September 2nd, 2009

Re: Letter of Intent to Create a PESC Recruitment and Enrollment Working Group

Dear Michael Sessa,

We are pleased to submit this letter to notify PESC that ConnectEDU and SunGard Higher Education intend to work collaboratively with the higher education community to develop a XML Recruitment and Enrollment data exchange standard.

A high-level description of the proposed standard is as follows:

“We intend to develop and submit for approval a national standard for an XML document that describes a prospective student profile that is used to facilitate the recruitment and enrollment processes within 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.”

Currently there is no industry standard for prospective student profile data elements that are required to facilitate prospecting and recruitment processes for those students matriculating to institutions of higher education. While standards exist for official documentation provided as part of the admissions process itself (ie. Transcript, Test Scores, Admissions Application), no standard exists to facilitate the recruitment process that takes place prior to the application during the time when a student is researching higher educational opportunities and when institutions are looking for students that are the best fit for their programs of study. A standard will be proposed that build upon the foundation of data elements in the core schema, while introducing elements that are specific to the recruitment process.

This working group will be a valuable opportunity to extend the reach of PESC standards to additional institutions and vendors that are attempting to create solutions for processes relating to student recruitment and enrollment. Furthermore, the PESC membership could potentially be expanded to those institutions and vendors that traditionally have been focused on areas of enrollment management that do not currently take part in discussions around student records, test scores or admissions application exchanges.

Sincerely,

<<SIGNED>>

Jeffrey Alderson
Director of Product Management,
ConnectEDU

<<SIGNED>>

Joshua Aversa
Product Owner of Enrollment Management,
SunGard Higher Education