



Potential & Promise:

An introduction to
educational data
sharing

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Overview

- Discuss the challenges and benefits of institutional data sharing.
 - Highlight the utility/potential that institutional data sharing can bring to organizations
 - Provide background on the Family Educational Rights and Privacy Act (FERPA) governing the sharing of educational data.



Why share data in educational settings?

- Improves understanding and avoids common traps
 - Increases meaningfulness and accuracy of outcome measures
 - Increases precision
 - i.e., ability to detect and understand impact of intervention
 - Helps identify/minimize/correct for selection bias
 - Able to understand more complex effects



Why share data in educational settings?

- Scarce resources
 - Avoids/minimizes effort duplication
 - Data collection and tracking
 - For organization and students being served
 - Better coordination of effort
 - Allows targeting/tailoring of interventions
 - Potential for identification/selection of best practices, high value opportunities optimizing ROI
 - Oakland A's, Dallas Mavericks, NHL
 - Competitiveness for federal, state, and NGO funding



**How much could having more
information about participants
really matter?**

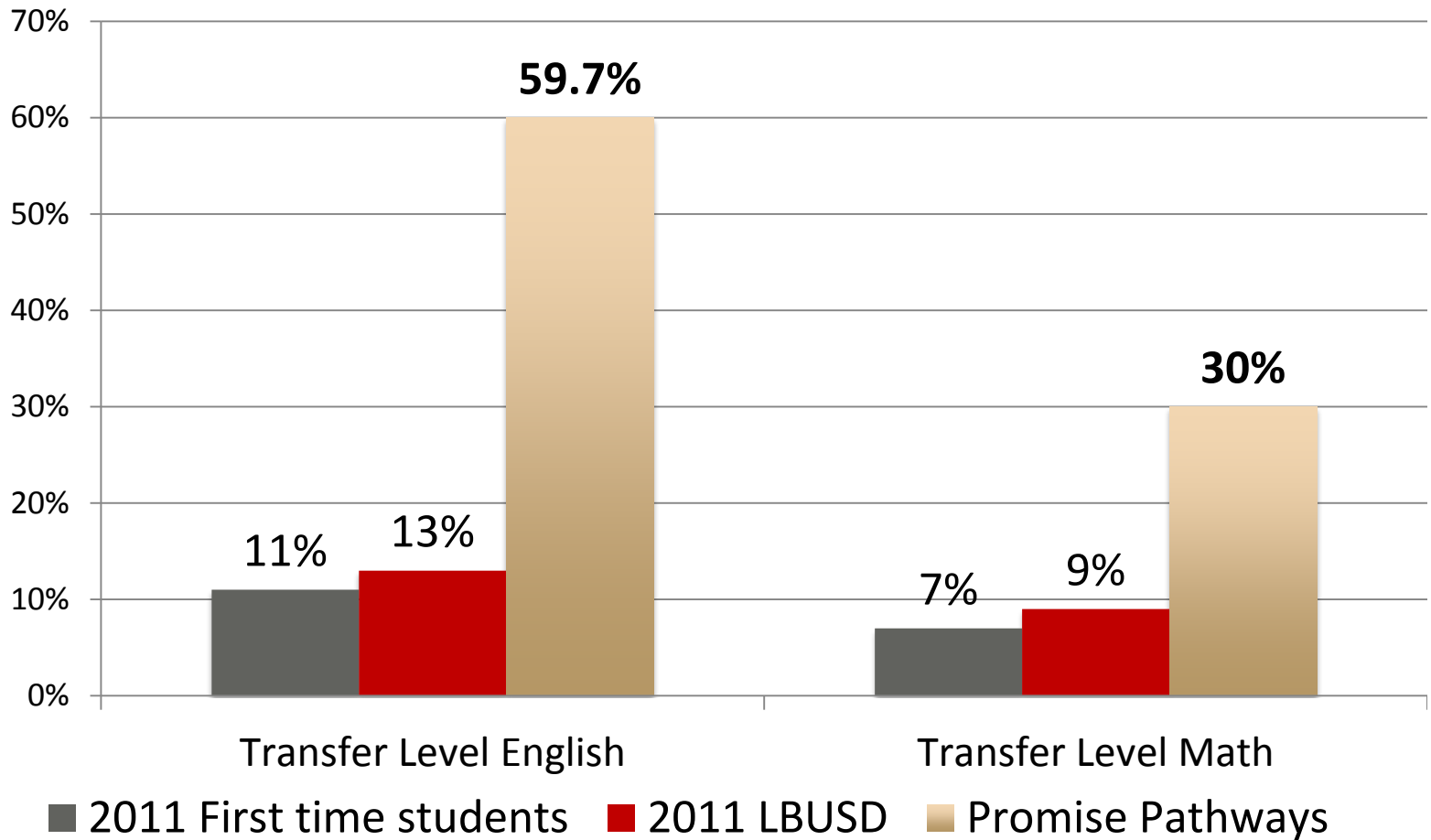


Examples from Promise Pathways: Multiple Measures in Assessment

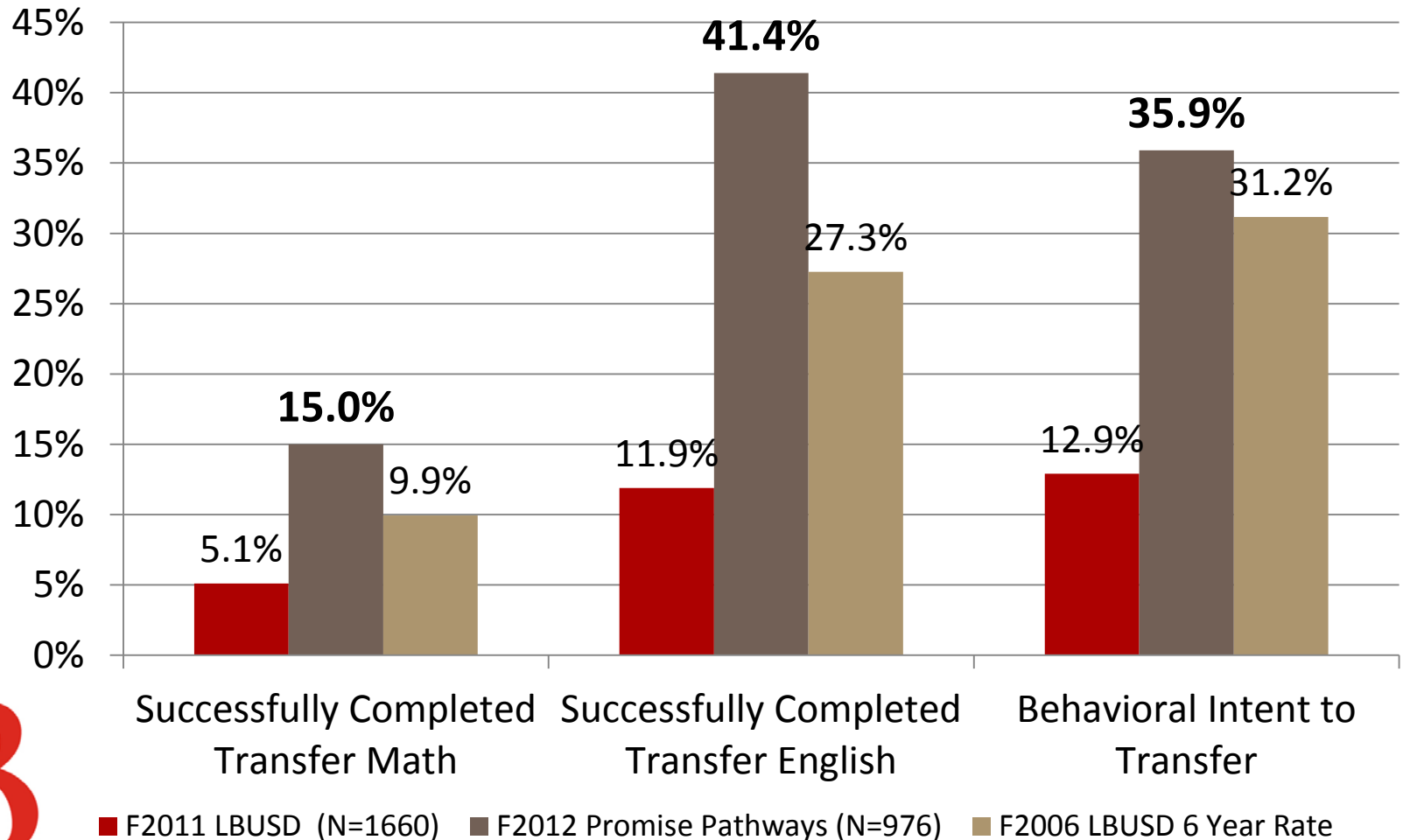
- No data sharing:
 - Assessment and placement into developmental skills courses by use of standardized test
 - 90-95% of first-time students place into one or more developmental skills sequence
- Data sharing
 - Use of broad, multiple measures of student achievement and capability based on evidence
 - Standardized testAND
 - HS Grades in discipline
 - Overall GPA
 - Rigor of high school courses taken



