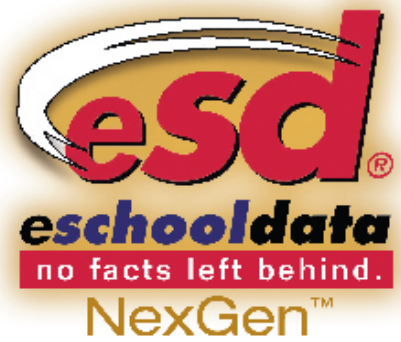


eSD® ENTERPRISE FORUM 2009

New York
JANUARY 14-15, 2009

CATALOG



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GET ON BOARD THE ENTERPRISE...

eSchoolData has always promoted cost-efficiencies. We consider it our obligation to meet ever-changing State and Federal reporting requirements. We consider it our responsibility to deliver product enhancements designed to maximize productivity. As K-12 data management responsibilities become more complex with each passing year – we strongly believe it is the responsibility of the student management system not only to provide a solid data backbone, but also to facilitate interoperability between third-party systems.

eSchoolData NexGen is not just a product enhancement, it is an entirely new, enterprise-grade system that takes advantage of the latest technologies and transcends the capabilities of a typical student management system. Built on a Service-Oriented Architecture (SOA), eSD® NexGen is the most extensible system on the market – or even on the horizon.

eSD® NexGen not only supports the SIF 2.x framework (both as a publisher and a subscriber) but it also provides data via web-services that allow third-party products to access data directly and securely.

The Enterprise Leadership Forum is an opportunity to learn about the latest innovations, hear about best-practices from your colleagues and industry experts and put your knowledge into action with hands-on training and migration planning sessions. It is also an opportunity for you to meet with educational leaders who know how to utilize technology to drive success at all levels.

eSD® NexGen Discovery Sessions

Hands on exploration of NexGen

eSD® Module Mastery sessions

Advanced level training sessions

eSD® Best Practices

Tips and tricks from industry experts

eSD® Today and Tomorrow

Meet the NexGen development team

eSD® Legacy to NexGen

Plan your district's implementation and migration

GET ON BOARD THE ENTERPRISE

ADVANCED TRAINING OPPORTUNITIES

Module Mastery Sessions are designed to provide in-depth exposure to advanced aspects of each module. Attendees should have prior experience using the eSchoolData Legacy system.

Module Mastery Sessions are available in the following areas:

- Academic Intervention Services
- Attendance
- Data Analysis and Custom Reporting
- Grade Reporting
- Guidance Counselors
- Master Scheduling
- Parent/Student/Teacher Portal
- Registration and Census
- Schools Interoperability Framework & Third-Party Systems Integration
- Security
- Student Services
- Systems Integration
- Teacher

IMPLEMENTATION PLANNING

It's easier than you think.

Visioning and Planning Sessions will be run throughout the day. These sessions will guide you through the process of moving from eSD® Legacy to NexGen.

ADVANCED TRAINING OPPORTUNITIES & IMPLEMENTATION PLANNING

YOUR PARTNERS ARE OUR PARTNERS

Our commitment to interoperability means that in addition to utilizing the SIF framework to exchange data between systems, we are also committed to facilitating direct data exchanges between and among systems.

The following vendors are invited to participate in our Vendor Integration Forum.

Blackboard Cleartrack ConnectEd Discovery Software Edge Document Systems eScholar, LLC Follett IEPDirect (The Centris Group) Mandarin MyLearningPlan	Principalm Q3 Scholarchip SchoolCenter SchoolWorld Transfinder WinCap WinSnap	Eastern Suffolk BOCES Erie 1 BOCES/WNYRIC Nassau BOCES Capital Region BOCES/NERIC Southern Westchester BOCES/ LHRIC
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If you'd like to see another vendor added to this list, just let us know! Your partners are our partners.

KEYNOTE SPEAKER

ERICA BEASLEY

DBA, CIO and Registrar

Briarcliff Manor School District

The VISION of interoperability is a REALITY in Briarcliff Manor - from doorstep to desktop! Imagine being able to easily communicate with every staff member, every student and every district resident - whether or not they have children attending school. Imagine having your e-mail, voice, security, content management, lunch, transportation (and more) systems in-sync with eSchoolData at all times. Find out how the Briarcliff Manor School District is utilizing the Schools Interoperability Framework (SIF) and Lightweight Directory Access Protocol (LDAP) to facilitate the "impossible dream". You too can turn your management nightmares into dreams come true.

