Connecting and Securing Effective Learning Ecosystems

Simplifying Your Data Stewardship and Data Systems Management Roles
AGENDA

• The School Data Privacy Stewardship Role
• Level Setting
• Connecting and Securing YOUR Ecosystem
• Q and A

“Before I write my name on the board, I’ll need to know how you’re planning to use that data.”

Benjamin Silberglitt
Cedar Labs
Libbi Garrett
CITE
Allen Miedema
North Shore District WA
Steve Smith
Cambridge Public Schools
Technology
There has been an explosion of technology in schools and even more with current move to virtual learning.

2018 EdTech market
In the U.S it is worth over $8.38B.

Online Resources
The average U.S. school employs 400 to 1000 online tools/apps (whether they know it or not)

... and then the concerns over....
## The Why: Student Privacy Laws

<table>
<thead>
<tr>
<th>CIPA</th>
<th>PPRA</th>
<th>COPPA</th>
<th>HIPAA</th>
<th>FERPA</th>
<th>STATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet filters for K–12 schools and libraries to protect children from harmful online content as a condition for federal funding.</td>
<td>Requires parental consent for any surveys that contain political, sexual, mental state, relationships, religious information</td>
<td>Requires operators of websites or online services for children under 13 that they are collecting personal information</td>
<td>Usually HIPAA does not apply because information by definition is part of “education records” under FERPA and, therefore, is not subject to the HIPAA</td>
<td>Schools must have written permission to release any information but allows schools to disclose under certain conditions</td>
<td>40 states have passed 125 student privacy laws since 2013 laws</td>
</tr>
</tbody>
</table>
School officials with legitimate educational interest. Data Privacy Agreements (DPA) should cover:

- Security and Data Stewardship Provisions.
- Collection Provisions.
- Data Use, Retention, Disclosure, and Destruction Provisions.
- Data Access Provisions.
- Modification, Duration, and Termination Provisions.

Student Privacy Laws

FERPA

School officials with legitimate educational interest. Data Privacy Agreements (DPA) should cover;
# Learning “System” Changes Via COVID-19

<table>
<thead>
<tr>
<th><strong>Education</strong></th>
<th><strong>PreCOVID-19</strong></th>
<th><strong>Post COVID-19</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bricks and Mortar</td>
<td>Hybrid Bricks and Virtual / Less $</td>
<td></td>
</tr>
<tr>
<td>Centralized Controlled</td>
<td>De-Centralized Controls</td>
<td></td>
</tr>
<tr>
<td>Learner “Knowns” (location, learning status, etc.)</td>
<td>Learner “Un-Knowns”</td>
<td></td>
</tr>
<tr>
<td>Seat Time / $ Attendance Allocated</td>
<td>Online Time / $ Follow Learning</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Applications</strong></th>
<th><strong>PreCOVID-19</strong></th>
<th><strong>Post COVID-19</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Teacher Driven</td>
<td>Teacher/Parent/Student Driven</td>
<td></td>
</tr>
<tr>
<td>CIO Centric Control</td>
<td>CIO/Teacher/Parent Control</td>
<td></td>
</tr>
<tr>
<td>Complicated / Slow / Costly / Work Arounnds</td>
<td>Fast / Simple / Cheaper / Larger Pool</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Privacy</strong></th>
<th><strong>PreCOVID-19</strong></th>
<th><strong>Post COVID-19</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>CIO is Main Resource</td>
<td>CIO/Teacher/Parent Must Be Resources</td>
<td></td>
</tr>
<tr>
<td>Limited PD Around Topic</td>
<td>PD Needed for Students/Parents/Vendors</td>
<td></td>
</tr>
<tr>
<td>Privacy Polices and Roles Challenging</td>
<td>New Roles/Expectations for All Players</td>
<td></td>
</tr>
</tbody>
</table>
Level Setting

A4L:
- Non-Profit started in 1997
- Membership driven with schools, districts, regional and state agencies, other professional organizations and marketplace providers in the Community
- Collaboratively develops technical blueprints for data to move safely and securely between school software applications
- Used in every state with Communities in 4 Countries

SDPC:
- Special Interest Group of A4L Community started in 2015
- Maintains its own governance, oversight and resource support
- Numerous stakeholders addressing data privacy “Pain Points”
- Working on projects identified by members
- Resource Registry is the home of thousands of agreements, vendor products and numerous tools for application management
Its Not “One or the Other”!

No One Gets It!

Everyone Gets It!
Increased interoperability without the inclusion of privacy requirements equals increased **RISK**.

