



2015 National Student Privacy Symposium

PRESENTED BY:



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SPEAKER BIOGRAPHIES:

Monday, September 21, 2015 • Mayflower Renaissance Hotel, Washington, DC

Jules Polonetsky, Executive Director, Future of Privacy Forum

Jules Polonetsky serves as Executive Director and Co-Chair of the Future of Privacy Forum, a Washington, D.C.-based think tank that seeks to advance responsible data practices. FPF is supported by the chief privacy officers of more than 110 leading companies, several foundations, as well as by an advisory board comprised of the country's leading academics and advocates. FPF's current projects focus on Big Data, Mobile, Location, Apps, the Internet of Things, Wearables, De-Identification, Connected Cars, and Student Privacy.

Jules previous roles have included serving as Chief Privacy Officer at AOL and before that at DoubleClick, as Consumer Affairs Commissioner for New York City, as an elected New York State Legislator, and as a congressional staffer, and as an attorney.

Paige Kowalski, Vice President for Policy and Advocacy, Data Quality Campaign

Paige serves as the Vice-President for Policy and Advocacy at Data Quality Campaign (DQC), a national, nonprofit organization leading the effort to empower educators, students, parents, and policymakers with the information they need to make the best decisions to improve student outcomes. DQC believes that data have the power to transform education to ensure every child in this country is prepared for success in college and careers. Paige Kowalski leads a team of professionals to advance education data policies at the local, state, and federal levels that meet the needs of individuals and improve student outcomes.

Before joining DQC in 2008, Paige managed several national data initiatives for the Council of Chief State School Officers and participated as a managing partner of DQC in its early years. Paige also has significant state and local experience through her tenures with the University of California, the City and County of San Francisco, and Chicago Public Schools.

Keynote Address

Kati Haycock, President, Education Trust

Kati Haycock currently serves as President of The Education Trust. Established in 1996, Ed Trust works for the high academic achievement of all students at all levels, pre-kindergarten through college. The organization's goal is to close the gaps in opportunity and achievement that consign too many low-income students and students of color to lives on the margins of the American mainstream. Before coming to The Education Trust, Haycock served as executive vice president of the Children's Defense Fund, the nation's largest child advocacy organization.

A native Californian, Haycock founded and served as president of The Achievement Council, a statewide organization that provided assistance to teachers and principals in predominantly minority schools in improving student achievement. She also served as director of Outreach and Student Affirmative Action programs for the nine-campus University of California system.

Panel 1: Student Data and Research

Jane Hannaway, Professor, McCourt School of Public Policy at Georgetown University, Institute Fellow at the American Institutes of Research (AIR) and founding Director of CALDER

Dr. Jane Hannaway is Professor, McCourt School of Public Policy at Georgetown University. She is also an Institute Fellow at the American Institutes of Research (AIR). She is the founding Director of CALDER (National Center for the Analysis of Longitudinal Data in Education Research), headquartered at AIR where she was also Vice President.

Hannaway is an organizational sociologist whose work focuses on educational organizations, in particular the effects of education reforms on school policies and practices and ultimately on student outcomes. Her current research is heavily focused on issues associated with teacher labor markets and education accountability policies. She is beginning new work estimating the payoffs of secondary and postsecondary experiences on education attainment and labor market outcomes of students.

Macke Raymond, Director, CREDO, Stanford University

Macke Raymond has served as the Director of CREDO since its inception. She has steered the group to national prominence as a rigorous and independent source for policy and program analysis. She has done extensive work in public policy and education reform, and is currently researching the development of competitive markets and the creation of reliable data on program performance.

Doug Shapiro, Executive Research Director, National Student Clearinghouse Research Center

Douglas Shapiro is the Executive Research Director of the National Student Clearinghouse Research Center, where he is responsible for leveraging the nation's largest student-level longitudinal dataset of college enrollment and degree information to help improve institutional practice, inform policy and increase student success. The Research Center publishes annual reports detailing trends in student enrollment, persistence, transfer, mobility and completion. The Center also provides data services that measure student enrollment and progress for high schools, districts, states, postsecondary institutions, researchers and other educational organizations.

Panel 2: The Potential Risks of Student Data Collection and Use

Dakarai Aarons, Director, Strategic Communications, Data Quality Campaign (Moderator)

Dakarai Aarons is the Director of Strategic Communications for the Data Quality Campaign, a national nonprofit organization leading the effort to bring every part of the education community together to empower educators, parents, and policymakers with quality information to make decisions that ensure students achieve their best. He leads DQC's efforts to advance the organization's goals through evidence-based internal and external communications strategies that increase the organization's impact on the field. He oversees a team of professionals responsible for digital strategy, media outreach, editorial strategy, crisis communications, publications, and opinion research and partner engagement.

