

GLOBAL EDUCATION ORGANIZATION CODE

SOLVING THE INTERNATIONAL INSTITUTION CODE ISSUE

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PESC GEO CODE

IN PARTNERSHIP WITH AACRAO AND GDN



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Registrars, data managers and professionals who work in international credential evaluation and transfer credit are familiar with the challenges of maintaining institution tables for institutions around the world. With no standard institution code, storing prior degree or course level data in a student information system is impossible unless you independently create your own code schema. This creates inconsistent or mismatched country specific code sets and historical data, accidental code duplication, and makes the digital transfer between systems or institutions nearly impossible.

Learn how USC piloted the new PESC GEO CODE to improve both internal process and student service, and learn how you can use this free service built on open architecture.

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OCTOBER 11, 2017

- 1) **WELCOME & INTRODUCTIONS**
- 2) **UNIVERSITY OF SOUTHERN CALIFORNIA:**
CASE STUDY & HISTORY
- 3) **CURRENT STATE OF CODE INDEXING**
- 4) **PLAN & VISION OF PESC GEO CODE**
- 5) **PROOF OF CONCEPT**
- 6) **HOW TO PARTICIPATE**
- 7) **Q & A**

AGENDA

UNIVERSITY OF SOUTHERN CALIFORNIA – A Case Study that illustrates the need for the PESC GEO code

- Several years ago, USC made the decision to outsource its prior degree verification services for its international student population. There were many valid reasons this was necessary. To name a few:
 - At the time USC was, and continues to be, the largest provider of postsecondary education to the international community.
 - The majority of students at USC are at the Masters level or above, and thus require degree verification for their undergraduate credentials.
 - The registrar's office was tasked with this responsibility, but admittedly we were not experts in this area, and found it difficult to manage the verification process.
 - University was concerned about fraud and misrepresentation of documents and thought that engaging experts would add integrity to the document review process
 - The bottom line, the services we provide were not acceptable to any parties involved, the registrar, students, or the department in which students had matriculated.

A Snapshot of the Student Experience on Graduate International Orientation Day



UNIVERSITY OF SOUTHERN CALIFORNIA – A Case Study – Decisions that we made along the way

- USC reached out to several sources for recommendations, considerations, and best practices in outsourcing this service.
 - AACRAO international education services.
 - A handful of NACES organization member service vendors.
 - Recommendations from the USC admissions staff on their experience with the various vendors.
- Based on our research, the decision was made to go with a single source provider for this service, and ultimately the decision was made to go with International Education Research Foundation, for several reasons:
 - IERF's reputation within the NACES Association.
 - The reputation among our USC admissions offices (we had former employees of IERF on staff at the time, who could speak of their experience and interaction).
 - Their proximity to USC.
 - Their willingness to accept USC's request for a pledge to consider sending the evaluation results of their credentials review through EDI and/or XML data transmissions. This was very important in our decision process.

UNIVERSITY OF SOUTHERN CALIFORNIA – A Case Study – The Pledge, and what it may mean for improved services

- USC specifically requested IERF keep an open mind with regard to developing electronic data transmissions for their evaluation results
- USC role in the process would include:
 - Developing a project plan.
 - Educating IERF on the use of EDI data transmissions.
 - Understanding the speede server, and how they could leverage data transmissions through this free, open server.
 - Detailed information on how to build outbound EDI files, with an understanding of acknowledgments and what they can expect.
 - And finally, indexed values for international schools at USC would be needed as part of the EDI transmissions, in the form of override institution data information.

UNIVERSITY OF SOUTHERN CALIFORNIA – A Case Study – The Project in review

- Orientation – over a period of 45 days, and three phone calls, we were able to share and explain the implementation guides, look at sample file structures, and began to look at what the data transmissions would include.
- Registration with the UT Austin speedy server was negotiated.
- IERF engaged a programming resource to begin the process of creating the EDI files for transmission through the speedy server. This was about a five month process on their side.
- IERF and USC began the mapping of educational institution index values such that when they were ready to begin sending sample files, they would be indexed with the appropriate values USC would expect, so that the data would be machine-readable and process with no human intervention necessary.

