



DATA SUMMIT

# SPRING 2019

MAY 8-10, 2019





## [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.

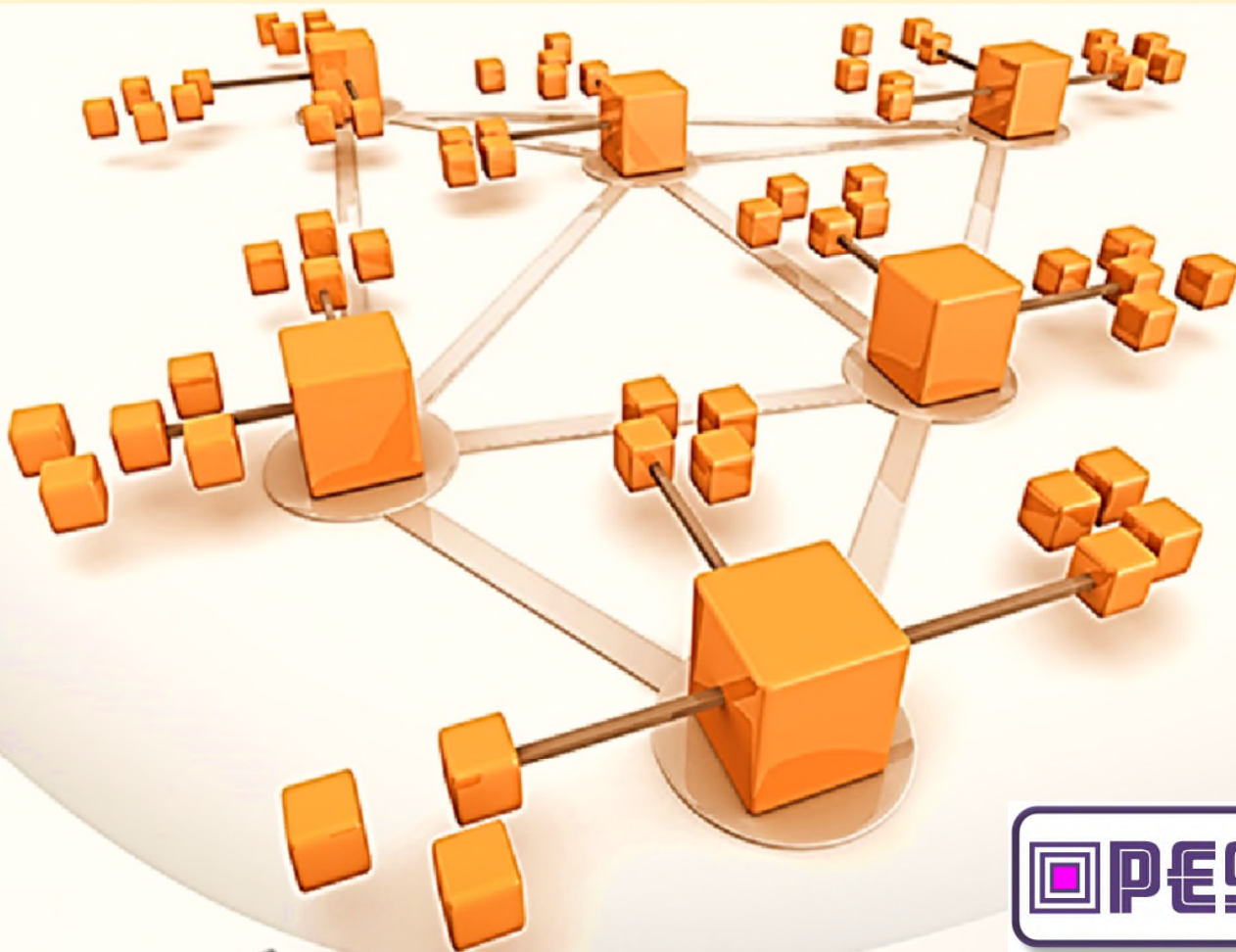
## [At the Spring 2019 Data Summit in Washington, D.C.](#)

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.



