

# Virginia High School E-Transcripts

Where do we start and how  
far to the finish line?



# Who Are We?

◆ Joe Manning, JMU Admissions

◆ Karen Lee, JMU Info Systems

◆ Bethann Canada, DOE

# What Has History Taught Us?

## Freshman Class of 1997

- ✦ College applications typed or hand-written
- ✦ SAT scores sent to colleges on data tapes
- ✦ SAT results labeled on school transcripts
- ✦ High school transcripts printed, signed, sealed and mailed

## Freshman Class of 2002

- ✦ College applications become PDF or "Online"
- ✦ SAT scores on 3½" diskettes
- ✦ SAT scores loaded into transcript program
- ✦ High school transcripts printed, signed, sealed and mailed

## Freshman Class of 2007

- ✦ Online college applications
- ✦ SAT scores FTP from College Board
- ✦ High Schools reluctant to release SATs to colleges
- ✦ High school transcript printed, signed, sealed, and mailed

What's in store for the Freshman Class of 2012?

# James Madison University Admission Process

◆ 18,644 Freshman Applications

◆ 98.4% Submitted Online

◆ 95% of Application Data Loaded

◆ Application Review – Summary Data



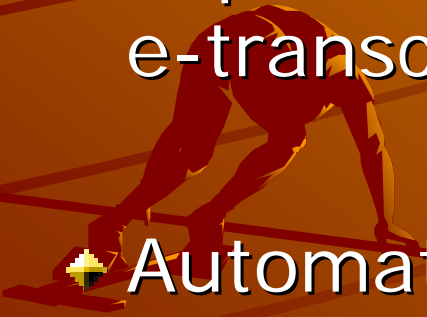
# Admissions Workaround

- ✦ Students enter classes from listed options and self-reported grades
- ✦ JMU loads data from CollegeNET
- ✦ Admissions staff count subjects, advanced courses, and grades



# Why We Need E-Transcripts

- ◆ Paper transcripts sent but never received
- ◆ Paper causes work –  
e-transcripts eases everyone's workload
- ◆ Automate or program parts of Application Review



# JMU Online Committee Review

Name		Emplid	Sex	Ethnic	CP	GPA	Type	Rank	Verbal	Math	Total	ACT	ARS	CRS	TRS	ERS	Res	Decision	Notif
High School		106	3 M	BLACK	Y	<a href="#">4.065</a> <a href="#">4.0W</a>			690	660	<a href="#">1350</a>		11	13	8	<a href="#">4</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	REG
		106	2 M	WHITE	Y	<a href="#">4.043</a> <a href="#">4.0W</a>			800	660	<a href="#">1460</a>		11	15	8	<a href="#">4</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	REG
		106	5 F	ASIAN	Y	<a href="#">4.022</a> <a href="#">4.0W</a>			600	600	<a href="#">1200</a>		11	15	7	<a href="#">4</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	REG
		106	2 M	WHITE	Y	<a href="#">3.955</a> <a href="#">4.0W</a>			680	750	<a href="#">1430</a>		11	15	8	<a href="#">3</a>	<a href="#">IS</a>	<a href="#">WAPP</a>	BDEC ERLY
		106	9 M	NSPEC	Y	<a href="#">3.881</a> <a href="#">4.0W</a>			620	700	<a href="#">1320</a>		11	13	8	<a href="#">3</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	REG
		106	4 F	ASIAN	Y	<a href="#">3.848</a> <a href="#">4.0W</a>			500	580	<a href="#">1080</a>		11	15	4	<a href="#">2</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	REG
		106	1 F	WHITE	Y	<a href="#">3.837</a> <a href="#">4.0W</a>			620	540	<a href="#">1160</a>		11	15	6	<a href="#">3</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	REG
		106	7 F	ASIAN	Y	<a href="#">3.82</a> <a href="#">4.0W</a>			640	670	<a href="#">1310</a>		10	13	8	<a href="#">4</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	REG
		106	5 F	WHITE	Y	<a href="#">3.79</a> <a href="#">STND</a>			550	530	<a href="#">1080</a>		9	15	4	<a href="#">3</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	AE ERLY
		106	6 F	WHITE	Y	<a href="#">3.783</a> <a href="#">4.0W</a>			650	670	<a href="#">1320</a>		9	15	8	<a href="#">4</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	REG
		106	2 M	WHITE	Y	<a href="#">3.78</a> <a href="#">4.0W</a>			700	610	<a href="#">1310</a> <a href="#">28</a>		9	15	8	<a href="#">3</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	AE ERLY
		106	3 F	HISPA	Y	<a href="#">3.761</a> <a href="#">4.0W</a>			600	630	<a href="#">1230</a> <a href="#">24</a>		9	15	7	<a href="#">3</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	AE ERLY
abel		106	4 F	HISPA	Y	<a href="#">3.739</a> <a href="#">4.0W</a>			640	690	<a href="#">1330</a>		9	15	8	<a href="#">3</a>	<a href="#">IS</a>	<a href="#">ADMT</a>	REG
		106	6 F	HISPA	Y	<a href="#">3.739</a> <a href="#">4.0W</a>			620	550	<a href="#">1170</a>		9	15	6	<a href="#">3</a>	<a href="#">OS</a>	<a href="#">ADMT</a>	REG



