Recap of Day 2

... plus Community Update!
Day 2

Focussed on
- MA Data Hub,
- ST4S,
- standards,
- the Case for Unity,
- SDPC Resource Registry enhancements....
Community Update
In 2021, NAMB & SDPCMB approved the following:

- Combine expertise and resources for both interoperability (SIF/Unity) and privacy (SDPC) work under one membership (A4L),
- Reducing the amount of complimentary support we offer non-members and incentivize them to become members to have “skin in the game”.

Over the past 25 years, nearly 100% of our resources are supported solely by membership dues which is the BEST measure of how we are doing as a Community. Community feedback, and the new mantra of *Connecting and Securing Effective Learning Ecosystems*, has indicated members want additional value-adds and clarification of membership levels to continue to grow the brand.

Dr. Larry Fruth II PhD, Executive Director/CEO, A4L Community
Marketing Plan

Key areas identified:
- Update brand
- Solicit testimonials
- Create marketing/sales piece
- Develop social media graphics
- Update communications’ graphics/design & writing style
- Draft media relations plan

Ongoing areas:
- Development & delivery of:
  - Social media
  - Updates & Reminders
  - Quarterly Newsletter
Connecting and Securing Effective Learning Ecosystems

The ONLY Community addressing data interoperability AND data privacy

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The right information, in the right place, at the right time

Data stewardship roles in education vary as much as the data managed.

The goal is to standardize and simplify whatever “hat” you wear – marketplace provider or end user. A critical component of this stewardship is streamlining both the privacy and security of the data but also the “sharing” of the data between the thousands of applications in learning institutions.
Welcome to the Student Data Privacy Consortium

Privacy By The Numbers...

Countries collaborating 4

States participating 32
Solicit Testimonials

Success for users is very high – in Wyoming, 21 years, and in Iowa, 16 years – so the standards are great!

Alex Zekiel
CEO, Baric Systems

Technical support is very, very good. From a communications standpoint – sharing data with others – it’s secure. It’s very private.

Michelle Eilo
President, CPSI Ltd.

Standards coupled with privacy are a much-needed sell, because you can’t have one without the other.

Jay Pennington
Iowa Department of Education

SIF has been use-case driven for over 20 years and has constantly evolved through that time. The newest version is a proven model over a modern and straightforward API.

Mike Reynolds, CedarLabs

From a technical standpoint, SIF is outstanding! We’ve had good vendors who have helped us to use it, as well as the ecosystem of those who have used it. Everyone is really thrilled! It’s dynamic, and that’s why we’ve stuck with it.

Roger Petersen, Iowa Department of Education

The spec is very, very good. It’s all encompassing and it’s also quick to implement in terms of interoperability. For instance, if you have a SIF agent, you could implement interoperability in only days or weeks vs. months or even years! We do it all the time.

Michelle Eilo, CPSI Ltd.
• IN PROGRESS
  o Mailers (Updates & Reminders and SDPC Weekly Digest) styles updated
  o White Paper – style updated
  o Newsletter – style updated, publishing next week!
  o Stock photos purchased
  o Social media design/graphics in draft
Create sales/marketing piece

• IN PROGRESS
  o Started, but delayed due to illness
  o Calls scheduled for May onwards
Media Relations Plan

• IN PROGRESS
  o Started, but delayed due to illness
  o Calls scheduled for May onwards
  o Current social media planner being reviewed and revised
COMING SOON…

❖ Single Sign-On
  ➢ Community Site & SDPC Resource Registry
❖ More social media / engagement
❖ Success Stories / Testimonials
❖ ‘Bite-Sized’ Webinar Topics
❖ SDPC Vendor Webinars
DAY 3

... lots more to look forward to!