



Using Data as a Strategic Asset

By Amber Ivey
Officer, Civil Justice Initiative
The Pew Charitable Trusts

April 12, 2018

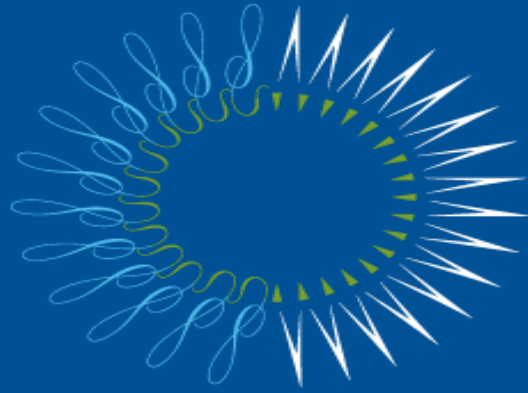
Sponsored by the NASCIO Data Management Working Group

Background: Amber Ivey Officer, Civil Justice Initiative

Amber Ivey is an officer at The Pew Charitable Trusts where she helps states expand access to justice through collaboration and technology. In her previous role she worked on a team that explored the many ways that states use data, focusing specifically on how data analyses are being used to help make policy and budget decisions to improve programs and services to citizens. Prior to Pew, Amber worked for Maryland StateStat—a performance-measurement and management office created by former Governor Martin O’Malley (D). She also analyzed agency data to improve state government performance at the Governor’s Office of Performance Improvement under Governor Larry Hogan (R).

Before joining the State of Maryland, Amber was a logistics manager for a Fortune 50 company where she used data to drive efficiency, productivity, and profits. She switched from private to the public sector to use her skills in service of government efficiency. She is currently obtaining her Juris Doctorate and is excited to serve at the intersection of data, technology, public policy, and law.