UNIVERSITY OF SOUTHERN CALIFORNIA – A Case Study – Educational index codes and the challenge therein

- USC provided more than 1300 institution index value which represented those schools where USC would see some measurable prior degree verification data from the IERF EDI transactions
 - Samples of index values would include IN0345, FR0743, CH0010.
 - Index values have no meaning outside of our student information system and are merely there as a placeholder to record the name of the institution where the students studied or completed course work.
 - Most schools in the United States engage in the same practice, thus the code set exists virtually for every school with a student information system that processes international degrees or course work.

UNIVERSITY OF SOUTHERN CALIFORNIA – A Case Study – The Manufactured School Code Lists paradox

- Why most schools in North America create their own international school code IDs
- How the lack of standardized code sets inhibits vendors like IERF from being effective in its delivery of services
- Even standardized code sets have their issues
 - OPEID, NCHELPID, IPEDS, ATP, FICE, ACT, CCD, PSS, CEEBACT, CSIS, USIS, ESIS, PSIS, DUNS, APAS
- USC has built more than 2000 ‘manufactured’ school IDs to accommodate internal processing needs.
 - 2000 x 4000 North American institutions: 8,000,000 IDs have no value to anyone other than its authors

UNIVERSITY OF SOUTHERN CALIFORNIA – A Case Study – Production launch in November 2013

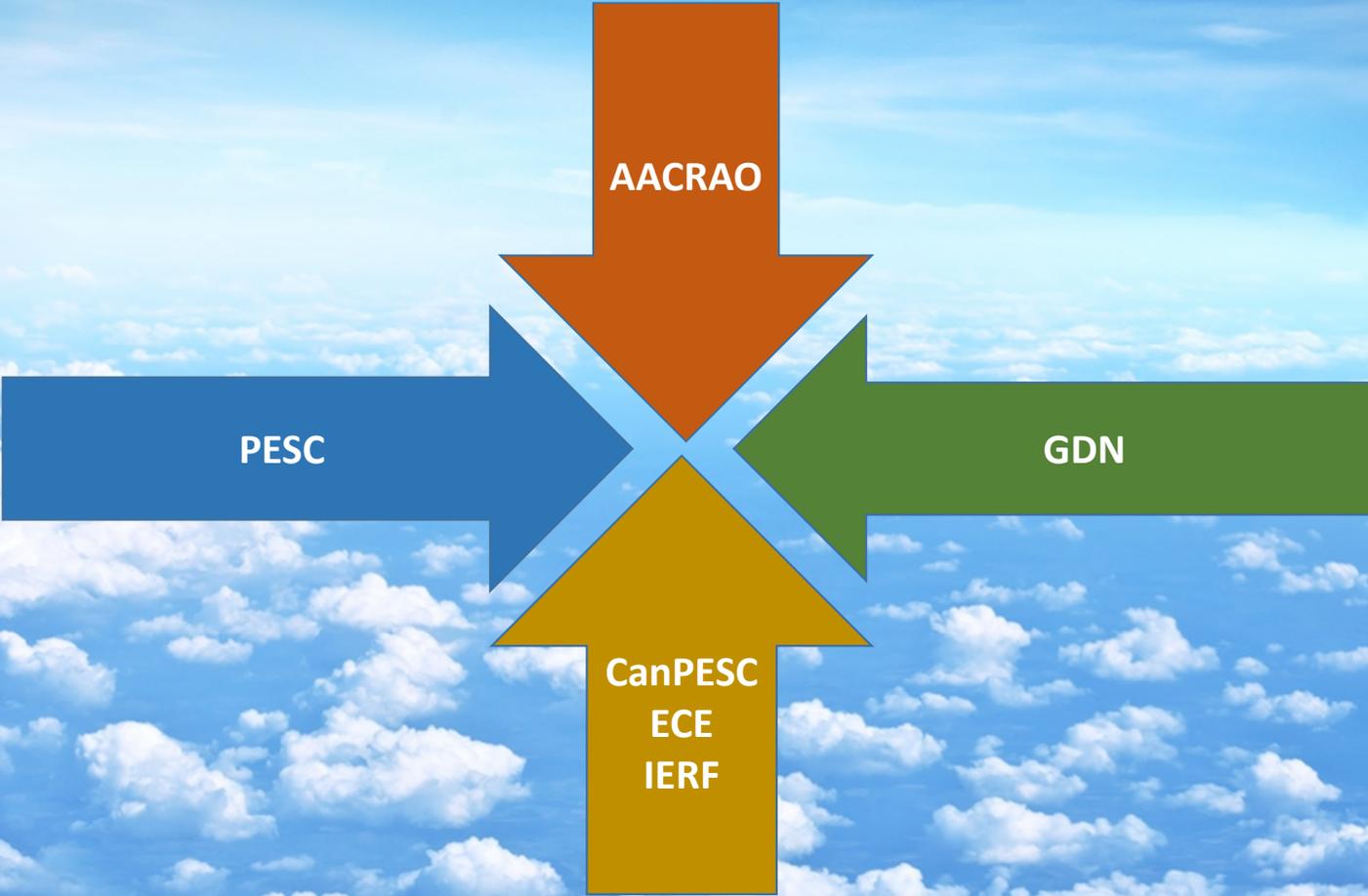
- After two months of testing and debugging, IERF went live with production transmissions in late 2013.
- USC acknowledgments accompanying the EDI transmissions
- We discontinued the practice of expecting PDF documents and replaced the need of those documents with the EDI transactions.
- Although IERF was sanguine on the prospects of the project, it was quickly recognized within a few months that this was a game changer, and that all of their energies and resources that went into developing this with USC would have a payday.
- With its success with USC they then looked to see how they could help other clients and institutions improve their customer service by engaging in EDI and or XML data transactions.
- This is where the intersection and discussion of the GEO code began to take form.

