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Data Asset Management Plan (DAMP)

2021 Data Summit

Nadine Porter, JD
Chair, Data Asset Management Executive Advisory Committee
August 25, 2021

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"Given the shift in how organizations are working, consistent and reliable flow of data across people, teams and business functions is crucial to survival."

—— Gartner, 2020

Source: Gartner "10 Data Management and Governance Actions to Reset, Increase Impact and Enable Remote Work," Ted Friedman, May 6, 2020

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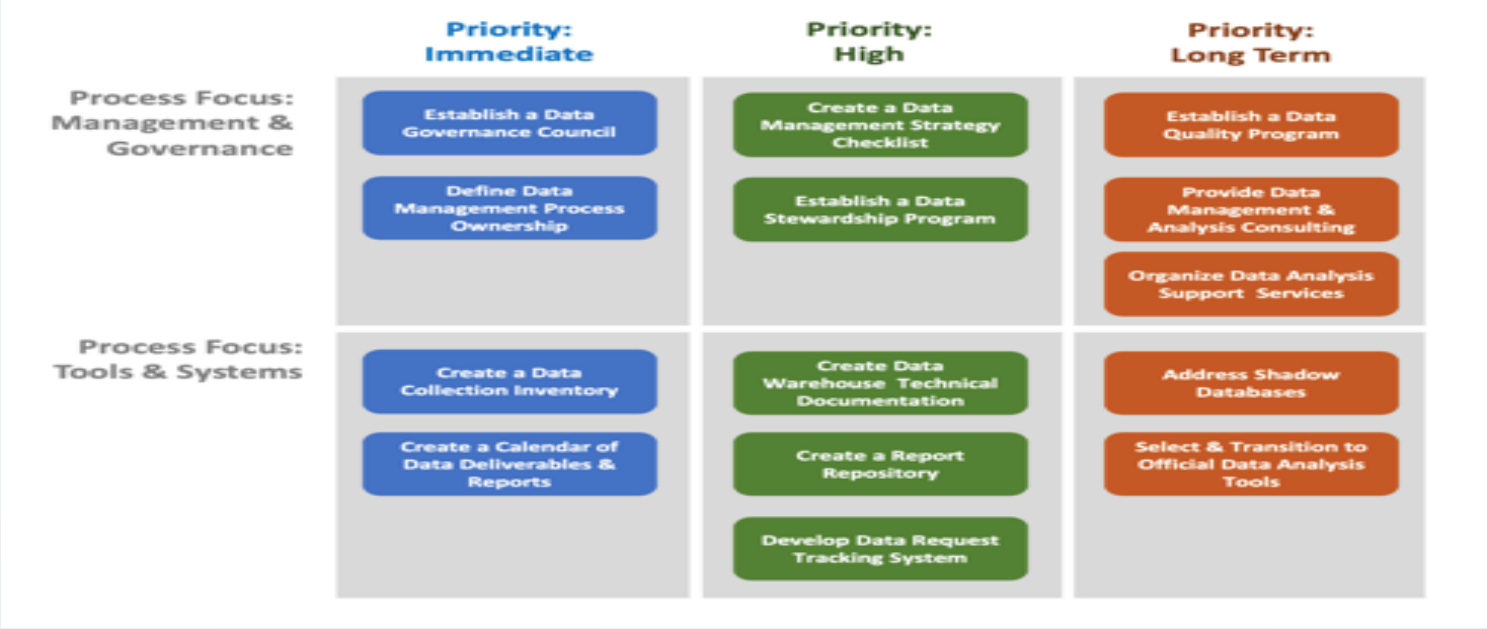
Background

- December 2019 iData Assessment/Recommendations



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Background

- FY21 Institutional Goal
  - Protect the mission, outcomes, and sustainability of the College through the alignment, implementation, and communication of the Resilient MC Roadmap and MC2025 Strategic Plan
    - Data Governance Plan
    - Enterprise Risk Assessment and Plan
    - Roadmap for Equity and Inclusion
    - Strategic Enrollment Plan
    - Strategic Workforce and Staffing Plan
    - Technology Master Plan (employees, students, and infrastructure)

https://www.montgomerycollege.edu/_documents/offices/planning-and-policy/strategic-planning/mc-fy21-institutional-goals.pdf

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Background

- Interdisciplinary Executive Advisory and Data Stewards Committees created and launched
- Monthly Data Asset Executive Advisory meetings
  - Included various guests from the MC Community
- Data Stewards continue to gain understanding of MC and key stakeholder (internal/external) data and information needs
- Data Asset Management Plan (DAMP) submitted to the President on June 30, 2021, for review and approval