# What We Picture

- (1) Student or guidance counselor requests a transcript be sent
- (2) Guidance counselor or transcript clerk launches an extract to send encrypted data to an exchange center
- (3) Exchange center converts data to the college's preferred format
- (4) College receives data and sends verification to exchange center
- (5) Guidance counselor gets verification and uses a tracking system to confirm successful transmission

**High School**

Enter Requests Throughout the Day;  
Send Transcripts in Batch

**Exchange Center**

Convert & Forward

**College**

Adapt & Load

Send Verification  
Back



# It Looked Easy...

- ◆ Pick PESC TS 130 or XML standard
- ◆ Use the free Texas server
- ◆ Massage the data format for our load
- ◆ Run our delivered load/match
- ◆ Just find a high school & go for it!



# Then Reality Set In

## ◆ Standards woes

- High school IS vendors favor SIF (2006)
- Higher ed IS vendors favor PESC
- Calif, Florida have their own

## ◆ PESC has two standards

- TS 130 EDI (1992)
- XML (2006)

# Reality Kept Setting In

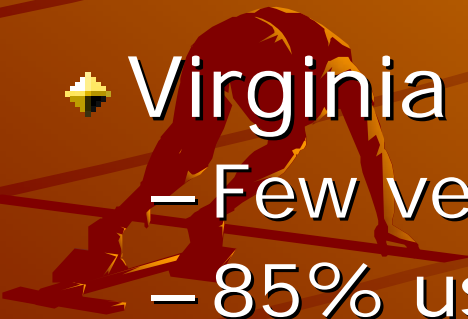
- ◆ Course ids are not standard
- ◆ Multiple exchange providers
- ◆ Resource woes
  - Virtually no Virginia school district has resources to provide an extract

# But There's Hope

- ◆ PESC and SIFA are not competitors
  - ◆ PESC – The leader in higher ed data exchange.
  - ◆ SIFA – The leader in pK-12 systems data sharing.
- SIFA and PESC started collaborating on transcript format in Nov 2006
- California decided in 2007 to use PESC
- ◆ National Transcript Center commits to translate all formats
  - Every exchange partner is free to use the standard of their choice

# And More Hope

- ◆ SCED course standard almost here
- ◆ Exchange providers are successful
- ◆ Virginia has good potential
  - Few vendors
  - 85% use Pearson's SASI (though user defined fields add work)
  - Easier collaboration



# Still Hoping...

- ◆ School districts have low IT expertise
  - There are vendors who can fill the gap
- ◆ School districts have tight budgets & challenges to allocate funds
  - Some vendors offer low cost startup; expect return on \$5 per transcript fee from student

## ◆ Solution

- Choose vendor(s) to minimize district impact
- Cooperate, pilot, communicate

# The Playing Field

- ✦ Your college must choose which transcript standard to receive
- ✦ Every district has its own course ids
- ✦ Multiple exchange providers
  - Some focus on transcript exchange
  - Some include it in a larger product



# Overview of Players

- ◆ In Virginia, ultimately nation-wide
  - Students
  - School Divisions
  - Colleges & Universities
- ◆ Standards
  - PESC, SIFA transcript standards
  - NCES (and Virginia DOE) course number standards
- ◆ Vendors
  - Exchange Only - Docufide, National Transcript Center
  - Exchange Feature - Xap, Triand, ConnectEDU
- ◆ Government
  - National and State DOEs
  - Virginia: State Council for Higher Education
  - Virginia: Governor's P-16 Council

# Pricing Models

- ✦ Setup fee

- ✦ Then

- Fee per transcript, or

- Subscription with unlimited transactions



# Payment Options

- ◆ Student pays
- ◆ School or division pays
- ◆ College pays
- ◆ State pays



# The Players - PESC

## ◆ Post Secondary Electronic Standards Council

- ◆ Purpose: To lead the establishment and adoption of data exchange standards in education.
- ◆ Higher ed user-driven
- ◆ Years of experience with the TS130 transcript
- ◆ Postsecondary transcript XML standard in place
- ◆ High school XML standard published June 2006
- ◆ Active exchange site at U of Texas at Austin
- ◆ Cooperating with SIFA on standard as of Nov 2006

