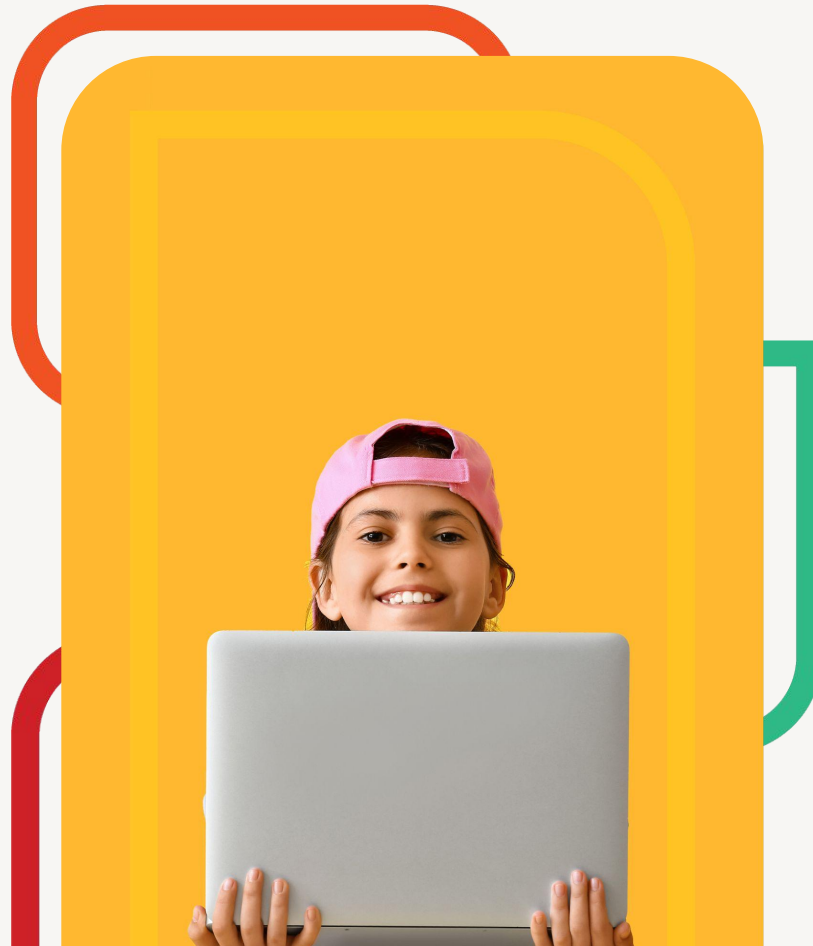




SDPC & Unity Convening

March 16–19, 2026



Welcome!

Introductions

- Board Members
- A4L Staff
- Attendees
 - LEA/Districts
 - SEAs
 - Regional Service Agencies/other education agencies
 - Vendors/service providers/contractors
 - Other Standards bodies
 - Non-profit organizations
 - Other
- First time A4L attendees?