Monica Bulger, Researcher, Data and Society Research Institute

Monica Bulger is a Fellow at the Harvard Berkman Center for Internet and Society and a Research Associate at the Oxford Internet Institute. She is an educational researcher contributing policy research to multi-national groups such as UNICEF, ECPAT, and the European Commission. Her work focuses on the implications of technology use for youth with a particular focus on learning, safety, and empowerment. In this challenging, fast-changing research environment, Dr. Bulger aims to identify cognitive, developmental, and attitudinal trends that transcend popular technologies and speak to deeper purposes for everyday practice.

Bill Fitzgerald, Director, Privacy Review Program at Common Sense Media

Bill Fitzgerald recently joined Common Sense Media as their Director of the Privacy Review Program. Bill is also the co-founder of FunnyMonkey, a custom software development shop. Bill has shared valuable

perspectives on the ed tech industry, particularly around issues related to student data privacy and security. His incisive look—and the ability to explain legalese in a lucid, accessible style—has nudged popular ed tech companies like ClassDojo and Remind to refine their terms.

Evan Selinger, Professor of Philosophy, Rochester Institute of Technology and Senior Fellow, Future of Privacy Forum

Evan Selinger is a Professor of Philosophy at Rochester Institute of Technology, where he also is the Head of Research Communications, Community & Ethics for the Media, Arts, Games, Interaction and Creativity (MAGIC) Center. In addition to these academic appointments, he's Columnist at Passcode, the privacy and security forum at *The Christian Science Monitor*, and a Senior Fellow at the Future of Privacy Forum. With Brett Frischmann, he's co-authoring a book titled *Being Human in the 21st Century*.

Elana Zeide, Microsoft Research Fellow, Information Law Institute, NYU

Elana Zeide is a Microsoft Research Fellow at the Information Law Institute and an Affiliate of the Data & Society Research Institute. She focuses on student privacy, including regulatory frameworks, information and institutional norms, and the role of private entities and public actors. Her work also explores broader issues involving automation, algorithmic accountability, and experimentation in online environments. Elana received her BA from Yale University, a JD and LLM from New York University, and an MFA from Columbia University. She has worked as a journalist in London and New York, a litigator at Cravath, Swaine & Moore, a legal analyst at Bloomberg, and a Visiting Professor at Yale University. She came to the fellowship from her own media and privacy legal practice

Lunch: National Student Privacy Parent Survey

Brenda Leong, Senior Counsel and Director of Operations, Future of Privacy Forum (Moderator)

Brenda Leong is Senior Counsel and Operations Manager at the Future of Privacy Forum, primarily supporting issues related to Education Privacy. She works on ed tech industry standards and collaboration on privacy concerns, as well as partnering with parent and educator advocates for practical solutions to the privacy challenges from the expansion of student data. Prior to working at FPF, Brenda served in the U.S. Air Force, including policy and legislative affairs work from the Pentagon and the U.S. Department of State.

Olga Garcia-Kaplan, Student Privacy Advocate and Parent Blogger, FERPA|Sherpa

Olga Garcia-Kaplan is Co-Chair of her children's school Diversity Committee and a member of the Testing Task Force, a group of parents and teachers coming together to extend community wide dialogue on the impacts of Federal, State and NYC Department of Ed policies in the daily life of students and teachers. This year, she completed her three year tenure as a member of the school's School Leadership Team representing families of children with special needs. The SLT is responsible for developing the school's comprehensive Educational Plan (CEP) and school based educational policies.

Mary Madden, Researcher, Data and Society Research Institute; Senior Researcher, PEW Research Center's Internet Project

Mary Madden is a Senior Researcher for the Pew Research Center's Internet & American Life Project and an affiliate at the Berkman Center for Internet and Society at Harvard University. She is a nationally recognized expert on trends in social media use, online privacy management, and the impact of digital media on teens and parents. Mary is part of an ongoing collaboration with Berkman's Youth and Media Project that combines quantitative and qualitative research methods to study adolescents' technology use and privacy management on social media.

Leah Plunkett, Researcher, Fellow, Student Privacy Initiative, Berkman Center for Internet and Society, Harvard University

Leah Plunkett is a Fellow at the Berkman Center for Internet & Society at Harvard University, where she works on the Student Privacy Initiative. She is also the Director of Academic Success & Associate

Professor of Legal Skills at the University of New Hampshire School of Law. Leah has a longstanding commitment to education. From 2011-2013, she was a Climenko Fellow & Lecturer on Law at Harvard Law School, where she taught legal research and writing to first-year law students, as well as conducted legal scholarship in the areas of criminal and family law. Previously, Leah founded the Youth Law Project at New Hampshire Legal Assistance, which handles school discipline, special education, and other matters on behalf of kids & teens.