THE
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CHARITABLE TRUSTS

Using Data as a Strategic Asset

NASCIO Enterprise Architecture & Governance

April 12, 2018

Pew Charitable Trusts

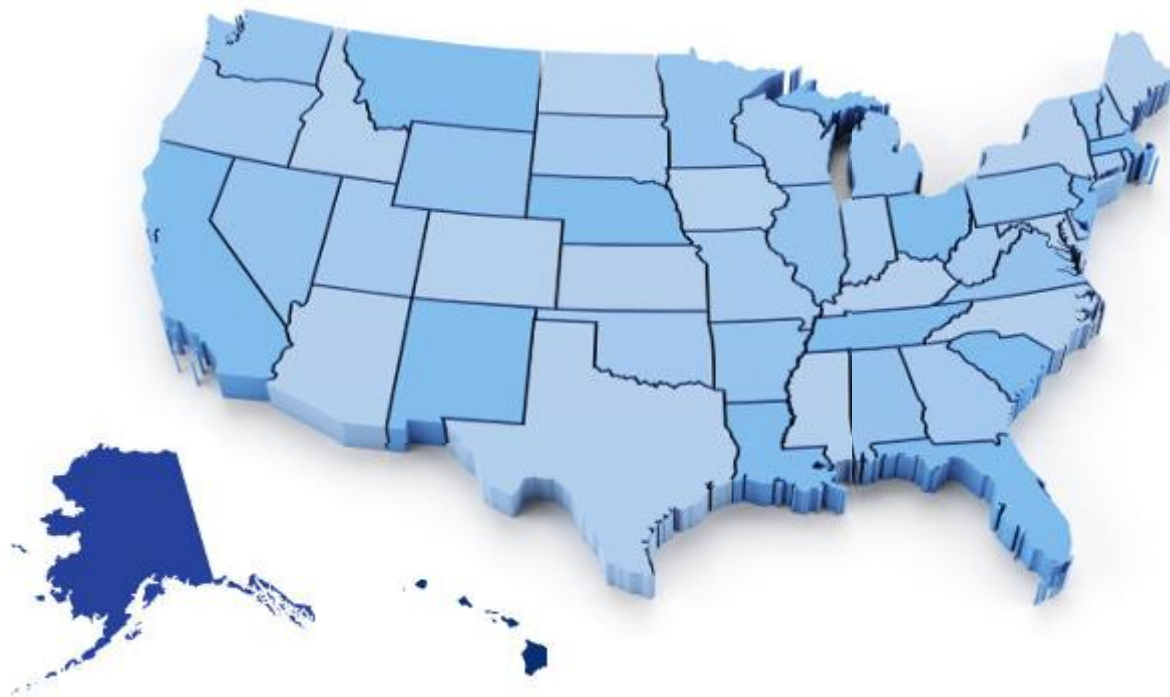


The Pew Charitable Trusts is driven by the power of knowledge to solve today's most challenging problems.

Pew applies a rigorous, analytical approach to improve public policy, inform the public and invigorate civic life.

Data as a Strategic Asset (DASA)

Initiative to increase knowledge of how data is being utilized in all 50 states and the District of Columbia.



A report from  THE PEW CHARITABLE TRUSTS

| Feb 2018



How States Use Data to Inform Decisions

A national review of the use of administrative data to improve state decision-making



www.pewtrusts.org/strategic-data

*“Data’s an untapped resource,
like having a bunch of oil or gold
in your land.”*

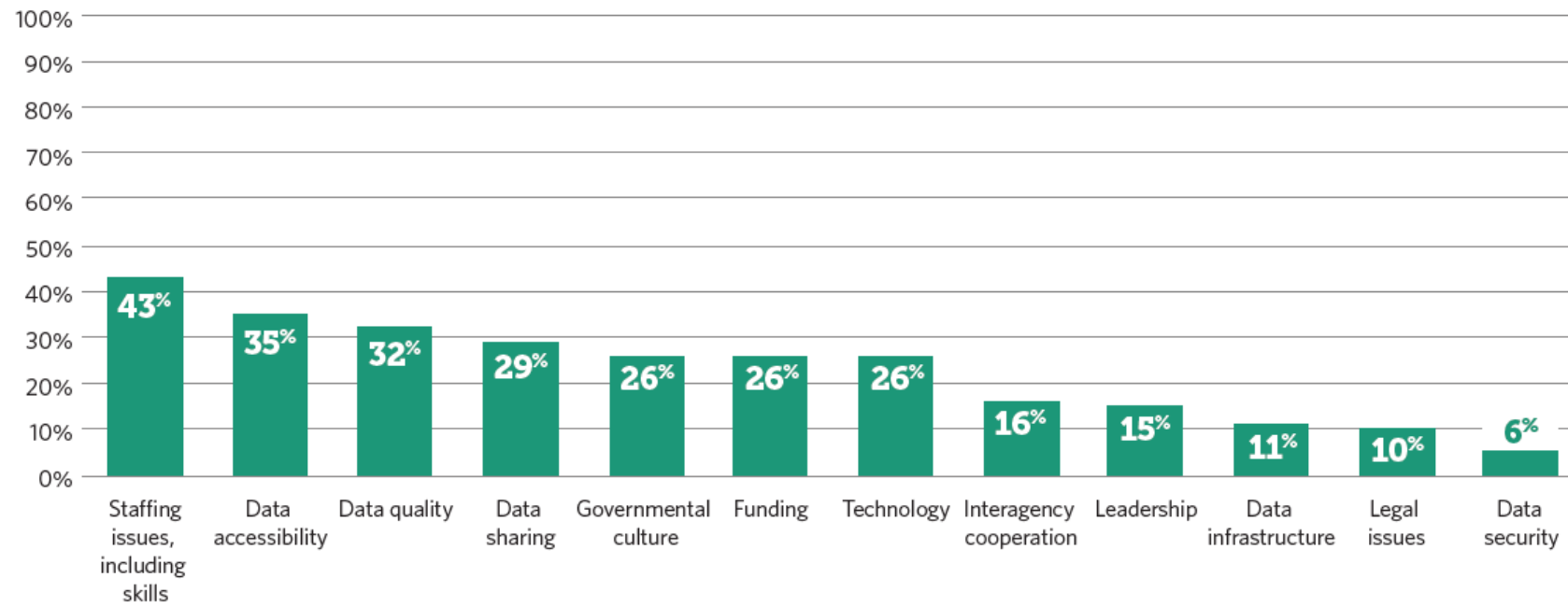
– Robert Manuel, Louisiana’s chief data officer, in a May 2016 Pew interview

