

IMPLEMENTING A STRATEGIC DATA GOVERNANCE INITIATIVE ON YOUR CAMPUS

October 2 - 4, 2019 | San Antonio, TX



S P O N S O R

Initiate and sustain a substantive data governance program at your institution.

OVERVIEW

Higher education data are increasingly acknowledged as valuable assets that can help enable productive, evidence based decision making and move the institution toward meeting its strategic goals. Institutions who want to effectively capitalize on their data must have a strong and structured data governance initiative in place to ensure an institution-wide understanding of data definitions, as well as shared practices around data accuracy, security, and compliance.

Join us for this comprehensive and practical learning experience to attain the tools, strategies, and best-practices you will need to establish and implement a strategic data governance initiative on your campus. If you are in need of cross-campus support to push for a more comprehensive data governance strategy, this program will give you a framework and the time to build a coalition that will make data governance mission critical for your institution.

ADDITIONAL RESOURCES: DATA GOVERNANCE IMPLEMENTATION WORKBOOK

As part of your registration for this conference, you will receive a workbook that you can use to design, launch, and manage data governance at your institution.

KEY THEMES

During this conference, you will dive deep into three major themes around data governance. Thanks to the highly practical and interactive agenda, you will have the time, space, and support to assess your current practices and to draft a data governance project plan for your own institution. You will walk away with the following learning outcomes:

I. Establishing Your Starting Point

- Assessing current data governance maturity
- Auditing and mapping your current system and owners
- Conducting a data system inventory

II. Surfacing Best Practices

- Identifying challenges, lessons learned, and impact stories from New York Institute of Technology, Virginia Commonwealth University, Northern Arizona University, and University of South Carolina
- Identifying policies and cross-functional data sharing practices to prepare for future data needs
- Strategizing workflow, metadata management, and processes for data definitions

III. Mobilizing Your Task Force

- Conducting a stakeholder analysis and alignment
- Completing a RACI matrix for organizing communication and involvement for all stakeholders
- Project planning to foresee and manage entropy and prevent degradation
- Education and engagement for the campus community

For more details, please read the program agenda.

PRE-CONFERENCE WORKSHOP: INTRODUCTION TO THE DATA ECOSYSTEM

This interactive workshop will provide a space to define terms and ask questions about anything data to ensure everyone is on the same page with the hard and soft infrastructure to support a thriving data environment.

Leaders who want to support data governance initiatives, but who might be new to the terminology and systems, will leave this session more confident to participate in data related conversations. This workshop will also benefit institutional researchers and other data specialists who are beyond the basics and looking to better educate their colleagues or conduct a similar training on their own campus.

WHO SHOULD ATTEND

Professionals such as CIOs, senior finance professionals, institutional researchers, analysts, project managers, institutional effectiveness professionals, and executive leaders wanting formal training on the value of data governance will benefit from this training.

BRING YOUR TEAM AND SAVE

This unique event is a call to action for a cross-campus working group charged with better data management. Due to the importance of leadership support, we recommend Chief Information Officers (or those in similar roles leading institution-wide data initiatives) to invite representatives from across the campus to learn more about the data ecosystem and help build the organizational structure.

Save over 15% when you register three or more colleagues.

AGENDA

Day 1: Wednesday, October 2, 2019

Pre-Conference Workshop

Breakfast and Registration (pre-conference attendees)

8:30 - 9:00 a.m.

Pre-Conference Workshop: Introduction to the Data Ecosystem

9:00 - 12:00 p.m.

During this half-day workshop you will work closely with your teams and our experts to ensure you have the knowledge and language you need to confidently navigate data-centric discussions at the system level. This workshop will include:

- Assessment of key terminology to determine your needs
- Overview of the core-components of a thriving data environment
- Mapping exercise of your current data ecosystem to ensure you have a clear understanding of your systems and their purpose
- Exploratory exercises to frame what a healthy balance looks like in terms of a sustainable data ecosystem, including governance, stewardship, and systems

Lunch (pre-conference attendees only)

12:00 - 1:00 p.m.

Main Conference

Registration for Main Conference

12:30 - 1:00 p.m.

Opening Remarks and Introductions

1:00 - 1:45 p.m.

To set the stage, you will meet your cohort and learn how to get the most from the program content and resources based on your specific needs.

