



FOR IMMEDIATE RELEASE
MARCH 7, 2022
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AACRAO'S MELANIE GOTTLIEB TO KEYNOTE DATA SUMMIT APRIL 2022 DATA SUMMIT MARKS PESC 25TH ANNIVERSARY

Washington, D.C. ~ The Postsecondary Electronic Standards Council (PESC) is pleased to announce Melanie Gottlieb, Executive Director, AACRAO, as Keynote Speaker for the April 2022 Data Summit, Monday April 25, 2022 at 9.30am EDT.

KEYNOTE ADDRESS
APRIL 2022 DATA SUMMIT
APRIL 25, 2022



**– IMPLEMENTING SUCCESS –
PAVING THE WAY TOWARD AN EQUITABLE FUTURE**



MELANIE GOTTLIEB
EXECUTIVE DIRECTOR



Melanie's Keynote Address, "Implementing Success – Paving the Way Toward an Equitable Future," will mark PESC's 25th year anniversary and serve as a turning point for the PESC community emerging from the COVID-19 pandemic.

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The complicated pressures of the pandemic over the last two years have collided with lingering national dissatisfaction over the value proposition of higher education, with continued social pressures around access and with the critical challenge of closing equity gaps--all as we lead up to the impending enrollment cliff. We rely on our dedicated practitioners of our organizations who can implement change for a more equitable and successful future for our institutions and our learners. We must activate our practitioners with the vision, knowledge and skills to carry us forward toward a future that ensures learning and valuable credentials provide access and enable better lives for all learners.

[Melanie Gottlieb](#) was recently appointed Executive Director of AACRAO by the AACRAO Board of Directors. Melanie is the first woman to hold the role of Executive Director in the association's history and is taking the helm at an opportune time as we emerge from the pandemic and look to the future. She brings a global perspective rooted in an understanding of the technological proficiency and flexibility needed to move AACRAO forward.

Melanie steps in as Executive Director after nearly six years as the Deputy Director. She came to the national office with 18 years as an AACRAO member, with experience in Records & Registration, Enrollment Management and International Recruitment and Credential Evaluation. She has served the association in a variety of leadership roles throughout her career, most recently as Vice President for International Education on the AACRAO Board of Directors. Melanie earned an MA in Information Science from the University of Missouri - Columbia and a BA in History /American Studies from Marlboro College in Vermont.

For more information about PESC's April 2022 Data Summit and to register, please visit www.pesc.org.



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About AACRAO

AACRAO is a non-profit, voluntary, professional association of more than 11,000 higher education professionals who represent approximately 2,600 institutions in more than 40 countries. Its mission is to provide professional development, guidelines, and voluntary standards to be used by higher education officials regarding the best practices in records management, admissions, enrollment management, administrative information technology, and student services. AACRAO represents institutions in every part of the higher education community, from large public institutions to small, private liberal arts colleges.

The association promotes the well-being and advancement of professionals in the higher education community by engaging members in the collaborative pursuit of excellence in admissions, registration, and enrollment services. The association provides relevant programs, professional development tools, and information resources necessary to chart the course for professional success. For more information, please visit www.aacrao.org.

About PESC

Established in 1997 at The National Center for Higher Education, the Postsecondary Electronic Standards Council (PESC) operates as an international 501(c)(3) non-profit, community-based, umbrella association headquartered in Washington, D.C. of: Data, Software, Technology Service Providers and Vendors; Schools, Districts, Colleges and Universities; College, University and State/Provincial Systems; Local, State/Provincial and Federal Government Offices; Professional, Commercial and Non-Profit Organizations; Non-Profit Associations and Foundations.

PESC leads the establishment and adoption of trusted, free and open data standards across the education domain by serving as an open standards-development and open standards-setting body (governed by a voluntary, consensus-based model), independently funded by annual membership dues, meetings and sponsorships, enabling PESC to support, publish and maintain PESC Approved Standards and technical information free and without charge. PESC celebrates its 25th year anniversary in 2022 having been founded in 1997 at the National Center for Higher Education in Washington, D.C. For more information, please visit www.pesc.org.

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