**PARTNERS &
KEYNOTE SPEAKER**

FEATURED WORKSHOP

SCHEDUCATION - with Bonnie D'Auria!

With more than 30 years experience assisting schools in all aspects of student scheduling, Bonnie will show you another very important tool - comprehensive knowledge of the scheduling process. Tight budget? Tough Schedule? Discover scheduling strategies to help maximize your school's scheduling resources.

In this "hands-on" workshop you will learn all about the scheduling process. You will get the chance to participate in building a master schedule using the eSD® Master Schedule Builder in conjunction with sample reports from eSchoolData.

DISCOVERY FORUM

AIS IN ACTION – Implementing Academic Intervention Services in eSD®

Speaker: Mary Lou Spacie, Instructional Technology Specialist for Staff Development, Manhasset Public Schools

COMMUNICATION & COLLABORATION

Explore the bi-directional communication capabilities of the eSD® NexGen Teacher/Parent/Student portal. Learn how parents can report changes in their contact information and how those changes can be accepted into your database. Already using a student portal? No problem. Learn how to build links between eSD® and the product of your choice.

EXPLORE THE NEXT GENERATION OF COMPUTING

Sponsors: Cisco Systems, Dell, QSGI-CCSI

Hands on demonstrations of ToGo computing. Hardware designed for K-8... and MORE!

EXPLORE THE "REALME"

Speaker: Michael Hirsch

The RealMe software utilizes multimedia computer technology to assess skills and abilities never before measurable. Multiple patents for The RealMe have already been issued in the U.S., Israel, and Australia; many additional patents are pending across the European Union and Canada. Even many U.S. intelligence agencies are using The RealMe assessment to screen for abilities that no other test can measure. We want your input as we plan to integrate this breakthrough concept in psycho-educational testing into the eSD® NexGen Teacher Toolkit.

DISCOVERY FORUM

FEATURED WORKSHOP - SCHEDUCATION

AIS IN ACTION

COMMUNICATION & COLLABORATION

EXPLORE THE NEXT GENERATION OF COMPUTING

EXPLORE THE "REALME"

GET INSPIRED BY SUCCESS

We've got customer heroes ready to show you how they use eSD®. Share experiences, brainstorm new ideas, and pick up dozens of value-add improvements. How do users in similar roles address their challenges? The answers may surprise you!

IMPLEMENTING SIF - Schools Interoperability Framework

Speakers: James Yap, Director of Instructional Technology and Data Management; Erica Beasley, DBA, CIO and Registrar, Briarcliff Manor School District

KEYS TO IMPLEMENTING A NEW STUDENT MANAGEMENT SYSTEM

Speaker: Aaron Bochniak, Manager, Student Admin. Services, Capital Region BOCES-NERIC

MANAGING THE MILLENNIALS

Communication tools for the generation that speaks using Instant messaging and IP Video

THE LATEST NEWS FROM USDOE, NYSED & your BOCES RIC

What are the Federal Guidelines for capturing Race Ethnicity data in the 2009-10 school year? Are you prepared to implement a full census system to manage all residents living in your school district? Find out how the BOCES RICs are supporting the interoperability initiative.

THE WHOLE KIT & KABOODLE?

The name of the game is interoperability. Find out how you can utilize eSD® NexGen web-services to exchange data between systems and/or to gain direct access to a replicated database located at your district site.

WHAT DOES "GOING GREEN" REALLY MEAN?

Find out how your school district can use eSchoolData NexGen to launch an effective Green Campaign. Find out which districts have embarked upon a green initiative and how they've gone about managing change.

DISCOVERY FORUM

GET INSPIRED BY SUCCESS
IMPLEMENTING SIF
KEYS TO IMPLEMENTING A NEW STUDENT MANAGEMENT SYSTEM
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eSD® ENTERPRISE LEADERSHIP FORUM 2009 SCHEDULES

January 14, 2009	
5:30 PM – 7:30 PM	eSD® NexGen Launch & Cocktail Reception
January 15, 2009	
8:00 AM – 5:00 PM	Enterprise Leadership Forum * Continental Breakfast, Lunch, and Coffee Service are included.
January 16, 2009	
9:00 AM – 2:00 PM	BOCES Leadership Forum Vendor Integration Forum * Continental Breakfast, Lunch, and Coffee Service are included.