AGENDA

Day 1 (CONTINUED)

Strategic Needs for Data Governance and Data Stewardship

1:45 – 3:00 p.m.

Using examples of tangible results from a data governance strategy, our instructors will guide you through the spectrum of how institutions are harnessing data governance and stewardship to support their strategic direction. Some examples will include:

- Implementation of dashboards and data visualization
- Stronger university policies to streamline student surveys
- A more comprehensive data warehouse to support online training
- Leadership support for committees to manage aspects of data governance

Parallel to this, you will also journey through lessons learned regarding how data has led to bad decisions and missed opportunities.

Break

3:00 – 3:15 p.m.

Current State Assessment: How Are Your Data Practices Working for You?

3:15 – 4:00 p.m.

During this guided working session, you will explore your strategic needs and identify an area to prioritize for your data governance project to better understand some of your key areas of accomplishment and where there is room for maturity. The results will be followed by a discussion with support from our experts.

Debrief and Reflection

4:00 – 4:30 p.m.

As a group, we'll capture insights from the case studies and assessments so far.

Networking Reception

4:30 – 5:30 p.m.

AGENDA

Day 2: Thursday, October 3, 2019

Breakfast

8:30 – 9:00 a.m.

Data Ecosystem Inventory

9:00 – 10:00 a.m.

Following examples of this process, you will conduct your own inventory with your peers to identify current systems purpose, owners, and information exchanges. You will be able to identify how your data supports your daily operations so that you know where to prioritize.

Break

10:00 – 10:15 a.m.

Working Session/Consulting Time: Develop Guidelines and Policies that Are Right for Your Campus Culture

10:15 – 12:00 p.m.

Our experts will walk you through the best practices of standard guidelines and procedures, as well as strategies to simplify and adapt them for your needs. Following examples, you will spend time working through a series of questions and templates to help you think through your current policies and procedures to see what you might be missing. During this time, you will also receive consulting for your teams to help you get started.

Lunch

12:00 – 1:00 p.m.

Collaborative Data Standards

1:00 – 2:30 p.m.

Transparent and clear data standards are the heart of information sharing that generates accurate information. This session will provide case study exercises for you to explore common data standard issues and what is often overlooked. Learn strategies to streamline this process.

Break

2:30 – 2:45 p.m.

Working Session: Breaking Down Silos Through Data Definitions

2:45 – 3:15 p.m.

We will provide you ample time to ensure you have a process in place to establish and maintain data definitions across your organizational structure.

AGENDA

Day 2 (CONTINUED)

Managing Workflow

3:15 – 4:30 p.m.

Learn tried and true guidelines for managing the metadata to support the data governance initiative. You will learn the pros and cons of specific platforms and systems, along with what investment of time and resources will be necessary for implementing a workflow management system both in house and vendor supported.

Day 2 Wrap-Up and Reflection

4:30 – 5:00 p.m.

Day 3: Friday, October 4, 2019

Breakfast

8:30 – 9:00 a.m.

Strategies to Cultivate Ownership and Accountability

9:00 – 10:30 a.m.

Following implementation examples, our experts will provide you the planning framework to launch and maintain a data governance initiative with emphasis on ownership and accountability. You will learn organizational tools to conduct a stakeholder engagement plan including education and communication strategies for continuous support and buy-in from campus partners.

Break

10:30 – 10:45 a.m.

Working Session/Consulting Time: Planning Your Approach

10:45 – 11:45 p.m.

This session will be another opportunity to work with your peers on a data governance project plan while receiving consulting in small groups.

Wrap-Up and Action Plan

11:45 – 12:00 p.m.

INSTRUCTORS

Mark Christopher Hampton

Executive Vice President for Strategy and Operations, Washington College

In his current role, Mark provides high-level, analytically-based, and data-driven advice to advance strategy development and operational efficiency at all levels. He also leads and oversees the finance, marketing and communications, facilities, human resources, and information technology divisions of the College.

Before joining Washington College in 2018, Hampton served as Vice President for Enrollment and Enterprise Analytics at the New York Institute of Technology (NYIT), where he developed tools for data-driven decision making and led the enrollment management, planning, assessment, accreditation, and institutional research activities of the Institute. Hampton previously served at Washington College as Vice President for Finance and Administration where he oversaw all finances, technology, facilities, human resources, and business operations. Prior to that, he served as Assistant Vice President for Budget and Financial Planning at the University of Virginia, where he directed the development and implementation of its Academic Division's operating and capital budgets, and helped lead efforts to develop a new activity-based internal financial model.