- BOTH data sharing and privacy parameters must be identified and communicated.
- Learning institutions often do not have the human and/or fiscal resources to successfully address both parameters
- A4L and SDPC is the **ONLY** community collaboration that is addressing **BOTH** interoperability and privacy

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"**Leadership and learning are indispensable to each other.**"

- John F. Kennedy

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**The A4L and SDPC Communities will help schools and providers establish “connected and secure effective learning ecosystems”**
The “Old” K12 Digital Ecosystem

How Are Apps Onboarded? **Individually!**

How Are Apps Sharing Data? **They Don’t!**
The New K12 Digital Ecosystem
“Connecting and Securing Effective Learning Ecosystem”
The New K12 Digital Ecosystem
“Connecting and Securing Effective Learning Ecosystem”

Districts/Home

Ecosystem

SDPC Support

Safely Connected

A4L Support

Student Data Privacy Consortium
Connecting and Securing YOUR Ecosystem

You MUST Address

✓ Application Vetting
✓ Contracting Process
✓ App Management
- Leverages the privacy contracting and workflow tools of Cambridge Public Schools, MA
- 50 MA Districts using the same data privacy agreements (DPA)
- SDPC established initially to use original MA Agreement – NOT!
- Alliances in each state to gather constituents, identify needed privacy “pain points” support and leverage work between
- Alliances in different forms and maturity, some state ed agency, some district but most affiliate ed tech organization driven
Registry Workflow Support – The How!

Request

Approval

Contract/App Management

Transparency

<table>
<thead>
<tr>
<th>Workflow Step</th>
<th>Order</th>
<th>TL</th>
<th>Make Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did Not Pursue</td>
<td>1</td>
<td>TL</td>
<td>Reject</td>
</tr>
<tr>
<td>Did Not Pursue</td>
<td>1</td>
<td>TL</td>
<td>Progress Email: This email is to let you know that your Online Resource Request has not...</td>
</tr>
<tr>
<td>Educationally-Aligned</td>
<td>2</td>
<td>TL</td>
<td>Reject</td>
</tr>
<tr>
<td>Educationally-Aligned</td>
<td>2</td>
<td>TL</td>
<td>Progress Email: This email is to let you know that your Online Resource Request has been...</td>
</tr>
<tr>
<td>With Legal Dept</td>
<td>3</td>
<td>TL</td>
<td>Reject</td>
</tr>
<tr>
<td>With Legal Dept</td>
<td>3</td>
<td>TL</td>
<td>Progress Email: This email is to let you know that your Online Resource Request has not been...</td>
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Now that you know you SHOULD have a Data Privacy Agreement (DPA) – What’s Next?

Fun Facts:
• 13,000+ US Public School Districts
• 85% of Them Have Less Than 5,000 students – Many CIO’s Teach Daily!
• The Average US School Has Anywhere Between 400 and 1,000 Applications
• “Freeware” or ”Freemium” Products Are Exploding
Too Many Contracts ………… and Not Much Time!

Wouldn’t it Be Great If You Could:

• Save Resources (time, money, etc.)
   With ONE Data Privacy Agreement
   in ALL of Your Terms of Service
   Agreements with Vendors

• “Piggyback” Off Other Signed
   Agreements By Districts in Your
   Alliance?

• Seamlessly and Transparently
   Communicate Those Agreements to
   Staff, Parents, Etc.
Goals:

- Further increase consistency across Alliance DPAs
- Standardize the DPA Format so it looks the same across Alliances
- Ease logistics of implementing
- Identify common legal requirements across jurisdictions
- Provide mechanism to add other jurisdiction specific requirements
- Standardize terminology & definitions across jurisdictions and working groups (Legislative)
- Greater impact on, and buy in from, the vendor marketplace = Adoption
<table>
<thead>
<tr>
<th>NDPA Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section</td>
<td>Cover Page</td>
</tr>
<tr>
<td>Section</td>
<td>Page 2 - Options</td>
</tr>
<tr>
<td>Section</td>
<td>Page 3 - Signatories</td>
</tr>
<tr>
<td>Section</td>
<td>Standard Clauses</td>
</tr>
<tr>
<td>Section</td>
<td>- Exhibits</td>
</tr>
<tr>
<td></td>
<td>- A = Descriptions of Services</td>
</tr>
<tr>
<td></td>
<td>- B = Schedule of Data</td>
</tr>
<tr>
<td></td>
<td>- C = Definitions</td>
</tr>
<tr>
<td></td>
<td>- D = Directive for Disposition of Data</td>
</tr>
<tr>
<td></td>
<td>- E = General Offer of Terms</td>
</tr>
<tr>
<td></td>
<td>- F = Data Security Requirements</td>
</tr>
<tr>
<td></td>
<td>- G = Supplemental State Terms</td>
</tr>
<tr>
<td></td>
<td>- F = Additional Terms or Modifications</td>
</tr>
</tbody>
</table>
Connecting and Securing YOUR Ecosystem

Districts/Home

Secure Ecosystem

You MUST Address
- Application Vetting
- Contracting Process
- App Management
- Integration
- Secure Data Exchange
- Quality Control
Connecting & Securing Effective Learning Ecosystems

INTRODUCING

MAPPINGS RELEASE

YouTube video: https://youtu.be/olVpPd5DD5g
Connecting & Securing Effective Learning Ecosystems

**Privacy Support**
Built in privacy support, based on GDPR and Student Data Privacy Consortium (SDPC) needs

**xPress Roster**
Modular API design, most robust roster standard in marketplace. Compliments the Unity Data Model... you can start with xPress Roster and scale up!