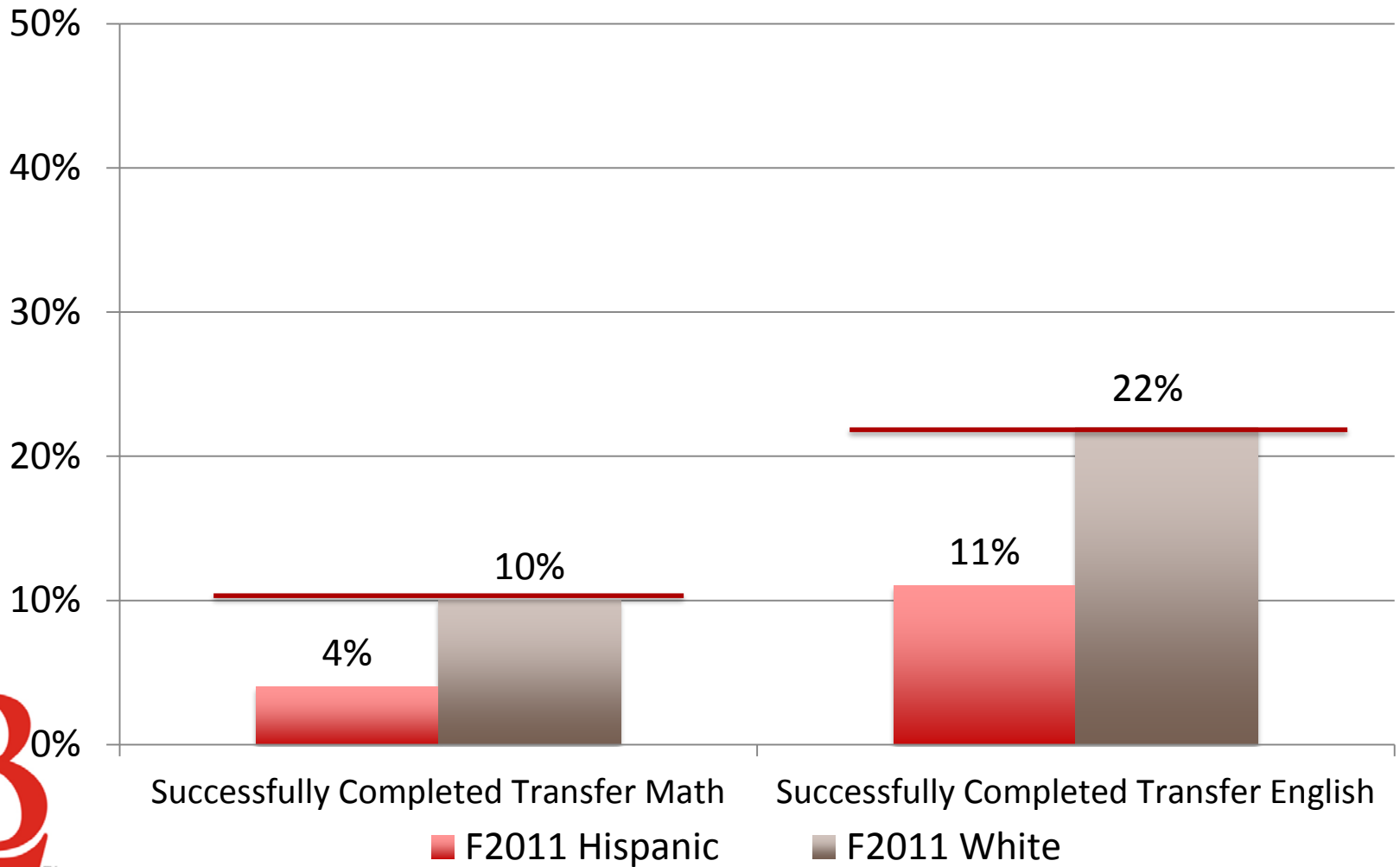
Alternative placement: Transfer-level Placement Rates