# The Players - SIFA

## ◆ School Interoperability Framework Association

- ◆ **Purpose:** For programs within a school or district to share data without any additional programming and without requiring each vendor to learn and support the intricacies of other vendors' applications
- ◆ pK-12 vendor-driven
- ◆ Have support of infrastructure partners
- ◆ High school standard published late 2006
- ◆ All Virginia school districts are members
- ◆ Virginia DOE's Bethann Canada on Board of Directors
- ◆ Cooperating with PESC on standard as of Nov 2006

# The Players - NCEES

## ◆ National Center for Education Statistics

- Funded SPEEDE originally
- Hosted group to look at course codes
- New standard expected this spring
- Not yet accepted
- SCED – School Codes for Exchanging Data

# The Players - NTC

## The National Transcript Center

- ◆ Dr. Barbara Clements helped ESP launch NTC in 2005
  - Extensive experience in K-20
  - Did SIFA-PESC crosswalk that enabled cooperation
- ◆ Central secure site for transcripts – store and forward
- ◆ Will translate ALL standards
- ◆ Low fee for districts to implement; student fee \$5/transcript
- ◆ Contract with Texas and Wyoming

# Time Is On Our Side

- ◆ Exchange vendors are in place
- ◆ Course id crosswalks are possible
- ◆ Course id standard is in sight
- ◆ SIS vendors want to offer an extract, and exchange vendors are providing incentives



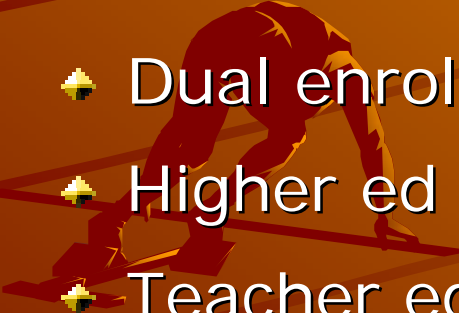
# Players - Docufide

- ◆ Announced in Feb that they implemented throughout Indiana schools in a little over a year; 100% of colleges and 80% of districts have elected to participate
- ◆ Planned for 11 midwestern states
- ◆ Flagship product is Secure Transcript
- ◆ Waynesboro City Schools participates



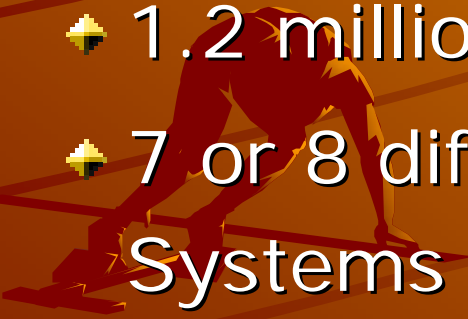
# Driving Forces in K-12

- ◆ Multiple policy groups pushing pK-20
- ◆ Data Quality Campaign's "Ten Essential Elements"
- ◆ Quick and accurate enrollment and placement of transfer students
- ◆ Dual enrollment issues
- ◆ Higher ed seeking paperless processes
- ◆ Teacher ed programs seeking classroom outcomes of recent grads
- ◆ K-12 seeking postsecondary outcomes of grads



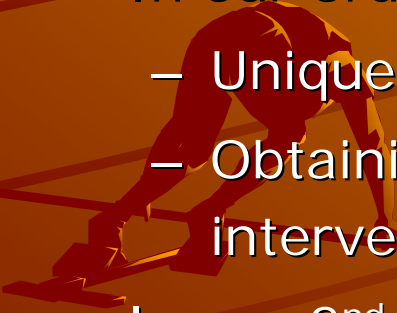
# Virginia K-12 Today

- ✦ 132 School Divisions, 1900 Schools
  - Smallest division: 303 students
  - Largest division: 163,971 students
- ✦ 1.2 million students
- ✦ 7 or 8 different Student Information Systems (all configured differently)



# Virginia K-12 Today

- ◆ In our 5<sup>th</sup> year of NCLB implementation
  - Additional state testing
  - Student-level data collection and reporting
  - Need to account for each student
  - Accounting for transfer students a big issue
- ◆ In our 3<sup>rd</sup> year of EIMS implementation
  - Unique identifier for each student
  - Obtaining identifiers in batch mode requires human intervention
- ◆ In our 2<sup>nd</sup> year of SIF implementation
  - Student locator/resolver framework obtains id's automatically when a new student is entered into the SIS

