Connecting and Securing Effective Learning Ecosystems®

November 2021
Student Data Privacy Consortium (SDPC) Update
Agenda

- Welcome and Introductions
- Leadership, Branding and Membership Changes
- Privacy Stewardship Obligations
- SDPC Project Team Updates
- Strategic Direction – The “Next”
- Close
Your Changing (And Growing) Community!

New Leadership!

*Community members elected to serve 2 Year Term on the SDPC Management Board:*
- Andy Bloom, McGraw-Hill Education
- Tom Ingram, Escambia County School District
- Josh Olstad, Oyster River Cooperative School District

*Joining the SDPC Management Board members starting their second-year term:*
- Libbi Garrett, CITE
- Allen Miedema, Northshore School District
- Steve Setzer, Kimono
- Jim Siegl, Future of Privacy Forum
- Steve Smith, Cambridge Public Schools
Your Changing (And Growing) Community!

NOW

A4L Community
SDPC Community

“NEXT”

A4L Community
SIF/Unity Community
SDPC Community

Stay Tuned……
• Two levels of A4L Membership and Begins on Annual Renewal Dates
• Detailed Value Add Benefits to Members
• Some Membership Level Dues Decrease
QUIZ TIME: Privacy...... By the Numbers!

31.................. Participating States
79.................. Participating Vendor Members
7064............... Resources in the Registry
10447.............. Participating Districts
60,972.............. Signed Exhibit E’s
61,066.............. Signed Agreements
34,000,000........ Students Impacted
<table>
<thead>
<tr>
<th>Legislation</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>CIPA</strong></td>
<td>Children’s Internet Privacy Act</td>
</tr>
<tr>
<td>Internet filters</td>
<td>Internet filters for K–12 schools and libraries to protect children from</td>
</tr>
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<td></td>
<td>harmful online content as a condition for federal funding.</td>
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<tr>
<td><strong>PPRA</strong></td>
<td>Protection of Pupils Rights Amendment</td>
</tr>
<tr>
<td>Require parental</td>
<td>Requires parental consent for any surveys that contain political, sexual,</td>
</tr>
<tr>
<td>consent for any</td>
<td>mental state, relationships, religious information</td>
</tr>
<tr>
<td>surveys</td>
<td></td>
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<tr>
<td><strong>COPPA</strong></td>
<td>Children’s Online Privacy &amp; Protection Act</td>
</tr>
<tr>
<td>Require operators</td>
<td>Requires operators of websites or online services for children under 13</td>
</tr>
<tr>
<td>of websites or</td>
<td>that they are collecting personal information</td>
</tr>
<tr>
<td>online services</td>
<td></td>
</tr>
<tr>
<td><strong>HIPAA</strong></td>
<td>Health Insurance Portability &amp; Accountability Act</td>
</tr>
<tr>
<td>Usually HIPAA does</td>
<td>Usually HIPAA does not apply because information by definition is part of</td>
</tr>
<tr>
<td>not apply</td>
<td>“education records” under FERPA and, therefore, is not subject to the</td>
</tr>
<tr>
<td></td>
<td>HIPAA</td>
</tr>
<tr>
<td><strong>FERPA</strong></td>
<td>Family Educational Rights &amp; Privacy Act (1974)</td>
</tr>
<tr>
<td>Schools must</td>
<td>Schools must have written permission to release any information but allows</td>
</tr>
<tr>
<td>have written</td>
<td>schools to disclose under certain conditions</td>
</tr>
<tr>
<td>legislation</td>
<td></td>
</tr>
<tr>
<td><strong>STATE</strong></td>
<td>Legislation as well as Local Statutes and Regulations</td>
</tr>
<tr>
<td></td>
<td>40 states have passed 125 student privacy laws since 2013</td>
</tr>
</tbody>
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Alliance Leadership

**Charge:** To represent their state constituents in their roles as data privacy stewards and deliver on the SDPC organizational goals of:

- **Establish a community of stakeholders** who have various needs addressed through policy, technology and/or effective practice sharing around effective privacy management,
- Identify **projects that have on-the-ground and real-world** impact on student data privacy enabling schools, districts, state and vendors find resources, adapt them to their unique context and implement needed protections,
- Development of **tools and resources** to address operational issues not currently being addressed,
- **Leverage partnership** organizations working in the privacy space to have their good work utilized and no reinvention of existing work,
- Development of a **clearinghouse of student data privacy operational issues** and resources to support schools, districts, states and vendors in managing those issues – no matter where the resources originate.
Policy Procedure and Usage Project Team

Libbi Garrett – CITE

- **Charge:** To protect the integrity of the NDPA, as well as the usage, change and approve Community expectations adopted by the members of the SDPC.
  - Continue to develop continuity in the NDPA usage across Alliances/Country,
  - Establish clear, transparent and open change management processes to the NDPA,
  - Identify streamlining opportunities for usage of the NDPA

- Beginning NDPA v2 via suggested modifications to the NDPA

- Addressing NDPA Usage Issues
  - At the School, District, State Alliance and even Vendor levels
  - [The NDPA Development and Usage Guide](#)
Resource Registry Roadmap Project Team

& Allen Miedema North Shores SD

- **Charge:** To establish a long-term vision for the SDPC Resource Registry including features, functionalities, operations, funding and priorities for change requests.

