Session 1
Title: Why Data Standards and how can PESC help?
Speaker: Panel presentation by four Canadian Application Centres

BC Campus – Mr Randy Bruce, Chief Information Officer, 120 – 645 Fort St. Victoria BC V8W 1G2
email: rbruce@bccampus.ca

Apply Alberta, Kelly McMullen, Business Analyst, email: kmcmullen@applyalberta.ca
p:403-923-6097

OCAS – Bill McKee, DO

OUAC – Trudy Sykes, Director of Operations, 170 Research Lane, Guelph, ON N1G 5E2

Outline:
Creating more electronic partnerships is critical in developing PSE in Canada. Continually being pressured to do more with less, we need to provide expanded services such as transcript exchanges and data for statistical reporting effectively and efficiently. Four Canadian Application Centres will share their experience of putting into practice the use of North American Community developed Data Standards and how this has allowed them to be successful in improved data exchanges. Postsecondary Electronic Standards Council (PESC) is becoming the best practice in this area. Attendees will find out how is this being incorporated into the development and modernization of the centres.

Learning outcomes:
- How have PESC standards been put into practice have improved application and enrolment process in Canada
- How has PESC standards helped enrolment planning using data to plan
- Efficiency gained through applying the standards

Audience:
Speaker BIO

Randy Bruce Director, Student and Data Exchange Services/Chief Information Officer at BCcampus

Responsibilities Randy has at BCcampus include leading the development and fulfilment of BCcampus services that support student/applicant access to services which are used by all of BC's public post-secondary institutions. Drawing upon participants throughout the BCcampus team and institutional representatives, a goal of these systems is to provide systemic solutions to accessing a variety of data systems and business processes across BC's post-secondary system.

Randy has extensive operational and management experience in BC’s public education system, much of it spent in a variety of leadership positions with BC’s Kwantlen Polytechnic University. He first joined Kwantlen as the Director, Information Systems and Computing and became Kwantlen's first Dean of Information and Educational Technology, after serving terms as dean and educational vice-president of all Kwantlen's applied and continuing education areas. Prior to joining BCcampus in 2003, he was a senior advisor with the BC government’s Centre for Curriculum, Transfer & Technology (C2T2), where he led a number of educational technology-related initiatives for the benefit of BC’s post-secondary system.
Randy has a Bachelor of Science in Computer Science from the University of British Columbia and a Master of Mathematics in Computer Science from the University of Waterloo.

Bill McKee, Director, Operations, Ontario College Application Services

As the Director, Operations at Ontario College Application Service (OCAS), William McKee is a member of the OCAS senior management team and overall accountable for client services and IT services at OCAS. William has a proven senior leadership track record with over 27 years of experience driving results in the IT and Education, HealthCare, Energy and Financial Services industry. Prior to joining OCAS, William was a consultant and CIO McKessonHBOC Inc., responsible for providing outsourcing services to multiple Canadian and US Hospitals, in the capacity as outsourced CIO, Outsource Solutions Provider and implementer of HBOC Hospital Information Systems. William served as the Director of Information Systems for Grand River Hospital Corporation & Kitchener-Waterloo Hospital where he was an instrumental leader of the IT strategy for merging of multiple hospitals and the establishment of the 1st Regional Community Health Network. William has held a number of IT lead roles with The Prudential Assurance Company Limited, Atomic Energy of Canada Limited Research Company and The Canadian Hemophilia Society. He earned a B.Sc. Degree from McMaster University, Hamilton, Ontario Canada.

“Kelly McMullen, Business Analyst for Alberta Post-Secondary Application System (APAS)

Kelly McMullen was project manager at a post-secondary institution in Alberta, working on integration of that institution’s system with ApplyAlberta, before joining APAS. She has a technical background which has proven valuable in work that is being done on the central application and transcript transfer systems as well as the integration with the member institutions.”

Trudy Sykes, Director of Operations, Ontario Universities’ Application Centre

The Ontario Universities Application Centre (OUAC) serves the application needs of twenty Ontario universities. Trudy’s primary responsibility is to oversee all of the operational aspect of the OUAC, along with the development and implementation of the OUAC strategic plan. Prior to joining the OUAC, Trudy experience was in the university sector at McMaster University by having a leading role IT area for the development of Student Records systems and then moving to the Registrar’s Office as Associate Registrar, Systems and Student Administration. Trudy has also working in the IT area of McGill University. Trudy has a BA degree from Concordia University
Session 2
Title: Post-Secondary Standards Council: Why Canadian High Education Sector should get involved?

Speaker:
Michael Sessa, President & CEO, PESC - Postsecondary Electronic Standards Council
1250 Connecticut Ave NW, Suite 200 Washington, D.C. 20036

Outline:
Come and find out about the Postsecondary Electronic Standards Council (PESC), an organization set up to facilitate the creation of standards both for data elements themselves and the means by which these are communicated between organizations. Hear about the various standards that are being used in the United States and how Canada can incorporate and build on this through a newly formed Canadian PESC User Group. PESC also works towards cooperative partnership among many levels of the education sector including secondary, government, vendors and post secondary institutions.

