FOR IMMEDIATE RELEASE
September 21, 2011
Contact: Michael Sessa
PESC President & CEO
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INTER-ORGANIZATIONAL COMMON DATA SERVICES (CDS)
TASK FORCE TO LAUNCH AT PESC FALL 2011 DATA SUMMIT

CDS Project Edexchange to Establish Open, Data Exchange Network for Education
Starting with Transcripts, Using PESC’s Edadmitme & Edunify

(Washington DC) – PESC is very pleased to announce the launch of a new Task Force, the
Common Data Services (CDS) Task Force, which will focus on its first project: the
establishment of an open, data exchange network for the education community.
Leaders within the California Community College System have requested this
community development and service through PESC and have submitted a formal Letter
of Intent, attached to this announcement.

“Any provider using these standards and registered in the service network could
communicate directly with the appropriate exchange host for a targeted institution,”
states Tim Calhoon, Director of the Technology Center for the California Community
Colleges. “The services would be ‘payload agnostic’ and while our immediate interest is
for transcript exchange, the network could be used for the exchange of other existing or
future PESC standard transactions.” Mr. Calhoon, who will also serve as Co-Chair of the
new CDS Task Force, continued.

As the technological landscape has evolved significantly over the years, web services
standards are now available to enable automated directory lookup and efficient
machine-to-machine communication in a highly secure transmission environment. The
Task Force looks to maximize the use of this new technology to meet the emerging
needs of schools, institutions, states and other service provider organizations to
exchange student records, accounts and educational data.

A general session providing an in-depth overview of this concept as well as a half-day of
meeting time has been allocated for registrants at PESC’s Fall 2011 Data Summit being
held October 12-14, 2011 in San Francisco. Registration and hotel reservations are still
available for PESC’s Fall 2011 Data Summit. To register and find more information about
the Fall 2011 Data Summit including the current agenda, visit http://www.PESC.org.
Note that while participation in this in-person meeting at the Summit will be open to everyone that registers (even non-PESC Members), membership in PESC is required though for on-going participation (after the Summit).

Organizations looking to join PESC should review the attached Membership Brochure and then contact Jennifer Kim, PESC’s Membership Services Director at 202.261.6514 or at Jennifer.kim@pesc.org.

PESC members wishing to be listed on the final Letter of Intent should contact PESC President & CEO Michael Sessa at 202.261.6516 or at michael.sessa@pesc.org.

PESC’s Fall 2011 Data Summit also includes the official launch of the Electronic Authentication/Electronic Authorization (EA2) Task Force’s EDadmitme pilot project being conducted in partnership with InCommon, ACT, College Board, Common Application and a number of institutional and service provider stakeholders. EdUnify, founded by PESC and 25 supporting organizations, was launched in beta version October 2010. PESC thanks SILVER Sponsors National Student Clearinghouse, Oracle, Smart Catalog and USA Funds, BRONZE Sponsors eScholar, Pearson and SunGard Higher Education, and STAKEHOLDER Sponsor SIFA for their support.

ABOUT PESC
Established in 1997 at the National Center for Higher Education and located in Washington, D.C., PESC is a non-profit, community-based, 501 (c)(3) umbrella association 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. Through open and transparent community participation, PESC enables cost-effective connectivity between data systems to accelerate performance and service, to simplify data access and research, and to improve data quality along the 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. To achieve the mission and the vision, PESC organizes activities to: accelerate performance and service, reduce cost, lead collaborative development, set and maintain common data standards, promote best practices, link public and private sectors, and serve as data experts.

While PESC promotes the implementation and usage of data exchange standards, PESC does not set (create or establish) policies related to privacy and security. Organizations and entities using PESC standards and services should ensure they comply with FERPA and all local, state, federal and international rules on privacy and security as applicable. For more information, see www.PESC.org.

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Letter of Intent

Michael Sessa
President and CEO
PESC - Postsecondary Electronic Standards Council
1250 Connecticut Avenue, NW
Suite 200
Washington, D.C. 20036

September 14, 2011

Re: Letter of Intent

Dear Michael Sessa,

I am pleased to submit this letter to notify PESC that the California Community College Technology Center intends to work collaboratively with the higher education community to develop a web services network for educational data exchange.