Aimee Vella Ripley, Research Manager, Reputation Mgmt & Public Affairs, Nielsen

Aimee has worked at Harris Interactive as a researcher since 2007. She has worked on a variety of projects for non-profits, associations, foundations, academic institutions, and public relations firms. Aimee has been involved with studies utilizing quantitative methodologies including online, telephone, and paper, and has also worked on several projects utilizing online qualitative methodologies.

Prior to joining Harris Interactive, Aimee was a research assistant at the Pitt Parents and Children Laboratory at the University of Pittsburgh. The majority of her work focused on the Pitt Early Steps Project, a multi-site longitudinal study that tested a family-based preventive intervention with children at risk for developing significant conduct problems. Aimee holds a BA in Sociology and Political Science from the University of Pittsburgh.

Panel 3: What Is the Future of Technology in the Classroom?

Chip Slaven, Counsel to the President and Senior Advocacy Advisor, Center for Digital Learning and Policy, Alliance for Excellent Education (Moderator)

Chip Slaven joined the Alliance in March 2010 as a senior advocacy associate. He is currently counsel to the president and senior advocacy advisor. Before joining the Alliance, Mr. Slaven was engaged in private legal practice representing complex business organizations in the areas of government contracts, government affairs, and white-collar compliance and defense. Prior to his legal career, he was a senior level state government official, congressional employee, and political campaign worker for more than twelve years in the employ of Governor Bob Wise, president of the Alliance.

Diana Bidulescu, Education Technology Specialist, Houston Independent School District

Diana Bidulescu is an IT program specialist for Houston ISD. She is an advocate and presenter for media and technology in the classroom, with presentations at TCEA, TCCA, TATN, MSAP, FETC, ISTE, E-Learn, TxVSN, as well as local education service agencies in Texas. An instructional designer and project coordinator for educational technology programs, she designed and implemented educational technology pathways, created synchronous/asynchronous course outlines, professional development, and evaluation procedures. Her projects involve integrating Mac and PC hardware and software in the K-12 classroom, and she created the first mobile technology immersion program of its kind in Texas.

Karen Cator, President & CEO, Digital Promise

Karen Cator is President and CEO of Digital Promise and a leading voice for transforming American education through technology, innovation and research. From 2009-2013, Karen was Director of the Office of Educational Technology at the U.S. Department of Education, where she led the development of the 2010 National Education Technology Plan and focused the Office's efforts on teacher and leader support. Prior to joining the department, Cator directed Apple's leadership and advocacy efforts in education. Cator holds a master's in school administration from the University of Oregon, and a bachelor's in early childhood education from Springfield College.

Kerry Gallagher, Technology Integration Specialist, St. John's Prep

Kerry Gallagher is a Technology Integration Specialist at St. John's Prep in Danvers, Massachusetts. She taught middle and high school history in BYOD schools for 13 years and her classes were paperless. She received the 2014 Yale-Lynn Hall Teacher Action Research Prize, is a 2015 PBS Digital Innovator, and was recently recognized by Onalytica among the EdTech and Elearning: Top 100

Influencers and Brands. Kerry is a frequent contributing writer for EdSurge, Smarter Schools Project, ConnectSafely, and Corwin-Connect among other online publications.

Asante Johnson, STEM Teacher/Technology Integration Coach, District of Columbia Public Schools

Asante Johnson is a middle school science teacher and technology integration coach at Wheatley Education Campus. She also holds the role of STEM coach and enjoys leading robotics teams into competitions. Asante has held numerous leadership roles, such as department chair, instructional coach, and grade level team leader, in various school districts. She is also a published science education writer. Asante was named “Master Teacher” by Orange County Public Schools in central Florida and was awarded PTA Teacher of the Year in Alexandria City, Virginia. She earned a bachelor’s degree in micro-molecular biology and a master’s degree in secondary science education from the University of Central Florida.

Panel 4: The Role of Technology and Data Use for Student Rights

Caitlin Emma, Education Reporter, POLITICO (Moderator)

Caitlin Emma is an Education Reporter for POLITICO Pro. Prior to reporting, she was a senior web producer for Pro. Caitlin graduated from the University of Connecticut in 2011 and spent a year in a journalism fellowship covering everything in the Nutmeg State – from policy and politics, to police, courts, community book clubs and restaurant health inspections.