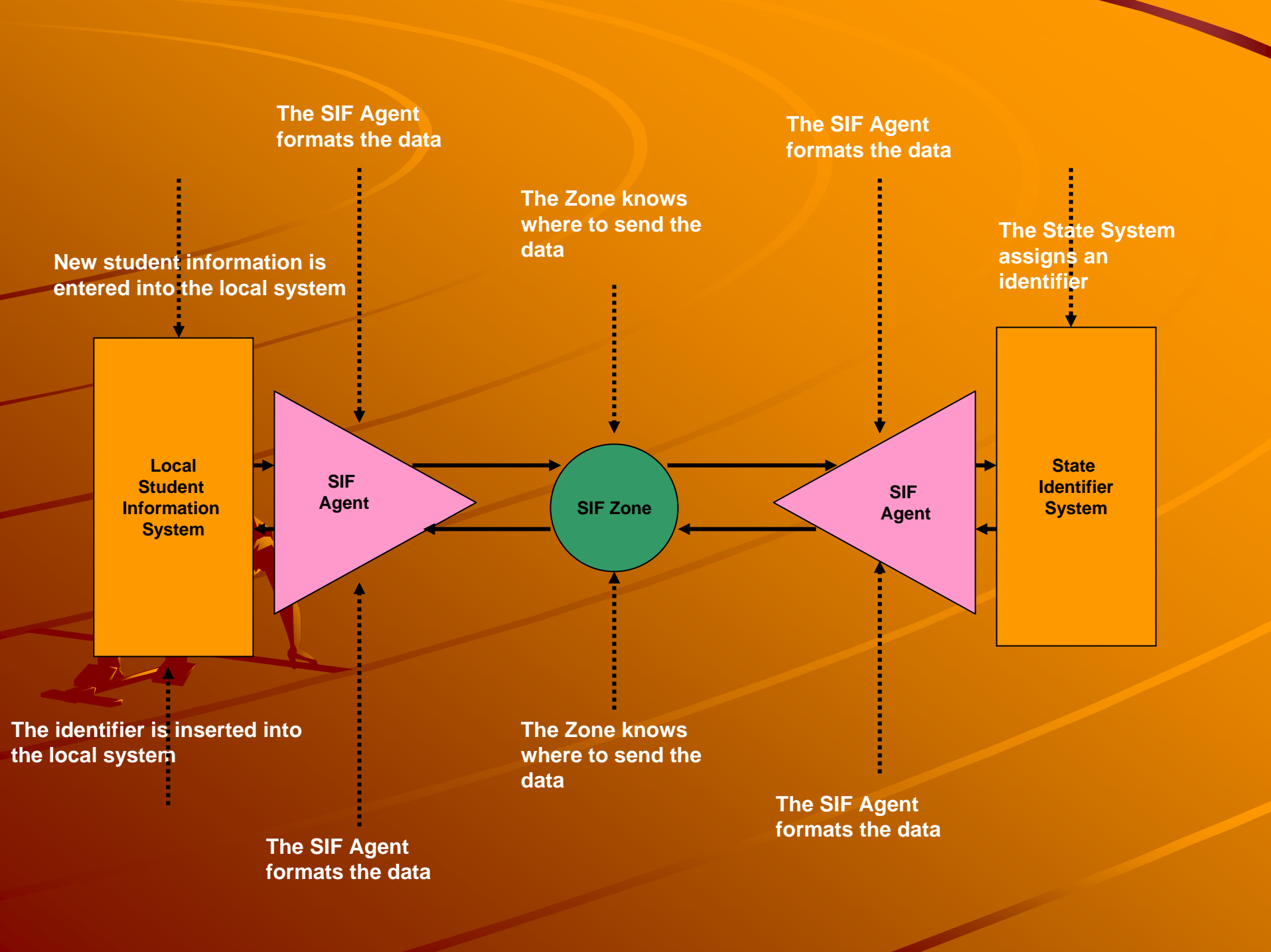


# What is SIF?

- ✦ Non-profit membership organization comprised of:
  - Over 100 K-12 technology companies
  - Regional service agencies
  - Schools & districts
  - US and State Departments of Education
  - Other educational organizations
- ✦ Jointly building the XML Specifications to enable K-12 software applications to share data quickly, dynamically and securely.
- ✦ The SIF Implementation Specification is publicly available on the SIF website.
- ✦ Platform Independent and Vendor Neutral

# Our SIF Initiative

- ◆ Participation is voluntary
- ◆ State pays for SIF agent and ZIS software (limited-use license for identifiers only)
- ◆ Division provides server
- ◆ Low-cost upgrade to full-use license
- ◆ 83 divisions currently using (goal is 95 by June 2007)
- ◆ 37 divisions have upgraded to full use



