**DATA STANDARDS**
Adopt & Implement Common Data Standards.

**DATA USAGE**
Commit to Using High Quality Data at All Levels.

**DATA PERSPECTIVE P20W**
Set a P20w Perspective in Planning & Development.

**DATA AWARENESS & EDUCATION**
Advocate for Data Integrity in Both IT & Policymaker Sectors.

**DATA GOVERNANCE**
Support an Open & Collaborative Committee of Stakeholders.

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**A Collaborative Campaign Unifying Education Stakeholders Around Interoperability to Improve Student Achievement**
What is i♥data?
i♥data is an education and outreach campaign that:

♥ introduces a common blueprint or model for the education community to ensure data quality and integrity.
♥ advocates for the improvement of data quality and integrity through the adoption of its neutral model and five basic principles.

Why i♥data?
i♥data provides a common foundation for data quality and integrity:

♥ is adoptable across P20W, state lines and across the world.
♥ establishes a basic, common metric for assessment and comparison.

How does i♥data work?
i♥data is a voluntary, self-run program that:

♥ enables LEAs, SEAs, schools/systems, colleges/universities, government agencies & marketplace providers to assess themselves against the five basic principles.
♥ allows each of the five principles to be implemented independently from each other.

How do I get involved with i♥data?
All stakeholders can help spread the word about the importance of data quality and integrity:

♥ Link to the PESC website
♥ Visit PESC for i♥data materials as we exhibit throughout 2013 at NCES, Ellucian Live, CANHEIT, SHEEO and EDUCAUSE annual conferences.

Who is involved with i♥data?
PESC worked directly with NCES, SHEEO, CCSSO, DQC, SIFA and with support from the Gates and Dell Foundations together launched CEDS. Now PESC, its Members and Sponsors lead this campaign to continue support for data standards and ask all stakeholders to participate.