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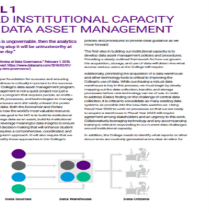
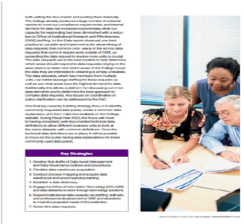
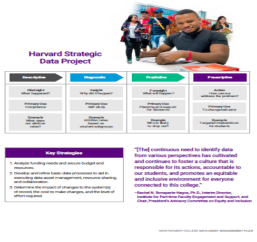
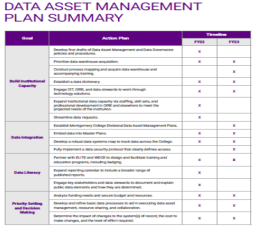
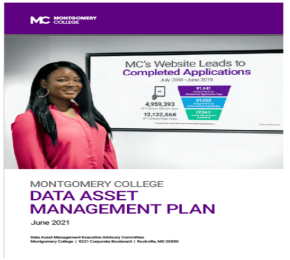
Initial Mission Accomplished…

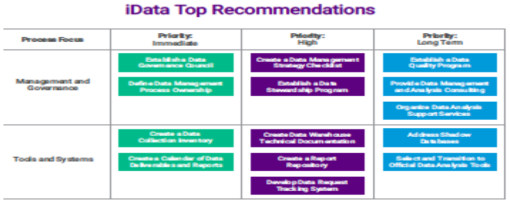


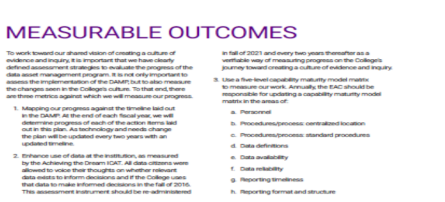


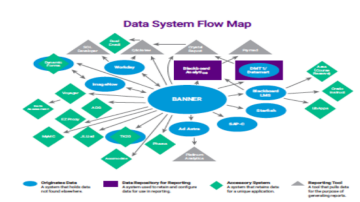












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The Plan the MC Community Built

MC's Data Asset Management Plan (DAMP)

- Reflects active MC community feedback from various MC community members
- Updates with the President and progress reports quarterly
- Quotes from MC data citizens incorporated into the plan
- Updates to SALT by the Chief Analytics and Insights Officer
- Internal discussions with Marketing, OIT, and the Office of Compliance, Risk, and Ethics on website design, podcasts, blogs, etc.
- Working with WDCE and ELITE on training and educating the MC Community
- Audio version will be voiced by an MC community member

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Content of DAMP (Synopsis)

- During the next 2 fiscal years, the plan focuses on 4 goals
  - Build institutional capacity for data asset management
  - Ensure data integration
  - Enhance data literacy
  - Improve priority setting and decision making
- Key strategies are outlined for each goal
- Overall, DAMP endeavors to foster optimal data quality, improved user confidence, timely and appropriate access to data, enhanced knowledge/understanding/insights, and improved decision making capability

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Content of DAMP (Synopsis)

- DAMP is aligned with MC2025 and other important MC initiatives
- DAMP will be refreshed every two years due to the depth and breadth of the subject matter
- Ecosystem development and the need for a strong support system is heavily emphasized
- Principles from the Data Governance Institute have been adopted
- A high level action plan and a decision making framework are included
- Metrics will help MC to make informed decisions and the most of our data

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Initial Mission Accomplished…But There Is Plenty Work To Do Moving Forward

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Immediate Next Steps

- Presidential review, approval and support
- Sunset the Executive Advisory Committee and establish a Data Trustees Group
- Develop and recommend necessary data policies and procedures
  - Data Asset Management Policy Development Group
  - Establish a new chapter for MC Policies and Procedures
- Develop and launch large scale training and data literacy effort
- Communicate, communicate, and communicate some more
- Evaluate, monitor, measure, and revise efforts

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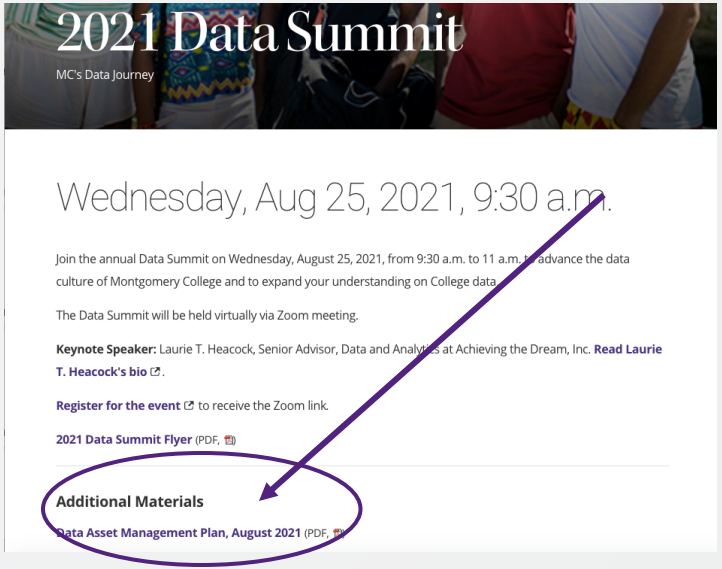
Where to Find the DAMP

- Search **“2021 Data Summit”** on the MC Website homepage
- Click on the **1st link**

2021 Data Summit | Montgomery College, Maryland

- or -

- https://www.montgomerycollege.edu/offices/institutional-research-and-effectiveness/2021-data-summit.html



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