The SIF Agent formats the data

The SIF Agent formats the data

New student information is entered into the local system

The Zone knows where to send the data

The State System assigns an identifier

Local Student Information System

SIF Agent

SIF Zone

SIF Agent

State Identifier System

The identifier is inserted into the local system

The Zone knows where to send the data

The SIF Agent formats the data

The SIF Agent formats the data

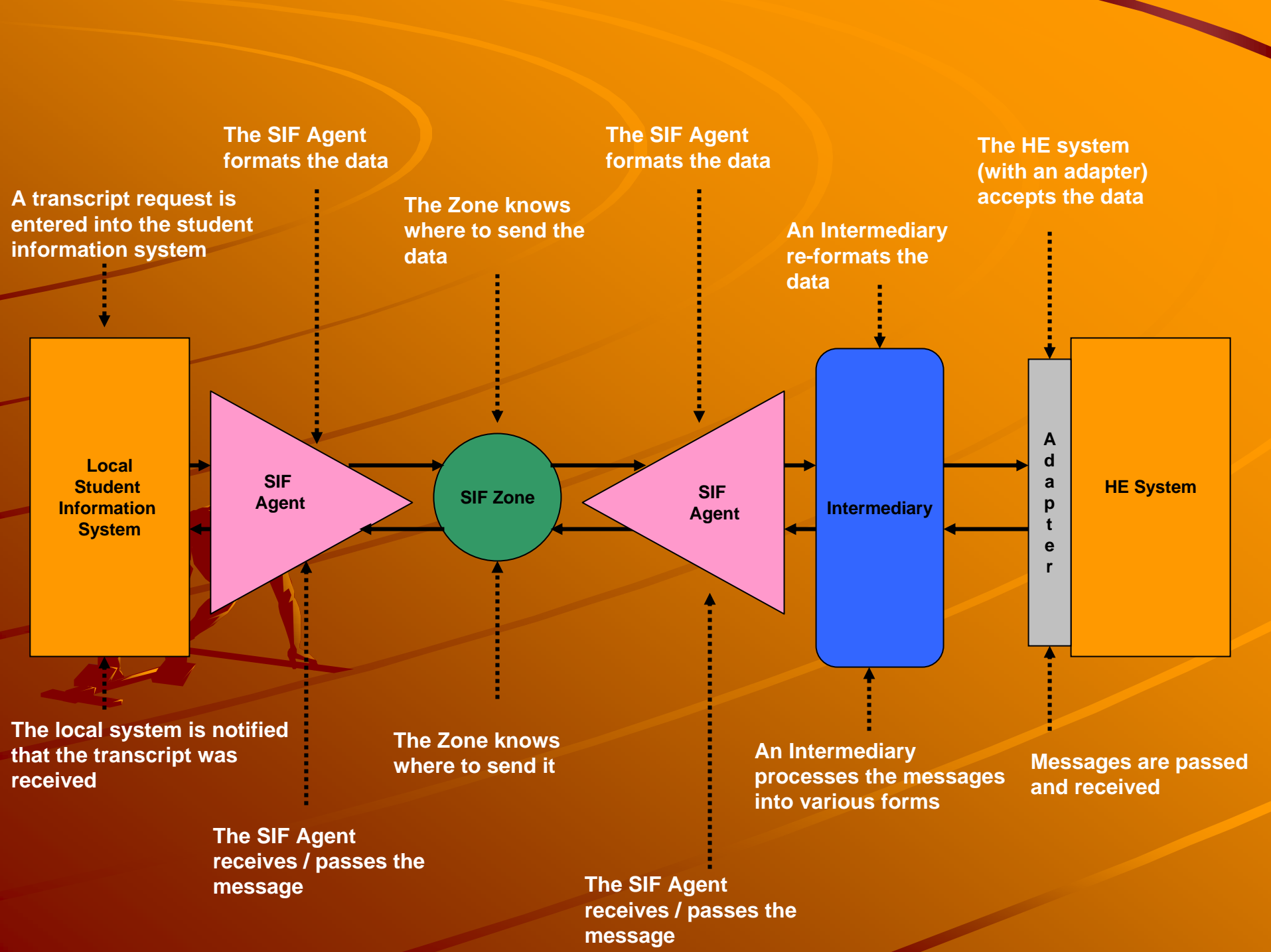
# SIF has a Student Record Exchange

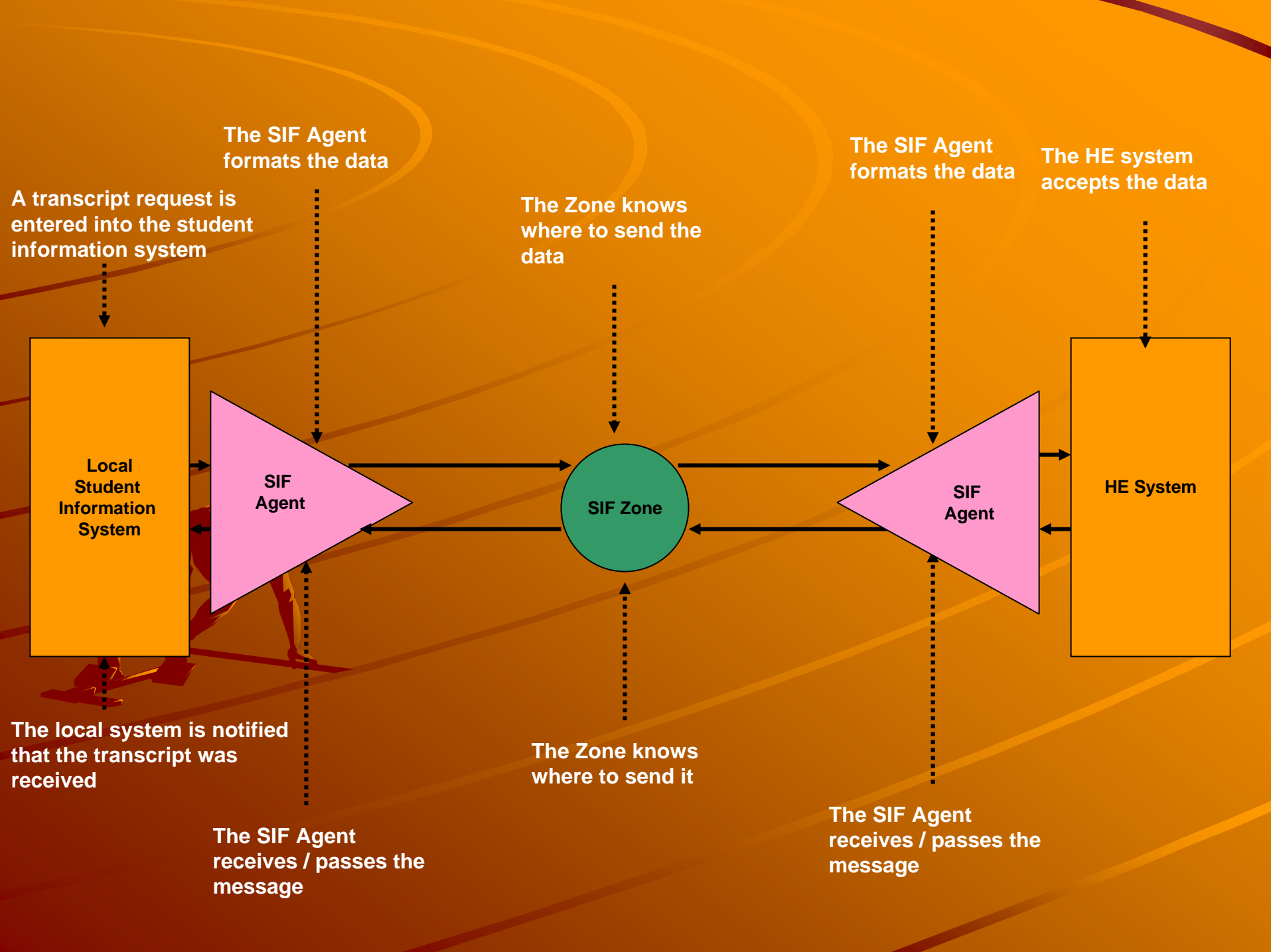
- ◆ Student Demographic Record
  - gender, race/ethnicity, date of birth, parent/guardian information, addresses, etc.
- ◆ Student Academic Record
  - the enrollment history of the student – courses, grades, GPA, honors, etc