Special Recognition

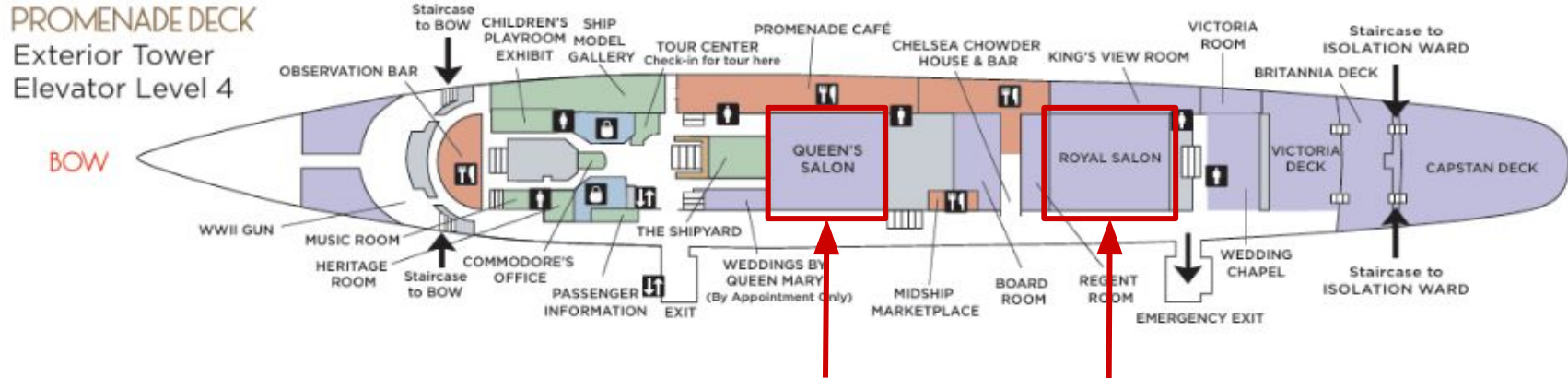
Mark Williams

Jefferson Fordham Lifetime Achievement Award, presented by the American Bar Association Section of State & Local, and Tribal GOvernment Law.

Presented in recognition of outstanding contributions to the practice of state, local, regional and tribal government law by an individual over an entire career, for contributions over a number of years of service.

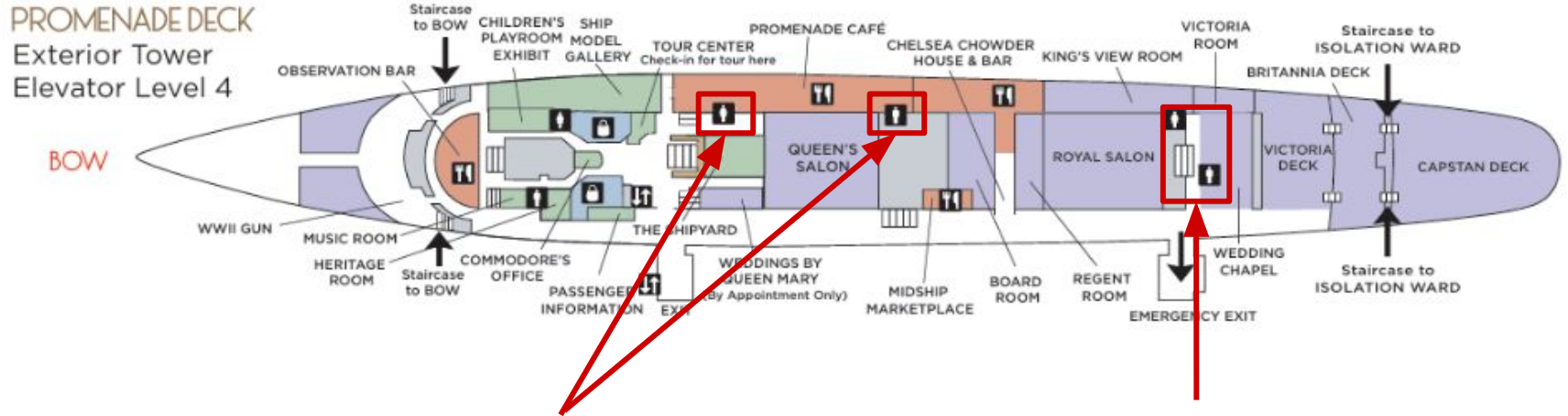
Specifically in the area of Education Technology law.

