



Connecting and Securing Effective Learning Ecosystems

*Simplifying Your Data Stewardship and Data Systems
Management Roles*

Connecting and Securing Effective Learning Ecosystems



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

AGENDA

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

Benjamin Silberglitt

Cedar Labs

Libbi Garrett

CITE

Allen Miedema

North Shore District WA

Steve Smith

Cambridge Public Schools

Data Stewardship 101



EDTech in 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

CIPA	PPRA	COPPA	HIPAA	FERPA	STATE
Children's Internet Privacy Act	Protection of Pupils Rights Amendment	Children's' Online Privacy & Protection Act	Health Insurance Portability & Accountability Act	Family Educational Rights & Privacy Act (1974)	Legislation as well as Local Statutes and Regulations
Internet filters for K–12 schools and libraries to protect children from harmful online content as a condition for federal funding.	Requires parental consent for any surveys that contain political, sexual, mental state, relationships, religious information	Requires operators of websites or online services for children under 13 that they are collecting personal information	Usually HIPAA does not apply because information by definition is part of “education records” under FERPA and, therefore, is not subject to the HIPAA	Schools must have written permission to release any information but allows schools to disclose under certain conditions	40 states have passed 125 student privacy laws since 2013 laws

Student Privacy Laws



FERPA

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.

Learning “System” Changes Via COVID-19

Education	PreCOVID-19	Post COVID-19
	Bricks and Mortar	Hybrid Bricks and Virtual / Less \$
	Centralized Controlled	De-Centralized Controls
	Learner “Knowns” (location, learning status, etc.)	Learner “Un-Knowns”
	Seat Time / \$ Attendance Allocated	Online Time / \$ Follow Learning

Applications	PreCOVID-19	Post COVID-19
	Teacher Driven	Teacher/Parent/Student Driven
	CIO Centric Control	CIO/Teacher/Parent Control
	Complicated / Slow / Costly / Work Arounds	Fast / Simple / Cheaper / Larger Pool

Privacy	PreCOVID-19	Post COVID-19
	CIO is Main Resource	CIO/Teacher/Parent Must Be Resources
	Limited PD Around Topic	PD Needed for Students/Parents/Vendors
	Privacy Policies and Roles Challenging	New Roles/Expectations for All Players

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



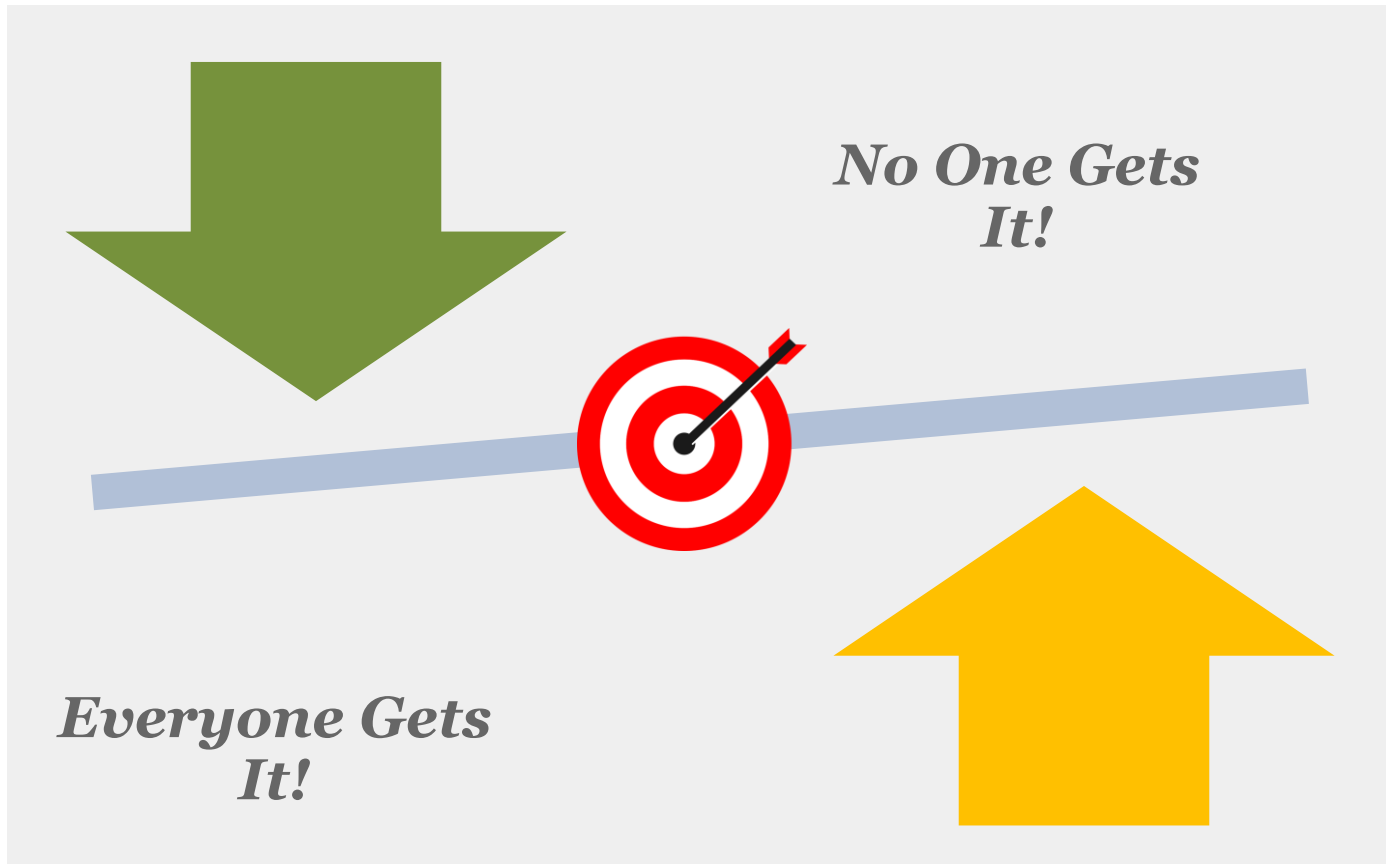
SDPC:

- 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”!



Student Data Privacy Consortium



A4L and SDPC's “New School” Role



*“Leadership
and learning
are
indispensable
to each other.”*

- John F.
Kennedy

- 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

The A4L and SDPC Communities will help schools and providers establish “connected and secure effective learning ecosystems”

Access 4 Learning Community

Powered by: SIF

Simple. Secure. Scalable. Standard.

Ecosystem



How Are Apps Sharing Data?

They Don't!

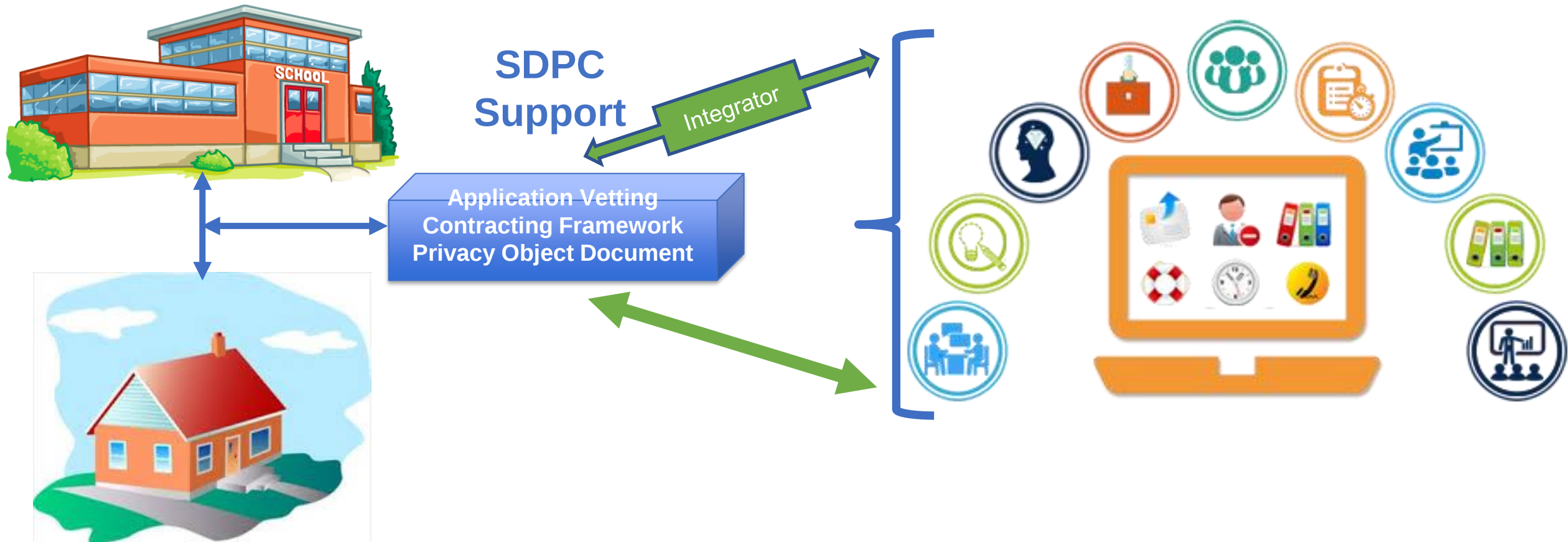


The New K12 Digital Ecosystem

“Connecting and Securing Effective Learning Ecosystem”

