FOR IMMEDIATE RELEASE
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Recruitment and Enrollment Workgroup Launches

Washington DC — The Board of Directors of PESC - the Postsecondary Electronic Standards Council (PESC) is pleased to announce the launch of a new initiative that will focus on the development of an XML standard for recruitment and enrollment processes. The request to form this Workgroup originated with a Letter of Intent submitted by ConnectEDU and SunGard Higher Education.

“We intend to work collaboratively with the higher education community to develop and submit for approval a national standard for an XML document that describes a prospective student profile used to facilitate the recruitment and enrollment processes within higher education,” states the Letter of Intent submitted by Workgroup Co-Chairs Jeffrey Alderson, Director of Product Management at ConnectEDU, and Joshua Aversa, Product Owner of Enrollment Management at SunGard Higher Education. "This standard would be used by educational institutions, vendors of student information systems, vendors of contact management systems, vendors of student recruitment services and tools, and any party wishing to exchange prospective student profile data as part of an overall student recruitment and/or enrollment process."

The official launch of this Workgroup takes place through a conference call hosted by PESC on Monday November 30, 2009 at 2pm EST. All parties interested in this development effort are welcome to join this call (dial 866-352-3799, *7696363*). The agenda for the call will include history and background of this development effort, an overview of the business case and next steps (meeting dates, times, locations, etc.).

The Recruitment and Enrollment Workgroup is one of the many current development initiatives at PESC. Other Workgroups are focused on the development of standards for Academic Progress, Course Inventory, and for PDF Transcripts; while the Education Record User Group (ERUG) focuses on maintenance of already PESC approved admissions and registrar standards (transcripts, test scores, admissions application, etc.). PESC Task Forces include Electronic Authentication and Authorization (EA2) and EdUnifySM.

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For more information on PESC, please visit [www.PESC.org](http://www.PESC.org).

**About PESC**

Established in 1997 at the National Center for Higher Education and located in Washington, D.C., the Postsecondary Electronic Standards Council (PESC) is a non-profit 501(c)(3), 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. 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 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.

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