- ◆ Student Program Participation Record
  - participation in instructional or support programs
- ◆ Student Special Education Record
  - Special Ed placement and participation data
- ◆ Student Record Content
  - Container for non-SIF data



# What states are considering

- ✦ SIF Student record exchange to move student records between divisions
- ✦ Student record exchange to move transcripts between divisions and Higher Ed
- ✦ The student locator framework facilitating the process





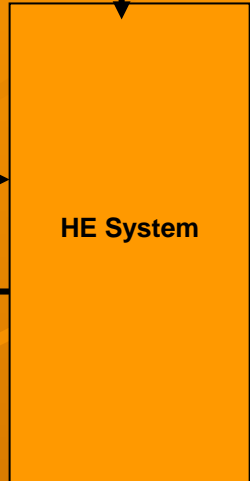
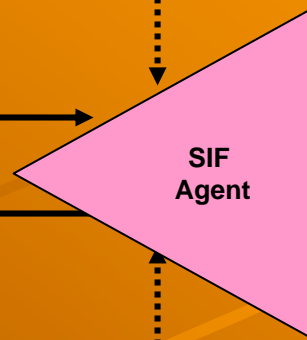
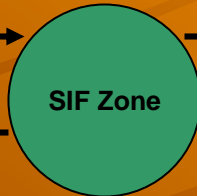
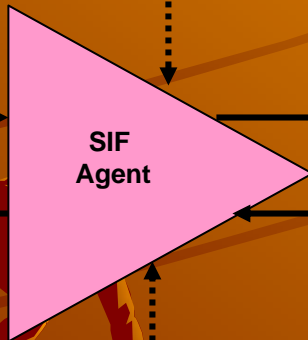
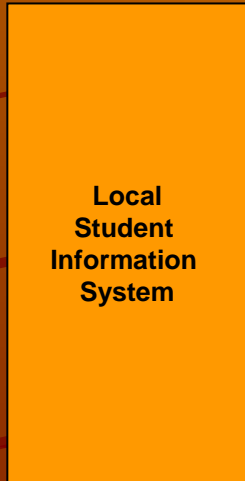
The SIF Agent formats the data