Districts/Home

Ecosystem



The New K12 Digital Ecosystem

“Connecting and Securing Effective Learning Ecosystem”

Districts/Home



Ecosystem



**A4L
Support**

Connecting and Securing YOUR Ecosystem

Districts/Home



Secure
Ecosystem



You MUST Address

- ✓ Application Vetting
- ✓ Contracting Process
- ✓ App Management

Privacy – By The Numbers...

the Student Data Privacy Consortium (SDPC)

29



State-wide Alliances



'Tactical' Privacy Information
– contract to implementation

32million



Students supported
by Tools

8700+



School Districts
represented

4



Countries Collaborating
on Privacy Issues

14783



Signed Vendor
Agreements

4887



Applications in
Database

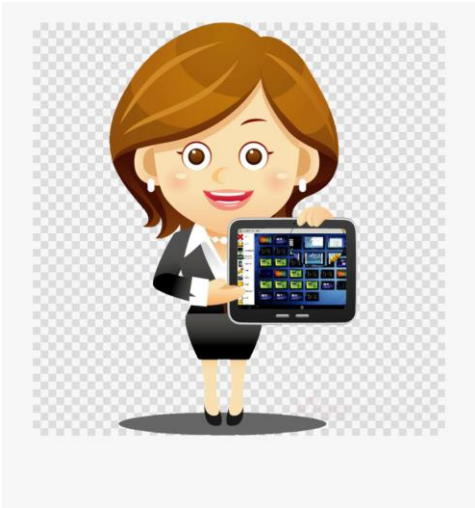
12791



Signed "Piggyback"
Exhibit E

- 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

Digital Resource Request Form | Step 1

1 2 3
APPLICATION NAME VENDOR CONTACT INFO APPLICATION INFO

If you are interested in using a digital resource that requires students to login to the resource to either access or produce content on the Internet, please fill out the following information:

Company / Vendor Name Please enter the Vendor's Name

Do NOT enter your school district's name above. This is the Company's Name.

Select a Resource Select One

Not in the list? Enter just the new Resource Name below (no description). If the resource name comes up in the drop-down suggestions below then, it is already in the system and should be added.

Website Enter Full Website Url

Format: <http://www.google.com>

Continue



Approval

Workflow Step	Order		Make Changes
Did Not Pursue	1	Delete	Workflow Step: Did Not Pursue Order: 1 Progress Email: This email is to let you know that your Online Resource Request has not Save
Educationally-Aligned	2	Delete	Workflow Step: Educationally-Aligned Order: 2 Progress Email: This email is to let you know that your Online Resource Request has been Save
With Legal Dept	3	Delete	Workflow Step: With Legal Dept Order: 3 Progress Email: This email is to let you know that your Online Resource Request has no been Save



Contract/App Management

	ABC Mouse	Age of Learning, Inc.	Approved	Agreement Exhibit E	Approved: 08/02/2018 Expires: 08/02/2021	K	English Language Arts, Instructional Technology, Math, Science, Other
	ABC-Clio, LLC	ABC-Clio	Approved	Agreement Exhibit E	Approved: 08/15/2018 Expires: 08/15/2021		



Transparency

The National Data Privacy Agreement



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.



Introducing...

The National Data Privacy Agreement V1

✓ *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

Making Agreements “Simple”



NDPA Feature	Description
Section	Cover Page
Section	Page 2 - Options
Section	Page 3 - Signatories
Section	Standard Clauses
Section	- Exhibits - A = Descriptions of Services - B = Schedule of Data - C = Definitions - D = Directive for Disposition of Data - E = General Offer of Terms - F = Data Security Requirements - G = Supplemental State Terms - F = Additional Terms or Modifications

This Student Data Privacy Agreement (SDPA) is entered into on the date of final execution (the “Effective Date”), and is entered into by and between:

[School District Name], located at [Street, City, State] (the “Local Education Agency” or “LEA”) and [Provider Name], located at [Street, City, State] (the “Provider”).

WHEREAS, the Provider is providing educational or digital services to LEA.

WHEREAS, the Provider and LEA recognize the need to protect personally identifiable student information and other regulated data exchanged between them as required by applicable laws and regulations, such as the Family Educational Rights and Privacy Act (“FERPA”) at 20 U.S.C. § 1232g (34 CFR Part 99); the Children’s Online Privacy Protection Act (“COPPA”) at 15 U.S.C. § 6501-6506 (16 CFR Part 312), applicable state privacy laws and regulations and

WHEREAS, the Provider and LEA desire to enter into this DPA for the purpose of establishing their respective obligations and duties in order to comply with applicable laws and regulations.

