



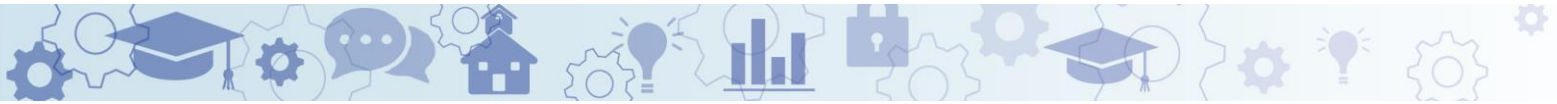
PTAC Session Agenda

University of Alaska On-Site Training

February 20, 2024 – Anchorage, Alaska

Session Name	Duration	Time	Description Name
FERPA 101	60m	9:00am – 10:00am	This presentation will review the basics of the Family Educational Rights and Privacy Act (FERPA) and delve into common scenarios faced by universities. It is intended for anyone who works with personally identifiable student data on a regular basis. This session will improve your understanding of FERPA and the context for the law, and reduce misconceptions and misunderstandings about FERPA.
FERPA 201	60m	10:00am – 11:00am	Worked with student data for a while? You got this privacy stuff down? Delve into some advanced interactive scenarios based on recent guidance and real cases received by PTAC, or bring your own questions. You know how much we love saying “it depends.”
Transparency Best Practices	45m	11:00am – 11:45am	PTAC experts will review best practices on communicating with students about university data collection policies and practices. Specific attention will be paid to what information is collected, how it’s safeguarded and used, and why.
Break	75m	11:45am – 1:00pm	Lunch
Vetting EdTech	60m	1:00pm – 2:00pm	Do you use educational technology at your university? Did you ever want help decoding the ‘legalese’ contained in that Terms of Service Agreement? Did you ever wonder how those apps and services protect student privacy? PTAC has the answers! This session will explore both the importance of online educational technology and how it can be assessed for privacy protections and general compliance with the Family Educational Rights and Privacy Act (FERPA).





Session Name	Duration	Time	Description Name
How Not to be the Slowest Zebra	60m	2:00pm – 3:00pm	If your university provides students with their own device, a sinister dark side lurks in the depths of the internet. Do you know how to protect yourself and your students from hackers and cyber-attacks? We'll provide an extensive overview of the more common cyber and social engineering threats and provide best practices on how best to protect your students' data from being compromised.
Free Cookies: How I Lured You to a Talk on Incident Response Best Practices	60m	3:00pm – 4:00pm	Let's face it, social engineering is effective. You like cookies. You are also likely to be part of a cybersecurity incident. So, scratch both itches by coming to this talk and browsing for cookies while you learn about ways to make cybersecurity incident response less of a hassle, and way more effective. Join PTAC while we talk about the critical business of planning for and responding to cyber incidents. A little planning and streamlining can save your university a lot of time and money, resolve incidents quicker, reduce potential harms, and help you maintain compliance no matter what state laws or regulations apply to you. Plus, there are cookies...so win-win.
Office Hours	60m	4:00pm – 5:00pm	PTAC experts are available to discuss postsecondary privacy and data security concerns and offer individual counseling regarding the privacy and security challenges universities are facing.

