What Are We Telling The World When We Confer a Degree?
Which of the following professionals would you be comfortable using if you knew someone else did most of their work in college?

- Accountant
- Auto Mechanic
- Banker
- Counselor
- Doctor
- Electrician
- Engineer
- Lawyer
- Pharmacist
Learner Authentication Can Be The Bridge Between Candidate and Credential
Friends

Helpful Spouses

Someone Hired

Helicopter Parents
POLL: What Percentage of College Students Admit to Cheating?

2017 Survey The Atlantic
What We Know About Cheating

• Many students admit to doing it.
• It is profitable.
• Cheating is now high tech.
• Cheating cost schools BIG $$$ directly and indirectly.

86 percent of college students say they've cheated. It's easier than ever with mobile devices

By Karen Farkas, cleveland.com

A reinvented SAT marks a struggle to retain a market

A majority of college students in a recent survey admitted to cheating on tests or written assignments.

(John Kuntz, cleveland.com)

CLEVELAND, Ohio - More than 80 percent of college students claimed in
8

Of students who admitted to cheating said they paid someone else to do their online course for them

DID YOU KNOW?

WAYS FACULTY CONTRIBUTE TO CHEATING BEHAVIOR

- Not following through with discipline
- Lack of time to pursue investigating cheating incident
- Fear of lawsuits
- No resources, tools/systems that help identify cheating episodes
THERE’S NOTHING NEW UNDER THE SUN...
OR IS THERE?
IT’S NO SECRET - CHEATING IS BIG BUSINESS
GOOGLE SEARCH-207,000,000 HITS

How Can I Pay Someone To Do My Homework Quick and ...  
https://doimyhomework123.com → do-my •  
★★★★★ Rating: 9.8/10 · 1,344 votes  
DoMyHomework123.com is the best company you will find when you google "pay someone to do my homework". And we'll do it for the absolute best prices. Just give our customer support team a call and find out about our specific services and multiple discounts. Ordering is as easy as 1-2-3.

Do My Homework for Me • Online Homework Assignment ...  
https://justdomyhomework.com •  
Feel free to make your order right now, pay an acceptable price for our work, and get a high ... Is it Worth to Pay Someone to Do My Homework Assignments? Prices · Order Now · FAQ · How It Works

Pay Someone To Do My Homework For Me Online Cheap  
https://homeworkdoor.org •  
A single grade can ruin your goals. We are here to make sure that does not happen. Check our...

Pay for Homework | Pay Someone to Do Homework ...  
https://shomework.com •  
Looking for homework writing service for pay someone to do your homework? Just pay for homework on Shomework.com and get a quick and quality result!

Pay For Assignment - Pay Someone To Do Your Assignments  
https://assignmentgeek.com • pay-for •  
★★★★★ Rating: 9.8/10 · 38 votes  
A Simple Way To Pay For Assignments. Have you ever thought about hiring someone else to do
# CHEATING FOR 50 YEARS

<table>
<thead>
<tr>
<th>1940s-1950s</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Struggling students cheated to get by</td>
<td>Above average college students</td>
</tr>
<tr>
<td>Socially unacceptable and viewed as stealing &amp; shameful</td>
<td>Less stigma/viewed more as a necessary evil to get ahead</td>
</tr>
<tr>
<td>Hand-written cheat sheets</td>
<td>Electronic devices/paid services</td>
</tr>
<tr>
<td>Up to 20% admit cheating</td>
<td>Up to 86% &amp; rising admit cheating</td>
</tr>
<tr>
<td>Focused on getting an “education”</td>
<td>Focus on making certain grades</td>
</tr>
<tr>
<td>85% Believe cheating is stealing &amp; wrong</td>
<td>Up to 54% believe “it’s no big deal”</td>
</tr>
<tr>
<td>No online courses</td>
<td>1 in 4 college students will take at least one fully online course</td>
</tr>
<tr>
<td>Parents expected children to do their own work &amp; graded accordingly</td>
<td>Parents do the work, pay for grades, and everything in between</td>
</tr>
</tbody>
</table>

https://web.stanford.edu/class/engr110/cheating.html
https://thebestschools.org/magazine/cheating-online-college/
https://www.isu.edu/media/libraries/academic-affairs/InnovativeStrategiesToPreventCheatingandEnhanceLearningintheClassroom(PowerPoint).pdf
CHEATING IS COSTING SCHOOLS A BUNDLE

