of policy and programs at the U.S. Chamber of Commerce Foundation's Center for Education and Workforce (CEW). Before joining the Chamber Foundation, Westfall was a government affairs manager at National PTA and led the association's policy efforts on Capitol Hill. Earlier in his career, Westfall was a legislative associate at Washington Partners, LLC. His advocacy work began in the Ohio General Assembly working on grassroots efforts which led him to the Canadian Parliament and later to the U.S. Department of Education. Westfall graduated from The Ohio State University with a bachelor's degree in political science.</p>	
<p>SUSAN WILLIAMS DIRECTOR, OFFICE OF EDUCATION INFORMATION MANAGEMENT VIRGINIA DEPARTMENT OF EDUCATION</p>	<p>Susan Williams is the Director of the Virginia Department of Education's Office of Education Information Management. She began her career as a mathematics teacher and worked several years as a management consultant before working on education data and accountability systems. Susan has worked on many projects at the Virginia Department of Education including implementing a state-wide student ID system, Virginia's federated longitudinal system, and the school report cards, to name just a few. Susan serves as a leader in the National Forum on Education Statistics and has been instrumental in helping the Forum fulfill its mission to plan, recommend, and develop education data resources that support local, state, and national efforts to improve education. She has led multiple Forum Committees and Working Groups, including the School Courses for the Exchange of Data (SCED) Working Group; she has helped to develop the Forum's outreach and dissemination strategies; and she has contributed extensively to Forum resources on topics including data visualization, collecting and using disaggregated data on racial/ethnic subgroups, and teacher-student data links.</p>	





# MAXIMIZING THE VALUE AND INTEGRITY OF YOUR TECHNOLOGY

- SIMPLIFY ACCESS
- IMPROVE DATA QUALITY
- REDUCE COST
- OPEN & TRANSPARENT
- MEMBER DRIVEN & SPONSORED
- INTEROPERABLE ACROSS EDUCATION



**PESC APPROVED STANDARDS**  
FOR ADMISSIONS, REGISTRAR & FINANCIAL AID