The proposed network would be developed using an open source model and employ PESC’s EA2 and DTS standards with EdUnify as a registration service. Any provider using these standards and registered in the service network could then communicate directly with the appropriate exchange host for a targeted institution. The services would be ‘payload agnostic’ and while our immediate interest is for transcript exchange, the network could be used for the exchange of other existing or future PESC standard transactions.

This following organizations have indicated their support for this effort:

- AcademyOne
- ConnectEDU
- Credentials Solutions
- National Student Clearinghouse
- Parchment Inc.
- Pearson
- UT-Austin
- Xap Corporation
- Other?

The attached Business Case describes the historical overview, justification and a description of the planned collaboration.

We look forward to working through PESC with other members of the higher education community on this project as we believe it will provide a platform for significant improvement in the efficiency of communications among participating institutions.

Sincerely

Tim Calhoon, Director
California Community Colleges Technology Center
Business Case
For The Establishment Of A Web Service Network
For Educational Data Exchange

Overview
In 1995 the University of Texas-Austin established the SPEEDE server to facilitate the exchange of transcripts and has graciously maintained and operated the service at no charge since then. The SPEEDE server was designed as the central hub of a point-to-point network between individual educational institutions. Communication is handled using either SFTP or FTPS as transmission and security protocols. The published SPEEDE registrant report currently includes just under 1200 registrants.

In 2011, over fifteen years since the establishment of the SPEEDE network, the technological landscape has evolved considerably. Many educational institutions utilize commercial vendors for Student Information Systems and partner with service providers for requesting, receiving or delivering transcripts. Web services standards are now available to enable automated directory lookup and efficient machine-to-machine communication in a highly secure transmission environment.

Justification for Web Services
The SPEEDE server has provided valuable and reliable service over the years but we now see issues with this design. As a central hub it provides a potential single point of failure subject not only to technical faults but also to economic insecurity in that it is supported by a single institution. By design the SPEEDE server uses a dropbox mechanism that processes transactions no faster than approximately every 20 minutes. The SFTP or FTPS security protocols utilized by the SPEEDE server are not as robust nor do they conform to the multi-layered security specified in the PESC Data Transport Standard. To address delivery to a new recipient someone at the sending host must physically look up the SPEEDE server code for the targeted institution.
The web services network will be designed to exclude a single point of failure and communicate from the sending host to the receiving host without any midstream delay. Security will be improved by the elimination of a relay host as well as by the use of the PESC Data Transport Standard. A DNS-style web services directory will make it much easier to address a transaction through the appropriate host for a given target. Tracking transactions through the SPEEDE server can be cumbersome when exchanging transcripts through third party service providers whereas a direct web services connection will streamline the tracking of transcripts. The network will be able to support any type of payload, not just transcript transactions.

**Justification for Open Source**

A web service developed as an open source solution would provide a common platform as the basis for value-added products and related web services (e.g. EDI/XML translation, student transcript order processing). An open source model facilitates maximum growth of the network and interoperability. (The current SPEEDE registrant list is nowhere near the theoretical limit for transcript exchange participants.) The development cycle will be relatively straightforward because it will be based on existing standards. (WSDL, DTS, EA2 and EdUnify). Furthermore BCCampus has 3-4 years experience with a web service network for transcript exchange and has indicated a willingness to assist with an open source project.

**Planned Collaboration**

A task force will be composed of staff from transcript service vendors, student information system vendors, educational agencies and individual educational institutions and others interested parties. The task force will coordinate the efforts of several workgroups such as for technology, business issues and funding.
Established in 1997 at the National Center for Higher Education and located in Washington, D.C., the Postsecondary Electronic Standards Council (PESC) is a 501(c)(3) non-profit, community-based, umbrella association 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.

OUR MISSION
Through open and transparent community participation, PESC enables 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 life cycle.

OUR VISION
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.

