

Data Governance Coordinating Committee  
Meeting Notes

**November 22, 2016**

Present: Susannah Livingood, Carl Grant, Chris Kennedy, Terri Pinkston, Dan Shuart, Erin Wolfe, Tim Marley, Joey Albin

1. Review of prior meeting notes

Meeting notes were approved with no changes from draft circulated.

2. DRRG item(s) needing evaluation

Chris indicated no items were ready for DGCC evaluation at that time. He did note that documentation of the internal HR reporting project would be available soon for DGCC's review/information.

Susannah reported that a copy of the final DubLabs proposal (DRRG Request #10), approved at the 10/25/16 DGCC meeting, has been posted on the DGCC website on the Requests and Project Proposals page.

3. Update on communications/publicity plan

Carl provided the group with a proposed publicity plan (see attached), to address concerns about data governance visibility on campus. The plan helps define DGCC's audience as deans/executives, IT committees (using the ITC list), and administrators.

During discussion about the proposed plan the following suggestions were made:

- Either have an information table or give a presentation at the upcoming Academic Technology Expo (ATE)
- Make better use of social media, including creating an official hashtag: #OUDataGov
- Offer to speak with OU groups and committees in an advisory role
- Opt-in email communication, or maybe website announcements instead to ease email fatigue
- Cross-linking OU organizational websites with the DGCC website

- Maintain feedback and metrics channels

As a result of the discussion, the following action items were assigned:

- Carl will see if DGCC can get a session at next ATE.
- Carl will work on registering #OUDataGov.
- Susannah will check past meeting notes to see where we left off on metrics discussion, get back on future agenda.

#### 4. Minerva demo

Susannah provided a demonstration of the fully live Minerva reporting site ([minerva.ou.edu](http://minerva.ou.edu)). At that moment, content is focused on student/course data, but it will eventually include faculty/staff reports as well. Reports are currently read only, and site visitors are not able to create their own reports at this time. OU employees interested in using the site should send an email requesting access to [irr@ou.edu](mailto:irr@ou.edu), making sure to include their OU NetID. The site is powered by SAS Visual Analytics, so it is an interactive data visualization tool. IRR hopes to eventually grant limited access to select users that would allow them to create their own reports, but that is still in a future phase.

#### 5. Other items

No other items were discussed.

# OU Data Governance Committee

## Promotion Campaign Plan for Data Governance Committee

November 22, 2016

By Carl Grant / Chelsea Julian @ OU Libraries

### 1. **Articulate the vision or goal of the committee.**

Available on our website:

<http://www.ou.edu/datagovernance.html>

and in our Charter located here:

<http://www.ou.edu/content/datagovernance/minutes.html>

### 2. **Who is our audience?** (Prioritize specific colleges/departments or faculty to start marketing to—when we've made gains with that audience then begin focusing on your next targets)

- a. Deans of Colleges and Campus Administrators (frequently the ones requesting the reports and/or usage of the data). **DONE**
- b. The IT committees listed on the ITC website (<http://ou.edu/itc>) Most listed there have an email contact. **Partially Done**. (More work to be done here – see below).
- c. Others???

### 3. **Spreading the word / going forward.**

- a. Put an info card in the packet for the upcoming Academic Tech Expo? Maybe do a session?
- b. Broadcast out to social media regular updates? Need to establish a hash tag to use.
- c. Can we send reps to speak at committee meetings?
- d. Email DG updates (at least quarterly) or do they have regular email or newsletter distributions to committee members and if so, can we do a piece for them?
- e. Do those groups have other platforms where they can share our messages and/or crosslink to our website?
- f. Can we readily share resources, best practices and emphasize how this will help them?
- g. Get regular feedback. Then be sure we address their concerns.
- h. Overall, we need repetition and consistency.