4 strategic ways states use data for decision-making

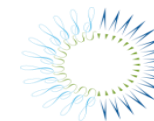
- Craft policy responses to complex problems
- Improve service delivery
- Manage existing resources
- Examine policy and program effectiveness

Factors Posing Challenges to State Data Work

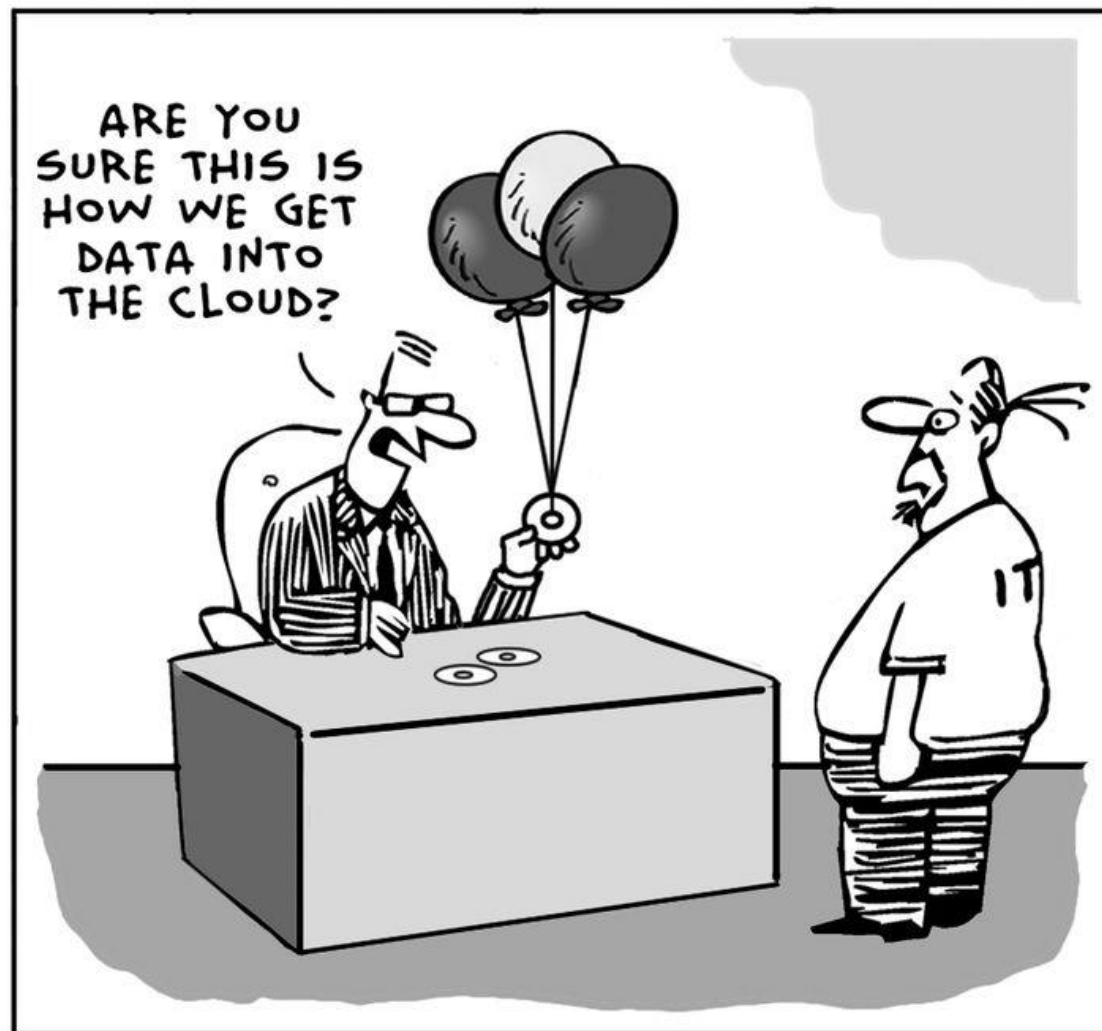
State officials cite staffing issues as the greatest obstacle



