



FOR IMMEDIATE RELEASE

eScholar Leads the Formation of National Council on Personalized Education

The leader in education data organizes advisory leadership council to drive personalized education initiatives

White Plains, NY, March 5, 2014 — [eScholar®](#), the leader in data solutions for personalized education, today announced the launch of the *National Council on Personalized Education (NCPE)*, an initiative to lead the transformation of the education system in ways to help each individual student achieve their unique goals.

The NCPE is a collaborative leadership forum intended to generate the free flow of ideas and provide strategic guidance on how a student-centered education system can evolve from our current teaching and learning approach. The Council will assist in articulating meaningful, data-driven insights necessary to better equip all stakeholders involved in educating students. The initial focus will be on establishing a common understanding of personalized education and its current state across the U.S. and internationally, and then identify the challenges and opportunities that exist in moving toward a personalized education model.

“Shifting the landscape towards personalized education will require new policies, emerging technologies, and the leadership skills of dedicated educators.” said eScholar CEO and Founder Shawn Bay. “This transformation will unlock the tremendous value of individual students empowered to achieve their potential. We are happy to be able to assist in organizing this important Council.”

The Council brings together a diverse group of thought leaders and practitioners at all levels from both the academic and technology sectors. Members will focus on helping each individual student, at any stage of their life, achieve their personal academic goals. Council members hold a variety of influential positions in their respective disciplines, including: Teachers, Superintendents, Campus Leaders, Postsecondary Administrators, State Education Agency Chief Information Officers, and Statewide Career and Technical Education Directors, among others.

Assisting eScholar with the formation and administration of the Council is Brian Rawson, who will serve as the Education Industry Liaison to the Council. Mr. Rawson is the former Chief Information Officer (CIO) of the State of Texas and former Executive Director of the Texas Department of Information Resources (DIR). Additionally, he served as the CIO of the Texas Education Agency. Now retired from public service, Rawson’s broad spectrum of experience, deep understanding of public policy, and practical approach on technology trends add significant value and will provide solid leadership to the Council.

“I am thrilled to be working with a group of such recognized experts who care about our children’s education, and who are committed to sharing their time, talent, and expertise to ensure that our education system truly meets the needs and goals of our students,” said Rawson. “We need innovative,

practical solutions to the many challenges our schools face, and this group of thought leaders will help us develop the tools to better support educators across the country.”

About eScholar

eScholar is the nation’s leading innovator in education data solutions to support personalized education. Our award-winning products simplify reporting and data management, and transform the way educators use data to help Pre-K through postsecondary students maximize their own individual success. eScholar delivers the [eScholar Complete Data Warehouse](#)®, [eScholar Uniq-ID](#)®, and [eScholar myTrack](#)® a goal driven data dashboard, to enable 13 State Education Agencies and 5,000 districts to better serve the needs of over 20 million students nationwide. To learn more, join the conversation on [LinkedIn](#), [Facebook](#) and [Twitter](#).

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