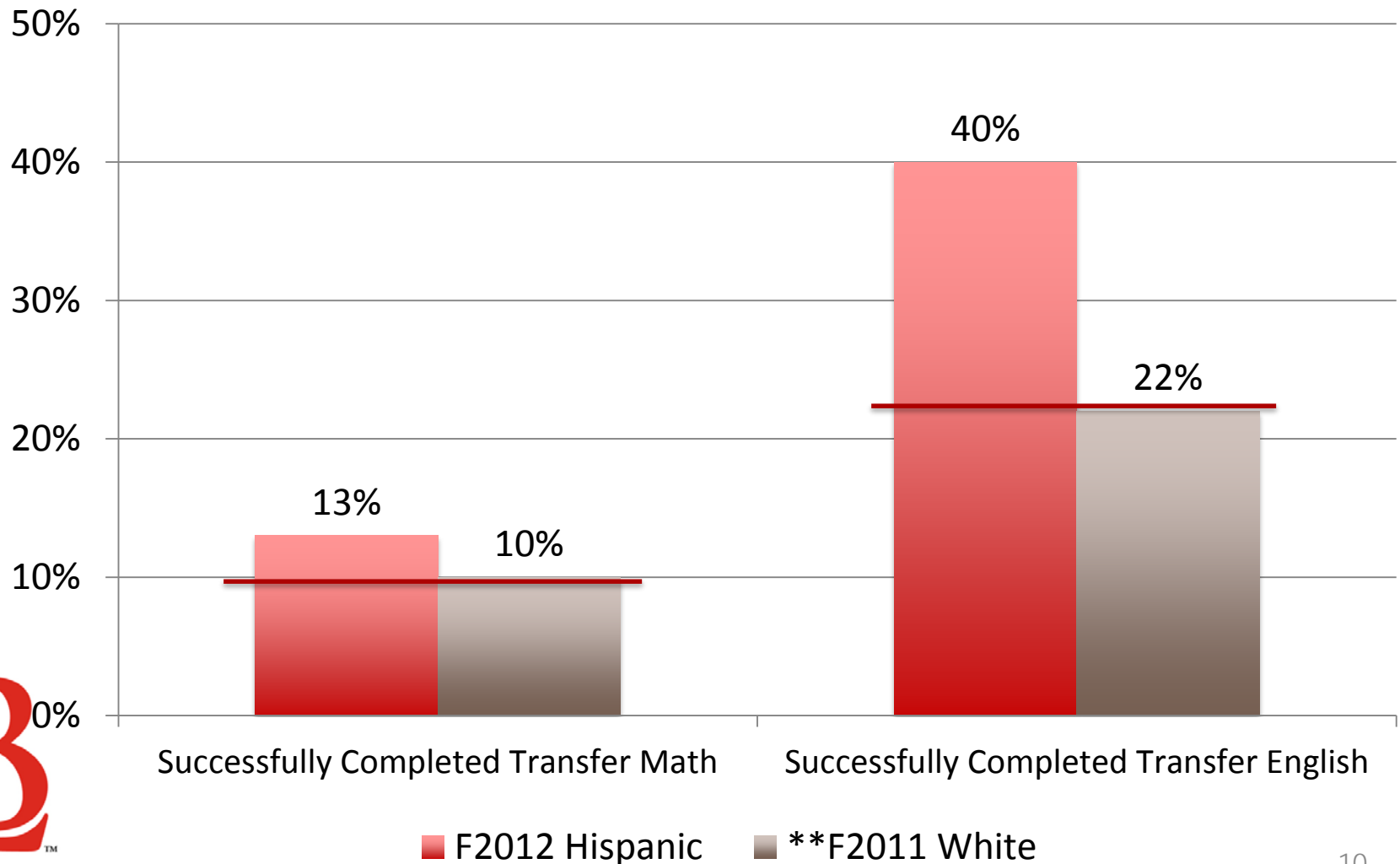
F2012 Promise Pathways First Year vs. F2006 6-year rates of achievement