Staffing



Data Accessibility



Data Quality



"I'm sorry, I assumed cookie analysis was tech-speak for bake-off." #betterdata

Data Sharing

BRAND CAMP

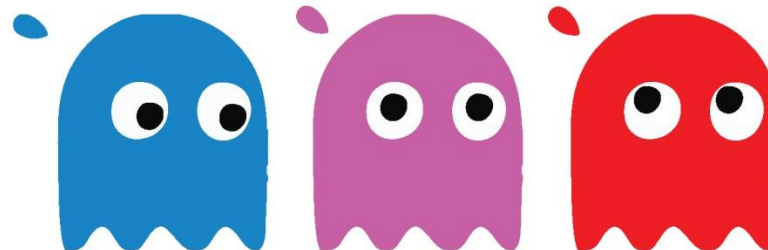
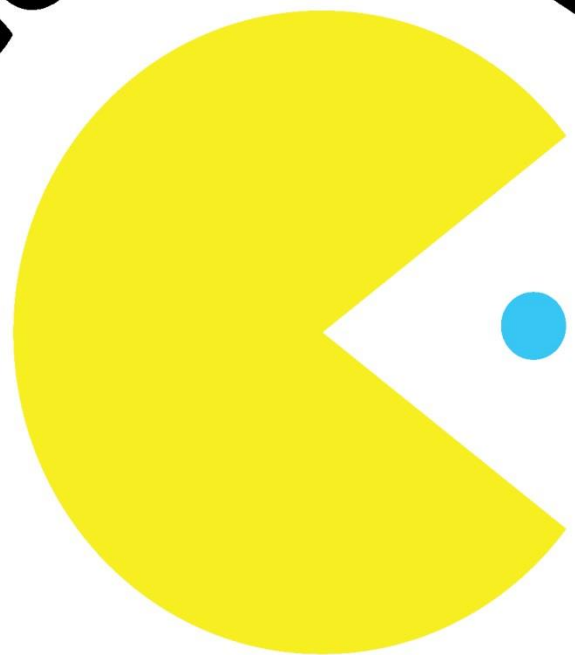
by Tom Fishburne



