

If any of you are on the college tours like I am right now, you will know why boasting of SAT scores as selectivity for a college is all BS.

You see, the colleges encourage kids to take the tests over and over because they consider the highest score for consideration. It behooves the colleges that are competing with the top tier schools in their own marketing to claim such high SAT/ACT scores, of course... which, of course has nothing to do with the success of the student in high school. (SAT is a boogeyman like all good corporations. They ask for SSNs. Why? Because they can! And too many people believe they are a benign entity.)

Competition is driving education reform, with "equity" and "efficiency" appealing to the neoliberals and the neoconservatives.

Just like all the elite athletes that train at the Nike campus in my backdoor, a lot of money and time is needed to get these bodies sculpted as the future ad campaigns. How is competition of this kind any different that what the USSR and eastern bloc countries did before the USSR collapsed?

Indeed, the kindergarten readiness" assessments, SBAC and all the other "common formative" assessments that create [Big Data](#) (also see <http://bits.blogs.nytimes.com/2012/08/12/big-data-investing-gets-its-own-supergroup/>) in the clouds were not the ultimate prize for social engineers of the Knowledge Economy.

Sure, Chairman Gates with his investment in Khan Academy

could help pluck the brightest, as measured by their "trajectory" in virtual education.

But the treasure trove of PII and non-PII is even more valuable. When states are cash-strapped they jump at the chance to get "free" Google Apps for education. Oregon was the first state in the nation.

<http://oregonk-12.net/privacy>

http://googlewatch.eweek.com/content/google_apps/oregon_k-12_schools_all_in_for_google_apps_education_edition.html

I got the public record for that agreement a couple of weeks ago. (If anyone would like to see it, I will forward.)

(p. 1) 1.7 Data Transfer. As part of providing the Service, Google may store and process Customer Data in the United States or any other Country in which Google or its agents maintain facilities. By using the Services, Customer consents to this transfer, processing and storage of Customer Data.

(p. 4) 10.1 To the extent that Google has access to "Education Records" and it is deemed a "school official" under this Agreement (as each of these terms are defined under FERPA), Google will comply with its obligations under FERPA. Customer acknowledges and agrees that it is solely responsible for compliance with the Children's Online Privacy Protection Act of 1998, including, but not limited to, obtaining parental consent concerning collection of students' personal information used in connection with the provisioning and use of the Services by the Customer and End Users.

Beaverton School District FAQ and permission forms.

https://sites.google.com/a/beaverton.k12.or.us/bsd_google_apps/home/faqs---beaverton-google-apps

https://sites.google.com/a/beaverton.k12.or.us/bsd_google_apps/home/permission-forms

Who owns this data in the clouds? <http://www.forbes.com/sites/joemckendrick/2012/08/06/apple-co-founder-steve-wozniak-distrusts-the-cloud-is-he-right/>

Steve Wozniak, co-founder of Apple with Steve Jobs and one of the original brains behind the PC revolution, predicts trouble ahead for cloud computing, especially when it comes to privacy and data security.

According to a [report](#) by AFP's Robert MacPherson, Wozniak opened up in an audience Q&A about his concerns, predicting that cloud is "going to be horrendous. I think there are going to be a lot of horrible problems in the next five years." Wozniak was appearing at "The Agony and the Ecstasy of Steve Jobs," a one-man critique of Apple by Mike Daisey.

Wozniak also warned that "with the cloud, you don't own anything.

2004 was the year Chairman Gates convened wonks of all stripes to ask whether a national database was feasible.

Barmak Nassirian (formerly with [AACRAO](#)), was an attendee. When I was in D.C. two weekends ago, I asked him to accompany when he met with EPIC attorney Khaliah Barnes.

Feasible? Yes.

The right thing to do? No.

The next year, Chairman Gate's DQC was off and running!

Education competition in this brave new world? Bipartisan supported GERM warfare.

See: <http://www.joebower.org/2012/05/jeb-bush-and-global-education-reform.html>

Kris Alman

The physicians are the natural attorneys of the poor, and social problems fall to a large extent within their jurisdiction. Rudolf Virchow