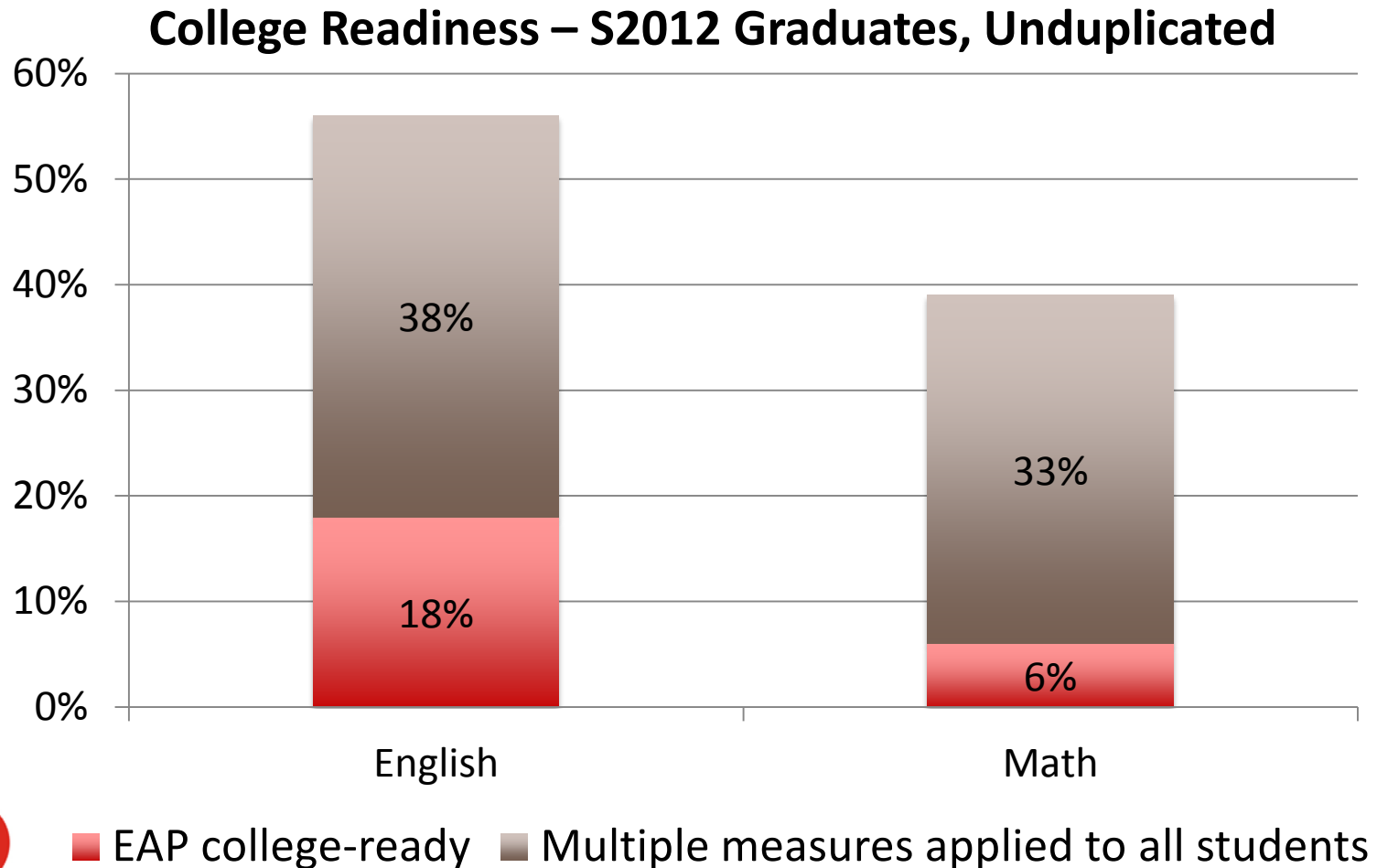
F2011 Baseline Equity Gaps in Completion of Transfer Level Courses



Equity Impact: F2012 Hispanic Students Compared to F2011 White Baseline



How might this change how we understand college readiness?