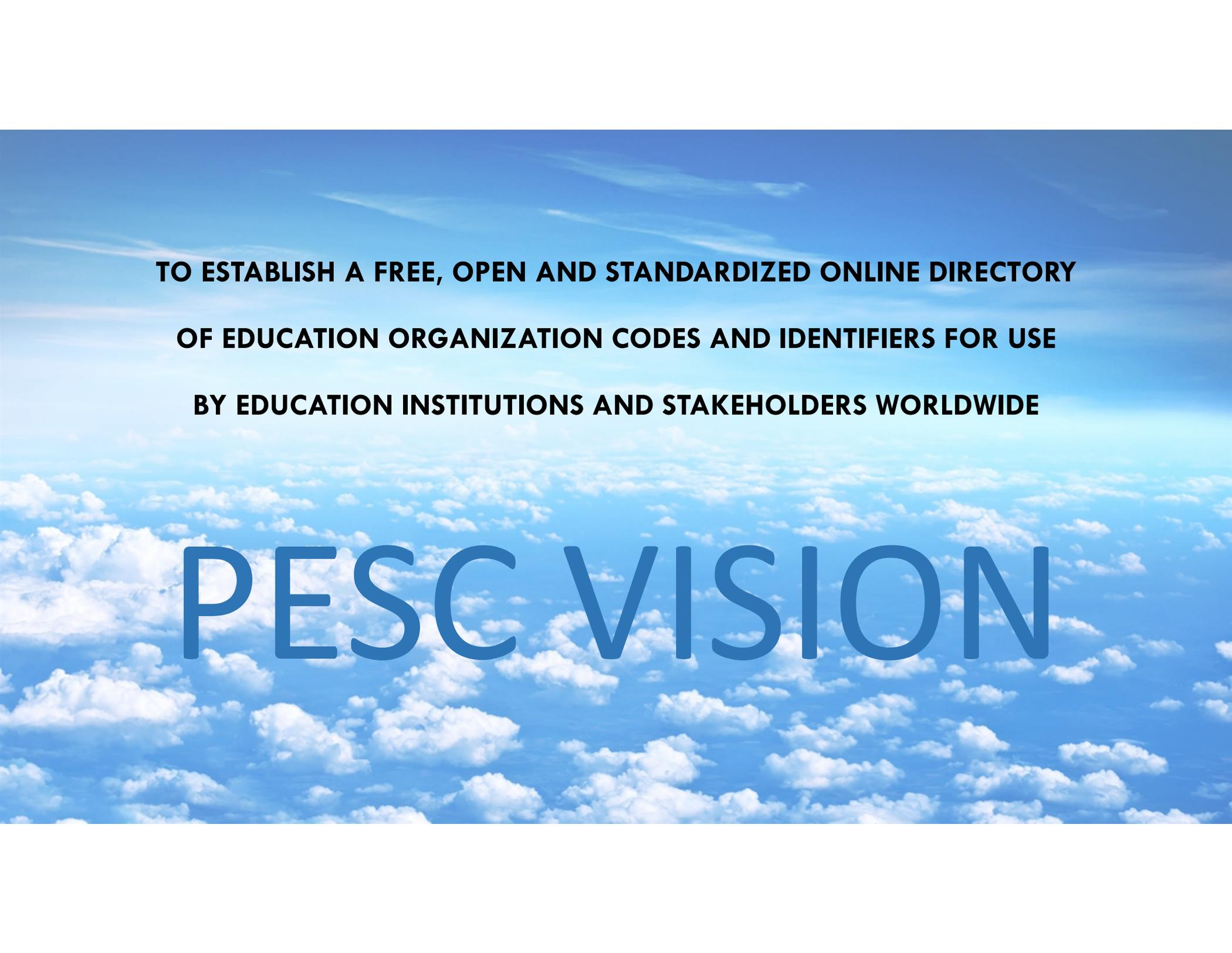
UNIVERSITY OF SOUTHERN CALIFORNIA – A Case Study – Production launch in numbers and in review