Learning outcomes:
- Who are leading standards organizations in the world
- What priority areas are standards bodies working in around the world
- Who and how does Postsecondary Electronic Standards Council (PESC) work
- Why and how can you participate in standards development
- Help create a vision of strengthening the options that could be possible in Canada

Speaker BIO
Michael serves as president and chief executive officer, a position he's held since 2002, of PESC - the Postsecondary Electronic Standards Council, a 501(c)(3) non-profit, community-based, umbrella association established in 1997 at the National Center for Higher Education and located in Washington, D.C., of colleges and universities; college and university systems; professional and commercial organizations; data, software and service providers; non-profit organizations and associations; and state and federal government agencies. He promotes the organization and its mission which is to enable cost-effective connectivity between data systems to accelerate performance and service, to simplify data access and research, and to improve data quality along the higher education lifecycle. PESC envisions national and international interoperability, that is a trustworthy, inter-connected environment built by and between communities of interest in which data flows seamlessly from one system to another and throughout the entire eco-system when and where needed without compatibility barriers but in a safe, secure, reliable, and efficient manner.

Michael also served as Chair of the Board of Directors of the Electronic Authentication Partnership (EAP) from 2006-2007, a non-profit membership association comprised of a wide range of stakeholders, including Federal government agencies, state governments, private sector companies and organizations, public interest groups and trade groups that provided organizations with a trusted means of relying on digital credentials issued by a variety of e-authentication systems. He testified before the congressionally mandated Advisory Committee for Student Financial Assistance in 2007, and has served
as a featured speaker at a number of national postsecondary conferences, including AACRAO, CBA, Citizens Bank, Datatel, Educause, EFC, FSA, JA-SIG, Key Bank, NASFAA, NCES, NCHELP, Oracle OpenWorld, SHEEO, SunGard Summit, among many others.

Prior to PESC, Michael worked 10 years at American Student Assistance as Director of Program Relations and Planning managing industry and government affairs and strategic technological initiatives. He started his career at The Boston Five Cents Savings Bank, a local Boston bank, in retail consumer lending and compliance. Michael is a graduate of Dartmouth College and was born and raised in Revere Massachusetts, just north of Boston. He currently resides in Washington DC where PESC is headquartered.
Session 3
Title: Beyond the Data Element Standards – What is PESC developing

Speaker:
Jam Hamidi
Senior Technical Analyst
BCcampus
Tel. (250) 405-4004
Email: jhamidi@bccampus.ca

Outline:
Many of us see standards as relating to data elements. Hear how the Postsecondary Electronic Standards Council (PESC) has addressed many of the issues around the definition and transport of educational data. Learn about the standardized web services offered by PESC and their application to everyday problems. BCcampus is developing its electronic communications based on the PESC standards with the goal to reduce development time, manage security and easily enable new partnerships.

Learning outcomes:
. What Standards are offered by the Postsecondary Electronic Standards Council (PESC)?
. Which Educational domains are covered by the PESC standards?
. How do I obtain and use the PESC standard?
. How do I implement a Service that conforms to the PESC standard?
. How are the PESC standards used at BCcampus?
. What are the benefits of using the PESC standards?

Audience:
. Registrars, Managers of Educational Data, Technical Educational Data Support personnel.

Speaker BIO
Jam Hamidi Senior Technical Analyst at BCcampus

Jam's area of expertise is the inter-process communication and the Enterprise Service Bus architecture of BCcampus. His software interests include "Integration Patterns", "Management and Monitoring Services" and Institutions' SIS Systems such as Banner and Colleague. He is a member of the Technical Advisory Board for the North American Post Secondary Electronic data Council (PESC).

He has worked in the telecommunication industry for more than 20 years, both in Canada and the US. He was director of Research at OSI, and has worked as Information Architect for Agilent Technologies, Hewlett Packard and Philips Information Systems.

Jam has a B.Eng from McGill University in Geophysics.
Session 4  
Title: Standards and Research: can standards make the task easier, how and for whom?  
Speaker: Peter Seto, Director, Office of Institutional Analysis & Planning, Mount Royal University, Calgary, Alberta  
email: PSeto@mtroyal.ca, phone 403-440-6400 cell 403-829-8000  

Outline:  
This presentation will speak to the importance of standardization of administrative data for statistical research. We will outline the difficulties in conducting research with administrative data when concepts are not standardized as well as provide a summary of the type of research that are conducted with administrative data collected from postsecondary institutions.  

Learning outcomes:  
- The need for standardization in administrative data collection  
- The uses of administrative data for statistical research  

Speaker BIO  
Peter Seto, Mount Royal University  
Peter Seto is the Director of Institutional Analysis and Planning at Mount Royal University, and has been an institutional research professional since 1989. Currently in his position as Director, he is navigating the changing role of institutional research pertaining to strategic decision making and in the development of professional staff to complement varied and complex analytical challenges in a ‘new’ undergraduate university setting. Peter in his capacity as Director also chairs an institutional Data Standards Committee, which ensures the integrity of student information and representation that is aggregated for institutional planning, enrolment management and Ministry accountability reporting.  

