



Aspires to data excellence in the administration and support of teaching, learning, research, community action and university operations.

THE DATA OBJECTIVE

Improve organizational decision-making and excellence through a laser focus on **data fluency**, **governance** and **management** across the entire W&M University.

Manage data as an Asset in a way that empowers W&M faculty and staff **to use data** in increasingly **effective**, **efficient**, and **ethical** ways.

The Approach

Join together stakeholders from diverse data silos in an ongoing process to ensure high quality data is available to make data-informed decisions for the entire W&M community, at all levels.

Operationalize Data Self-service and enable advanced data technologies and capabilities (Analytics, External Data, ML and AI) and share learnings.

Benefits

An empowered W&M community who are comfortable asking data-related questions because they know

What data mean ?

How to access data ?

How data should be used ?

Data Governance

is making sure that information is properly managed
[*The Business Rules*]

Whole W&M Focus

Data Management

is managing data to achieve goals
[*The Technical Approach*]

IT Focus +

University Offices with local applications & Excel



Data Principles

1. Data is a sustainable W&M asset.
2. Data quality and informed usage is the responsibility of W&M Faculty, Staff and Students.
3. Data is secured and used in legal and ethical ways; privacy is respected.
4. Data is defined collaboratively by data stewards/owners with best usage.
5. Data is timely and is readily available.
6. Data flow is actively managed and communicated.
7. Data curiosity and skills are everyone's responsibility; W&M supports data learning.
8. Data is understood and used in context.
9. Decisions are made on quality data. (Accurate, Completeness, Consistency, Integrity, Timeliness, Reasonability)
10. W&M community has shared quality data to do their best work.