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STATE OF TECHNOLOGY & STANDARDS IN HIGHER EDUCATION

SPRING 2019 DATA SUMMIT | 20<sup>TH</sup> ANNUAL BEST PRACTICES IN EDUCATION DATA SYSTEMS

# Welcome!

*Postsecondary Electronic Standards Council proudly presents*

## SPRING 2019 DATA SUMMIT

STATE OF TECHNOLOGY & STANDARDS IN HIGHER EDUCATION

20<sup>TH</sup> ANNUAL BEST PRACTICES | MAY 8 - 10, 2019 | WASHINGTON, D.C.

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# SPRING 2019

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MULTIPLE STAKEHOLDERS. ONE VISION.



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Silvia Brunet Jones  
Technical Program  
Manager, Data Drives  
Education, MSDF

DIGITALIZATION | EVOLUTION OR REVOLUTION?

### KEYNOTE PANEL I

CHALLENGES & PERSPECTIVES ON BRIDGING  
EDUCATION'S RELUCTANT EVOLUTION IN THE FACE OF  
AN EMERGING DIGITAL REVOLUTION



Rick Torres  
President & CEO  
National Student  
Clearinghouse



Scott Cheney  
Executive Director  
Credential Engine

HARNESSING THE POWER OF STANDARDS &  
TECHNOLOGY IN IMPROVING TALENT MARKETS

### KEYNOTE PANEL II

CRITICAL STAKEHOLDER USE CASES & IMPLICATIONS  
FOR STANDARDS ORGANIZATIONS



Bob Shea, Ph.D.  
Research Professor  
George Washington  
Institute for Public Policy



Jason A. Tyska  
Vice President  
Center for Education &  
Workforce, USCDF





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- Program -

<p><b>VICTORIANO GIRALT</b> CIO UNIVERSITY OF MÁLAGA</p>	<p>Victoriano Giralt currently works as CIO at the University of Malaga. Victoriano does research in Computer and Society and Computer Communications (Networks). Their current project is 'App UMA'. He is the founding Board President of the Groningen Declaration Network, founded in 2012 and has traveled all over the world inspiring a global movement toward mobility. Victoriano is active in all European initiatives from Erasmus Without Paper, Europass, Student Card, BLISS and EMREX.</p>	
<p><b>JIM GOODELL</b> SENIOR ANALYST QIP</p>	<p>Jim Goodell has extensive experience with data standards and learning management initiatives. He leads standards development for the Common Education Data Standards and works with stakeholders from early learning, K12, postsecondary, and workforce organizations. Jim has also been a voice in many education technology standards initiatives and has delivered numerous presentations at national data, interoperability, and advocacy meetings and conferences.</p> <p>Jim co-authored a paper on integrated systems for student-centered learning and developed a best-practice guide on the teacher-student data link. He has been an invited speaker at numerous conferences on education data standards, educational technology, formative assessment, school improvement, and change management.</p> <p>Prior to working at QIP, Jim was executive vice president at the Center for Educational Leadership and Technology. He worked with state education agencies, local education agencies, and other learning organizations on education data projects and was the lead architect for the organization's school improvement planning and performance management systems.</p> <p>Jim holds a BS in Management from Worcester Polytechnic Institute. He has held an elementary-level teacher license and served on a local school board. Jim is active in his church and family life with three children.</p>	
<p><b>TOM GREEN, PH.D.</b> 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><b>DOUG HOLMES</b> 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 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</p>	







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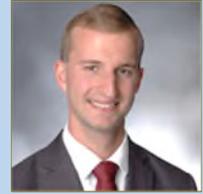
**JASON WEAVER**  
 HEAD OF PRODUCT  
 PARCHMENT

Jason Weaver joined Parchment in 2010 and currently leads the product and design teams in his role of Senior Director of Product Management. In his work, Jason brings extensive practical data expertise from across large scale digital credential initiatives, and has served as a partner and consultant on a myriad of projects with state agencies to implement data exchanges at scale, including Indiana, Montana, and West Virginia. Jason is responsible for Parchment's product strategy, roadmap, solution design, partnerships, and standards compliance. Jason has served as the volunteer co-chair of PESC's Education Records User Group from 2014-2018. Jason holds a B.S. in Information Science and Technology from Penn State, and currently resides in Omaha, Nebraska.



**JOSHUA WESTFALL**  
 SENIOR MANAGER, POLICY &  
 PROGRAMS  
 U.S. CHAMBER OF COMMERCE  
 FOUNDATION

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.



**SUSAN WILLIAMS**  
 DIRECTOR, OFFICE OF EDUCATION  
 INFORMATION MANAGEMENT  
 VIRGINIA DEPARTMENT OF EDUCATION

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.



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