Rafranz Davis, Executive Director of Professional and Digital Learning, Lufkin Independent School District

Rafranz Davis is a math educator, leader, learner and advocate who believes in the power of digital learning opportunities amongst kids. As someone who has built a career on empowering students through the use of relevant technology, Rafranz is now working directly with other educators as an instructional technology specialist where she serves students through supporting their teachers in best practices.

Tomeka Hart, Vice President of Programs, Southern Education Foundation

Tomeka Hart serves as the Vice President of Programs, leading and supporting SEF’s work to improve student outcomes from early childhood to adulthood, helping the CEO and staff to implement a broad range of advocacy, research, and coalition building activities across the Southern region. Prior to SEF, she served as the Vice President of African American Community Partnerships for Teach for America, where she was responsible for building alliances within the African American community, including civil rights groups, policy organizations, HBCUs and media outlets. Prior to joining Teach For America, Hart served as the president and CEO of the Memphis Urban League. She is a former middle/high school teacher, and a former labor/employment lawyer.

Melissa Perry, Lead Information Manager, Seeding Success

Melissa is motivated to combat achievement gaps between students of different backgrounds. A native of Louisville, KY, she moved to Memphis to join the Education Pioneers Tennessee Cohort in summer 2014. She began her career as a Purchasing Specialist with Toyota’s North American manufacturing headquarters, following her graduation from Centre College with a B.S. in Financial Economics. Melissa helped to establish and lead the Centre College Warehouse After-school ESL tutoring program for local schoolchildren. Since then, providing others with access to improved quality of education has been important to her identity, and she is taking steps to make it central to her career.

Panel 5: The Path Ahead: Areas for Discussion and Solutions

Bob More, Privacy Initiative Lead, Consortium for School Networking (CoSN) and Founder & CEO, RJM Strategies, LLC (Moderator)

Bob Moore has enjoyed a career of 27 years in education technology. His work has included more than two decades as a CIO in K12 schools and several years as lead strategist for a multi-billion dollar global education technology business. In 2012 Bob founded RJM Strategies, LLC and works with US schools, American international schools, and education technology business clients as a strategist, advisor and subject matter expert. In recent years he has emerged as an influential and trusted voice on student data privacy issues and leads CoSN's various privacy initiatives.

Beatriz Arnillas, Director-IT, Education Technology, Houston Independent School District

Beatriz Arnillas studied Education and Visual Arts at the Catholic University of Peru. She started her career as an English as a second language and World History teacher. Beatriz completed her Master of Fine Arts at the University of Kentucky. She is in charge of the Education Technology Team. Her team was responsible for the implementation of the Houston 1:1 PowerUp program. Her team currently leads the Privacy, Safety and Security initiative, the Google Domain Pilot, and digital content interoperability work at Houston ISD. She is accredited in Instructional Systems Design, Online Instruction Design and Adult Learning and Development.

Teddy Hartman, Coordinator of Data Privacy, Howard County Public Schools Vice President, Cyber Data Privacy and Educational Practices, Axon Global

Theodore Hartman is an expert in the fields of cyber data privacy, educational policy, and thought leadership – with over 15 years of experience leading initiatives to improve educational organizations and policymaking across the United States. As Vice-President of Cyber Data Privacy and Educational Practices at Axon Global, Theodore conducts policy analyses and risk assessments on cyber data privacy issues for educational organizations. His approach focuses on assessing critical policy gaps that create system-wide cyber data vulnerabilities. Among his other current roles, he is the Data Privacy Specialist for the Howard County Public School System in Maryland – a system with over 50,000 students and 9,000 employees.

Elizabeth Rorick, Deputy Executive Director, Government Relations and Communications, National PTA

Elizabeth Rorick serves as the Deputy Executive Director of Government Affairs and Communications where she oversees both the public policy and communication strategies for National PTA. Joining National PTA in 2009, Elizabeth (Beth) Rorick has served as both the Director of Government Affairs and the senior policy strategist, representing the PTA before Congress on a vast array of children's K-12 education issues, including special education, early childhood, gun violence prevention, education standards, and children's behavioral health.

Kathleen Styles, Chief Privacy Officer, U.S. Department of Education

Kathleen Styles is the Department of Education's first Chief Privacy Officer where she serves as the senior advisor to the Secretary on Departmental policies and programs related to privacy and confidentiality. She is a frequent speaker on issues related to student privacy, and she coordinates technical assistance to states, districts, and schools related to privacy best practices and compliance. She heads a new division dedicated to advancing the responsible stewardship, collection, use, maintenance and disclosure of information at the national level within the Education Department. Kathleen is responsible for the Department's operations relating to the Family Educational Rights Privacy Act (FERPA), the Freedom of Information Act (FOIA), records management, information collection clearance, departmental directives, privacy safeguards, and disclosure avoidance.

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