

PESC GEO Code: A Case Study

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Presenters



Matt Bemis
Associate Registrar
University of Southern California (USC)



Emily Tse
Director of Evaluations
International Education Research Foundation (IERF)

USC

- » Largest provider of postsecondary ed in America
- » Enrollment exceeds 45,000 students
- » International students → 25% of population



IERF

- » Oldest credentials evaluation agency in US
- » Non-profit located in greater Los Angeles area
- » Mission to support the international education community
- » Charter member of NACES



The Challenge

- » Volume
- » Expertise
- » Fraud



A Brief History

- » 2012 Decision to Outsource the Degree Verification function
 - » Concern over document fraud
 - » Lack of in-house expertise
 - » Wanted to improve service provided to our students
- » Evolving the method of Evaluation results into a consumable electronic medium – began this process early on with our vendor
- » Began developing EDX data exchange with vendor
 - » Identified PESC Standards
 - » Registered with the SPEEDE Server
 - » Provided “USC” index of international School IDs (manufactured set of IDs)
 - » Began sending/receiving EDI TS130,TS131 transaction sets

More History

- » International Education Research Foundation (IERF) was our vendor choice for degree verification services
- » IERF quickly developed in-house expertise needed to generate EDI transaction sets
- » Registered with the server as IERF but sends credentials verification as 'override institution' identifiers
- » USC and IERF have been wildly successful with its exchange – More than 2700 degree verification transactions completed in 2017
- » Why the international school code sets (900+) used by USC and IERF only work for a single school – USC.
 - » Most schools in North America create their own code sets for International institutions

SPEEDE

Student &
Online
Application

Evaluator &
Certification
Results

SPEEDE: a free platform for
electronic education data
exchange



IERF Database



SPEEDEserver®



USC

Wins

- » No cost to use SPEEDE server
- » Time saved (results loaded in real time)
- » Efficiency (= work of 2 full-time personnel)
- » Improved quality, accuracy and consistency
- » Protection of USC from fraud & other areas of exposure
- » Enhanced service to students

Mapping of Schools



- » Why every school in North America creates their own international school code IDs
- » How the lack of standardized code sets inhibits vendors like IERF from being effective in its delivery of services
- » Even standardized code sets have their issues
 - » OPEID, NCHELPID, IPEDS, ATP, FICE, ACT, CCD, PSS, CEEBACT, CSIS, USIS, ESIS, PSIS, DUNS, APAS

Mapping of Schools



Challenges

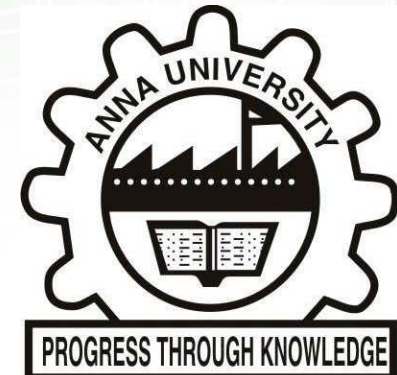
- » Translations
- » Transliterations
- » Multiple Locations
- » Faculty/Departments as Separate Entities
- » Mergers
- » Name Changes

Example of Anna U

Anna University in India

Formed on the basis of merging several institutions:

- » *College of Engineering, Guindy (1794)*
- » *Madras Institute of Technology, Chrompet (1949) & 3 Technological Departments of the University of Madras*
- » *Alagappa College of Technology (1944)*
- » *School of Architecture and Planning (1957)*

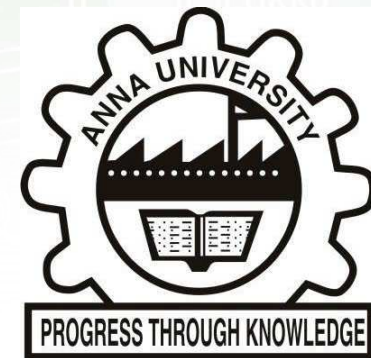


Example of Anna U

Anna University, Continued:

Then split into 6 constituent universities:

- » *Anna University, Chennai*
- » *Anna University of Technology, Chennai (2010-12)*
- » *Anna University of Technology, Tiruchirappalli (2007-12)*
- » *Anna University of Technology, Coimbatore (2007-12)*
- » *Anna University of Technology Tirunelveli (2007-12)*
- » *Anna University of Technology, Madurai (2010-12)*



However, in 2011, the Act was repealed. They were merged back into Anna Uni.



