

Agile Data Governance series – Webinar **2** of **10**

# **2: Creating a Data Vision**



## Agile Data Governance – webinar series summary

3 <sup>rd</sup> Dec	<b>WS1: Introduction to Data Governance</b>	<ul style="list-style-type: none"><li>Define data governance and its importance in the context of cost savings.</li></ul>	<b>WS6: Scaling Data Governance Efforts</b>	<ul style="list-style-type: none"><li>Strategies for growing data governance initiatives.</li></ul>	21 <sup>st</sup> Jan
10 <sup>th</sup> Dec	<b>WS2: Creating a Data Vision</b>	<ul style="list-style-type: none"><li>Establishing a clear data vision aligned with institutional goals</li></ul>	<b>WS7: Common Pitfalls and How to Avoid Them</b>	<ul style="list-style-type: none"><li>Identifying and avoiding common mistakes in data governance.</li></ul>	28 <sup>th</sup> Jan
17 <sup>th</sup> Dec	<b>WS3: Developing a Data Strategy</b>	<ul style="list-style-type: none"><li>Formulating a data strategy that supports cost savings.</li></ul>	<b>WS8: Engaging Senior Management</b>	<ul style="list-style-type: none"><li>How to get buy-in from senior leadership.</li></ul>	4 <sup>th</sup> Feb
7 <sup>th</sup> Jan	<b>WS4: Data Governance Operating Model</b>	<ul style="list-style-type: none"><li>Exploring different models and frameworks for data governance.</li></ul>	<b>WS9: Tools for Data Governance</b>	<ul style="list-style-type: none"><li>Overview of tools that can support data governance.</li></ul>	11 <sup>th</sup> Feb
14 <sup>th</sup> Jan	<b>WS5: Starting Small with Data Governance</b>	<ul style="list-style-type: none"><li>Practical steps to initiate data governance on a small scale.</li></ul>	<b>WS10: Data Governance insights – what success looks like</b>	<ul style="list-style-type: none"><li>Data governance priorities and examples</li></ul>	18 <sup>th</sup> Feb



# Vision versus Strategy

## Data Vision

- Purpose: The data vision is a high-level, aspirational statement that outlines the future state of data within the institution. It describes what the institution aims to achieve with its data in the long term.
- Focus: It focuses on the “**why**” – why data is important and the role it will play in achieving the institution’s broader goals.
- Example: *“To become a data-driven institution where data is seamlessly integrated into decision-making processes to enhance student outcomes and operational efficiency.”*

## Data Strategy

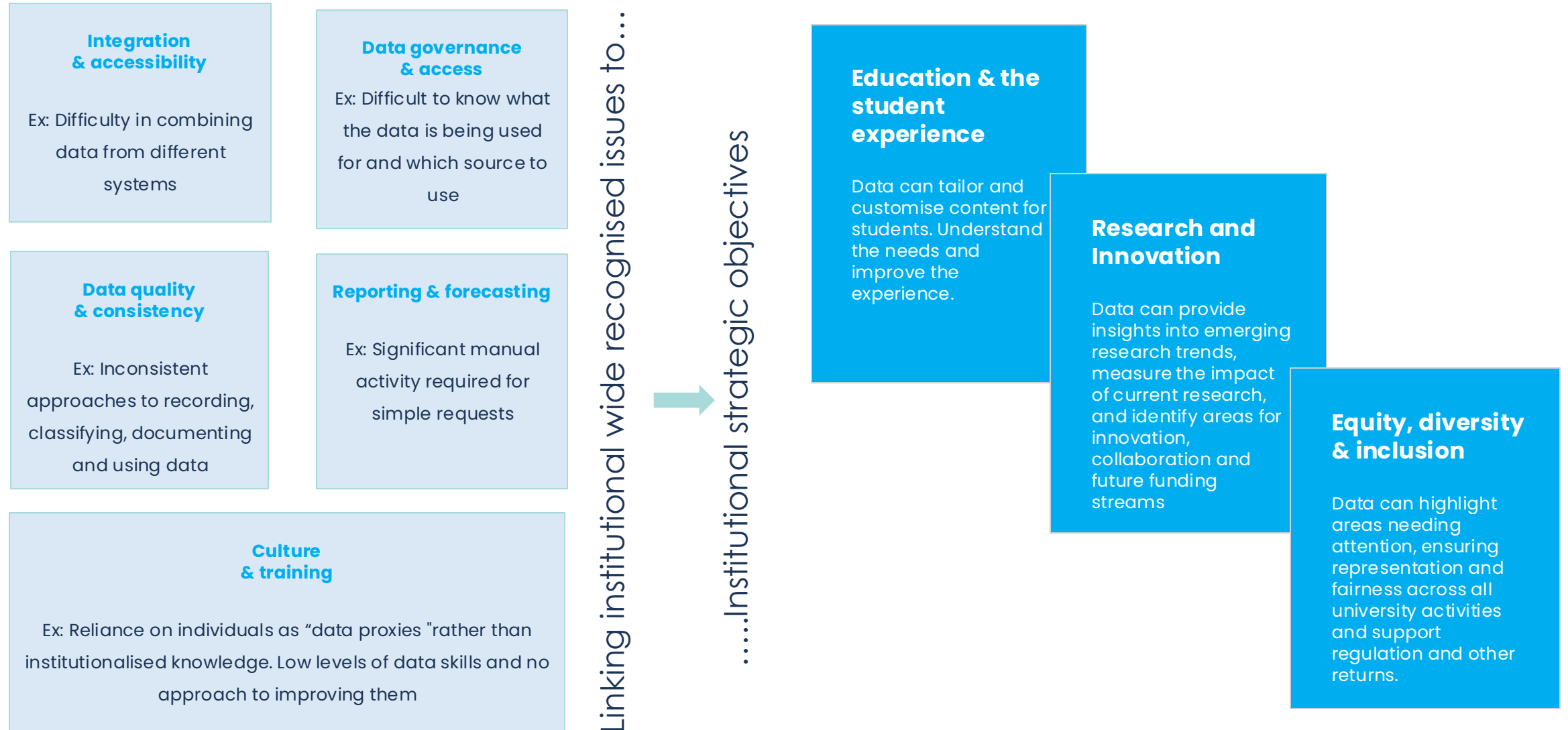
- Purpose: The data strategy is a comprehensive framework that outlines how an institution will manage and utilise its data assets. It encompasses policies, standards, and practices to ensure data is effectively governed, secure, and used to its full potential.
- Focus: It focuses on the “**what**” and “**how**” – what needs to be done to manage data effectively and how these actions will be implemented.

