



**UNLOCKING THE POWER OF DATA**

**FOR IMMEDIATE RELEASE**

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**SOUTH CAROLINA TRANSFER & ARTICULATION CENTER WINS  
PESC 12<sup>TH</sup> ANNUAL BEST PRACTICES COMPETITION  
GEORGETOWN'S CHARLES LEONHARDT AND AACRAO'S SPEEDE COMMITTEE  
HONORED WITH DISTINGUISHED SERVICE AWARDS**

(Washington DC) – The Board of Directors of PESC – the Postsecondary Electronic Standards Council – is pleased to announce the South Carolina Transfer & Articulation Center (SC TRAC) as the winner of PESC's 12th Annual Competition for Best Practices. This submission received high praise from the Board Review Committee for Best Practices because the implementation focuses strategically on a high risk population (transfer students) through collaboration and the use of centralized resources and infrastructure, resulting in a robust, statewide solution that streamlines student transfer steps.

“SC TRAC...is a web portal designed to improve college course transfer and articulation in the state,” according to a South Carolina Commission on Higher Education statement issued when SC TRAC was launched in March 2010. Developed by AcademyOne and implemented with the participation and support of all South Carolina public institutions of higher education, the web-based portal assists students and supports college and university staff members by providing online tools that make it easier for students to transfer academic credit by evaluating how higher education coursework transfers among and between all of South Carolina's two- and four-year public colleges and universities.

“Neither higher education institutions nor students have been insulated from the negative financial effects of the current economic downturn. At the same time, obtaining a college degree has never been more important to individuals and indeed to the nation. Now more than ever, states must do everything possible to eliminate barriers to degree completion and to ensure that students avoid additional expenses and delays. AcademyOne is helping South Carolina implement cost effective technology-based solutions that work for students, institutions, and the state,” said Dr. T. Michael Raley, Director of the Division of Academic Affairs and Licensing at the South Carolina Commission on Higher Education.

According to David K. Moldoff, AcademyOne Founder & CEO, “states that tackle these trends head-on and develop a coordinated approach to college transfer and evaluation of prior coursework are going to be ahead of the game when it comes to workforce and economic

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development. The investment will ultimately save money and provide improved service to citizens.”

One of the key reasons SC TRAC was selected as the best practices winner is because the system utilizes standards-based web services registered in PESC’s EdUnify, a public registry established to bridge disparate information systems. SC TRAC’s enabling applications are designed to exchange data between institutions and South Carolina’s customized state portal, providing on-demand prospective student services and state-specific, real-time information. Utilizing web services affords code reuse and introduces a level of abstraction shared across different authoritative data sources, buffering the client from technical changes and lowering the cost of sustaining decentralized links.

“From the onset, this system has really assisted transfer students in bringing credits from former institutions,” states Dr. Barbara Chesler Buckner, Associate Provost for Assessment and Accreditation at Coastal Carolina University. “One student actually walked away with 15 more credits than were originally granted. The Equivalency Synchronizer makes the system fast, easy to navigate, and effective.”

"SC TRAC is a game-changer for students and families in South Carolina," said Clint Mullins, a Program Manager in the Division of Academic Affairs and Licensing at the South Carolina Commission on Higher Education, who co-directs the project. Upon notification of the award, Mullins said, "The Commission staff would like to thank PESC and its Board Review Committee for Best Practices for this distinguished award and to acknowledge the value of the work of the organization and its members who are dedicated to helping 'unlock the power of data' by activating technical interoperability and promoting meaningful standards for educational data exchange." Mullins went on to say, "Most importantly, the exceedingly positive results we are experiencing in South Carolina would not be possible without tremendous ongoing support from the state's public institutions of higher learning and their dedicated personnel, the members of South Carolina's Education and Economic Development Coordinating Council, the South Carolina Education Lottery, and the South Carolina General Assembly. On behalf of all transfer students who aspire to obtain a postsecondary credential, we sincerely thank everyone who has helped to make this system and this award possible."

The South Carolina Commission on Higher Education serves as the coordinating board for the state’s public postsecondary institutions. South Carolina has 33 public higher education institutions, including 13 four-year universities, 16 two-year technical colleges, and 4 two-year regional campuses of the University of South Carolina which collectively serve over 185,000 students. In a 2010 report, 15,658 students enrolled in public institutions in the state in 2008 were transfer students, an increase of 9.6% from the previous year and an increase of 16.8% from two years prior. In addition, over 11,000 students take college courses annually while enrolled in high school.



**TEXAS CONNECTION CONSORTIUM AND SUNGARD HIGHER EDUCATION  
RECEIVE HONORABLE MENTION IN 12<sup>TH</sup> ANNUAL BEST PRACTICES COMPETITION**

Receiving an Honorable Mention is ***Texas Connection Consortium and SunGard Higher Education***. This submission highlighted the collaborative and successful process whereby all Texas high schools, required to use the Texas Records Exchange System (TReX) web-based application based in EDI, are automatically converting to PESC XML in order to electronically exchange student transcripts to the 42 public colleges and universities of higher education throughout Texas.

The Best Practices Competition is held each year by PESC to promote innovation and ingenuity in the application of standards for business needs. An Awards Ceremony will be held immediately prior to the keynote address of PESC's Spring 2011 Data Summit being held April 26-28, 2011 in Boston. Prior winners of PESC's Annual Best Practices Competition are listed below.