NOW THEREFORE, for good and valuable consideration, LEA and Provider agree as follows:

1. A description of the Services to be provided, the categories of Student Data that may be provided by LEA to Provider, and other information specific to this DPA are contained in the Standard Clauses hereto.

2. Special Provisions. *Check if Required*

- ☐ If checked, the Supplemental State Terms and attached hereto as **Exhibit “G”** are hereby incorporated by reference into this DPA in their entirety.
- ☐ If checked, LEA and Provider agree to the additional terms or modifications set forth in **Exhibit “H”. (Optional)**
- ☐ If Checked, the Provider, has signed **Exhibit “E”** to the Standard Clauses, otherwise known as General Offer of Privacy Terms

Connecting and Securing YOUR Ecosystem



Districts/Home



Secure Ecosystem



You MUST Address

- ✓ Application Vetting
- ✓ Contracting Process
- ✓ App Management
- ✓ Integration
- ✓ Secure Data Exchange
- ✓ Quality Control

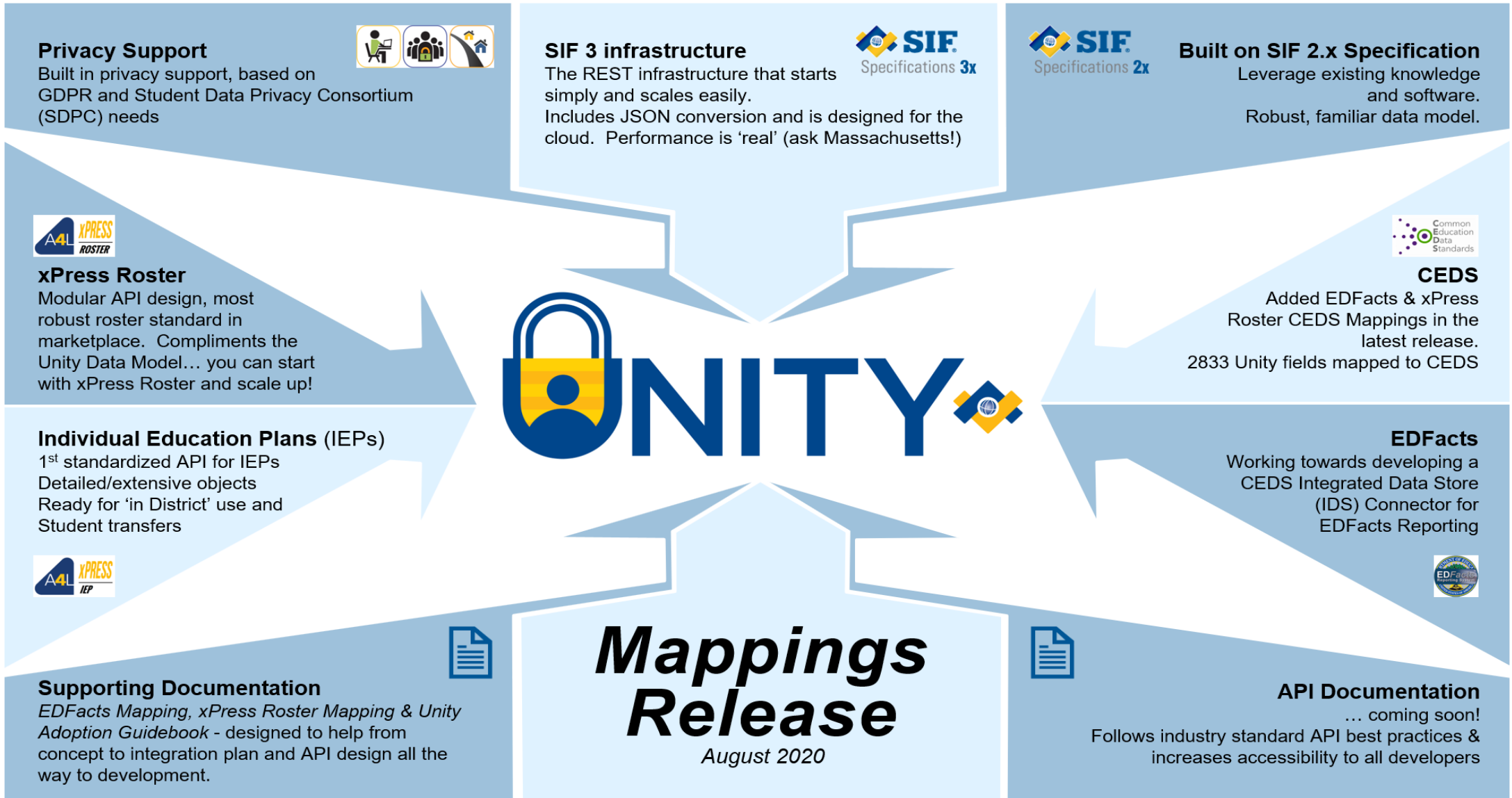
Connecting & Securing Effective Learning Ecosystems