The SIF Agent formats the data

The HE system accepts the data

A transcript request is entered into the student information system

The Zone knows where to send the data



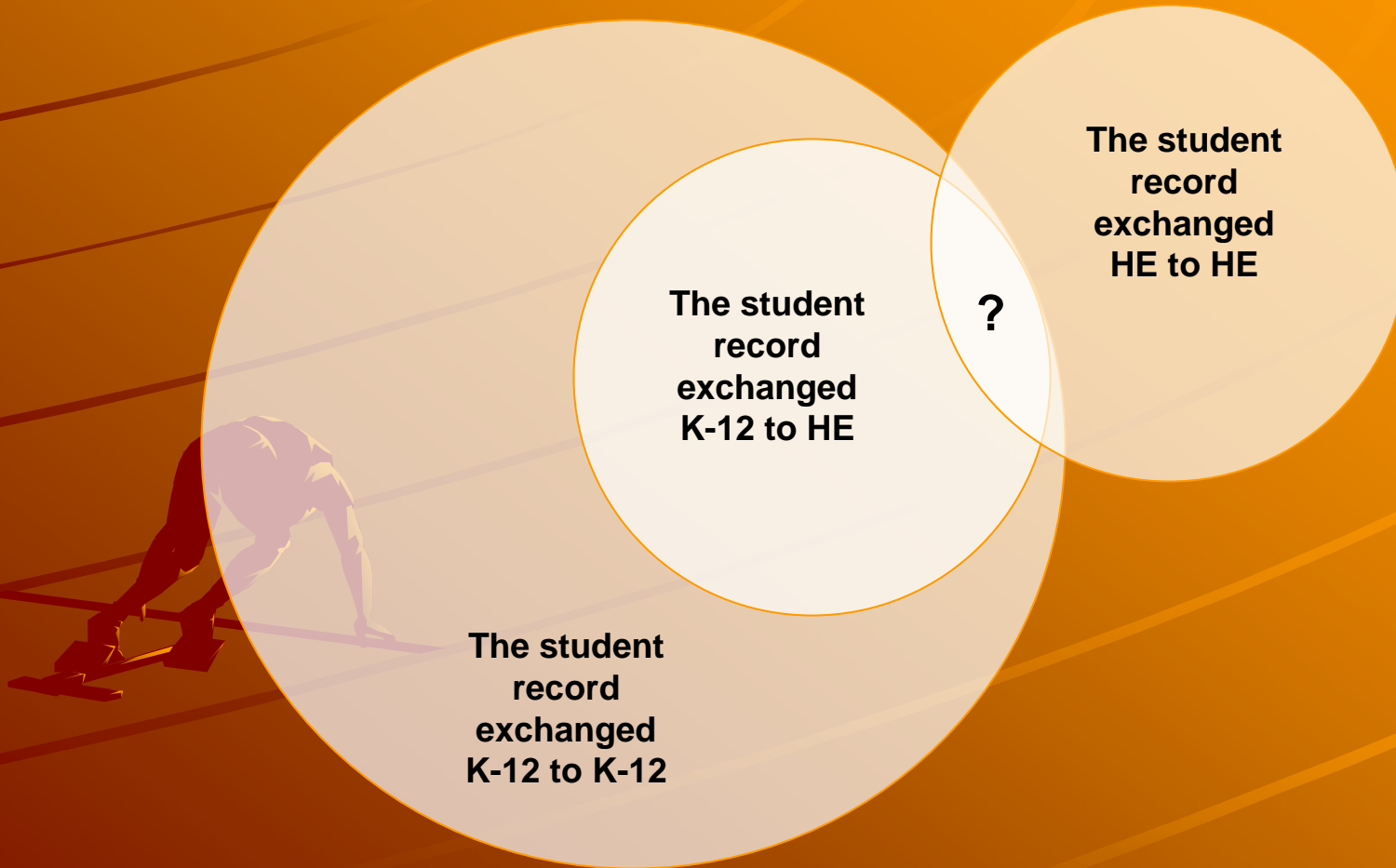
The local system is notified that the transcript was received

The Zone knows where to send it

The SIF Agent receives / passes the message

The SIF Agent receives / passes the message

# But the picture is even bigger



Aren't there at least 3 different "transcripts"?