**GEORGETOWN'S CHARLES LEONHARDT AND AACRAO'S SPEEDE COMMITTEE  
HONORED WITH DISTINGUISHED SERVICE AWARDS**

At its Awards Ceremony, PESC will also honor ***Charles Leonhardt***, Principal Technologist at Georgetown University, and the ***Standardization of Postsecondary Education Electronic Data Exchange (SPEEDE) Committee*** of the American Association of Collegiate Registrars and Admissions Officers (AACRAO) with "Distinguished Service Awards."

Charlie currently serves as Chair of PESC's Electronic Authentication and Electronic Authorization (EA2) Task Force, a volunteer position he's held since the launch of the EA2 in 2007. He is a long-time advocate of efficient and cost-effective use of technology and standards and served as Chair of the Common Solutions Group. While AACRAO itself, a founding member of PESC, was honored in 2007 for its administrative support in launching PESC, the AACRAO SPEEDE Committee, founded in the early 1990's have been and continue to be the pioneers of data standardization across education. Over the years and starting with the first EDI transcript developed over 20 years ago (which is still being implemented), AACRAO's SPEEDE Committee continues to educate the community on the complexities of electronic data exchange, on standards, and members of the Committee participate in almost every PESC development workgroup. PESC is pleased to honor both for their tireless efforts throughout the years.

Past winners of PESC's Annual Best Practices Competition include:

- **2009** – **College Foundation of North Carolina** Electronic High School Transcript System
- **2008** – **California Community College System** California Statewide Electronic Exchange Program (CCCTran) and **University System of Georgia Board of Regents** Implementation of High School and Postsecondary XML Transcripts
- **2007** – **Sinclair Community College and Wright State University** Exchange of Electronic Transcripts via Ohio Board of Regents Articulation and Transfer Clearinghouse
- **2006** – **Data Quality Campaign (DQC)** Using Data to Improve Student Achievement
- **2005** – **NCHelp Electronic Standards Committee** CRC Beta Test



- **2004** – **U.S. Department of Education, FSA XML Registry and Repository for the Education Community, User Guide**
- **2003** – **Schools Interoperability Framework Association SIF Specification**
- **2002** – **ELM Resources ELMNet and NCHelp Meteor Advisory Team Meteor**
- **2001** – **NCHelp Electronic Standards Committee Common Account Maintenance**
- **2000** – **University of Northern Iowa EDI Bridge**
- **1999** – **Ontario Universities' Application Centre A Model of an Electronic Standardization Initiative**

Past recipients of PESC's Distinguished Service Award:

- **2009** – **Kristi Blabaum, NASLA; Michael Morris, ACT**
- **2008** – **Steve Biklen, NASLA; Dave Moldoff, AcademyOne; Clare Smith-Larson, Iowa State University**
- **2007** – **Judith Flink, University of Illinois**
- **2006** – **AACRAO; Jim Farmer, Georgetown University**
- **2005** – **Ed Hauser, SunGard Higher Education; Keith Riccitelli, Sallie Mae; Tom Stewart, AACRAO SPEEDE**
- **2004** – **Tim Bornholtz, US Department of Education; Mark Bolembach, SunGard Higher Education**
- **2003** – **Holly Hyland, US Department of Education; Adele Marsh, AES/PHEAA; Dallas Martin, NASFAA; Bruce Marton, University of Texas at Austin**
- **2002** – **Jerry Bracken, Brigham Young University**
- **2001** – **Steve Margenau, NASLA; Adele Marsh, AES/PHEAA; Bruce Marton, University of Texas at Austin; Jeanenne Rothenberger, Purdue University; Michael Sessa, NASLA**
- **2000** – **Rebecca Babel, ELM Resources; Ellen Blackmun, NASFAA; Steve Margenau, NASLA; Karl Van Neste, College Board**
- **1999** – **David Leonard, USA Group; Tim Pavlick, KPMG; Dave Stones, Harbinger**

**About PESC**

Established in 1997 at the National Center for Higher Education and located in Washington, D.C., the Postsecondary Electronic Standards Council (PESC) is a non-profit, community-based, 501 (c)(3) umbrella association of colleges and universities; college and university systems; professional and commercial organizations; data, software and service providers; non-profit organizations and associations; and state and federal government agencies. Through open and transparent community participation, PESC enables cost-effective connectivity between data systems to accelerate performance and service, to simplify data access and research, and to improve data quality along the higher education lifecycle.

PESC envisions national and international interoperability, that is a trustworthy, inter-connected environment built by and between communities of interest in which data flows seamlessly from one system to another and throughout the entire eco-system when and where needed without compatibility barriers but in a safe, secure, reliable, and efficient manner. To achieve the mission and the vision, PESC organizes activities to: accelerate performance and service, reduce cost, lead collaborative development, set and maintain common data standards, promote best practices, link public and private sectors, and serve as data experts.

While PESC promotes the implementation and usage of data exchange standards, PESC does not set (create or establish) policies related to privacy and security. Organizations and entities using PESC standards and services should ensure they comply with FERPA and all local, state, federal and international rules on privacy and security as applicable.

More information about PESC can be found at <http://www.PESC.org>.

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