



SEAL OF APPROVAL

APPLICATION AND AGREEMENT

SEAL OF APPROVAL PROGRAM FOR PESC APPROVED STANDARDS



PESC APPROVED STANDARDS
FOR ADMISSIONS, REGISTRAR & FINANCIAL AID

WHAT IS PESC?

PESC is an international 501 c3 non-profit, community-based, umbrella association of data, software and education technology service providers; local, state/province and federal government agencies; schools, districts, colleges and universities; college, university and state systems; professional, commercial and non-profit organizations; and non-profit associations and foundations. PESC's core service is development and maintenance of PESC Approved Standards and data exchange protocols, available publicly and free of charge.

WHAT ARE PESC APPROVED STANDARDS?

PESC APPROVED STANDARDS, specifications and guidelines, are interfaces that dictate how data should be exchanged between organizations and entities. These specifications and guidelines follow a rigorous, disciplined, transparent and open process governed by PESC's Standards Forum for Education. This overall process, which includes an open public comment period, ensures consistency in development so that all of PESC Approved Standards – from the High School Transcript to the Common Credential are all established uniformly.

WHAT IS THE SEAL OF APPROVAL PROGRAM?

The Seal of Approval Program, which once completed successfully, results in the applicant being awarded a 'Seal' from PESC. Organizations implementing PESC Approved Standards can use the Seal of Approval on its website, and in its literature, to communicate to the community at-large, that your organization uses PESC Approved Standards and is now part of the global adoption of data standardization. The Seal of Approval also ensures that PESC's brand is being promoted consistently and without variation.

HOW DOES IT WORK?

Organizations wishing to use the Seal of Approval complete an application, submit a small fee and are considered and reviewed by PESC's Seal of Approval Board, volunteer members appointed by the PESC Board of Directors. The Seal of Approval Board, through referrals and interviews with the applicant's data exchange trading partners, concludes its analysis based on applicant information and awards the actual 'Seal'. The 'Seal' is valid for three (3) years and can be automatically renewed.

HOW DO YOU APPLY?

Applicants complete all necessary information and then submit the application and fee to PESC. The Seal of Approval Board immediately reviews the application for completeness and sets up an initial interview with the applicant. Once in order, the Seal of Approval Board begins its analysis and will make its determination within thirty (30) days. Once approved, the "Seal" is awarded and organizations can begin using it immediately.

WHAT IS THE ACTUAL "SEAL"?

The actual 'Seal' is displayed to the right. It is a jpeg file and can be used or displayed in other formats but must resemble the same coloring and appearance as this official 'Seal'. The words 'PESC Seal of Approval' may also be used in addition to or in lieu of use of the jpeg 'Seal'. Use of the 'Seal' or designated language distinguishes organizations awarded a 'Seal', separate from use of the PESC logo.



HOW CAN THE SEAL BE USED?

Once awarded, the 'Seal' can be used anywhere, on websites, in marketing, in presentations, and as a distinguishing selling point to your partners, customers and clients. As long as the 'Seal' itself or 'PESC Seal of Approval' is used, there is virtually no limit on how or where it can be used. For organizations with questions on how the 'Seal' may be used, please contact the Seal of Approval Board or the PESC office.

DOES PESC MONITOR USE OF THE SEAL?

No. Once the 'Seal' is awarded by the Seal of Approval Board, PESC hosts your organization's 'Seal of Approval' on the PESC website along with its effective dates. This allows your organization the freedom and liberty to use the 'Seal' as you see fit, in creative and new ways. Those looking to confirm if your organization has been awarded a 'Seal' from PESC, are able to verify the award status on PESC's website.

WHAT IF THE SEAL EXPIRES?

The Seal of Approval is awarded for three (3) years and expires at the end of this time. Organizations wishing to renew their 'Seal' may do so with submission of an Application and Application fee at least ninety (90) days prior to the expiration date. For organizations not renewing or for organizations not meeting the renewal deadline, the Seal of Approval award status will be removed from the PESC website thirty (30) days after the expiration date and organizations are prohibited from use of the 'Seal' thereafter.

Q & A

What is a Seal of Approval?

Typically, a Seal of Approval is a status or a recognition given to a product, service, or concept that meets certain criteria created by an organization or person.