LOCATION

New York Marriott® Marquis (Times Square)
1535 Broadway,
New York, New York 10036
Phone: 212.398.1900
Toll-free: 1.800.843.4898
Fax: 212.704.8930

CONFERENCE REGISTRATION

Conference registrations are being accepted online and by fax. Your full conference registration fee provides full access to the Enterprise Leadership Forum. The registration form and instructions are also available in this brochure and online at <http://web.eschooldata.com/Events.aspx> beginning November 1, 2008.

PRICING

SAVE \$\$ BY ENROLLING BEFORE DECEMBER 19!

Early Bird Registration: \$495
Regular Registration: \$550
BOCES Forum Only \$ 0
Vendor Integration Forum Only \$ 0

GENERAL INFORMATION

ENTERPRISE FORUM SCHEDULES

LOCATION

CONFERENCE REGISTRATION

PRICING

ACCOMMODATIONS

ATTENTION EARLY BIRDS!

Pay \$129 per Night to stay at the incredible Marriott® Marquis in NYC!

Special conference rate is available at New York Marriott® Marquis for \$259 per night (standard rate: \$550). In addition to the special rate, **early bird registrants will receive a \$130 voucher*** from eSD® which is valid toward your stay at the New York Marriott® Marquis!

*Voucher is available to conference registrants only

HOTEL RESERVATIONS

Call (800) 843-4898 and reference eSchoolData to attain the special conference rate. To book online go to www.nymarriottmarquis.com and enter **ESHESHA** in the group code box.

DIRECTIONS

By Subway

From Penn Station, take N, Q, or R train towards Uptown to Times Square - 42nd Street.

From Grand Central Station, take S train to the last stop, Times Square.

Host Hotel is located at the corner of 46th Street and Broadway.

By Car

Valet parking is provided by the host hotel for \$55 car/\$65 SUV/Minivan/ \$80 Oversize SUV \$10 In/Out. No Full Size Vans/Limos/Motorcycles. Height 6ft 2ins

From Long Island

Take Long Island Expressway to (Midtown Tunnel). Straight up 42nd St. to 8th Ave. Turn right on 46th St. The hotel will be on the right at the end of that block.

From West

Take NJ Turnpike to Lincoln Tunnel. Follow signs to 42nd St. (N). Take a left onto 8th Ave. and a right on 46th St. Proceed straight to hotel.

NEED ASSISTANCE?

If you need assistance enrolling in the Enterprise Leadership Forum 2009, please call eSchoolData Support Desk at 631.218.5280 during normal business hours.

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GENERAL INFORMATION

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eSD® LAUNCH & FORUM REGISTRATION FORM

Dr./ Mr./Mrs./Ms.	First Name	Last Name	
Street Address	City	State	ZIP
Day Time Phone		Cell Phone	
E-mail Address (Required)		Title	
School/Organization		District/County/Division	

Your e-mail address is used to communicate with you about your registration. Please refer to our privacy policy at www.eschooldata.com/privacy.asp for additional information.

| PRICING |

	Early Bird by Dec. 19	Regular After Dec. 20
<input type="checkbox"/> NexGen Launch & Reception - 1/14/2009	N/A	N/A
<input type="checkbox"/> Enterprise Leadership Forum - 1/15/2009	\$495	\$550
<input type="checkbox"/> BOCES Leadership Forum - 1/16/2009	N/A	N/A
<input type="checkbox"/> Vendor Integration Forum- 1/16/2009	N/A	N/A

| PAYMENT OPTIONS |

- Check/Money Order Enclosed**
Payable to: eSchoolData, LLC
- Invoice My Institution**

Please submit a SEPARATE registration form for each person on the Purchase Order. You must include a copy of the Purchase Order with the registration form(s). A requisition number will not be accepted.

Purchase Order Number:

Please mail invoice to:

Organization

Address

City State Zip

Mail or Fax the Form to:

eSchoolData, LLC
200 Knickerbocker Ave., Bohemia, NY 11716
p: 631.218.5280
f: 631.563.5185

OR visit: <http://web.eschooldata.com/Events.aspx> to register.

You will be contacted by e-mail concerning arrangements.

EARLY BIRD REGISTRATION ENDS ON 12/19/2008
REGISTRATION ENDS ON 1/7/2009