Laura Jones

Chief Institutional Data Officer (CIDO), Institutional Research and Analysis, Northern Arizona University

In her current role, Laura Jones assumes executive-level responsibility and coordination for all enterprise information and data management initiatives. When Laura began in the CIDO role in 2016, she was tasked with designing, developing, and implementing a comprehensive data governance structure in support of the university's mission and strategic goals. Three years later, NAU has made significant progress towards accomplishing their initial goals to improve data quality, data collection, data and policy management, and secure access to timely data. Laura works with leadership to further advance data governance initiatives through refined data standards, improved data integrity, and accessible and relevant training for all campus users.

Prior to the CIDO role, Laura served as NAU's Associate Vice President for Planning and Institutional Research, overseeing the team responsible for all aspects of official university reporting and analysis. Laura draws on the broad foundation of experiences she gained through more than 20 years in various positions at NAU in the Registrar's Office, College of Business, Academic Advising, and on the Oracle PeopleSoft Implementation Team. The current CIDO role provides her with the unique opportunity to advance data governance initiatives while maintaining Institutional Research and Analysis oversight. Laura possesses a Bachelor of Music Degree in Classical Piano Performance and a Master of Education degree in Higher Education Administration, both from NAU.

INSTRUCTORS

Michael C. Kelly, Ph.D., PMP

Chief Data Officer and Executive Director for Teaching and Learning Technologies, University of South Carolina; Founder and Co-Chair, Higher Education Chief Data Officers

Mike provides leadership in governing the University of South Carolina's data and information assets, ensuring the availability and accuracy of data for making decisions that advance the strategic priorities of the university's eight campuses and Palmetto College. He works with senior leaders and functional managers to develop a sustainable data governance framework comprised of data stewardship, data standards, data quality & integrity, and business intelligence. Mike also leads USC's teaching and learning technologies for the Division of IT

Prior to becoming USC's first CDO in January 2014, Mike directed technology operations in the university's undergraduate admissions office and served as a project manager for USC's information technology division, leading initiatives in student affairs and academic affairs. He began his career in TRiO programs, using information technology to prepare low income, potential first-generation college students for academic success. He holds a PhD in Higher Education Administration and an MEd in Student Personnel Services. He enjoys speaking engagements and does individual consulting with institutions interested in data governance and the CDO role, in particular.

Brian Parish

CEO and Founder, IData Inc

Brian Parish has over 25 years of experience in enterprise data systems, data governance, and integration, and reporting. As CEO and Founder of IData Inc, a data management firm primarily working with higher education institutions he has worked with over 500 colleges and universities to help them access, understand, connect, and effectively use their organization's data across all systems. In 2008, Brian led IData in the development in the Data Cookbook, a data governance solution built to support the best practices of pragmatic data governance. Brian lives and works in Alexandria, Virginia with his wife and 3 daughters.

ACADEMIC IMPRESSIONS STAFF

Grace Royal

Program Manager, Academic Impressions

Grace Royal is a Program Manager for Academic Impressions, where she develops dynamic training programs. Grace joined Academic Impressions in 2016, after leading the development of training programs as the Academic Director for a Saudi Arabia-based educational organization. Prior to that, Grace was a university instructor and held teaching and leadership positions in universities in South Korea and Saudi Arabia. In the United States, she worked on the Colorado School of Mines campus in Golden, Colorado preparing international students for academic success. Grace holds a Master's in Curriculum and Instruction (adult learning) from the University of Colorado, Denver and is a credentialed master trainer. She earned a Bachelor's in Business Administration with a finance emphasis from the University of Colorado, Denver, as well. Her Academic Impressions' program focus is primarily on the topics of academic resource allocation, corporate engagement, and institutional planning and effectiveness.

LOCATION

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Hotel:

Westin Riverwalk

420 Market Street

San Antonio, TX 78205

210.224.6500

Room rate:

\$209 + tax

Room block dates:

The nights of October 1, 2 and 3, 2019.

Room block cutoff date:

September 10, 2019.

Reserve Your Room: Please call 210.224.6500 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants
recommend our trainings
to colleagues