Using the Project Unicorn Rubric to Your Advantage

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What is Project Unicorn?

Project Unicorn is a sector wide effort to improve data interoperability within K-12 education.

We aim to create a community of innovators who make the broader case for secure interoperability by determining shared priorities, working in partnership with school systems and vendors to understand the importance and benefits.

This creates a demand side push for interoperability by educating buyers to consider the total cost of ownership through informed comparison of vendors.

School Network Signatories: 810
Vendor Signatories: 286
What is Project Unicorn?
n. The seamless, secure, and controlled exchange of data between applications

**INTEROPERABILITY**
Challenges from Lack of Interoperability

States and Districts are swimming in data they can’t really use:

- Data stored in siloed locations
- Difficult to bring data from different sources together
- Data that is not validated often leads to inaccuracies
- Can strengthen privacy and security of data in transit and at rest

“a lack of interoperability is incredibly time-consuming, and a drain on districts who simply don’t have the resources to address the problem.”

-Digital Promise
Challenges caused by lack of interoperability:

- Educator/staff time spent manually downloading data and manipulating it in spreadsheets
- Unable to see data from multiple sources/assessments in one place
- Students leave LMS to go to external website for viewing digital learning content
- Data is moved in an unsecure and unprotected manner
Education Data Standards

- Rostering
- State Longitudinal Data Systems
- Student Records Exchange
- Transcripts
  - https://home.a4l.org/

Common Education Data Standards

- Education Data Management initiative across P-20 U.S. Dept of Education
- Common vocabulary, data models
- Data dictionary
- Basis of other standards
  - https://ceds.ed.gov/

K12 and Higher Education

- K12 focused
- SIS, assessments, state reporting
- Ed-Fi Academy online training available
  - https://www.ed-fi.org

- Rostering (OneRoster)
- Comprehensive Learner Records
- Digital Curriculum, Assessments, Learning Apps
- Learning Platforms
  - https://www.1edtech.org/
Project Unicorn Resources & Support

Webinars
Publications
Technical Assistance
State of the Sector Report
Interoperability Pledge

Interoperability Rubric v3
Interoperability Certification

projectunicorn.org/resources
A source to help districts really see how an edtech tool measures against their key concerns.

A source to help edtech vendors measure how interoperable their product is.
Effort to create a shared language for school districts, states, and vendors

Rubric to evaluate tools about the key aspects of interoperability

Meant to be a living document that allows stakeholders to evaluate where their efforts and tools are on the journey towards interoperability

Used to evaluate vendors, and implement language from the rubric into RFPs
# The Project Unicorn Interoperability Rubric

## Project Unicorn Interoperability Rubric v3

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Data Quality</strong></td>
<td>Unique student identifier (e.g., first name, last name)</td>
<td>Unique student identifier (e.g., first name, last name)</td>
<td>Unique student identifier associated with school and grade level</td>
<td>Integrates or reports unique student identifiers used by schools and other data sources (e.g., SIS)</td>
</tr>
<tr>
<td><strong>Data Completeness</strong></td>
<td>1 unit of data (e.g., student) is available for immediate export or import</td>
<td>2 units of data (e.g., student, school) are available for immediate export or import</td>
<td>3 units of data (e.g., student, school, district) are available for immediate export or import</td>
<td>4 or more units of data (e.g., student, school, district) are available for immediate export or import</td>
</tr>
<tr>
<td><strong>Report Process</strong></td>
<td>File report or report by mail or online, non-machine readable, non-interactive</td>
<td>Manually download is machine-readable file (e.g., CSV, XML, Excel)</td>
<td>School/S, industry/patient access file exchange (e.g., FTP, SFTP) but limited functionality limited or shared in a manner that limits access</td>
<td>Industry standard or industry standard with customization of data from appropriate industry standards body (e.g., ISAC, Data Protection Network)</td>
</tr>
<tr>
<td><strong>Export Cost Transparency</strong></td>
<td>Data export costs are available on request after purchase</td>
<td>Data export costs are clearly outlined on public website</td>
<td>Data export costs are clearly outlined on public website</td>
<td>Data export costs are clearly outlined on public website</td>
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<tr>
<td><strong>Export Cost</strong></td>
<td>Data export cost is number charge and is stated in advance of purchase</td>
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<tr>
<td><strong>Export Security</strong></td>
<td>Encrypts, authenticates, authorizes, transfers with data verification and no unauthorized access/monitoring</td>
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</tr>
<tr>
<td><strong>Export Reliability</strong></td>
<td>Data is available as needed, defined in advance of purchase</td>
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projectunicorn.org/project-unicorn-rubric
The Project Unicorn Interoperability Rubric