YouTube video: <https://youtu.be/olVpPd5DD5g>



Connecting & Securing Effective Learning Ecosystems



Connecting and Securing YOUR Ecosystem

Districts/Home



Secure
Ecosystem

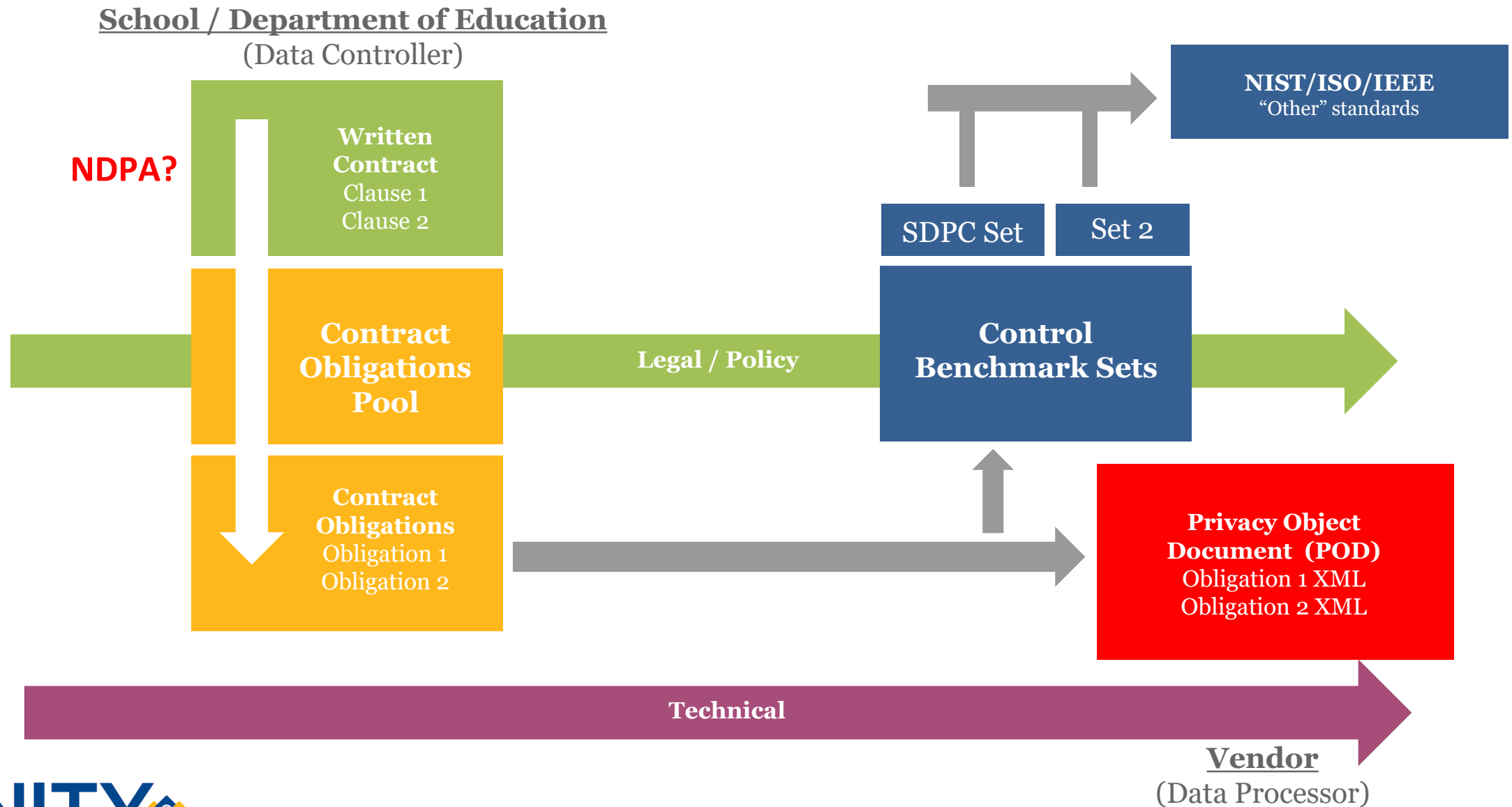


You MUST Address

- ✓ Application Vetting
- ✓ Contracting Process
- ✓ App Management
- ✓ Integration
- ✓ Secure Data Exchange
- ✓ Quality Control
- ✓ Professional Learning

