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PESC Launches “Standards Make the Network!” Campaign
10th Year Anniversary Marks a Significant Milestone for the Education Community

December 7, 2006 (Washington DC) ~ The Board of Directors of the Postsecondary Electronic Standards Council (PESC) is very pleased to announce the launch of Standards Make the Network! SM, a year-long campaign celebrating the 10th year anniversary of PESC. The campaign will launch in January, continue throughout 2007, and will culminate at PESC’s Fall 2007 Workgroup Summit being held at the Ritz-Carlton Hotel in Montreal Canada October 15 – 16, 2007.

The Standards Make the Network! SM Campaign is comprised of 4 elements:

- **Case Studies Highlighting the Value of Standards in Education** – Organizations that have adopted and implemented (or are in the process of adopting and implementing) PESC standards will be showcased in individual pamphlets and brochures. For example, with the High School and College Transcripts being paired together and implemented in the states of Georgia and Indiana, in the California Community College System, and throughout the province of Ontario Canada, a brochure highlighting how standards solve business problems and lead to operational efficiencies, will be produced for each of these organizations. PESC will post all brochures on its website for use by the community and PESC will distribute them at various conferences, meetings, and events. These case studies can be viewed as best practices by other organizations that are looking to solve similar data and communications issues within their own organizations and with their trading partners.

- **Connecting Kids to College** – With a number of PESC standards focused on student transactions, the aggregation of these standards allows faster and easier processing so that students entering college or transferring from one to another have an easier experience. Specific pamphlets and brochures will be developed to communicate how PESC standards help connect kids to college and the overall importance of PESC standards for education.

- **Improving Institutional Performance** – For colleges and universities, PESC standards allow faster processing while also ensuring higher rates of data integrity and quality. Institutions can streamline their data flows, eliminate redundant processes and proprietary formats, and free up human resources that can then focus on further
enhancements and improvements. Specific pamphlets and brochures will be developed to communicate how PESC standards help improve institutional performance and the overall importance of PESC standards for education.

Investing in the Future — For service providers and vendors, investing in standards now provides ensures that systems and applications will be interoperable as the next generation of technologies emerges. Plus colleges and universities can take comfort in knowing that service providers and vendors, in supporting and adopting standards, are helping improve their performance while making the processing of connecting to college easier for students. Specific pamphlets and brochures will be developed to communicate how PESC standards help service providers and vendors invest in the future and the overall importance of PESC standards for education.

All materials will be posted on the PESC website and distributed by PESC at all major functions, events, and conferences. The education community is encouraged to download and use these materials to help spread the work about the importance of standards.

History on PESC’s 10th Year Anniversary

On August 18, 1997, 29 representatives of 16 higher education associations, administrative software vendors, the U.S. Department of Education, institutions, student financial aid lenders, secondary markets, guaranty agencies and servicers gathered at the National Center for Higher Education at One Dupont Circle in Washington, D.C. to explore the creation of a partnership to promote and facilitate the use of standards for data sharing. At that time, several major factors relating to standardization were emerging and the higher education community had reached the point where centralized organization was needed. The words of A. Dallas Martin, President of the National Association of Student Financial Aid Administrators (NASFAA) and founding member of PESC’s Board of Directors, from September 19, 1997 imprinted an indelible mark on higher education and still hold true today:

“We are at a critical juncture in the administration of higher education in this country. Over the past two years we have worked together on various industry task forces. One common point of agreement among ourselves during this process is that we must develop a way for the community to organize, negotiate, recommend, train and administer the numerous tasks needed to provide an open, common, integrated higher education administrative infrastructure for the benefit of students in this country.”
Founding Membership Organizations of the Postsecondary Electronic Standards Council include:

- ACT, Inc.
- American Association of Collegiate Registrars and Admissions Officers (AACRAO)
- American Association of State Colleges and Universities (AASCU)
- Citibank
- Coalition of Higher Education Assistance Organizations (COHEAO)
- College Board
- Educause
- Educational Testing Services (ETS)
- Education Finance Council (EFC)
- Harbinger
- KPMG
- Law School Admission Council (LSAC)
- National Association for College Admission Counseling (NACAC)
- National Association of College and University Business Officers (NACUBO)
- National Association of Student Financial Aid Administrators (NASFAA)
- National Council of Higher Education Loan Programs (NCHELP)
- Pearson Government Solutions
- Sallie Mae
- Student Loan Servicing Alliance (SLSA)
- SunGard Higher Education
- U.S. Department of Education

About PESC
Established in 1997 and located in Washington, D.C., the Postsecondary Electronic Standards Council (PESC) is a non-profit, community-based, umbrella association of colleges and universities; professional and commercial organizations; data, software and service providers; and state and federal government agencies. PESC's mission is to lead the establishment and adoption of data exchange standards in education. The goals of the mission are to enable the improvement of institutional performance and foster collaboration across educational communities in order to lower costs, improve service, and attain system interoperability.