Data Governance: A Seat at the Table

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Purdue University – West Lafayette

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Student, Actuarial Science and Applied Statistics

- Defining data governance
- Culture
- Leadership
- Support
- Pain points
- Opportunities

Non-Invasive Data Governance. Robert Seiner

Data Governance Overview

Staffing

- o Sarah Bauer, Institutional Data Governance Program Manager
- o Stephanie Dykhuizen, Content and Metadata Management
- o Kendal Kosta-Mikel, Academic College (and now in our department)
- o Four undergraduate students (3 working on Cookbook, 1 working on website)

Data Cookbook – most visible data governance component

Data Governance Committee leadership / participation

Visibility, Knowledge Sharing

- o Participation / leadership in campus committees
- o Big Ten Academic Alliance Data Governance committee

Data Governance History / Evolution

- New ERPs and reporting environments

- Data Cookbook

- SAP Transformation (FI, HR, Research)
  - Early days of data governance

- Transformative Education 2.0 (Student)
  - Data governance more mature

Case study – SAP Transformation, Metadata

- Early days of Data Cookbook
- Timing
  - Other initiatives
  - Grass roots support
  - Leadership support
- Process of conversion
  - Weekly meetings plus homework
  - Reviewing duplicated fields from current solution
  - Hired one student to assist in import creation and processing in Data Cookbook

Case study – new Student Data Warehouse

- New Student Data Warehouse being built
    - Seat at the table!
    - Metadata support from the start
    - Including metadata work into the project plan
    - Data Cookbook work
        - Undergraduate students!!

Student perspective

- Background, major
- Prior knowledge of data governance and metadata
- Data Cookbook
- Work/Team Environment
  - Definition/Spec Imports
  - Purdue Student Data Warehouse
  - Audit Tasks
- Future Opportunities
  - Data
  - Areas of Study

Metadata Management

Data Cookbook by the Numbers

2,100+ users with log-ins

4,700+ Definitions

600+ Specs (standard reports/dashboards)

Functional Areas

Administrative Operations	Institutional Research IR
Admissions	Instructional Activity
Alumni/University Development	Office of Experiential Education
BICC	Plant Maintenance
Bursar	Purdue Online
Capital Asset Management	Purdue University
Center for Career Opportunities (CCO)	Research (GM)
Ethics and Compliance (VPEC)	Slate Graduate
Finance	Space Administration
Financial Aid	Student
Graduate School	Student Life
Human Resources (HCM)	Student Success Programs
Institutional Assessment	Transact

What's Next – Data Cookbook

- More functional areas in Data Cookbook
  - Use of 'report a data quality issue'
  - Brightspace
  - Salesforce
  - Academic Proposal Process
  - Glossaries
    - Common Lexicon
    - Market Segmentation
    - Academic Proposal terminology
- Technical metadata
- More communication, sharing the value of metadata

And Data Governance has continued to evolve …

Data Governance Structure

IDA+A

CONTENT STEWARDS
Andrea Pluckebaum, IDA+A

DATA STEWARDS
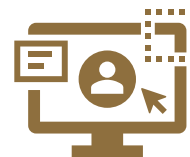Robert Oxender, IT-Purdue Systems Security

DATA QUALITY
Steve Lipps, EMAR

TRAINING & COMMUNICATION
Sarah Bauer, IDA+A & Cindy Moscrip, HR

USER EXPERIENCE
Zach Yater, BICC

Committees represent the West Lafayette campus only except for Data Stewards who represent the entire Purdue system

Supporting data governance

- Leadership changes happen
- Ongoing support to maintain and grow data governance
  - Undergraduates!
    - Opportunities for our students, future career
    - Tech savvy
    - Fresh perspective
    - Cost effective
  - Academic perspective / participation
  - Data community across campus
  - Partner offices
  - Part-time positions

Next...

- In addition to Data Cookbook growth…

- More collaboration among Data Governance Committees

- Website central location of:
  - Members
  - Goals
  - Projects and deliverables
  - Resources

- More organic communication around what the Data Governance committees are focused on. Updated talking points for all to use at standing meetings

A Seat at the Table(s)

- Be flexible, ready to pivot
- Stay connected
  - Campus
  - Profession
  - Technology
- Tell your story as often as possible, in different ways
- Recognize progress
- Always look for partners, champions and great students!

Questions / Feedback / Experiences

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