Meeting Rooms: PROMENADE DECK



General & Privacy sessions: **Queens Salon**
Interoperability sessions: **Royal Salon**

Restrooms: PROMENADE DECK

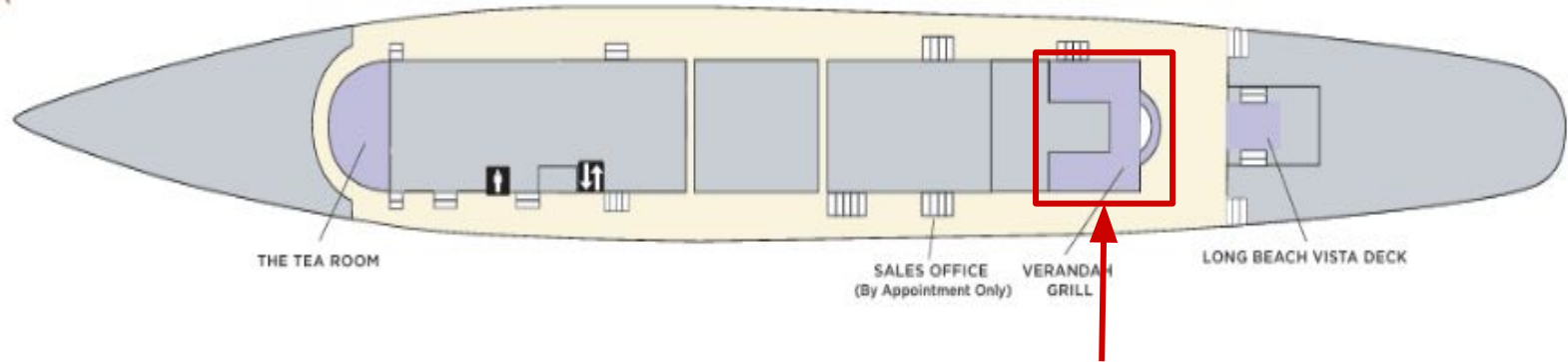


Located through the back doors in
Queens Salon meeting room

Located just past the **Royal Salon**
meeting room

Refreshments / Lunch Breaks: SUN DECK

SUN DECK



Refreshments & lunch will be served in the **Verandah Grill**,
located one floor up on the Sun Deck

Thank you to our Sponsors!



Gold Sponsor



Gold Sponsor



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CONSULTING GROUP

Silver Sponsor

The logo for SchoolDay, featuring the word "School" in blue and "Day" in orange, with a large orange circle around the "Day" part. The logo is centered within a white rectangular area that is part of a larger yellow-bordered graphic.

Logo Sponsors

epic!

goteacher

 **incidentIQ**

Convening Highlights

Format & structure

AI & Education

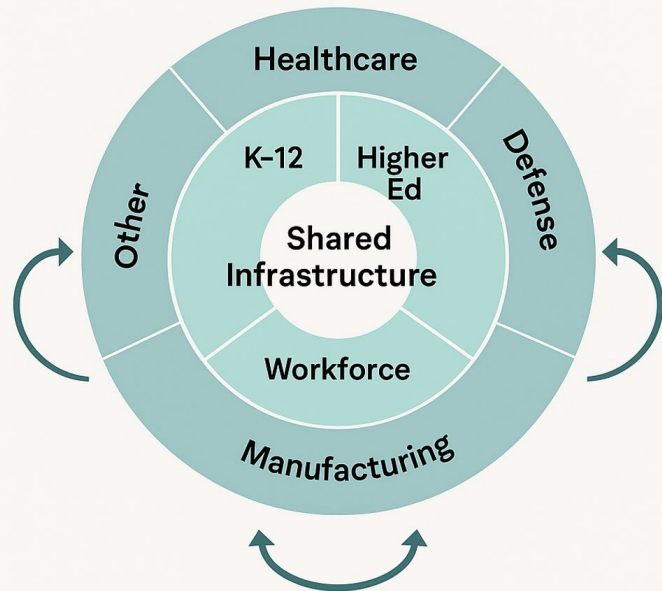
Thought prompt



The Future is Un-Told

Presented by: Alex Jackl

Estimated Annual Cost of Integration in
U.S. Talent Systems: \$70B–1150B



The World Has Changed. Have We?