- Established a "Features Roadmap" and continue to collect "wish list" functionality from Community

- Work with P, P and U to support effective practices around Registry usage
Research Agreement Project Team

Jim Siegl – FPF

- **Charge:** To leverage the successful processes and format of the National Data Privacy Agreement SDPC work to generate and support the usage of a common agreement addressing the needs of both end users and researchers.

- Initial Draft crafted for the UT BOE to support researcher and LEA privacy expectation setting.

- Group of LEAs, SEAs, Vendors and Researchers met for a year to craft a national model for Researcher-School/State Usage.

- **Current draft out to Community for vote (Closes Nov 8th)!**
More Project Teams……

- **Vendor**
  
  **Steve Setzer – Kimono**
  
  **Charge:** To provide a platform for marketplace providers to exchange effective practices, challenges, and opportunities between each other and between customers

- **Legislative**
  
  **Jim Siegl - FPF**
  
  **Charge:** To support the SDPC Alliances with updates and suggested effective practices as their legislators call them as a resource for their policies, bills, etc. This group will not be crafting or trying to unduly influence legislation but provide guidance to avoid the numerous “unintended consequences” being seen in legislation.
  
  *Currently on “Hold”*

- **Legal**
  
  **Mark Williams – F3**
  
  **Charge:** To provide opportunities between marketplace providers and end users to address legal obligations, clarity of stewardship and support the development of legal documentation identified in need and developed by the Community.
  
  *Waiting on P,P and U for second drafting of NDPA*
Resources!

- **Districts:**
  - [https://privacy.a4l.org/resources/#schools](https://privacy.a4l.org/resources/#schools)
  - ‘refresher’ videos
  - ‘on-boarding’ videos

- **Alliances:**
  - [https://privacy.a4l.org/resources/#Alliances](https://privacy.a4l.org/resources/#Alliances)
  - Alliance 101
  - ‘refresher’ videos
Resources!

SDPC RESOURCE REGISTRY TRAINING GUIDE

...full guide coming soon!

Reference Guides (PDF):

- Add Agreement (Originator)
- Add Agreement (Subscriber)
- Preparing an Agreement/Exhibit for upload
- Exhibit E’s
- Change Agreement Type

Available from the SDPC Resource Registry > Help > User Trainings
Help / Support

**Alliance/Agreement queries**
- Log into SDPC Resource Registry
- Help > Contact Support

*(full list of all Alliance Admins available with email addresses)*

**Technical queries**
- [https://privacy.a4l.org/contact-us/](https://privacy.a4l.org/contact-us/)
The “Next”!

- National pK20 Student Data Privacy Symposium and Connecting and Securing Learning Ecosystem Event
  - April 25-28, Washington DC
    - 1.5 Days on Data Privacy
    - 1.5 Days on Connecting & Securing Learning Ecosystems
  - Partnering with Numerous Organizations in PESC, CCSSO, PTAC, etc.
  - Also planning a Data Standards United (DSU) Event

... more information coming soon!

- Broader Partnership Outreach Including ISTE, Higher Education, Early Childhood and Wrap Around Programs, Etc.
Connecting and Securing Learners “Where They Are”
What’s needed is a connected, secure, and effective learning ecosystem.
District / LEA

Parents / Caregivers

State Agencies

Vendors / Providers

Connected, secure, and effective learning ecosystem
Looking for 'privacy on the wire'? Unity has it!

- Built in privacy support, based on Student Data Privacy Consortium (SDPC) needs and FERPA / GDPR expectations.
- Automate Contract Clause Expectations Exchange and Vendor Verification
  - The “POD” (Privacy Obligation Document)
  - Enabled in global SIF Infrastructure
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What’s Next? Common Expectations!

Here is the data we will give you and details on how we want it treated.

Here is how we have treated the data and details on how we can prove it to you.

End Users

Automated

 Providers

Increased interoperability without the inclusion of privacy requirements = increased RISK. Both data sharing and privacy parameters must be identified and communicated.