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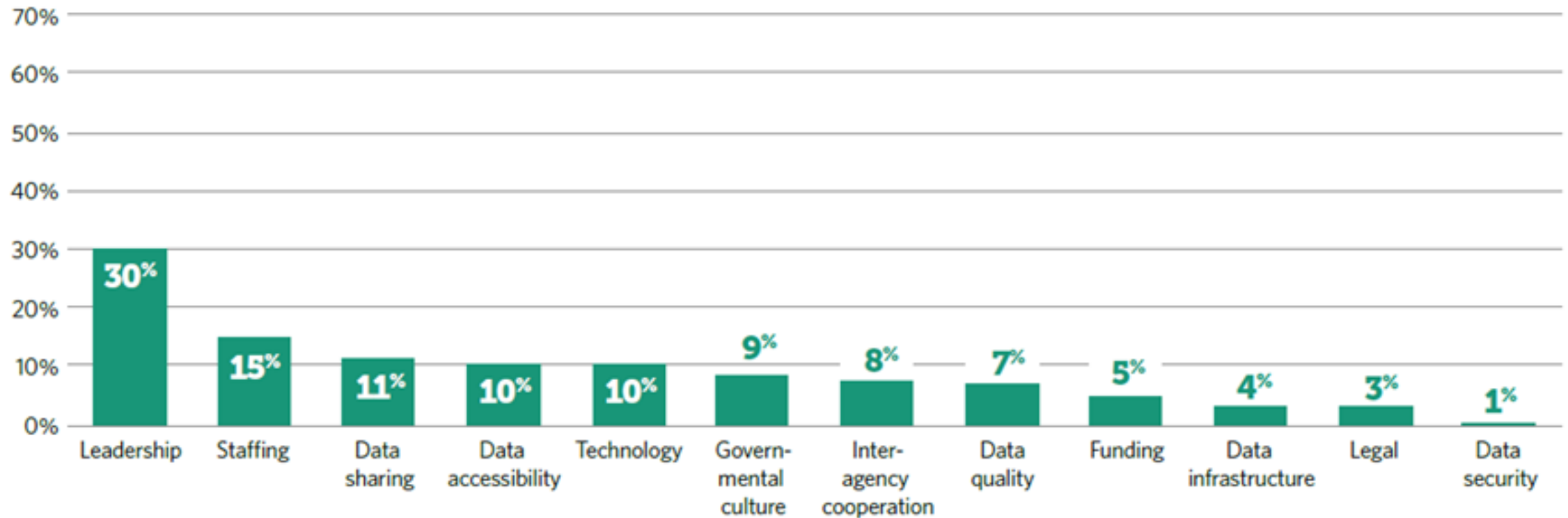
CULTURE!



STRATEGY!!!

Supporting Factors in State Data Work

State officials cite leadership as the greatest support to analyzing data for decision-making