# What VA DOE has done

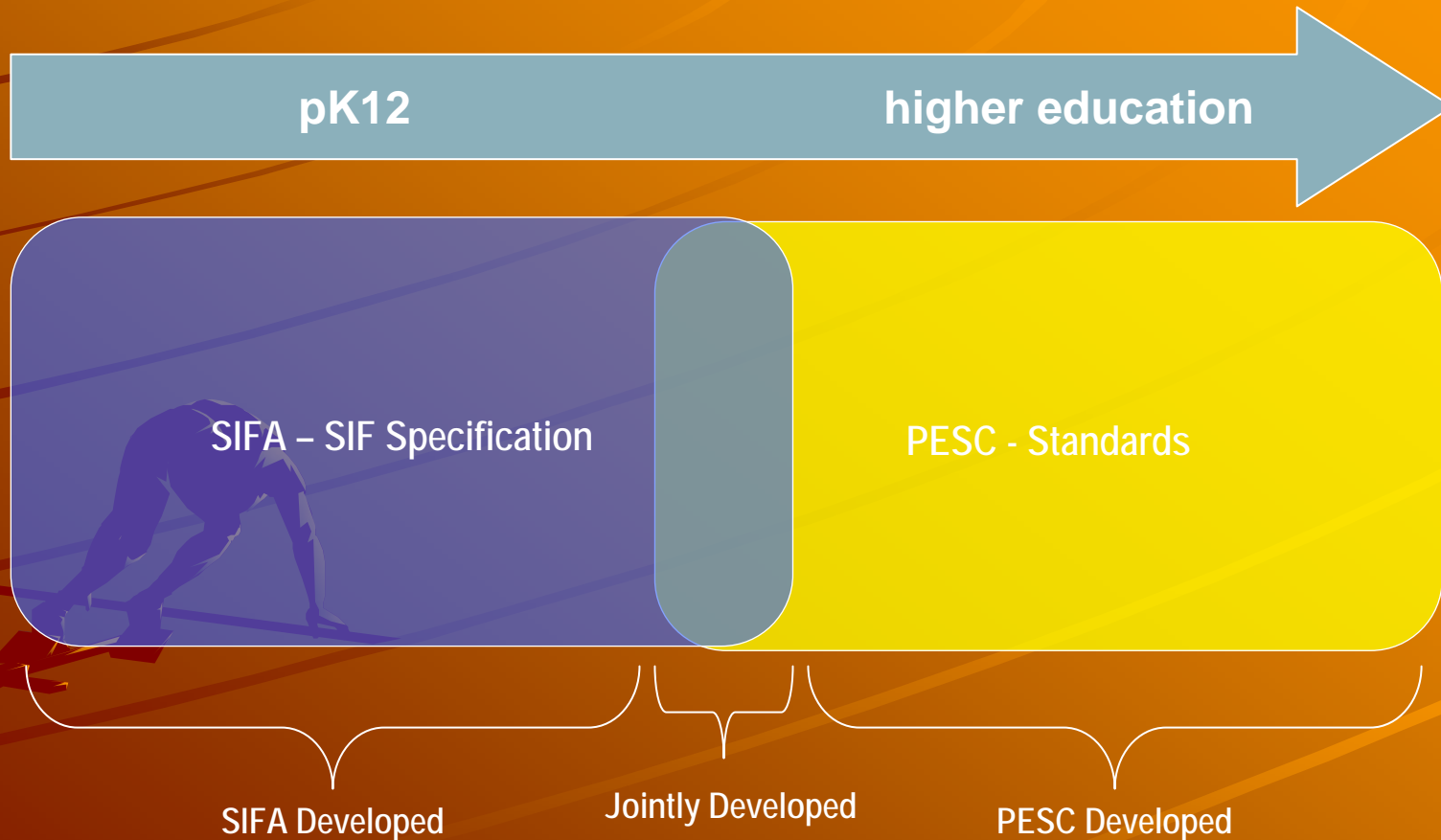
- ◆ Completed 18-month regulatory process to revise Board of Education's High School Transcript Regulations
  - Allows for "digital data exchange"
  - In a format adopted by the DOE
- ◆ Applied for two NCES/IES Grants
  - Application includes electronic student records exchange
- ◆ Identified the major vendors
  - Product demonstrations
  - Pricing models
- ◆ Followed the work of SIFA and PESC

# SIF and PESC

- ◆ Partnership to analyze and align the standards
- ◆ Proof-of-concept exchange
- ◆ Identify short and long-term opportunities



# “One” Standard for pK20



(Slide taken from Michael Sessa's February 27 presentation at the Winter 2007 Forum)

# Things to consider...

- ◆ What is the appropriate adoption strategy for Virginia?
- ◆ What standard(s) will our markets adopt?
- ◆ Are there FERPA, Privacy Act, and other regulatory issues?
- ◆ Who will manage the process between K-12 and Higher Ed?
- ◆ How will we manage state-to-state transfers?
- ◆ Who will pay?