### Why Both Are Needed:

- **Data Vision**: Provides the aspirational goal and long-term direction for data within the institution.
  - **Data Strategy**: Offers a structured approach to managing data, ensuring that the institution's data assets are aligned with the vision and can be effectively used to achieve it.
- By distinguishing the data strategy as a framework rather than a roadmap, it emphasizes the importance of having robust systems and practices in place to support the data vision.



# Crafting a compelling data vision – the process





## Crafting a compelling data vision – the output

What **value** do we want to get from our data?

We want to see data as a tool for making smarter decisions, valuing insights from the past and future predictions.

You'd like to use AI tools, enhance student experiences, compare with other universities, and navigate regulations efficiently. You want **data to be quick, effective and impactful.**

What do we want our data **culture** to look like?

Utility in data use is key. We want everyone, from Professional Services to Academic faculties to be on the same page.

You'd like a culture where **everyone trusts the data and uses it to spark constructive conversations.**

Which **skills** will make using our data simple?

Continuous learning is crucial, so we believe in equipping staff with the latest data skills.

You want everyone to have both **the right data and the know-how to use it.**

What constitutes data **leadership**?

The university leadership group is ready to lead the data vision, almost like a **Data Chief.**

We want you to **identify and support data guardians** throughout the university, ensuring everyone **works together to a common goal.**



## Summary and quiz

### Vote 1:

- Do you feel there is a coherent / consistent view of the current data state and experience, **and** an aligned to-be data state that aligns to institutional strategic goals?

### Vote 2:

- Based on Vote 1, do you think part of your business case for agile data governance would include a data vision?

#### Data Vision

- Purpose: The data vision is a high-level, aspirational statement that outlines the future state of data within the institution. It describes what the institution aims to achieve with its data in the long term.
- Focus: It focuses on the “**why**” – why data is important and the role it will play in achieving the institution’s broader goals.
- Example: *“To become a data-driven institution where data is seamlessly integrated into decision-making processes to enhance student outcomes and operational efficiency.”*





## Agile Data Governance – What's next

3 <sup>rd</sup> Dec	<b>WS1: Introduction to Data Governance</b>	<ul style="list-style-type: none"><li>Define data governance and its importance in the context of cost savings.</li></ul>	<b>WS6: Scaling Data Governance Efforts</b>	<ul style="list-style-type: none"><li>Strategies for growing data governance initiatives.</li></ul>	21 <sup>st</sup> Jan
10 <sup>th</sup> Dec	<b>WS2: Creating a Data Vision</b>	<ul style="list-style-type: none"><li>Establishing a clear data vision aligned with institutional goals</li></ul>	<b>WS7: Common Pitfalls and How to Avoid Them</b>	<ul style="list-style-type: none"><li>Identifying and avoiding common mistakes in data governance.</li></ul>	28 <sup>th</sup> Jan
17 <sup>th</sup> Dec	<b>WS3: Developing a Data Strategy</b>	<ul style="list-style-type: none"><li>Formulating a data strategy that supports cost savings.</li></ul>	<b>WS8: Engaging Senior Management</b>	<ul style="list-style-type: none"><li>How to get buy-in from senior leadership.</li></ul>	4 <sup>th</sup> Feb
7 <sup>th</sup> Jan	<b>WS4: Data Governance Operating Model</b>	<ul style="list-style-type: none"><li>Exploring different models and frameworks for data governance.</li></ul>	<b>WS9: Tools for Data Governance</b>	<ul style="list-style-type: none"><li>Overview of tools that can support data governance.</li></ul>	11 <sup>th</sup> Feb
14 <sup>th</sup> Jan	<b>WS5: Starting Small with Data Governance</b>	<ul style="list-style-type: none"><li>Practical steps to initiate data governance on a small scale.</li></ul>	<b>WS10: Data Governance insights – what success looks like</b>	<ul style="list-style-type: none"><li>Data governance priorities and examples</li></ul>	18 <sup>th</sup> Feb



**Thank you**

connected.





## Suggested reading list

### Articles:

#### Existing

UUK Sept 24: Reducing Regulation

Connected: Sept 24: State of the sector

#### New

Connected: How we got here

Neils Lademark: Making DQ matter

### Books:

- **Navigating the Labyrinth**. Laura Sebastian-Coleman (DAMA). ISBN: 9781634623759. First printed 2019
- **Data Governance**: John Ladely. ISBN: 9780124158290. First printed 2012
- **Telling Your Data Story**: Scott Taylor. ISBN: 9781634628952. First Printed 2020
- **DMBOK: DAMA** International. ISBM 9781634622349. First printed 2017
- **The Butterfly Defect**: Ian Goldin & Mike Mariathasan. ISBN: 9780691154701. First printed 2014