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For Immediate Release:

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EDRoom Online Discussion Service Hosts
CTO Roundtable on K-12 Student Data Privacy

*Panel shares views, experiences on key issues, policies and procedures,
and related professional development*

NEW YORK, NY (March 28, 2014) - Maintaining the privacy of student data represents one the most pressing challenges facing district and school technologists today. This past January 29 - February 7, IESD (Interactive Educational Systems Design, Inc.), in collaboration with CoSN (the Consortium for School Networking) and *THE Journal*, sponsored an online panel discussion in which chief district technology officers shared opinions and experiences on questions related to student data privacy. The panel shared their perspectives using IESD's EDRoom online discussion group environment.

In preparation for the discussion, thought leaders from IESD, in collaboration with representatives from CoSN and *THE Journal*, researched "hot-button" topics in student data privacy and tailored questions to stimulate thoughtful response. Five panelists from districts across the United States described key issues related to privacy of student data, shared practices and technologies they are using to protect student data privacy, addressed questions related to cloud-based computing, and described professional development/training they have conducted related to student data privacy and use of technology-based data systems. The conversation was moderated by IESD Vice President, Dr. Jay Sivin-Kachala, an expert with more than 25 years of experience in instructional technology design and education market research.

The results? A rich set of insights from practitioners on the front lines of the student data privacy wars. Highlights included the following:
- "K-12 education needs to be concerned about data privacy and security at many levels, from the district level and enterprise software all the way down to the classroom level and apps that teachers are making uninformed decisions about using."

- "We need helpful tools that can guide district leaders through the process, helping them to pay attention to data issues and suggesting actual language to include in service contracts."
- "One of the areas I am most concerned with regarding data security is second-party data mining. There is not a school system in the country that does not have sensitive data in the cloud. How can we ensure that our data being stored in the cloud is not being mined by second parties, and if it is, what data is being mined and where is it going?"
- "One way we help extend the education of our teachers is by including privacy and security in our digital citizenship and technology curriculum starting in elementary schools."
- "This has to become a shared initiative involving curriculum and instruction departments, administrators and all teacher leaders. It has to be woven into all of our professional learning. When we teach about Web posting and content, curriculum mapping, teaching in a 21st century classroom, looking at student work, analyzing data...in all of these instances (and more) there must be time devoted to student data privacy and security. We are not there yet."

For a complete report of the panel's conclusions, see "Keeping Student Data Private," pp. 22-30 in the March 2014 *THE Journal*.

About IESD
Interactive Educational Systems Design (IESD), Inc. provides a variety of services related to research and evaluation, marketing, and development of educational technology, multimedia products, websites, and print-based instructional programs. IESD was founded in 1984 and is led by Ellen Bialo and Jay Sivin-Kachala. IESD's clients include publishers of technology-based and print-based instructional products, technology hardware manufacturers, non-profit institutions, government agencies, and school districts.

About EDRoom
IESD's online dicussion group environment allows educators to join deep interactive discussions anytime, anywhere—whenever and wherever is most convenient for them. IESD works with clients to recruit qualified participants, frame incisive discussion questions, pace the conversation over multiple days, moderate the discussion, ask probing follow-ups, and analyze the results. EDRoom fosters rich contributions from every participant to every question—without interruptions, time constraints, or a few people dominating the conversation.

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