Bridging Campus Gaps Through Data Governance

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What is data governance?

“Data governance is the capability that enables an organization to ensure that high data quality exists throughout the complete lifecycle of the data.”
(Wikipedia)

“A data governance framework is a system of rules, policies, procedures, and responsibilities clearly establishing who can do what with what information and how and when those things can be done.”
(Gary Hansen, 2016)
Data governance addresses common issues

I thought faculty were the people who were teaching?

MIND THE GAP
Relevant legal issues

Family Educational Rights and Privacy Act (FERPA, US, Education)

Higher Education Act (HEA, US, Education)

Gramm-Leach-Bliley (GLB, US, Finance)

General Data Protection Regulation (GDPR, EU)
Different uses, different types of data

**Transactional:**
Get the everyday business accomplished (e.g. ERP data)

**Operational:**
Look at most up-to-date data for day-to-day management and decisions (e.g., lists of students)

**Point-in-time:**
Look as of a specific point in time for trend and “official” reporting (e.g., BI or census)
Governance frameworks need to fit the institution.
Define data governance roles in your own context

Data Practices Compliance Officer: AVP of RIE

- Data Governance Council: CHRO, CIO & Registrar

Data Owners: Senior administrators

Data Custodians: Senior official within service area

Data Users: Campus Employees

Data Owner: University

Data Trustee: Senior administrators

Data Steward: Senior official in service office

Data Manager: Staff in service office

Data Users: Campus employees
Key data questions - identifying elements

Is this the primary source of this information?

Is this the ONLY source of this information?

What is the “shelf life” of this information - how long is it useful?

Who can make changes to this information?

Why do we need this information - what decisions does it support or questions does it answer?

Who needs this information?
Key data questions - defining elements

What format are the data in (alpha, number, etc.)

What are the valid values of this element?

How many values may be valid concurrently?

How are special characters and spaces handled?

Are the data required or may there be missing values?

What are the unique identifiers for any “row” of data?
An exercise: student name

Source?
Shelf life?
Why needed?
Who needs?

Format?
Valid values?
Number of concurrent values?
History?
Standards matter

Alex Van Hammer

Alex Van Hammer

Alex VanHammer
Did you consider?

Single names (it isn’t just Prince and Madonna)

Allow length (hyphenated last names, combined names, long names)

Special characters (particularly cross-culturally)

Multiple values
Implementation strategies

Generating buy-in begins with conversation

Keys to Success

● Communication
● Transparency
● Follow through
Promote collaboration

Leverage access and authorization roles

Provide shared resources and examples

Create a community of practice
Tell them what you said and then tell them again

Democratize the data
Whenever possible, automate the process
Batch updates

Free the data
Keep the data secure
Fix the data at the source
Documentation for shared understanding: SCC

Welcome to the SCC Application Report. This report is designed to show the total number of applicants, admits, and enrollees for the upcoming term. Student applicant data can be viewed by area of major interest or month applied.

Admission Rate: The percentage of new students who are admitted to SCC divided by the number of students who began an application.

Yield: The percentage of students who...

Welcome to South Central College’s Strategic Enrollment Management Dashboard. This report records and tracks the progress of five key measurements, and their respective goals, set forth by the Strategic Enrollment Council.

SCC Fall Enrollment Data

Under the Hood
The office of Research & Institutional Effectiveness will be hosting a series of "Under the Hood" informational data sessions throughout the fall semester.

See topics, dates, times, and locations.

Mark your calendars - Hope to see you there!

Please join us!
Documentation for shared understanding: UMD
Resources for success

EDUCAUSE (educause.edu)

CEDS: Common Education Data Standards (ceds.ed.gov)

Association for Institutional Research (airweb.org)

Achieving the Dream (achievingthedream.org)