Connecting & Securing Effective Learning Ecosystems

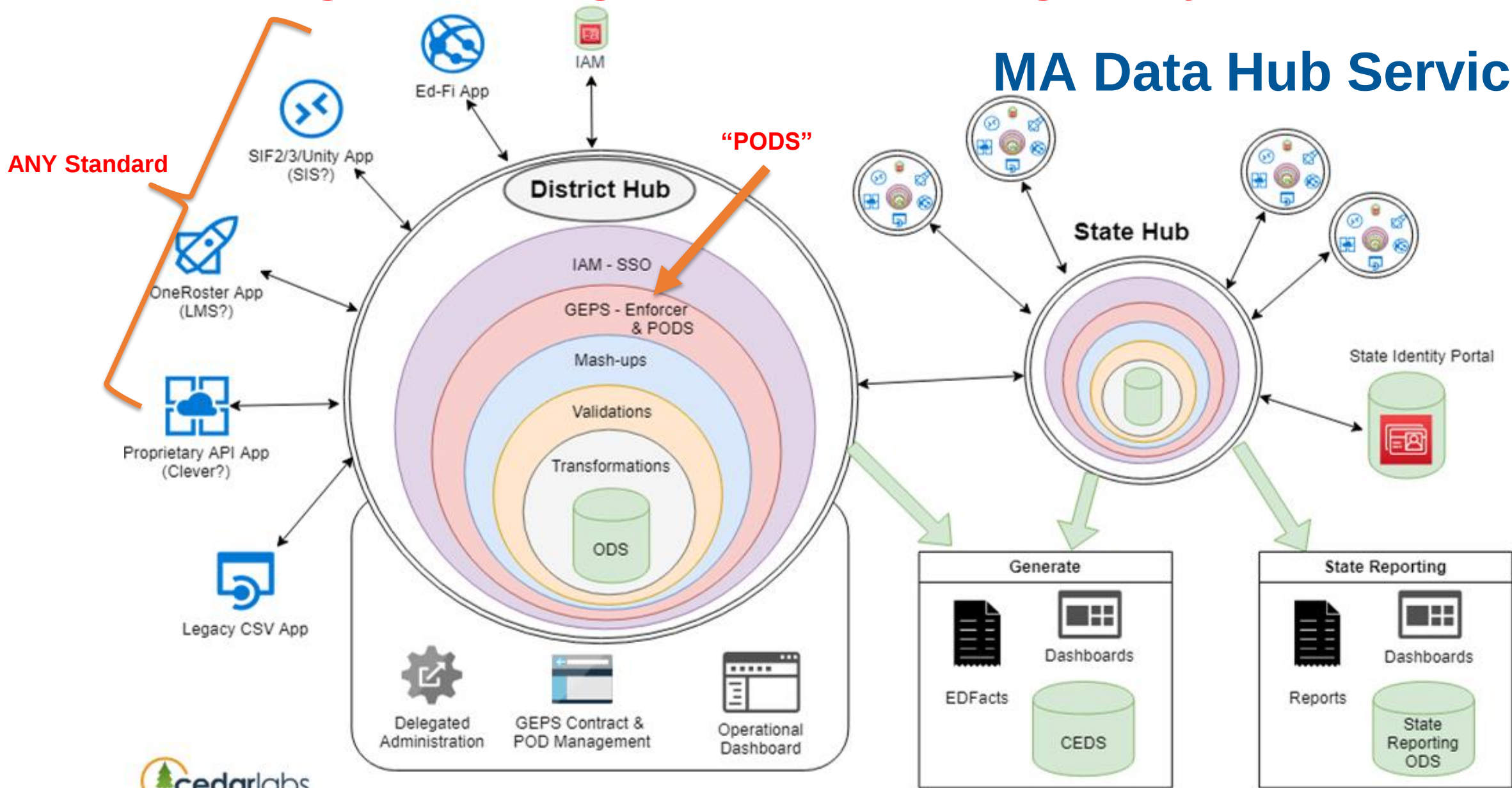
The Global Education Privacy Standard (GEPS)



