



FOR IMMEDIATE RELEASE

April 3, 2007

Contact: Michael Sessa
PESC Executive Director
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Data Quality Campaign Wins Top Award in PESC's 8th Annual Best Practices Competition

AACRAO Honored with Distinguished Service Award

Washington DC ~ The Board of Directors of the Postsecondary Electronic Standards Council (PESC) is very pleased to announce the Data Quality Campaign as Winner of PESC Best Practices Competition for 2006. Executive Director Aimee Guidera will receive the award at the opening general session of the 4th Annual Conference on Technology and Standards being held April 23 – 25, 2007 in Washington, D.C. The Best Practices Competition is held by PESC to promote innovation and ingenuity in the application of standards for business needs.

Launched on November 17, 2005 at the Data Summit sponsored by the U.S. Department of Education's National Center for Education Statistics (NCES) and the Council of Chief State School Officers (CCSSO), the Data Quality Campaign (DQC) was developed as a national, collaborative effort to encourage, support, and ensure that state policymakers and other education stakeholders understand not only the benefits of matching individual student records over time and across databases, but also the importance of developing these systems on common standards to ensure their use and applicability are not limited.

The campaign aims to provide tools and resources that will assist state development of quality longitudinal data systems, while providing a national forum for reducing duplication of effort and promoting greater coordination and consensus among the organizations focusing on improving data quality, access and use. The goals of the DQC are to have longitudinal education data systems in 50 states by 2009; increased understanding by policymakers and educators of how to use longitudinal and financial data in their efforts to improve student achievement, and; promotion of data standards and efficient data transfer and exchange.

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PESC will also honor the American Association of Collegiate Registrars and Admissions Officers (AACRAO) with a Distinguished Service Award. AACRAO served for a number of years as secretariat to PESC providing a variety of services including office space and telephone, network, and human resources support. Executive Director Jerome Sullivan will receive the award at the opening general session of the 4th Annual Conference on Technology and Standards being held April 23 – 25, 2007 in Washington, D.C.

About the Data Quality Campaign

The Data Quality Campaign (DQC) is a national, collaborative effort to encourage and support state policymakers to improve the collection, availability, and use of high-quality education data, and to implement state longitudinal data systems to improve student achievement. The campaign aims to provide tools and resources that will assist state development of quality longitudinal data systems, while also providing a national forum for reducing duplication of effort and promoting greater coordination and consensus among the organizations focusing on improving data quality, access and use. The DQC is managed by the National Center for Educational Accountability (NCEA) and supported by The Bill & Melinda Gates Foundation. For more information, please visit www.DataQualityCampaign.org.

About PESC

Established in 1997 and located in Washington, D.C., the Postsecondary Electronic Standards Council (PESC) is a non-profit, community-based, umbrella association of colleges and universities; professional and commercial organizations; data, software and service providers; and state and federal government agencies. PESC's mission is to lead the establishment and adoption of data exchange standards in education. The goals of the mission are to enable the improvement of institutional performance and foster collaboration across educational communities in order to lower costs, improve service, and attain system interoperability. For more information, please visit www.PESC.org.

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March 17, 2007

Ms. Aimee Guidera
Executive Director
Data Quality Campaign
4030-2 West Braker Lane
Suite 200
Austin, TX 78759

Dear Ms. Guidera:

On behalf of the Board of Directors of the Postsecondary Electronic Standards Council (PESC), I am very pleased to inform you that the Data Quality Campaign is being awarded *Winner* of PESC's 2006 Best Practices Competition! Our Board Review Committee considered a number of entities and projects and unanimously concluded that the Data Quality Campaign is worthy of this distinction and award.

To ensure you are aware of events and activities, please note the following:

- The official announcement will be made in the form of a press release one week prior to the 4th Annual Conference on Technology and Standards while the award itself will be made by me to you during the opening general session at the 4th Annual Conference on Technology and Standards on the morning of April 23 immediately following the welcome address.
- As an award winner, you are offered the opportunity to present your submission during a general session at the conference, which is already in place for that purpose and will occur immediately following receipt of the award.
- Your presentation will be posted prominently *ad infinitum* on PESC's website at <http://www.pesc.org/events/best-practices.asp> along with the previous award winners.

Thank you to you and the entire Data Quality Campaign team for providing valuable information and services to the education community, and congratulations!

Best Regards,

Michael Sessa

Michael D. Sessa
Executive Director

cc: PESC Board of Directors

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