AI is not *coming*. It is already here.

Higher education, employers, and state systems are flooded with data.

AI thrives on context, meaning, and structure—but we live in fragmentation.

Our data systems are built for a world that no longer exists.

Poll: What do you think will be AI's biggest impact on education and workforce data systems?

The Stakes

If we don't define the future, AI will define it for us.

- The risk isn't just being left behind—it's codifying inequity at scale.
- Without standards, AI will misinterpret, exclude, and hallucinate.
- This is our moment to act boldly.

A Shared Digital Freeway

The Ecology of Learning Needs a freeway, not digital toll roads.

Built on RDF (Resource Description Framework) the foundation of the semantic web for machines.

CEDS vocabulary and ontology (how we represent the meaning of data).

Open on and off ramps. Federated governance.

Every institution, regardless of size, plugs in and can collaborate with others.

The Invitation

The future isn't just
AI-powered. It's
people-powered.

DSU is a convening initiative. We are
building the backbone **together**.

1. Let's Discuss Use Cases
2. Point out your blockers
3. Shape the Standards Library and Digital Freeway with us

More to Look At

What scares you most about AI and Standards in education?

What excites you most?

What are we missing that would make you say, "Yes, this is for us"?

Let's Have a Great Conference!

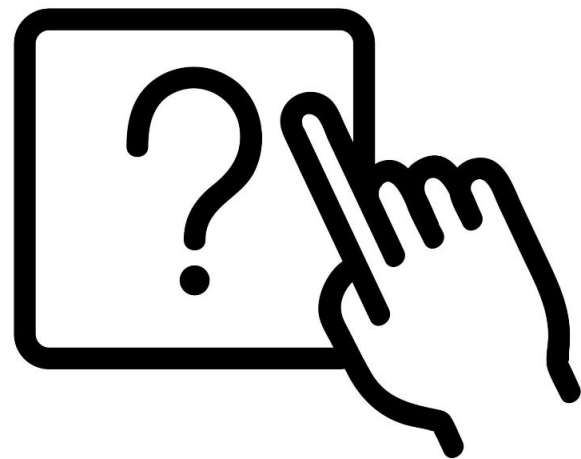
DSU Standards Library =
CEDS + RDF + RDA

A Standards Based
Library to support the
AI-Powered Education
Ecosystem Backbone

Marketing & Branding Launch

Why Rebrand?

- Confusion with A4L / SIF / SDPC
- “Branded house” vs “house of brands”



QUESTION:

How can we provide clearer communication to more casual users who may only know one brand (e.g., SIF, SDPC, GESS), without losing the sense of community that A4L represents?

The Answer...

- “Hybrid” brand
- Emphasize SDPC or SIF or GESS when those are primary focus
- Retain A4L when *community* is the primary focus
- Powered by A4L
- Modernize logo and rework messaging