# 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 Panel</a> - Victorian Giralt, University of Malaga - Bert van der Geest, BC Ministry of Education - Cathy van Soest, EducationplannerBC	<a href="#">Integration &amp; Implementation</a> 8.30-9.00 - Kirsten Schroeder, IBM 9.00-9.30 - US NCES SCED 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 - Open Standards 11.00 – 11.30 - Tom Green, AACRAO 11.30-Noon - Mark Leuba, IMS Global	Academic Credentialing Task Force ))))  AACRAO SPEEDE Committee  Groningen Declaration Network Update	
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			
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 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  Workshop EDI, PDF, XML & JSON-LD		
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 - State 4.30-5.00 <a href="#">EdExchange Panel</a> - Takis Diakoumis, Digitary - James Kelly, ECE	Canadian PESC User Group CanPESC ))))  EdExchange User Group  JSON-LD Task Force ))))		
5.00-6.00pm	PESC BOARD OF DIRECTORS	ANNUAL PESC MEMBER MEETING			
6.00-7.30pm		ANNUAL SPRING RECEPTION			

All General & Breakout Sessions and Data Summit events are opened to all registered attendees.

[Spring 2019 Data Summit](#)

[Dupont Circle Hotel](#)



## 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)







# 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 23 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 Litigation Forum for the National Capital Region Chapter of the Association of Corporation Counsel. Ms. Chapin also serves on the boards of directors of NOVACO, Inc. and its parent organization Shelter House, Inc., and the board of Emmanuel Lutheran Preschool. Ms. Chapin 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.</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>BERT VAN DER GEEST PROJECT DIRECTOR MINISTRY OF EDUCATION, BRITISH COLUMBIA</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>TROY HOLADAY, PH.D. PRESIDENT COLLEGE SOURCE</p>		
<p>DOUG HOLMES ACTING MANAGER, ETRANSCRIPTS ONTARIO UNIVERSITIES' APPLICATION CENTRE</p>		

<p>ALEX JACKL PRESIDENT &amp; CEO BARDIC SYSTEMS</p>		
<p>NATASHA JANKOWSKI, PH.D. DIRECTOR, EDUCATION POLICY, ORGANIZATION AND LEADERSHIP NATIONAL INSTITUTE OF LEARNING OUTCOMES ASSESSMENT</p>	<p>Natasha Jankowski, Director of NILOA, has presented at numerous national conferences and written various reports for NILOA. Her main research interests include assessment and evaluation, organizational evidence use, and evidence-based storytelling. She holds a PhD in Higher Education from the University of Illinois, an M.A. in Higher Education Administration from Kent State University, and a B.A. in philosophy from Illinois State University. She previously worked for GEAR UP Learning Centers at Western Michigan University and worked with the Office of Community College Research and Leadership studying community colleges and public policy.</p>	
<p>JAMES KELLY SENIOR DIRECTOR OF TECHNOLOGY EDUCATIONAL CREDENTIAL EVALUATORS PESC BOARD</p>	<p>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.</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 20 years through his work on SPEEDE. He was a member of the PESC Board since July 2005, for more than 9 years and had to step down from his position on the Board for one year because of a change in employment. Rick worked at the University of Oklahoma for more than 38 years and retired from that institution at the end of October, 2012. He worked for the 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>RICK TORRES PRESIDENT &amp; CEO NATIONAL STUDENT CLEARINGHOUSE</p>		
<p>JASON TYSZKO VICE PRESIDENT CENTER FOR EDUCATION &amp; WORKFORCE US CHAMBER OF COMMERCE FOUNDATION</p>	<p>Jason A. Tyszko is Vice President at the U.S. Chamber of Commerce Foundation where he advances policies and programs that preserve America's competitiveness and enhance the career readiness of youth and adult learners. This includes the Talent Pipeline Management initiative, the Foundation's signature workforce development strategy. Tyszko's prior experience focused on coordinating interagency education, workforce, and economic development initiatives. In 2009, he served as a policy adviser to Illinois Gov. Pat Quinn's administration. In addition, Tyszko was deputy chief of staff and senior policy adviser to the Illinois Department of Commerce and Economic Opportunity. Tyszko received his Master of Arts from the University of Chicago and his Bachelor of Arts from DePaul University. He is a certified teacher in the state of Illinois.</p>	

# JSON TASK FORCE

*Join Today!*

DEVELOPMENT IS UNDERWAY AT PESC.

**The JSON Task Force invites  
those with & those seeking knowledge & experience  
regarding JSON & JSON-LD.**







# 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