• Early 2019 – Mizzou athlete/tutoring scandal (football, softball, & baseball teams) – Fines, postseason bans, vacation of victories

Higher Education Opportunity Act (HEOA) of 2008

“Requires institutions that offer distance education or correspondence education to have processes in place through which the institution establishes that the student who registers in a distance education or correspondence education course or program is the same student who participates in and completes the course or program and receives the academic credit. The agency meets this requirement if it—1. Requires institutions to verify the identity of a student who participates in class or coursework by using, at the option of the institution, methods such as: a. A secure login and pass code; b. Proctored examinations; and c. New or other identification technologies that are effective in verifying student identification.”
WHAT’S MISSING - HEOA

✓ Mentions the action when a student “participates in” such courses, but compliance with such participation is not measured by the minimum acceptable authentication strategy of usernames and passwords.
✓ Applies only to distance education and correspondence courses.
✓ No further guidance has been provided on this matter since 2008.
UPDATE: July 1, 2020 HEOA

Requires institutions to verify the identity of a student who participates in class or coursework by using, at the option of the institution, methods such as: a. A secure login and pass code; b. Proctored examinations; and c. New or other identification technologies that are effective in verifying student identification.”

Accrediting agencies will not dictate types of technologies but put the burden of proof on the schools to document that the authentication technology they are using is being effective.
Findings of 2013 Audit by the Office of Inspector General

- Distance education programs at eight colleges disbursed nearly **$222 million** to more than **42,000 students who did not earn any credits** during a payment period.

- Current federal rules regarding identity verification “**do not sufficiently mitigate the risks** of fraud, abuse, and noncompliance.”

- Recommended that “**participating in**” be measured by academic activities such as (1) submitting discussion board postings, (2) completing assignments, or (3) initiating contact with faculty.
...Institutions lose eligibility to participate in the Federal Direct Loan and Federal Pell Grant programs when the institution’s federal student loan Cohort Default Rate exceeds 30 percent for each of the three most recently completed federal fiscal years beginning with federal fiscal year 2015...required to establish a Default Prevention Task Force to reduce defaults and prevent the loss of institutional eligibility.

Financial aid fraud often get the grant or loan and then never show up for class. Attendance tracking can identify and document this. Schools are required to report attendance for federal financial aid recipients.
ACCREDITING AGENCIES

**NWCCU - 2.G.7** The institution maintains an effective identity verification process for students enrolled in distance education courses and programs to establish that the student enrolled in such a course or program is the same person whose achievements are evaluated and credentialed.

**SACS — Section 10.6** An institution that offers distance or correspondence education: (a) ensures that the student who registers in a distance or correspondence education course or program is the same student who participates in and completes the course or program and receives the credit.
Multi-Factor Authentication
Best Strategy for Deterring and Preventing Cheating

AUTHORIZED ACCESS
Enterprise-wide use of usernames and passwords

ACTIVE AUTHENTICATION & ATTENDANCE AUDITING
SmarterID

ASSESSMENT AUDITING
Proctored Exams
INITIATE, VALIDATE, & AUTHENTICATE THE SMARTER WAY
POLL: How many of these things have you done in the last month?

- Used an ATM
- Walked into Wal-Mart
- Unlocked a new iPhone
- Posted a pic of you on Facebook
Emerging Uses of Facial Recognition

- Known shoplifter identification
- Gender targeting for ads on gas pumps
- Phone vibrates to inform a blind person when others are smiling
- Criminal identification for police officers
- Forensic investigations
- Some disease detection
- Stalker detection at concerts
- Unknown persons in school halls
SmarterID is a learner authentication system that uses facial recognition to validate identity and document attendance. It can be used inside SmarterProctoring or as a standalone application.
FEATURES

- Integrates seamlessly with Blackboard, Canvas, & Moodle
- Advanced mode verifies authenticity of Government Issued ID
- On-demand, frictionless enrollment process
- Liveness checks set at frequency chosen by school
- Validation history maintained
- Enhanced privacy
- No instructional design changes
- No gated assignments
- Skips allowed
- Companion to authentic assessment
- Students are not locked out of system in ID validation fails
WHY SMARTERID

✔ Provides deterrent and helps prevent cheating on project-based learning & exams
✔ Ease of use for students w/no hardware to purchase/install, and nothing to remember or do
✔ Works on most mobile phones and tablets
✔ Standardizes identity practices for online students
✔ Empowers faculty to identify suspicious behavior
✔ Meets federal aid regulations by verifying attendance
✔ Protects schools from costly cheating scandals
✔ Keeps promise of academic integrity
SmarterID
HOW IT WORKS
Student Enrollment Profile Creation-BASIC