5 key actions to promote data-driven decision-making



Plan



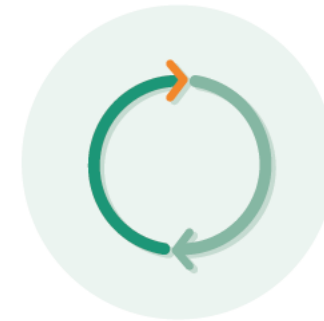
Build Capacity



Share



Analyze



Sustain



Plan

Plan ahead by setting up guiding goals and structures



- Data strategy
- Develop data governance
- Take stock of systems



Build Capacity

Build the capacity of stakeholders to effectively use data



- Hire skilled staff
- Leverage partnerships
- Dedicate funding



Share

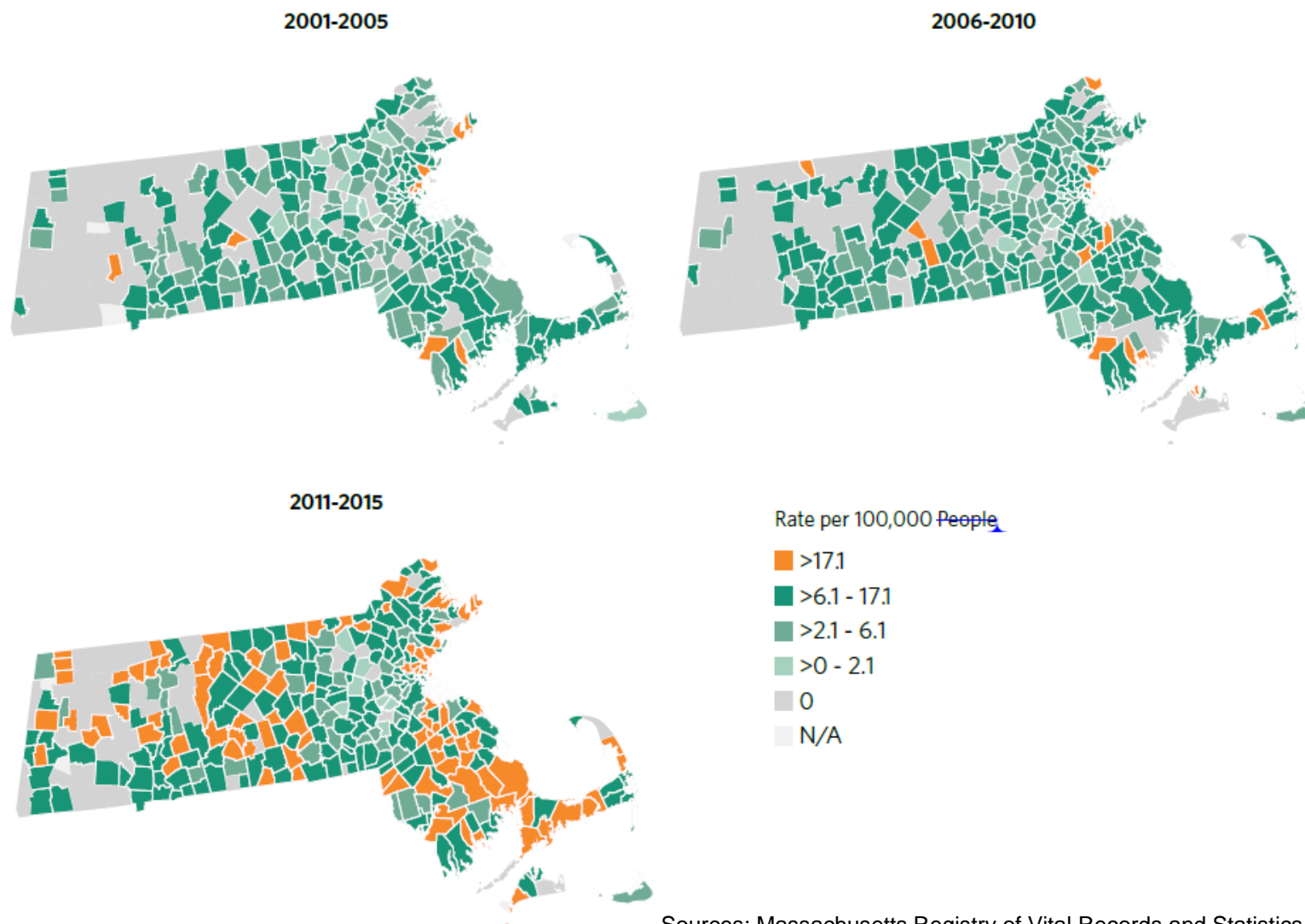
Ensure that quality data can be accessed and used by stakeholders



- Improve data quality and access
- Develop enterprise view of data
- Establish data sharing agreements

Average Annual Opioid-Related Death Rate in Massachusetts

Per 100,000 residents



Sources: Massachusetts Registry of Vital Records and Statistics, Massachusetts Department of Public Health