While PESC promotes the implementation and usage of data exchange standards, PESC does not set (create or establish) policies related to privacy and security. Organizations and entities using PESC standards and services should ensure they comply with FERPA and all local, state, federal & international rules on privacy and security as applicable.

Please complete this form and send it with a check made payable to “PESC.”

In joining PESC’s membership, my company and its employees, contractors and affiliated organizations agree to abide by PESC’s membership guidelines, terms and conditions of use, and intellectual property and user agreement.

Postsecondary Electronic Standards Council
1250 Connecticut Avenue, NW, Suite 200
Washington, D.C. 20036
info@PESC.org
PESC TIN#: 52-2179499
Greetings from PESC

On behalf of the Board of Directors, I am pleased to provide you with PESC’s Membership brochure.

PESC is the voice for the efficient and secure real-time exchange of student data from initial access of the student from high school into the college environment through successful completion of the education experience.

Transparent collaboration is our cornerstone principle. The sharing of ideas and best practices reminds us that while we work in a competitive environment, as stakeholders we must also cooperate and work together for the greater common good. That greater common good is ensuring student achievement and progression along the PK20 education lifecycle and fostering a successful learning experience.

PESC’s strength is derived from the actions and involvement of its membership and collaborating within the education community continues to bring us closer to our mutual goals. By joining PESC, you join the rest of the technology and standards community in unlocking the power of education data in support of student achievement.

Please review this brochure, complete the application, and return it to us. If you have questions or concerns, please contact Jennifer Kim, Membership Services Director, at 202-261-6514 or at Jennifer.Kim@PESC.org.

Sincerely,
Michael Sessa
President & CEO

NOTE: For existing members that refer new members, PESC will reduce the existing member’s dues by 25% to a maximum of $2,000. The discount is provided once, at the time the new member joins PESC.

Membership Dues

Non-Profit College or University
- 1 campus $150
- 2 – 10 campuses $500
- 11+ campuses $1,000

For-Profit College or University
- < 1,000 students $150
- 1,000 < 10,000 students $500
- 10,000 < 50,000 students $1,000
- 50,000+ students $2,500

Non-Profit Association
- < $1 million $5,000
- $1 million < $10 million $7,500
- $10 million + $10,000

Non-Profit Organization with Revenues
- < $10 million $5,000
- $10 million < $100 million $7,500
- $100 million + $10,000

Commercial Organization with Revenues
- < $1 million $5,000
- $1 million < $10 million* $7,000
- $10 million < $100 million** $14,000
- $100 million*** $18,000

State and Federal Government
- Individual Office $5,000
- State-wide/Department-wide $20,000

Bank, Lender, or Servicer* $11,500

Dues increase July 1 by: *$500, **$1,000, $2,000

Association “Umbrella” Policy

For associations, payment of PESC dues enables both unlimited staff participation in PESC and extension of PESC member benefits to its membership. The first five (5) representatives from the membership of an association can participate at no extra charge. After five (5), a $500 per person fee is assessed. Associations must submit the names and contact information for those designated under the umbrella policy on an annual basis. Voting remains the sole responsibility of the association.

Membership Benefits

- Unlimited, active participation available in:
  -- all PESC User Groups and all PESC Task Forces
  -- all national and international standards-setting development initiatives
  -- the PESC Standards Forum for Education and all PESC workgroups

- Organizational representatives are qualified to serve in leadership roles:
  -- as Chair of initiatives and/or workgroups
  -- on Steering Committee of Standards Forum for Education
  -- on Board of Directors

- Right to vote on:
  -- acceptance of standards as "PESC Approved"
  -- issues proposed by the Membership
  -- changes to PESC by-laws
  -- elections of Board of Directors

- Eligible to:
  -- propose workgroup topics to the Board of Directors for standards development
  -- submit articles and press releases for inclusion in PESC’s monthly newsletter "The Standard"

- Discounted rates:
  -- at PESC meetings & conferences
  -- for Seal of Approval Program

- Free access to all PESC conference calls

- Linked as a Member on PESC website (with a link to your website), in certain publications, and in promotional materials

- Networking and collaboration with other membership organizations that support data exchange standardization and common data standards