**Data Quality**
A measure of the condition of data based on factors such as accuracy, completeness, consistency, reliability, whether it's up to date, and timeliness.

**Data Granularity**
A measure of the level of detail in a data structure.

**Export Process**
The extraction and conversion of raw data from an existing format into a format required by another application.

**Export Cost Transparency**
Clarifying which components are included and which have an additional cost. Transparency should outline who pays whom, is this payment fixed or variable, and if variable, based on what.
The Project Unicorn Interoperability Rubric

Export Cost
The cost (if any) of extracting data into another application and how the cost is applied.

Export Security
Restrictions an application places on the ability to extract data.

Export Frequency
A measure of how often a data export occurs.

Export Format
The structure the data must resemble in order to be extracted from an application.
The Project Unicorn Interoperability Rubric

Import Cost Transparency
Clarifying which components are included and which have an additional cost. Transparency should outline who pays whom, is this payment fixed or variable, and if variable, based on what.

Import Cost
The cost (if any) of inserting data into another application and how the cost is applied.

Import Security
Restrictions an application places on the ability to insert data.

Import Frequency
A measure of how often a data import occurs.

Import Format
The structure the data must resemble in order to be inserted into an application.
The Project Unicorn Interoperability Rubric

- Data Quality
- Data Granularity
- Export Process
- Export Cost Transparency
- Export Cost
- Export Security
- Export Frequency
- Export Format
- Import Process
- Import Cost Transparency
- Import Cost
- Import Security
- Import Frequency
- Import Format
- Technical Descriptions & Examples

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Proprietary Standards

- Data not available for export
- Only some data available for export
- Exports not available in commonly accepted format like .csv
- Custom programming required to get data out of a system
- Data only available within a closed ecosystem
- Tools may be “standards aligned,” but require “tweaking” for specific platform integrations (sometimes extra $$)
Project Unicorn Interoperability Certification

Signals that an edtech product prioritizes data interoperability.

At the core of interoperability is a focus on better informing instruction and driving student-centered learning experiences. The Interoperability Certification enables school systems to know they are investing in products that prioritize interoperability.
The Certification Process

Applications are ranked on their level of interoperability on a scale from 1 to 4, as per the Project Unicorn Interoperability Rubric.

Each question will be scored on a scale based on the response and artifacts/evidence provided.

The total score will determine the Product Certification tier an application has earned.

Each submission receives an Open Badge based on the final ranking

Badge to be featured on:

- EdSurge
- PRODUCT INDEX
- LE A R N
- EDUCATING ALL LEARNERS
- TECH TOOLS LIBRARY
The Value of the Interoperability Certification
Join Our Community!

PROJECT UNICORN
PLEDGE SIGNATORY

Privacy & Interoperability Symposium
May 17-19, 2023
Tools and Resources

[Image of Resource Database]

[Image of YouTube channel]

projectunicorn.org/resources
youtube.com/@projectunicorn7725
Meet with us – we’d love to learn from you!

Fill out this quick form to set up a meeting with the Project Unicorn team:

https://tinyurl.com/A4L2023
THANK YOU!

From the Project Unicorn Team