What is the PESC Seal of Approval?

The PESC Seal of Approval Program is a voluntary service offered by PESC for users, or implementers, of PESC Approved Standards to indicate a uniform level of implementation. Implementers must formally apply to PESC for the Seal of Approval using the official application and must submit a small, non-refundable fee to PESC.

The service is designed to communicate to the community at large that a certain implementation of PESC Approved Standards has been uniformly implemented according to the original intent and spirit of the PESC Approved Standard. A Seal of Approval can be used by implementers to market products and services to demonstrate alignment and interoperability.

The Seal of Approval Program is a formal process governed by specific policies and procedures and by a Seal of Approval Board (SAB), comprised of PESC member representatives appointed by the PESC Board of Directors. The Seal of Approval Program is a voluntary program of PESC and eligibility to apply is open and available to any organization or implementer in education.

What are the benefits?

For users, a product or service with a PESC Seal of Approval indicates that the product or service is in alignment and uniform with the original intent of the PESC Approved Standard. For providers of products and services, a PESC Seal of Approval indicates value in that the product or service was reviewed, analyzed and confirmed to be in alignment and uniform with the original intent of the PESC Approved Standard.

For PESC, ensuring that products and services are in alignment and uniform with the original intent of PESC Approved Standards fulfills its mission and improves the level of awareness and need for interoperability across education's landscape.

A Seal of Approval can be part of organizational RFPs, can be marketed by the organization receiving the Seal of Approval in materials and on websites, and the organization receiving the Seal of Approval must link directly to the PESC website whereby the validity of a Seal of Approval can be confirmed.

What are the advantages of having the PESC Seal of Approval?

Organizations granted the PESC Seal of Approval have the coveted rights to use the PESC Seal of Approval logo on their websites and marketing materials. This logo signifies that an organization has implemented PESC Approved Standards, is in production with PESC Approved Standards, and has applied and has been approved for a Seal of Approval by the SAB.

What are the steps involved in the Seal of Approval process?

- 1) **SUBMIT** The applicant completes and submits to PESC the official Seal of Approval Application (available on the PESC website) with a non-refundable fee.
- 2) **REVIEW** The SAB reviews each application for completeness and works with the submitter in the event information submitted is incomplete or insufficient.
- 3) **EVALUATE** The SAB evaluates the application and supporting materials, conducts research and interviews and determines whether a Seal of Approval is to be granted or not. The SAB reserves the right and at its discretion may engage external subject matter experts or other appropriate parties to review and comment on the material submitted.
- 4) **RECOMMEND** The SAB issues a recommendation to award the Seal of Approval and notifies the PESC Board of Directors.
- 5) **AWARD** The Seal of Approval is awarded with a three (3)-year effective term, the applicant is notified, the PESC website is updated, and a notice is issued in THE STANDARD.

What determines if a product/service qualifies for the PESC Seal of Approval?

A product/service must use PESC Approved Standards in exchanging data outside its organization. References and/or contacts of outside organizations are required on the Seal of Approval Application and must be available to the SAB as they

are central to the review and evaluation process. Awarding of the Seal of Approval does not indicate endorsement or exclusive approval by PESC or PESC's members of one product or service over another.

The SAB and Board of Directors will use the following guidelines in evaluating all applications in a consistent and documented manner:

- 1) All applications must be completed and signed.
- 2) All applications must be accompanied by the application fee.
- 3) Applicants must respond within provided timelines if notified of an incomplete application or in instances whereby additional information is requested by the SAB. If information is not provided as indicated, the application becomes inactive. After ninety (90) days of inactivity (from the date additional information was requested), the application is rejected and the applicant must apply from the start again.
- 4) References provided by the application must endorse or confirm that the implementation of PESC Approved Standards is in alignment and uniform with the original intent of the PESC Approved Standard.
- 5) Contains correct, reliable, truthful, and current information.
- 6) Each SAB member is required to complete the Application Form Checklist for every application.

For ineligible products or services:

- PESC will not consider for the Seal of Approval companies, organizations or individuals whose products or services are inconsistent with PESC Approved Standards. Documentation of such reasons must be provided by the SAB.
- PESC will not consider incomplete applications or products or services that are not fully ready for review.

