



Data Management & Analytics Community

# Demystifying and Uplifting Data Governance in Government

TRAINING

Adopting a Proactive Approach that  
Enables Modernization and User-Centric  
Initiatives



Facilitated by  
**STEPHANIE DELGADO**  
CEO & Chief Data Officer  
DataCents Analytics, LLC

Online  
Tuesday, November 28 &  
Wednesday, November 29, 2023



PUBLIC  
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## Overview

As public sector agencies become increasingly data-driven the need for effective data governance is more important than ever before. With data informing policy, fueling AI initiatives and shaping digital customer service; it is essential that your data governance programs are fit-for-purpose.

Although the importance for effective data governance is well recognized, initiative often falls short.

Organizations often make three key mistakes: attempting to tackle every data issue simultaneously, failing to grant anyone accountability, and not clearly defining roles and responsibilities

This online training course will provide you with insights to establish data governance programs that align with strategic goals. It explore strategies to operationalize and embed data governance. It will explore key artefacts and roles and responsibilities. In addition, it will enable you to discern your current maturity level and outline steps to modernize your systems. This course will take a simple approach that leads to improved data practices, data-driven decision-making, and, ultimately, enhanced public service delivery.

## Who Should Attend

- **Heads of, Directors, Managers, Leads, Analysts of Data Governance**
- **Heads of, Directors, Managers, Leads, Analysts of Information Management**
- **Heads of, Directors, Managers, Leads, Analysts of Data Management**

## Learning Outcomes

- **Understanding the Data Management and Data Governance Principles**
- **Assess the Data Governance Maturity of Your Organization** and Strategies to Close the Gaps
- **Learning the Importance of the Roles and Responsibilities** from Data Users, to Data Stewards and Data Custodians
- **Gain insights** that will enable you to optimize data governance for business transformation

## Why Attend

- **Gain insights** that will enable you to Change Behaviors and Practices to Modernize Data Governance in Your Organization
- **A bespoke, interactive program** designed specifically to fix the data governance problems facing the public sector
- **Learn from pioneering leaders** of information management and data governance
- **Build knowledge on how to optimize your data** to drive modernization, transformation and user-centricity
- Apply your learning to **build and implement a Data Governance Roadmap**

## Meet Your Facilitator



Facilitated by  
**STEPHANIE DELGADO**  
CEO & Chief Data Officer  
DataCents Analytics, LLC

**Stephanie Delgado** is an applied economist with over 15 years' experience in state and local government environments, working on operations optimization and digital transformation with budgeting, strategic planning, procurement, public safety, economic development, power utilities, K-12 and higher education environments.

Specializing in data strategy, data valuation, impact estimation and applications of both public and private sector data, Stephanie is a leader in creating value centers from what is usually seen as a liability and a cost center – an organization's data. She has a keen talent for maximizing the value that data can bring to an organization, and she leverages these skills to help organizations manage and govern these assets confidently.

She is the Founder of DataCents Analytics, LLC, as well as a Professor of Data Science for Impact Measurement at Lynn University, Preceptor for Data Initiatives at the Watson Institute, an Advisory Board member of AtliQ, a Thought Leadership Partner with Public Sector Network, and a Contributor to Forbes Ignite.

## Preparation

**This course is highly interactive with group activities and discussions throughout. Come prepared current data governance and information management challenges you are facing in your organization.**

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

## Registration

| Extra Early Bird                     | Early Bird                         | Standard Price   |
|--------------------------------------|------------------------------------|------------------|
| Register by<br>September 15,<br>2023 | Register by<br>October 20,<br>2023 |                  |
| <b>\$595 USD</b>                     | <b>\$750 USD</b>                   | <b>\$895 USD</b> |

**CLICK HERE TO REGISTER** 

Additional discounts are available for group registrations of 10 or more.

For group discount inquiries, payment inquiries or custom training solutions please contact [register@publicsectornetwork.co](mailto:register@publicsectornetwork.co)

## Module One – Understanding Data Governance

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**10:30am PSN Welcome & Round Table Introductions**

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**10:35am Training Overview, Objectives and Outcomes**

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**10:50am Demystifying Data Governance: What it is and Why it Matters**

- Understanding the importance of data governance in government organizations
  - What is the benchmark of 'good' data governance
  - The long term implications and immediate impact of inadequate governance
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**11:20am Delving into the Why of Data Governance and Applying this to Support a Business Case**

- The practical and measurable impact of good governance
  - Translating the consequences of bad governance to business leaders
  - Building a business case
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**11:50am Unpacking your Data and the Data Lifecycle: What Data Needs to be Governed**

- Identifying the stages of the data lifecycle
  - Understanding the different approaches to governance at each stage
  - How does this apply to your own organizations
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**12:20pm Lunch Break**

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## Module Two – Data Governance Components

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**12:50pm A Roadmap to Effective Meta Data Management and Making it the Norm**

- How to best define meta data and are we on the same page?
  - Best practice on meta data capture and representation
  - Addressing the operational challenges of capturing meta data and strategies to overcome them
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**1:20pm Framing your Data to Drive Better Organizational Outcomes**

- Understanding Data Lineage: Map your Data Journey through your IT Systems
  - Best Practices to create Data Catalogues, Data Libraries and other usable assets
  - How to Improve Data Usability to deliver better outcomes for your organization; from data sharing, privacy, digital transformation for greater user outcomes
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**1:50pm Improving Data Access, Security and Quality for Modernization**

- Discussing key criteria and factors that impact data quality
  - Best practices to improve data quality across the organization
  - Addressing the Data Security and Access
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**2:20pm Closing Remarks from the Trainer**

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## Module Three - Data Ownership and Products

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**10:30am** Welcome and Recap

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**10:45am** **Who should own Data Governance: Roles and Organizational Structures**

- Who is best placed to own data governance: Discussing the pros and cons
  - Understanding with different structures
  - How to Identify the best approach for your organization
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**11:15am** **Data as a Product and Data in Data Lakes: Optimizing your Data for your Organization**

- How to optimize the utility and usability of your data
  - What is Data-as-a-Product and its role in government
  - Setting up and optimizing your data lakes for your organization
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**12:15pm** Lunch Break

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## Module Four - Implementing Data Governance

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**12:45pm** **Assessing your Data Governance Maturity**

- Understanding the data maturity scale; key factors and influences
  - How to measure data governance maturity in your own organization
  - Discussing strategies to close the gaps
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**1:25pm** **Creating and Implementing a Data Governance Roadmap**

- Closing the Gaps and Optimizing your strengths
  - Building a Business Case
  - Embedding effective practices and changing behaviors
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**2:20pm** Summary and Closing Notes from the Trainer

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**2:30pm** **End of Day 2 and Training Close**

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