Using Data as a Strategic Asset

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Sponsored by the NASCIO Data Management Working Group
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.
Using Data as a Strategic Asset
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.
“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 issues, including skills: 43%
- Data accessibility: 35%
- Data quality: 32%
- Data sharing: 29%
- Governmental culture: 26%
- Funding: 26%
- Technology: 26%
- Interagency cooperation: 16%
- Leadership: 15%
- Data infrastructure: 11%
- Legal issues: 10%
- Data security: 6%
The GOOD news is that we’ve had very few staffing issues recently.

The BAD news is that it’s because we’ve got no staff!
"I'm sorry, I assumed cookie analysis was tech-speak for bake-off." #betterdata
Data Sharing

BRAND CAMP

SILO FARMING

NOPE, FREE RANGE WON'T WORK. THEY'RE HAPPIER IN SEPARATE PENS WHERE THEY CAN BLAME EACH OTHER WHEN THINGS GO WRONG

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Culture

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 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

Sustain support for continued data efforts

- Enhance leader’s commitment
- Enact legislation
- Culture
Any Questions???
Thank you!

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Additional Ideas for Webinars related to Data Management?

Contact Eric Sweden at esweden@nascio.org

Thank you for attending!