How is the product/service evaluated for the PESC Seal of Approval?

The SAB will:

- 5) Conduct the application review, follow-up with questions (if any) and complete reference checks in a timely fashion.
- 6) Endeavor to provide its recommendation within sixty (60) days of a completed application.
- 7) Notify applicants of any expected delays.
- 8) Submit its recommendation to the PESC Board of Directors for final ratification.
- 9) The PESC Board of Directors is allowed seven (7) business days to ratify the recommendation.
- 10) The applicant will be notified of approval.

How long does the Seal of Approval process take?

The PESC Seal of Approval evaluation process takes approximately sixty (60) days once a completed application is received. In certain instances and depending on certain circumstances, the review process may be extended. Applicants will be notified if any delays are anticipated.

If a product or service is not approved for the PESC Seal of Approval, the applicant will receive a brief explanation of the decision from the SAB. Applicants may appeal in writing to the PESC Board of Directors within thirty (30) days. The Board will consider all appeals, and retains the right to consult with members of the SAB and external subject matter experts, as needed.

What is the cost?

The Seal of Approval Application fee (non-refundable) is \$2,500.00 for PESC Members and \$5,000.00 for Non-Members.

Which organizations have been awarded the PESC Seal of Approval?

Organizations that have been awarded the PESC Seal of Approval will be listed on the PESC website, along with the corresponding products and/or services, and the applicable term.

How often does an organization need to go through this process?

The Seal of Approval must be renewed every three (3) years from the date the Seal of Approval was originally granted.

Who are the SAB members and how do I get more info? For a complete list of SAB members and for more information, please visit the PESC website at www.PESC.org or call +1.202.261.6516.



BENEFITS OF PESC

MAXIMIZING THE VALUE AND INTEGRITY OF YOUR TECHNOLOGY

PESC APPROVED STANDARDS
FOR ADMISSIONS, REGISTRAR & FINANCIAL AID



ONLINE RESOURCES

PESC Approved Standards

Implementation Guides

XML Schemas

Comprehensive Website

The STANDARD

Educational White Papers

INDUSTRY INITIATIVES

Common Credential

EdExchange

International School Code

CommIT

CEDS

Seal of Approval

MEMBER ACTIVITIES

Collaborative Workgroups

Data Summits

User Groups

Task Forces

Governance

Partnerships

GOALS OF THE MISSION

Set & Maintain Data Standards

Link Public & Private Sectors

Accelerate Service & Performance

Lead Collaborative Development

Promote Best Practices

Serve as Data Experts

SIMPLIFYING ACCESS ◆ IMPROVING DATA QUALITY ◆ REDUCING COST

The proprietary and disjointed approach education has historically and traditionally taken toward entry and retrieval of student data is costly, unwieldy and ineffective.

Now more than ever and combined with unprecedented public and private funding and political will, technologies that provide significant improvement in process, customer service, research, data integrity, cost containment and accountability are available.

PESC recommends its Approved Standards, provided free of charge, as a solution. With standard methods of organizing, transporting and communicating data, disparate systems, software and applications can be still be synchronized harmoniously.

PESC APPROVED STANDARDS, created and maintained with an open, transparent and rigorous development and approval process, include data element names, definitions, code sets, implementation guides and technical instructions. As a "best practices" model, they can be adopted by individual data systems and for exchange between data sharing or trading partners.

Student data will always originate from various sources, access points and disparate systems. With PESC APPROVED STANDARDS, architects and IT directors can make sound decisions and rely on a proven return on investment. State administrators, admissions officers, registrars and business/financial aid officers can use and depend on the quality of student data.

Data and software providers can meet the needs of users faster without worrying about multiple methods and costly proprietary formats. Researchers can be more confident in the consistency of results and improve data-driven decision-making and accuracy.

By eliminating barriers, simplifying access, improving data quality, reducing cost, & bridging data gaps along the P20W education lifecycle, a new level of efficiency emerges. With its founding in 1997 by 30 leading institutions, associations, service providers and the US Department of Education, PESC is powered by a strong volunteer membership that is dedicated to achieving its mission and together we are transforming the education landscape.

For current meetings, events, new development efforts & how to join, visit www.PESC.org or call +1.202.261.6516.

