

For Immediate Release

eScholar LLC Launches the Latest Version of its Education Data Warehouse Product Leading Solution for Longitudinal Data Analysis & Reporting

White Plains, N.Y., July 21, 2009 — eScholar LLC, the leader in education data management software, has announced the release of version 11 of the eScholar Complete Data Warehouse® for PK-12 (CDW-PK12). CDW-PK12, previously referred to as the eScholar Complete Data Warehouse® solution, is the nation's most widely used PK-12 data warehouse product enabling the integration of a wide-range of education data for comprehensive longitudinal data analysis and reporting.

“The latest version of CDW-PK12 incorporates not only data model enhancements that expand the scope of education data our customers can store and improve the ways they can analyze that data, but also includes significant new data quality and validation features,” said eScholar product manager Russ Redgate. “In addition to new options to more easily configure data quality rules and identify errors in source data, this new version contains customer-driven enhancements including a new Facilities domain and support for reporting on the educational activities of students after high school as provided to agencies by the National Student Clearinghouse®.”

Additional highlights of this new release, which is available immediately, include:

- **NEW Facilities Domain** - New Facilities domain to track information about buildings and rooms including history, components, and use. This new domain is particularly useful for analysis of student performance in the context of facilities data such as a building's age, environmental conditions, or components.
- **Support for National Student Clearinghouse® Data** - New data templates enable tracking of data received from the National Student Clearinghouse® about postsecondary enrollment and degrees earned by high school graduates. This new capability greatly improves the ability of educators to determine outcomes of various programs and the effectiveness of teachers.
- **Support for Analyzing Groups of Districts and Schools** - New templates allow administrators to define an unlimited number of subsets of districts or schools considered similar, enabling analysis of these distinct groups.
- **Enhanced Support for Testing, Programs and Special Education Services** – Provides the capability to capture and track data related to tests, programs and Special Education services that are delivered outside of a student's “home” district. This has become particularly important as schools and districts become

stretched with respect to the delivery of specialized services and look to other schools and districts to provide support. It is critical to LEAs and SEAs to effectively track these provided services.

- **Enhanced Support for Linking Students with Teachers** – the measurement of teacher effectiveness has become increasingly important at the LEA and SEA levels. Version 11 enhances existing capabilities by making it significantly easier to link class-specific student data such as grades, course enrollment and attendance with class instructors at a specific point in time rather than just at the school year level. This enhancement dramatically improves the ability to analyze course instructor information in the context of student grades, student course enrollment, and student course attendance.
- **Enhanced Support for Discipline Data** – Version 11 includes the addition of seven new data templates related to discipline data. These seven new templates offer an alternative method of tracking student involvement in discipline incidents, provide for tracking an unlimited number of victims for any incident, and allow both student and non-student participants in discipline incidents to be tracked using a common set of dimensions and facts.
- **Enhanced Support for New Race/Ethnicity Federal Reporting Requirements** – Data load routines now include enhanced processing of race/ethnicity data in support of new federal reporting requirements. Based on supplied ethnic code and Hispanic indicator data for each student, packaged data load routines calculate and store both a multiracial indicator and a reporting race/ethnicity according to the guidelines established by USDE.

“Our goal as a company has been to continue to enhance our products based on the evolving needs of our customers and the education market in general. This is particularly true today with the increased focus being placed on Longitudinal Data Systems (LDS) by President Obama and Secretary of Education Duncan. This new version of the eScholar Complete Data Warehouse for PK-12 further solidifies our ability to meet the needs of states as they move to take advantage of the funding being allocated for LDS initiatives and the \$48 billion of ARRA funding available to states, contingent on making progress on the deployment of an LDS,” said Shawn Bay, eScholar’s founder and CEO. “To meet emerging requirements, we are extending the reach of all eScholar products to support post-secondary and workforce data to ensure that education agencies have a comprehensive picture of the effectiveness of education and its impact on the economy.”

“Our goal as a company has been to continue to enhance our products based on the changing needs of our customers and the education market in general,” said Shawn Bay, eScholar’s founder and CEO. “Our next goal is to further extend the reach of the eScholar Complete Data Warehouse® solution to include postsecondary as well as other related services data to ensure that education agencies have a comprehensive picture of the effectiveness of education in their state.”

Organizations can learn more about version 11 of the eScholar Complete Data Warehouse® for PK-12 (CDW-PK12) by visiting www.escholar.com or visiting our booth at the upcoming NCES Summer Data Conference July 29 through July 31, 2009 at the Hyatt Regency Hotel in Bethesda, Maryland.

About eScholar

eScholar is the nation's leading education data management company focused exclusively on improving education by providing educators with the most effective data management tools possible. eScholar products have become the recognized standards in data warehousing and student/staff identification systems. eScholar customers are realizing significant improvements in their ability to meet mandated reporting requirements but more importantly in their ability to improve pre-K through postsecondary student achievement. The eScholar Complete Data Warehouse® products are the most comprehensive solutions available for integrating, cleansing, and managing thousands of education related data elements. The eScholar Uniq-ID® products are the leaders in generating, assigning, and managing statewide unique student and staff identifiers. Relied on by 11 state education agencies that support over 3,500 districts across the country, eScholar products transform the way educators use data. For more information about eScholar, visit www.escholar.com or call 877-328-2969.

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