Analyze

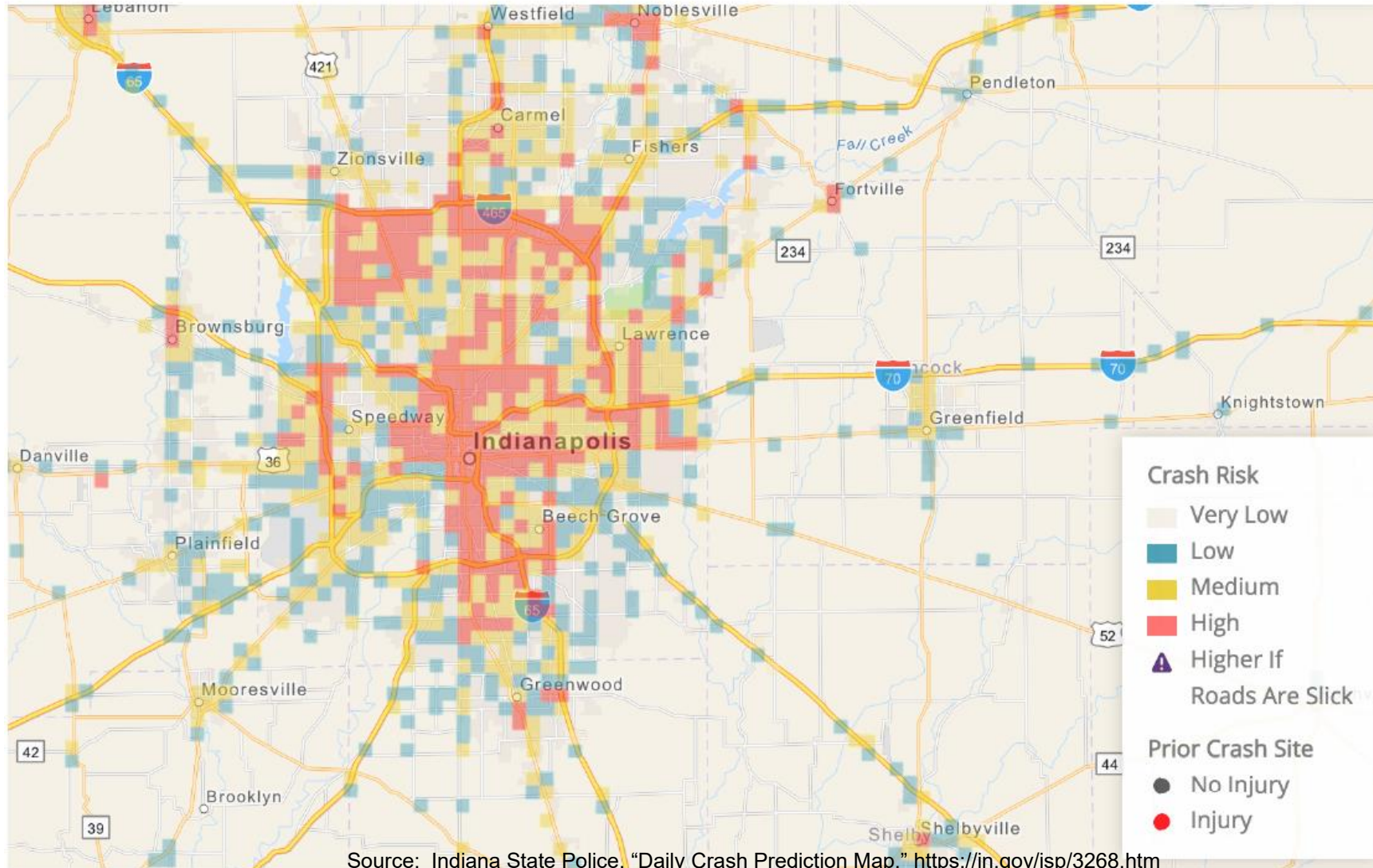
Analyze data to create meaningful information



- Analyze data to extract information
- Visualize data
- Use findings to make decisions

Indiana Crash Risk Map

Interactive platform predicts automobile crash risks on roads



Source: Indiana State Police, "Daily Crash Prediction Map," <https://in.gov/isp/3268.htm>



Sustain

Sustain support for continued data efforts



- Enhance leader's commitment
- Enact legislation
- Culture



Source: R. Wade/Texas Water Development Board

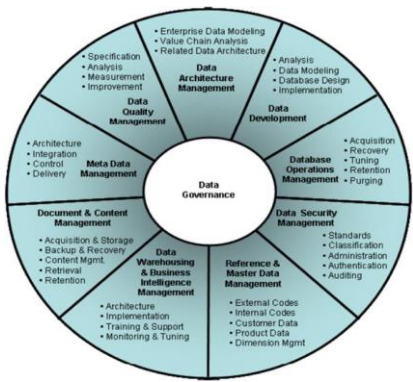
Any Questions???



Thank you!

Amber Ivey

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DAMA International DMBOK

Additional Ideas for Webinars related to Data Management?

Contact Eric Sweden at esweden@nascio.org

Thank you for attending!