**Individual Education Plans (IEPs)**
1st standardized API for IEPs
Detailed/extensive objects
Ready for 'In District' use and Student transfers

**SIF 3 infrastructure**
The REST infrastructure that starts simply and scales easily.
Includes JSON conversion and is designed for the cloud. Performance is 'real' (ask Massachusetts!)

**Built on SIF 2.x Specification**
Leverage existing knowledge and software. Robust, familiar data model.

**CEDS**
Added EDFacts & xPress Roster CEDS Mappings in the latest release.
2833 Unity fields mapped to CEDS

**EDFacts**
Working towards developing a CEDS Integrated Data Store (IDS) Connector for EDFacts Reporting

**Supporting Documentation**
EDFacts Mapping, xPress Roster Mapping & Unity Adoption Guidebook - designed to help from concept to integration plan and API design all the way to development.

**Mappings Release**
August 2020

**API Documentation**
... coming soon!
Follows industry standard API best practices & increases accessibility to all developers
Connecting and Securing YOUR Ecosystem

You **MUST** Address

- Application Vetting
- Contracting Process
- App Management
- Integration
- Secure Data Exchange
- Quality Control
- Professional Learning
Connecting & Securing Effective Learning Ecosystems

The Global Education Privacy Standard (GEPS)

School / Department of Education
(Data Controller)

Written Contract
Clause 1
Clause 2

Contract Obligations Pool

NDPA?

Control Benchmark Sets

SDPC Set
Set 2

NIST/ISO/IEEE
“Other” standards

Privacy Object Document (POD)
Obligation 1 XML
Obligation 2 XML

Technical

Vendor
(Data Processor)
Connecting & Securing Effective Learning Ecosystems

MA Data Hub Service

ANY Standard

“PODS”
## Connecting & Securing Effective Learning Ecosystems “Issues”

<table>
<thead>
<tr>
<th>Area of Impact</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Vetting</td>
<td>No simple way to get apps identified (teachers) and onboarded (CIOs)</td>
</tr>
<tr>
<td>Contracting Process</td>
<td>Difficulty in ”one off” contracts and the resources required between vendors and end users</td>
</tr>
<tr>
<td>Application Management</td>
<td>Challenges in managing and communicating applications in K12 digital ecosystem</td>
</tr>
<tr>
<td>Integration</td>
<td>Allowing for data to be “entered once and used many times” where appropriate and under local control</td>
</tr>
<tr>
<td>Secure Data Exchange</td>
<td>Automating a secure data exchange between school and endorsed application providers</td>
</tr>
<tr>
<td>Quality Control</td>
<td>Ensuring the application is adhering to privacy and security agreements and sharing data between it and other applications as identified</td>
</tr>
<tr>
<td>Professional Learning</td>
<td>Data privacy, security and interoperability learning opportunities by all stakeholders in the education vertical (teachers, CIOs, Admin, parents, vendors, learners, etc.)</td>
</tr>
</tbody>
</table>
✓ “Connect” by demanding openly built and freely available technical standards usage language in your RFPs – like Unity!

✓ “Secure” by using the SDPC resources including the National Data Privacy Agreement (get the authorizing entity in your school up to speed)

✓ “Support” your work by leaning on the A4L and SDPC Communities to support your work!
<table>
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<th>Area of Impact</th>
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</thead>
<tbody>
<tr>
<td>Application Vetting</td>
<td>Resource Registry, Custom Progress Workflow Tool</td>
</tr>
<tr>
<td>Contracting Process</td>
<td>Resource Registry, National Data Privacy Agreement</td>
</tr>
<tr>
<td>Application Management</td>
<td>Resource Registry</td>
</tr>
<tr>
<td>Integration</td>
<td>SIF Unity Data Specification</td>
</tr>
<tr>
<td>Secure Data Exchange</td>
<td>SIF International Infrastructure, Global Education Privacy Document (GEPS)</td>
</tr>
<tr>
<td>Quality Control</td>
<td>SIF Certification, SDPC Badge Program, SDPC POD Certification</td>
</tr>
<tr>
<td>Professional Learning</td>
<td>Resource Registry Data Governance Tool, A4L/SPC Communities</td>
</tr>
</tbody>
</table>
The Result – Common Expectations!

End Users

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

Automated

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

Providers

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

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