

EDUCATION DATA *Squad* NEWSLETTER



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PREPARING FOR THE WORST: PREVENTING AND RESPONDING TO DATA BREACHES

When it comes to protecting student data and privacy, schools, districts, and the WVDE all plan and implement best practices and strong security strategies—like the ones listed in this newsletter. Although we always hope to sufficiently address needs for various security and privacy scenarios, there may be occasions when schools, districts, or the WVDE experience a data breach. Data breaches involve the unauthorized disclosure or use of students' personally identifiable information. In addition to trying everything possible to prevent data breaches, we must be prepared to respond quickly and decisively, should a breach occur.

The WVDE developed a multi-step incident response plan to help structure and guide responses to data breaches and other privacy incidents. The process and documentation will begin rolling out formally in the fall. In addition to providing the guidelines, WVDE data governance staff will collaborate with school, district, or RESA staff to ensure that all levels of the education system are prepared to rapidly Recognize incidents, Respond immediately, Report appropriately to stakeholders, Repair vulnerabilities, Recover to normal operations, and Review the incident to improve prevention efforts in the future.

Preventing data breaches is our first responsibility, but we must also be prepared for worst-case scenarios like data breaches to fully protect our students' information.

ZOOMWV-E LAUNCHES AT THE SUMMER WVEIS CONFERENCE

ZoomWV is the one voice for education data in West Virginia, with one key focus: helping stakeholders support all students' achievement! ZoomWV is an online reporting tool that helps ensure transparency of school and district performance. It is composed to two separate reporting websites, the public ZoomWV Data Dashboard and ZoomWV for Educators (ZoomWV-e). The ZoomWV public data dashboard officially launched in December 2014, in coordination with the release of school designations.

The Data Governance Team is pleased to announce that ZoomWV-e will officially launch at the Summer WVEIS Conference, held from June 24-26, 2015. ZoomWV-e will allow educators and administrators to see real-time information for the students they serve. The information in ZoomWV-e comes straight from WVEIS on the Web (WOW) and is updated nightly. After its official launch, educators will be able to access ZoomWV-e from any school network and will have access to information only for the students they serve directly. This role based access has been established to protect student privacy.

If you would like to learn more about ZoomWV-e, visit the ZoomWV home page at <http://wvde.state.wv.us/zoomwv/>. For questions please contact the Data Governance Team.

MAKING DECISIONS BASED ON REPORTS AND PRETTY GRAPHS

I believe this is something we all fall prey to every now and then: We "review" data and make comparisons based on pretty reports and graphs alone. We need to make sure we know the differences represented in every county and state that are not necessarily depicted on a report or graph. Last fall at a national meeting, a professionally designed postcard was handed out with the graduation rates across the country. Each of us began looking for our county and state to see where we ranked. Some were happy with the results and some were not, as you would expect. A representative from the state with the highest rate came to the podium to speak. We all wanted to know how they achieved such an impressive graduation rate. After his discussion, we realized that to graduate in his state, students only had to complete 12 hours of transcript credit. This number of credits is much lower than many other states, West Virginia included. So while the presentation of the data was very nice and looked official, if you really wanted to know where you are ranked in the graduation rate, you wouldn't find it there. Always make sure you are comparing "apples to apples," especially when making important decisions for your county. You should ask questions concerning the data, its origin, and its context.

Dawn Gessel
Director of Information Systems
Putnam County Schools

GENERAL UPDATES FROM YOUR DATA GOVERNANCE TEAM

The launch of ZoomWV-e at the WVEIS Summer Data Conference isn't the only exciting thing happening for our data system! Also making its debut at the Data Conference will be The Portal! The Portal will be the new, secure location for accessing all of your data tools in one place - including WOW and ZoomWV-e! Stay tuned for more details about this exciting innovation!

Let us help you learn to use ZoomWV! Visit the ZoomWV Training webpage to see our menu of available training options and select the item that best suits your needs. Or work with us to build your own customized training! Whet your appetite for training here: <http://wvde.state.wv.us/zoomwv/zoomwv-training.html>.

The Data Management and Analysis team at WVDE is continuously trying to improve the ways local staff interact with WVEIS.

The team develops new WOW applications with the goals of improving the quality in the data and making the collection and reporting of information easier for users. For instance, as part of the end-of-year certified collections for 2014-2015, a new application is enabling principals and superintendents to view and verify the list of students who have been enrolled in a school and/or district for the full academic year (FAY). As new WOW applications are developed, any older versions available through Green Screen will be retired. Keep an eye on the weekly Superintendents Update and other communications from WVDE for more information about new WOW apps and Green Screen "retirees."

Have an idea or see an urgent need for a new data collection application in WOW? Let us know about it! Send your ideas and feedback to the Data Governance Team at ZoomWV@help.k12.wv.us!

KEEPING DATA SECURE

Data security is not a new concern or initiative. FERPA (Family Educational Rights and Privacy Act) has been in existence for 40 years. What is new is the type of protection we need. The greatest concerns at the national level are data security and data breaches. Ensuring security and preventing breaches requires thoughtful planning. Have you thought about the data you possess? Schools, districts and staff all have access to personal and sometime sensitive information. Most data breaches, about 75%, are the result of "in-house" errors or mistakes. Some examples are: losing a USB drive, having a tablet or laptop stolen, or leaving a computer unattended and accessible for someone to access the data contained within.

When supplying data to vendors, ask yourself the following:

- 1) Will this data be used to improve the quality of education?
- 2) How long will they keep the data to which they are given access?
- 3) What happens when you no longer use the software, program, or tool? Is the data destroyed? Everywhere?
- 4) Do you have parental consent to give access to this data?

It's very important to maintain the balance between using the many tools available to aide in the teaching of our students and still protecting their personal data.

INTRODUCING THE EDUCATION DATA SQUAD

Wherever you need information, the Education Data Squad is there! From their headquarters in the department of education, West Virginia's Education Data Squad works for truth, integrity and quality in the Mountain State's education data! With her super data collection capabilities and his enhanced reporting skills, WOW and ZoomWV collaborate to take West Virginia's education information to ever greater heights for education decision making. And thanks to their trusty sidekick FERPA, you can rest assured that information is and will continue to be safe. West Virginia's Education Data Squad: Ready for action! (See the image on the front of the newsletter)

UPCOMING EVENTS...

- » WVEIS Summer Data Conference
June 24-26 - Waterfront Hotel
Morgantown, WV
- » End of Year Submission and Certification Deadline
June 30 - WVEIS on the Web (WOW)
- » WV Statewide Technology Conference
July 21-23 - Waterfront Hotel
Morgantown, WV
- » Student Success Summit
July 29-30 - Waterfront Hotel
Morgantown, WV

CONTACT US...

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STUDENT DATA

SPEEDY SEVEN

TIPS TO RESPECT & PROTECT STUDENT PRIVACY

1. Comply with state and federal privacy laws, and adhere to district regulations, policies, and procedures established to maintain student data confidentiality.
2. Use data for educationally-related decisions and only as needed to preform job duties.
3. Do not disclose data to anyone who isn't specifically authorized to access it for legitimate educational purposes.
4. Do not email student identifying information; emails can be forwarded or sent to someone in error!
5. Be sure to keep passwords confidential; they are electronic signatures.
6. Do not access student data using another person's username or password.
7. Quickly report any student privacy breaches to WVDE's Data Governance Team.