**STEP 1:** Student logs in to LMS & course
**STEP 2:** Student follows instructions on screen to set up profile including looking at webcam
**STEP 3:** SmarterID saves facial metrics during “Identity Check” for ID validation & profile is complete
Student Enrollment Profile Creation-ENHANCED

**STEP 4:** Student selects type of ID from drop down menu & takes picture of front & back of government issued photo ID

**STEP 5:** Student uploads images and profile is complete
Admin Account Settings

- Frequency/how often, inside each module
  - Challenge percentage
  - Skips allowed
  - Skip window
  - Challenge on entry on/off
  - Avoid b2b challenges on/off
- Customized on Schoolwide, Instructor, or Course Level
Student Liveness Check
Faculty Dashboard

AVERAGE DURATION
6 seconds

SUSPICIOUS CHALLENGES
4 View

CHALLENGE VOLUME

2/8
2/19

CHALLENGE RESULTS OVER TIME

Pass Fail Abandon Skip

Last 30 days

SmarterID
Faculty Review of Fail

Student-7, Demo

RESULT
Fail

SUSPICION
None

SIMILARITY
8%

DURATION
00:00:52

USER DETAILS
Email: student+7@demo.smarterservices.com
Browser: Chrome
Browser Version: 71.0.3578.98
Operating System: Mac OS 10.13.3
IP Address: 184.175.130.74

Location data is not available for this challenge.
# Reports Roster

<table>
<thead>
<tr>
<th>Name</th>
<th>Verified</th>
<th>Face Match</th>
<th>Challenges</th>
<th>P</th>
<th>F</th>
<th>A</th>
<th>S</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Vinegar, Vic</td>
<td>✗</td>
<td>✗</td>
<td>48</td>
<td>2</td>
<td>16</td>
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<td>Sorrenstein, Mitch</td>
<td>✓</td>
<td></td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
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<td>Toboggan, Mantis</td>
<td>✗</td>
<td>✗</td>
<td>16</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>McPoyle, Liam</td>
<td>✗</td>
<td>✗</td>
<td>6</td>
<td>0</td>
<td>0</td>
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</tr>
<tr>
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<td></td>
<td>31</td>
<td>0</td>
<td>0</td>
<td>12</td>
<td>0</td>
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<tr>
<td>Reynolds, Dee</td>
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<td></td>
<td>45</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Klein, Ethan</td>
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<td></td>
<td>506</td>
<td>85</td>
<td>21</td>
<td>395</td>
<td>0</td>
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<tr>
<td>Klottz, Roger</td>
<td>✓</td>
<td></td>
<td>18</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Last challenge: 11/2/2018  &lt;br&gt; Last seen: 11/2/2018</td>
</tr>
</tbody>
</table>
Attendance Heatmap
IP Address Notification & Geocoding
Feedback From Student Users

• It worked automatically and flawlessly.
• I was able to do it without no problem. Easy Identification of my face through the webcam of my laptop.
• Please note, I will take this over a biometric signature any and every single day. That was a horrible process that I pray never comes back. I would rather force a camera into existence than try to write four digits or symbols close enough, enough times for that process to work.
• The SmarterID system worked well. I understand its implementation and need at the college level.
• I see the idea behind SmarterID: provide an extra line of defense to prevent a student’s account from being hacked into and tampered with.
Reflection Time
Full-spectrum assessment services

We provide educational technology solutions to improve student success.

Contact us
INDUSTRY LEADERS

**SMARTERID**
Industry pioneer, facial recognition technology meeting financial aid regulations & accrediting standards

**SMARTERMEASURE**
First to market & industry leader in non-cognitive assessment & taken by over 5 million students

**SMARTERPROCTORING**
First & only complete proctoring management system that accommodates all proctoring modalities
SmarterServices

LOCATION
Prattville, AL
Grand Rapids, MI

PARTNER
Have served 8 statewide consortiums (MS, GA (2), TX, PA, FL, NY, CA)

HISTORY
Established in 2002 & consistent growth year over year

EDUCATORS
Experienced team who believe education makes life better.
- **ADMISSIONS**

- **TESTING/TUTORS/ATHLETES**

- https://oedb.org/ilibrarian/8-astonishing-stats-on-academic-cheating/
- https://unicheck.com/blog/academic-cheating-statistics/