- Successful EDI transactions over the last three years:
 - 2015 -- more than 2400 transactions were processed
 - 2016 -- more than 2600 transactions were processed
 - 2017 -- on track to exceed 2700 transactions
- In the words of Susan Bedil, the Executive Director for IERF:

“With Matt’s support as well as his expertise at our disposal, we were able to determine the work flow internally, spec out the programming and conduct the testing within a few months. The main challenge was coordinating the process with various parties, including our off-site programmer, who was on the East Coast, and the Speede server, which was in Austin at the time. However, beyond this, the implementation was not difficult. It truly raised our service levels, as we are able to standardize the information required by USC and have these details transmitted instantaneously. It has significantly impacted our ability to serve both USC, the institution, and each individual student who has applied to us.”

The Planets aligning to create a greater good...





**TO ESTABLISH A FREE, OPEN AND STANDARDIZED ONLINE DIRECTORY
OF EDUCATION ORGANIZATION CODES AND IDENTIFIERS FOR USE
BY EDUCATION INSTITUTIONS AND STAKEHOLDERS WORLDWIDE**

PESCC VISION

- **INITIATIVE LAUNCHED AT SPRING 2016 DATA SUMMIT IN DC**
- **HOSTED AND MANAGED UNDER PESC**
- **OFFER SERVICE TO THE EDUCATION COMMUNITY FREE OF CHARGE**
- **CROSSWALK/MAP BETWEEN GLOBAL CODES & NATIVE INSTITUTION CODES**
- **PARTNER WITH GRONINGEN DECLARATION NETWORK & AACRAO**

THE PLAN

GLOBAL EDUCATION ORGANIZATION CODE METHODOLOGY

- **TWO (2) DIGIT ISO COUNTRY CODE**
- +**
- **FIVE (5) DIGIT ALPHANUMERIC CODE**

PROOF OF CONCEPT

COUNTRIES INDEXED AND LISTED

- **AUSTRALIA**
- **BRAZIL**
- **CANADA**
- **CHINA**
- **FRANCE**
- **INDIA**
- **NEW ZEALAND**
- **POLAND**
- **PEOPLES' REPUBLIC OF CHINA,
PROVINCE OF TAIWAN**
- **UK**
- **USA**

PROOF OF CONCEPT

GUIDING PRINCIPLES

- 1. PROVIDE A UNIQUE INDEX VALUE**
- 2. GEO CODE: (2) DIGIT ISO COUNTRY CODE + (5) DIGIT ALPHANUMERIC CODE**
- 3. MINIMUM REQUIREMENTS: NAME AND LOCATION**
- 4. STATUS OF ACTIVE OR INACTIVE**
- 5. PROCESS FOR ADDITIONS AND EDITS**
- 6. NO IMPLIED VALIDITY, ACCREDITATION OR OFFICAL STATUS**

PROOF OF CONCEPT

GUIDING PRINCIPLES

- 7. NO REUSE OF GEO CODES**
- 8. INCLUDE DIPLOMA MILLS***
- 9. DATA SOURCES & WIKIPEDIA**
- 10. WEB SERVICE/SEARCH ENHANCEMENTS PLANNED**
- 11. GEO CODE TO BE ADDED TO PESC APPROVED STANDARDS**
- 12. 5-YEAR ROLLING REVIEW/MAINTENANCE PLANNED**