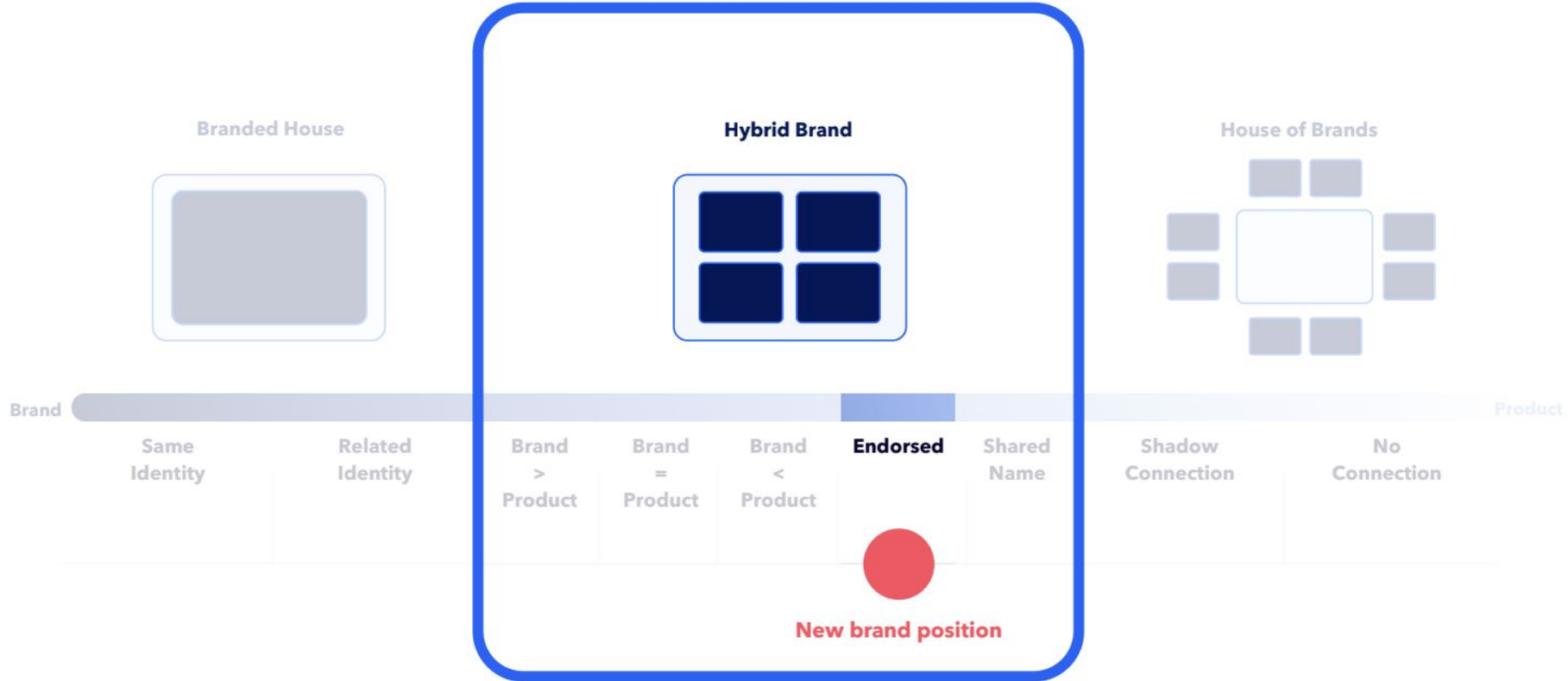
- Strong marketing consultants with global experience and perspective
- Pro bono work for nonprofits
- Conducted interviews and collected data on A4L
- Helped navigate the pivot to hybrid brand
- Provided ideas for branding and improved messaging
- Worked with us to build a roadmap for implementation

The Data

- Desire for clarity
- Outward presence
- Community-first
- Hurdle to adherence
- Siblings, not twins
- Uniquely positioned



Recommendation



Hybrid Brand Examples



Rebranding



Communications



Content



Sustainability







What is the Community about?



What is the Community about?

Heterogeneous groups of community members will participate in facilitated round table discussions about the A4L Community. Topic may include;

- What value do I see in and receive from the Community*
- What areas would I like to see the Community expand upon?*
- What is the value when separate A4L program areas are brought together (SIF/SDPC/GESS)*
- What are future ideas to increase the value of the A4L Community as a whole?*

What is the Community about?

- *Badge Numbers*
- *Facilitators 1 - 10*
- *Take 5 minutes to relocate*
- *Facilitators will lead conversations at each table and take notes*
- *Valuable feedback to the Leadership*

What is the Community about?

Table Facilitators

1 Ramah Hawley
2 George Gatsis
3 Heather Mahoney
4 Patrick Devanney
5 Chris Campbell

6 Jill Pierce
7 Alex Jackl
8 June Gerred
9 Kathy Warren
10 Jen Sauro