Understanding the effectiveness of interventions

- Student success courses
 - Problem of selection bias
- Developmental education
 - Problem of underplacement, overdelivery
- Achievement coaches
 - Problem of limited resources





CHALLENGES OF DATA SHARING

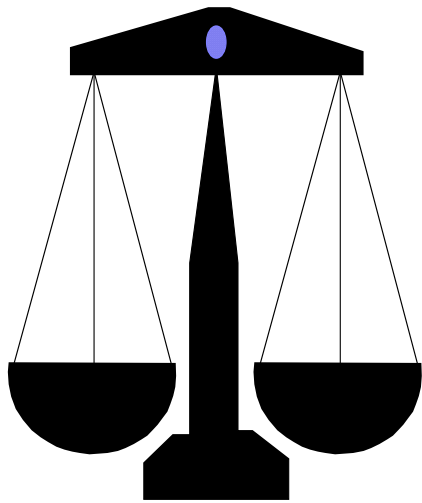


Key challenges

- Time/resource demands on partners
 - Help them help you
 - Data availability/delivery
 - Be selective, strategic, organized, patient
- Time/resource demands on organization
 - Development and maintenance of local expertise/knowledge
- Data transmission, storage, security, and maintenance
- THE LAW



The Family Educational Rights and Privacy Act (FERPA)



- Also known as the Buckley Amendment.
- Statute: 20 U.S.C. 1232g;
Regulations: 34 CFR Part 99.
- It affords certain rights to parents or students.
- Enacted to prevent perceived abuses to student privacy and to assure parental or student access to student education records.

Who is subject to FERPA?

- FERPA applies to any educational agency or institution which receives funds under any program administered by the Secretary of Education.
- In essence, this is all public elementary and secondary schools and all postsecondary institutions.

Why does this matter to me?

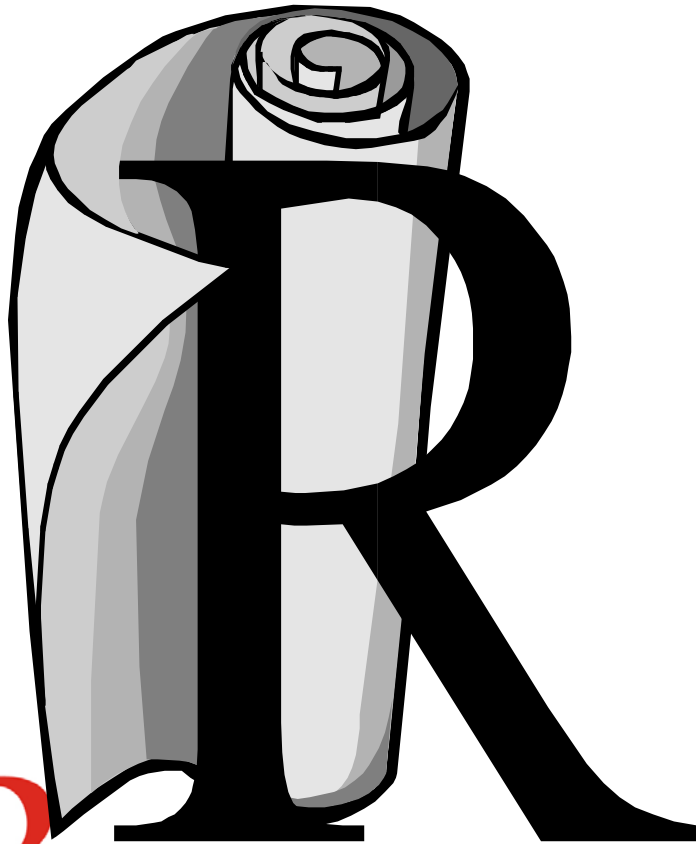


Enforcement and Penalties



- Family Policy Compliance Office within the Department of Education
- **Withdrawal of Department of Education Funds**

Essence of the Act



- FERPA deals with **education records** of students.
- Right to inspect and review records.
- Right to request amendment of records.
- **Right to have control over the disclosure of personally identifiable information from these records.**



What is an Education Record?

