FOR IMMEDIATE RELEASE
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PESC LAUNCHES I ♥ DATA
OUTREACH CAMPAIGN IMPROVES DATA QUALITY AND INTEGRITY

(Washington DC) - PESC is pleased to announce the timely release of its i ♥ DATA campaign. 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. i ♥ DATA also advocates for the improvement of data quality and integrity through the adoption of its neutral model and five basic, common principles:

- DATA STANDARDS | Adopt & Implement Common Data Standards.
- DATA USAGE | Commit to Using High Quality Data at All Levels.
- DATA PERSPECTIVE | Set a P20W Perspective in Planning & Development.
- DATA AWARENESS | Advocate for Data Integrity in Both IT & Policymaker Sectors.
- DATA GOVERNANCE | Support an Open & Collaborative Committee of Stakeholders.

Through broad adoption, i ♥ DATA establishes a basic, common metric for assessment and comparison and is adoptable across P20W, across state lines and across the globe.

“Ensuring data quality and integrity is not a one-time event, but a practice,” states Michael D. Sessa, PESC President & CEO. “Adopting the five basic, common principles raises the bar, provides clarity and establishes a robust level of performance for organizations to follow to ensure data quality and integrity.” Mr. Sessa continued.

i ♥ DATA is a voluntary, self-run program that enables SEA’s, LEA’s, schools/systems, colleges/universities, government agencies and marketplace providers to assess themselves against the five basic principles. All stakeholders can help spread the word about the importance of data quality and integrity by linking to the PESC website, by downloading supporting materials from the PESC homepage and by visiting PESC as we exhibit throughout 2013 at annual conferences for NCES, Ellucian Live, CANHEIT, SHEEO and EDUCAUSE.

ABOUT PESC
Established in 1997 and located in Washington, D.C., PESC is a non-profit, community-based, 501 (c)(3) umbrella association of data, software and service providers; colleges and universities; college and university
systems; local, state and federal government agencies; professional, commercial and non-profit organizations associations. 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 within the Education domain, supported by a trustworthy, inter-connected network called EdUnify 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 its mission and 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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