His current IR practice involves strategic business modelling and quality assessment processes for institutional review and accreditation. An institutional key performance indicator project is a recent activity that will be instrumental for budget-planning and institutional accountability.  

Peter is a currently serving as Vice-President of the Canadian Institutional Research and Planning Association. He has presented at various conferences on a range of topics including: program assessment, student evaluation of instruction, data warehousing, institutional reputation and positioning, and strategic enrolment management.
Session 5
Title: **A Vendor’s Perspective - Are PESC standards an achievable goal?**

Speaker:

- Decision Academic
- Sungard

Outline:

Many postsecondary institutions are using packaged SIS systems. How are vendors seeing the drive to standards and how are they adjusting their packages to support stronger interchanges between various institutions? Is co-opetition really a feasible option? How are vendors involved in and using the PESC standards?

Learning outcomes:

- What standards have vendors implemented or are in process of incorporating with their products
- What do vendors see as the priorities for standards in Education
- What are the challenges for vendors when it comes to standards

Audience:

Speaker BIO

*Bill Hollowsky, CPA, CITP * General Manager, Customer Commons & Product Owner * SunGard Higher Education
*4 Country View Road, Malvern, PA 19355
Tel 239-394-3027 * Mobile 239-595-3239 * bill.hollowsky@sungardhe.com

Mr. Hollowsky is the Product Owner and General Manager in SunGard Higher Education’s Strategy and Portfolio Management Team. Bill is responsible for SunGard’s Customer Commons collaboration program where 20,000 customers wide collaborate daily. Bill serves as the Product Management liaison to the Large School Consortium consisting of SunGard’s 42 largest complex research universities.

In addition, Bill serves as SunGard’s representative on the Post Secondary Electronic Standards Council Board of Directors.

Mr. Hollowsky received Bachelor of Science degrees in Accounting and Business Administration from the University of Maryland. My Hollowsky is a Certified Public Accountant and Certified Technology Information Professional.

Shane Aulenback – VP of Research & Development and Chief Technology Officer, Decision Academic.

Shane has been leading world class R&D teams for over 15 years. As a BSc. (Honours Computing Science) graduate of Dalhousie University, Shane began his software career almost 20 years ago designing and developing innovative products with one of the world’s leading graphics software companies. His contributions have also included industry recognized products in healthcare, higher education, enterprise e-Commerce and consumer software markets. Shane has participated in many technology conferences as a conference and keynote speaker on SVG, XML and Web Services based technologies. He is also a published author and has contributed to such works as *Visualizing information using SVG and X3D: XML-based technologies for the XML based Web*; Springer-Verlag. Shane currently serves as Co-chair for the CANADIAN PESC USER GROUP.
Oracle representative not confirm yet
Session 6
Title: **Roundtable on Canadian use of PESC**
Speaker: From other sessions.
Outline:

This session will be a Panel of experts, influencers and stakeholders around the development and implementation of PESC standards meeting with conference participants to discuss where Canadian Higher Education should focus its priority on the development and implementation of standards.

Learning outcomes:
- Sense of what should be considered priorities for Canada in regards to Data Standards
- Strategies to be considered to move these priorities forward

Audience:
Speaker BIO
Please use bio from other sessions for Michael Sessa, Jam Hamdi and William McKee
Session 7
Title: XML and Web Services Primer

Speaker:
Jam Hamidi, Senior Technical Analyst
BCcampus
Tel. (250) 405-4004
Email: jhamidi@bccampus.ca

Outline:
Are you the techy person in the Registrar’s Office working to stay on top of technology changes? Is your world of batch files changing to XML transfers using Web Services? This half day session will give an introduction to the new standards that are being developed and how they can affect what you are doing. BCcampus is utilizing these services in their expansion and in the process needs to assist partner institutions to adopt these new practices. Having an understanding of the technology will assist in ensuring a better success in the transition that can occur at your institution.

Learning outcomes:
. Introductory understanding of XML and Web Services for the lay person who deals with data exchanges and interfaces with the institution’s technical staff.
. Examples of using the PESC standards using these techniques.

Audience:
. Education system Architects and Analysts.
. Education system managers.
. Anyone who would like to learn more about XML and Webservices.

Speaker BIO
Jam Hamidi Senior Technical Analyst at BCcampus

Jam's area of expertise is the inter-process communication and the Enterprise Service Bus architecture of BCcampus. His software interests include "Integration Patterns", "Management and Monitoring Services" and Institutions' SIS Systems such as Banner and Colleague. He is a member of the Technical Advisory Board for the North American Post Secondary Electronic data Council (PESC).

He has worked in the telecommunication industry for more than 20 years, both in Canada and the US. He was director of Research at OSI, and has worked as Information Architect for Agilent Technologies, Hewlett Packard and Philips Information Systems.

Jam has a B.Eng from McGill University in Geophysics