Connecting & Securing Effective Learning Ecosystems



MA Data Hub Service



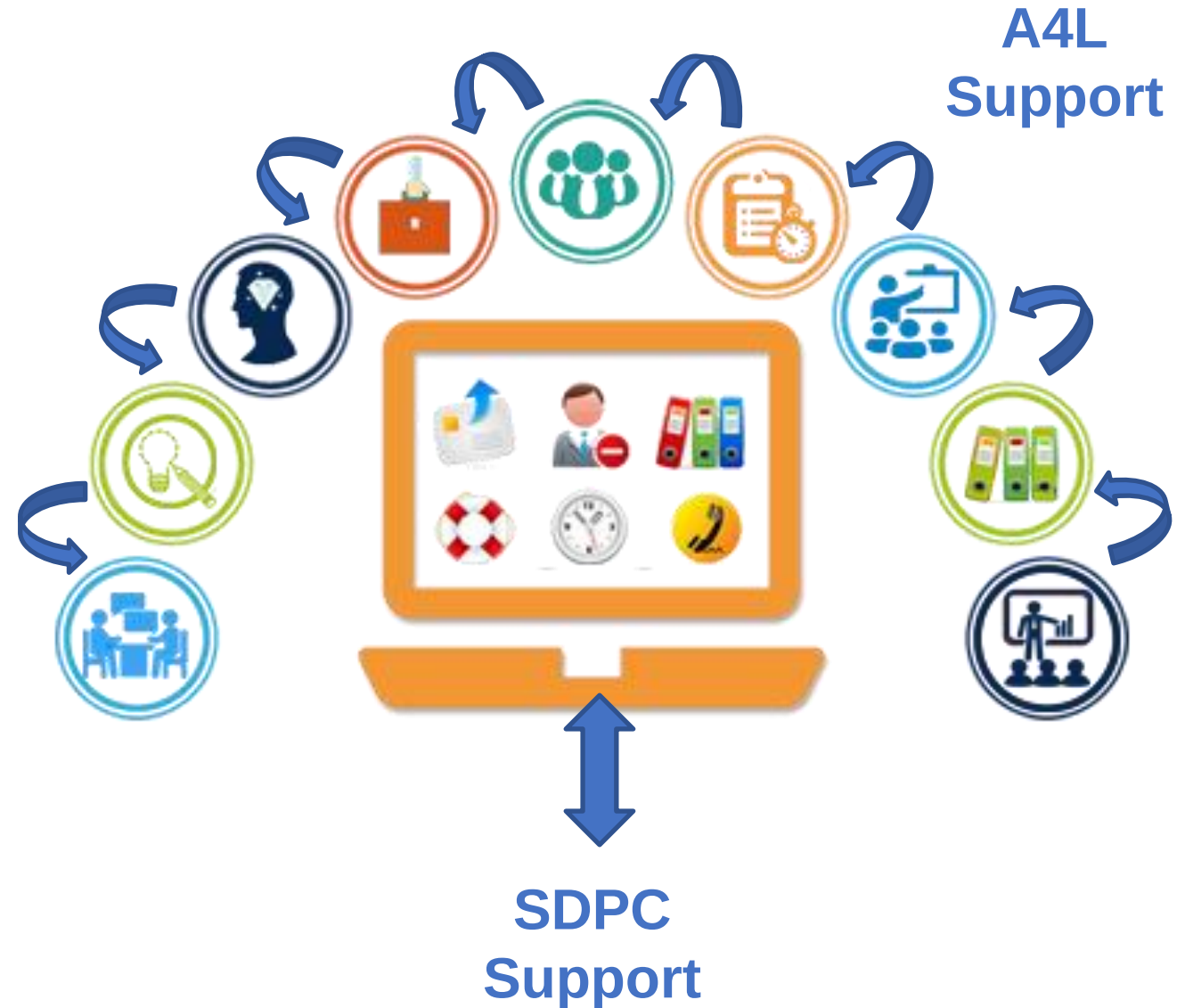
Connecting & Securing Effective Learning Ecosystems “Issues”



Area of Impact	Issue
Application Vetting	No simple way to get apps identified (teachers) and onboarded (CIOs)
Contracting Process	Difficulty in "one off" contracts and the resources required between vendors and end users
Application Management	Challenges in managing and communicating applications in K12 digital ecosystem
Integration	Allowing for data to be “entered once and used many times” where appropriate and under local control
Secure Data Exchange	Automating a secure data exchange between school and endorsed application providers
Quality Control	Ensuring the application is adhering to privacy and security agreements and sharing data between it and other applications as identified
Professional Learning	Data privacy, security and interoperability learning opportunities by all stakeholders in the education vertical (teachers, CIOs, Admin, parents, vendors, learners, etc.)

Connecting and Securing YOUR Ecosystem

- ✓ **“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!