PROOF OF CONCEPT

- **IMPROVED DATA QUALITY AND INTEGRITY**
- **DECREASED RISK OF FRAUD AND ABUSE**
- **FASTER PROCESSING/DELIVERY OF STUDENT DATA**
- **FREE SERVICE BASED ON OPEN ARCHITECTURE**
- **CAN BE RECOGNIZED UNIVERSALLY (by institutions, vendors, etc.)**
- **INSTITUTIONS & ORGANIZATIONS ALREADY COMMITTED**

BENEFITS

UNIVERSITY OF SOUTHERN CALIFORNIA – A Case Study – the GEO code and its integration with EDI and USC

- Out of the 1300 codes provided by USC to IERF, currently more than 700 have been re-indexed to use the GEO codes.
- More than 2700 EDI transactions will be machine processed this year, with the majority coming from schools with the GEO code index.
- IERF has utilized the countries which have been indexed to convert their internal indices for inclusion in their EDI transmissions
- The pilot has also revealed the need for agencies and institutions to report omissions and corrections to the GEO code index
- The Pilot demonstrates a working solution for EDX trading partners to exchange data based on mutually agreed upon index values that are the GEO code.

UNIVERSITY OF SOUTHERN CALIFORNIA – A Case Study – the GEO code and its integration with EDI and USC

- Feedback from Susan Bedil, IERF's Executive Director:

“Being a part of this project has great significance for us. When dealing with institutions of study on a global level, there are added layers of complexity, from similarities in names that potentially confuse one school for another to variations found in translations or even spellings due to transliteration. Developing standardized GEO codes will help minimize exactly this and facilitate accuracy and speed in the work we all do.”

- **WIDE VETTING OF INDEX METHODOLOGY**
- **BALANCED, WISE APPROACH IN GUIDING PRINCIPLES**
- **EASY ADDITION AND CORRECTION PROCESS**
- **CONTINUED PUBLICATION OF ADDITIONAL COUNTRIES**
- **USC STATISTICS: ANNUAL TRANSMISSION DATA**

PILOT

- **USE THE LIST**
- **CONTRIBUTE A LIST AND/OR SUBMIT IMPROVEMENTS**
- **PARTICIPATE IN QUARTERLY COMMUNITY CALLS**
- **ENDORSE OR PARTNER WITH PESC**

PARTICIPATION

3/8/2017 Global Education Organization PESC Code List

[REQUEST EDIT ACCESS](#)

Global Education Organization PESC Code List

This form allows partners to suggest additions or corrections to the PESC Global Education Organization PESC Code List

*** Required**

Email address *
Your email

Organization Name (English) *
Your answer

Organization Name (Local Language)
Your answer

Organization Address - Street Line 1
Your answer

Organization Address - Street Line 2
Your answer

Organization Address - City *
Your answer

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10

3/8/2017 Global Education Organization PESC Code List

Your answer

Organization Address - State/Province *
Your answer

Organization Address - Postal Code
Your answer

Organization Address - Country *
Choose

Organization Website
Your answer

Organization Phone
Your answer

Organization Email
Your answer

Organization Date/Year of Establishment
Your answer

Other Name(s) this Organization is Known by
Your answer

https://docs.google.com/forms/d/1qf3Z2Wk8c3p9v1E3Z8f6dVr1N8-g7Wes0Ww0m0t/required>true

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3/8/2017 Global Education Organization PESC Code List

Your answer

Data Source - Your Name *
Your answer

Data Source - Your Organization *
Your answer

Data Source - Your phone *
Your answer

A copy of your responses will be emailed to the address you provided.

I'm not a robot

SUBMIT

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Google Forms

https://docs.google.com/forms/d/1qf3Z2Wk8c3p9v1E3Z8f6dVr1N8-g7Wes0Ww0m0t/required>true

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ADDITIONS AND CORRECTIONS

- **PESC WORKGROUP NOW OPEN TO PUBLIC**
- **PARTNERSHIP WITH AACRAO & GRONINGEN DECLARATION NETWORK**
- **QUARTERLY CONFERENCE CALL MEETING @ FALL 2017 DATA SUMMIT**
- **PESC MEMBER STEERING COMMITTEE**
- **PESC WEBSITE WWW.PESC.ORG/GEO-CODE**

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THANK YOU!