How can this arrangement be expanded to benefit others?

PESC

- » Postsecondary Electronic Standards Council
- » Founded in 1997
- » Establishes and supports open data standards in the education field
- » Provides PESC-approved standards for free
- » Formed Global Data Mobility Work Group (and Geo Code initiative) in 2016



Geo Code Project

- » Guiding principles for the PESC GEO Code structure:
 - » A pragmatic approach to getting this initiative launched
 - » Non-competitive in nature
 - » Formations of standardized school IDs provided by relevant parties
 - » Establishment of governance that will work into the future
 - » Inclusive group with broad representation
 - » Start small and build out
 - » Integration into existing standards vs. creation of new standards
 - » Free to the Education Community

Geo Code Project



- » Standardized online directory of institutional codes
- » Enables crosswalk between global codes and native institutional codes
- » For worldwide use for free
- » Idea floated 10 years ago
- » Momentum with PESC, Groningen Network & AACRAO

Geo Codes

- » 2-digit ISO country code + 5-digit alphanumeric (Example: CN00183 = Harbin University; AU00043 = Monash University)
- » Minimum data requirements to be included in index: School name and physical location (address)
- » Can includes name in native language & location
- » Active & inactive school status indicators
- » Diploma mill reference, as appropriate
- » Source information includes data from CDSL, CHESSIC, IERF, ECE, EUF, AACRAO, CanPESC, Parchment, and grassroots efforts

USC – IERF Pilot (March 2017)



User Feedback

The screenshot shows the PESC GEO CODE website. At the top, there is a navigation bar with the PESC logo and the tagline "Unlock the Mobility of Education Data with PESC Approved Standards". Below this is a menu with links for HOME, ABOUT US, EDEXCHANGE, GEO CODE, PESC APPROVED STANDARDS, GROUPS, MEMBERSHIP, SPONSORSHIP, and EVENTS. The main content area features a "PESC GEO CODE" section with a description: "is a free, open and standardized online directory of codes and identifiers of education organizations for use by institutions & stakeholders worldwide." There are four buttons: "VIEW & USE THE PESC GEO CODE", "ADD, CORRECT & UPDATE THE LIST", "READ THE FAQ", and "ABOUT THE USC PILOT". To the right, there are two red boxes for "PESC GEO CODE WEBINAR (AACRAO Archive October 11, 2017)" and "PESC GEO CODE PRESENTATION October 11, 2017". A sidebar on the left contains social media icons and a "GEO CODE" section with a globe icon and the text "GLOBAL EDUCATION ORGANIZATION CODE".

Global Education Organization PESC Code List

This form allows partners to suggest additions or corrections to the PESC Global Education Organization PESC Code list.

* Required

Email address *

Your email

Organization Name (English) *

Your answer

Organization Name (Local Language)

Your answer

Benefits

- » Improved data quality & integrity
- » Decreased risk of fraud & abuse
- » Faster processing
- » Free service
- » Can be recognized universally
- » Institutions & organizations already committed

Pilot to Production



- » USC/IERF 8 month proof-of-concept pilot was completed in October 2017
- » GEO code formally added to XML standards in November 2017
- » Any school/vendor/service provider can use the published code sets
- » Work on an interactive web service to host GEO code continues to make progress (ECE sponsored development)
- » Workgroup continues to build data sets, and will expand to secondary institutions

From IERF's Exec. Dir.

“Being a part of this project has great significance for us. When dealing with institutions of study on a global level, there are added layers of complexity, from similarities in names that potentially confuse one school for another to variations found in translations or even spellings due to transliteration. Developing standardized GEO codes will help minimize exactly this and facilitate accuracy and speed in the work we all do.”

- Susan Bedil, Executive Director



Next Steps

- » Will continue to add more schools and countries
- » Improve on existing list
- » Workgroup open to public – Get involved!!
- » www.pesc.org/geo-code.html



Thank you!