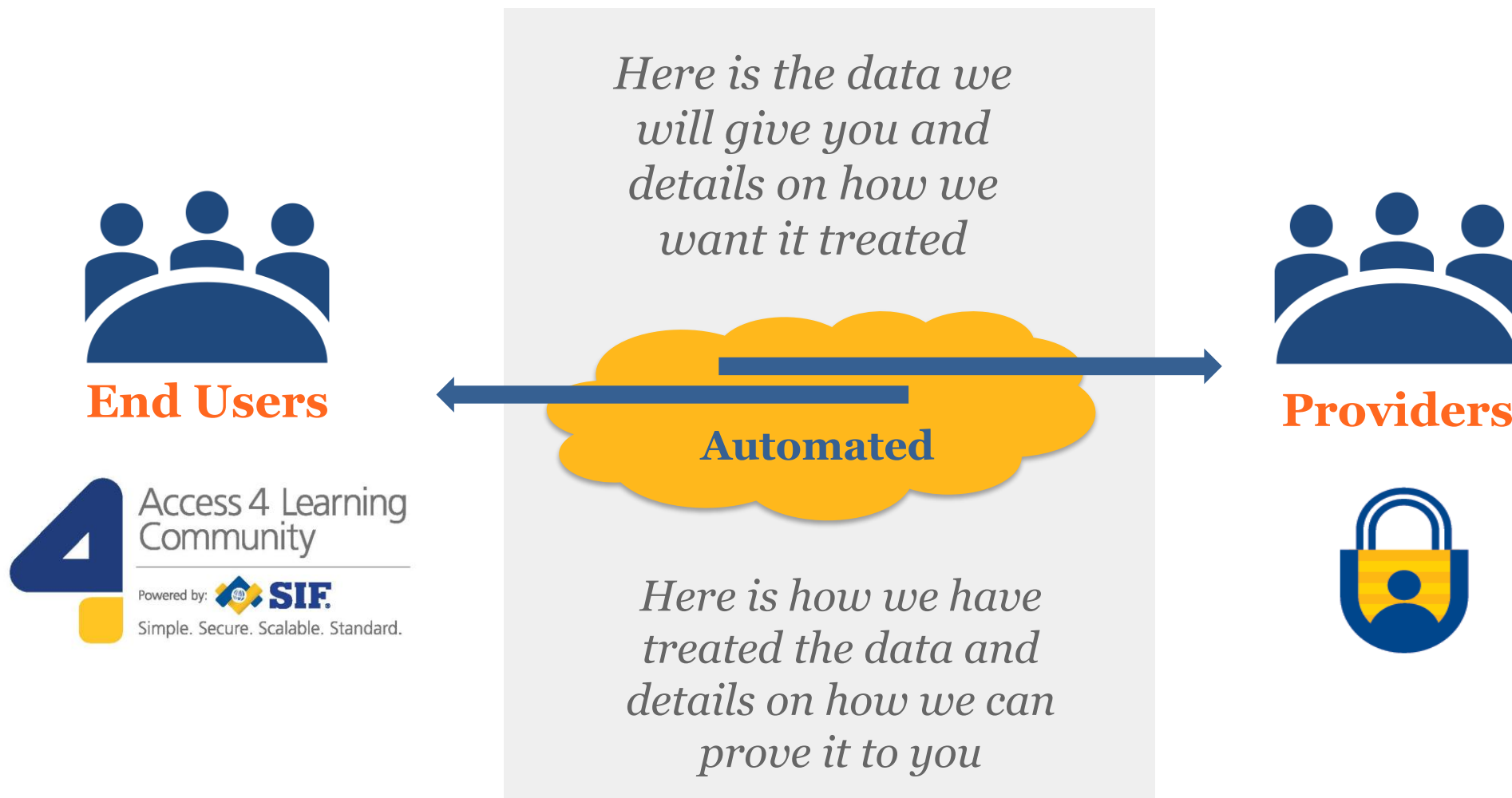


A4L and SDPC: Connecting & Securing Effective Learning Ecosystems



Area of Impact	Issue
Application Vetting	Resource Registry Custom Progress Workflow Tool
Contracting Process	Resource Registry and National Data Privacy Agreement
Application Management	Resource Registry
Integration	SIF Unity Data Specification
Secure Data Exchange	SIF International Infrastructure and Global Education Privacy Document (GEPS)
Quality Control	SIF Certification and SDPC Badge Program soon SDPC POD Certification
Professional Learning	Resource Registry Data Governance Tool and A4L/SPC Communities

The Result – Common Expectations!



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

Find Out More



- Benjamin Silberglitt
ben.silberglitt@cedarlabs.com
- Libbi Garrett
libbi.garrett@cite.org
- Allen Miedema
amiedema@nsd.org
- Steve Smith
Ssmith@cpsd.us
- Larry Fruth II, PhD
lfruth@A4L.org

<https://www.A4L.org>
<https://privacy.A4L.org>