“Education Records” are **all** records which:

1. contain information **directly related** to a student; and
 2. are maintained by an educational agency or institution or **by a party acting for the agency or institution.**
- A record is any information maintained in any way.
 - Includes, but is not limited to: handwriting, computer media, print, video or audio tape, film, microfilm, e-mail , microfiche



“Personally Identifiable Information” includes ANY of:

- The student's name;
- The parents' names;
- Address of the student or student's family;
- A personal identifier, such as a social security number or student number;
- A list of personal characteristics or other information that would make student's identity easily traceable.



To whom do the rights belong?

- To the parent if the student is under the age of 18 and is not enrolled at a postsecondary institution.
- At age 18, all rights transfer from the parent to the student.
- If a student attends a postsecondary institution prior to age 18, FERPA rights belong to the student for those records maintained by the postsecondary institution.



Exceptions: “Directory information”

- Information not generally considered harmful or an invasion of privacy if disclosed.
- Information that may be disclosed without prior written consent of parent or eligible student.
- May include
 - name, address, telephone listing
 - field of study
 - weight & height of athletes
 - most recent previous school attended
 - photographs
 - date and place of birth
 - participation in officially recognized activities and sports
 - dates of attendance
 - degrees earned
 - awards received

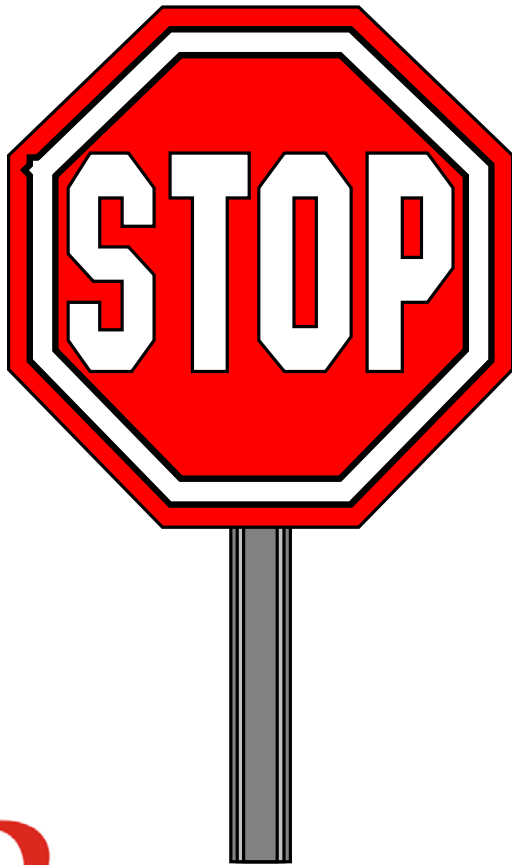


Under what conditions is prior consent required to disclose information?

- An eligible student **shall provide a signed and dated consent before** a school may disclose information from records. The consent must:
 - Specify records that may be disclosed;
 - State purpose of disclosure;
 - Identify party or class of parties to whom disclosure may be made.
- **Role of MOU/Data Sharing Agreements and Participant Waiver**



Summary



- Students are accorded rights of privacy under FERPA.
- **In most cases, written consent from the student (and parent if under 18) is required to release information from the student's education record.**
- Everyone in the institution **and partners with which data are shared** must comply with FERPA.
- Non-compliance could result in the loss of federal funds.

Where to get more information

Technical assistance and advice for school officials:

Family Policy Compliance Office

U.S. Department of Education

400 Maryland Avenue, SW

Washington, DC 20202-4605

Phone: (202) 260-3887

Fax: (202) 260-9001

For informal requests for technical assistance:

FERPA@ed.gov

Family Policy Compliance Office Homepage

<http://www.ed.gov/offices/OM/fpc.html>



Questions/Discussion

