

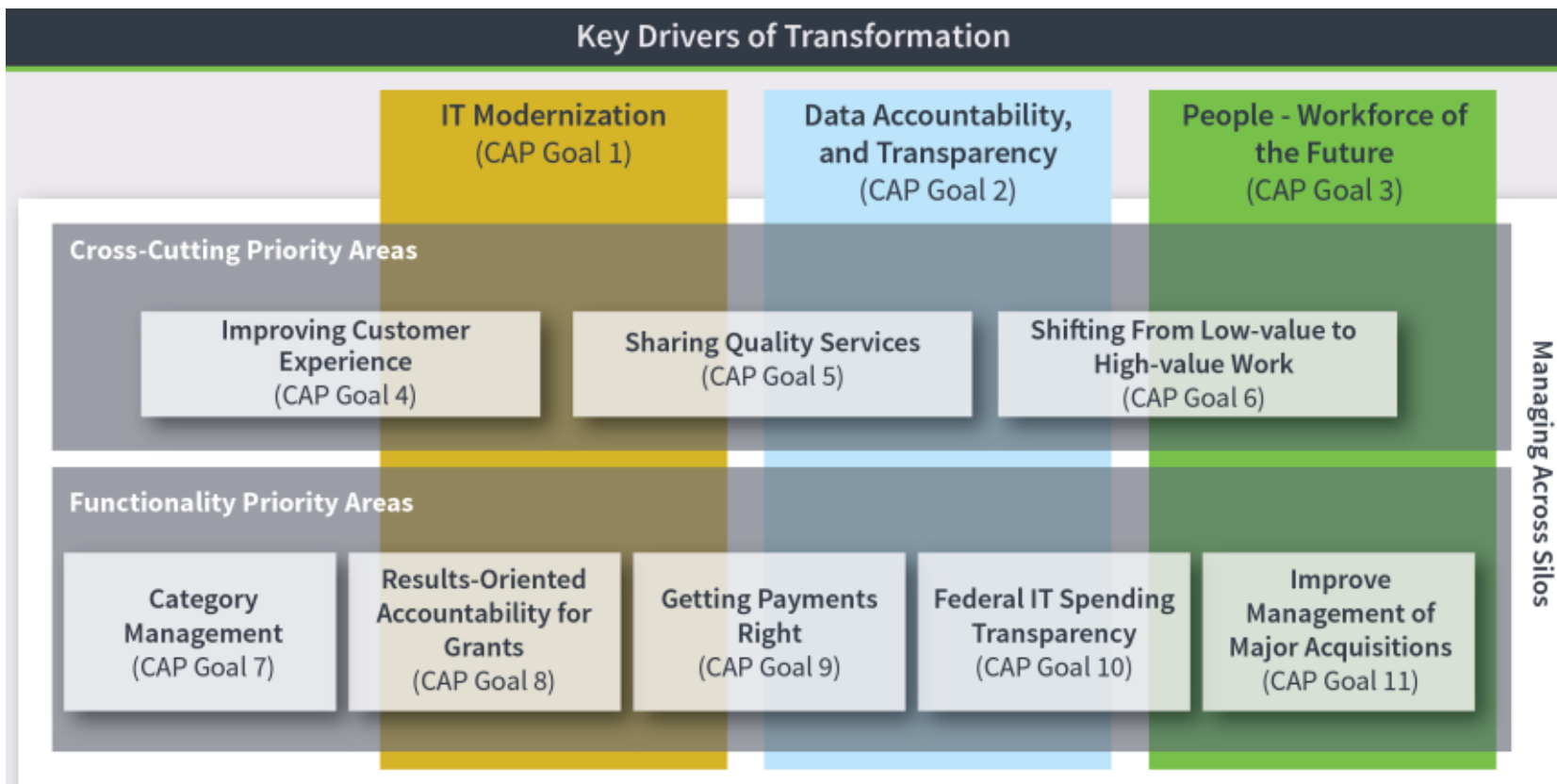


Leveraging Data as a Strategic Asset

Shelly Wilkie Martinez, OMB
October 24, 2018



President's Management Agenda Cross-Agency Priority Goals





Leverage Data as a Strategic Asset

to grow the economy, increase the effectiveness of the Federal Government, facilitate oversight, and promote transparency.





Executive Leadership

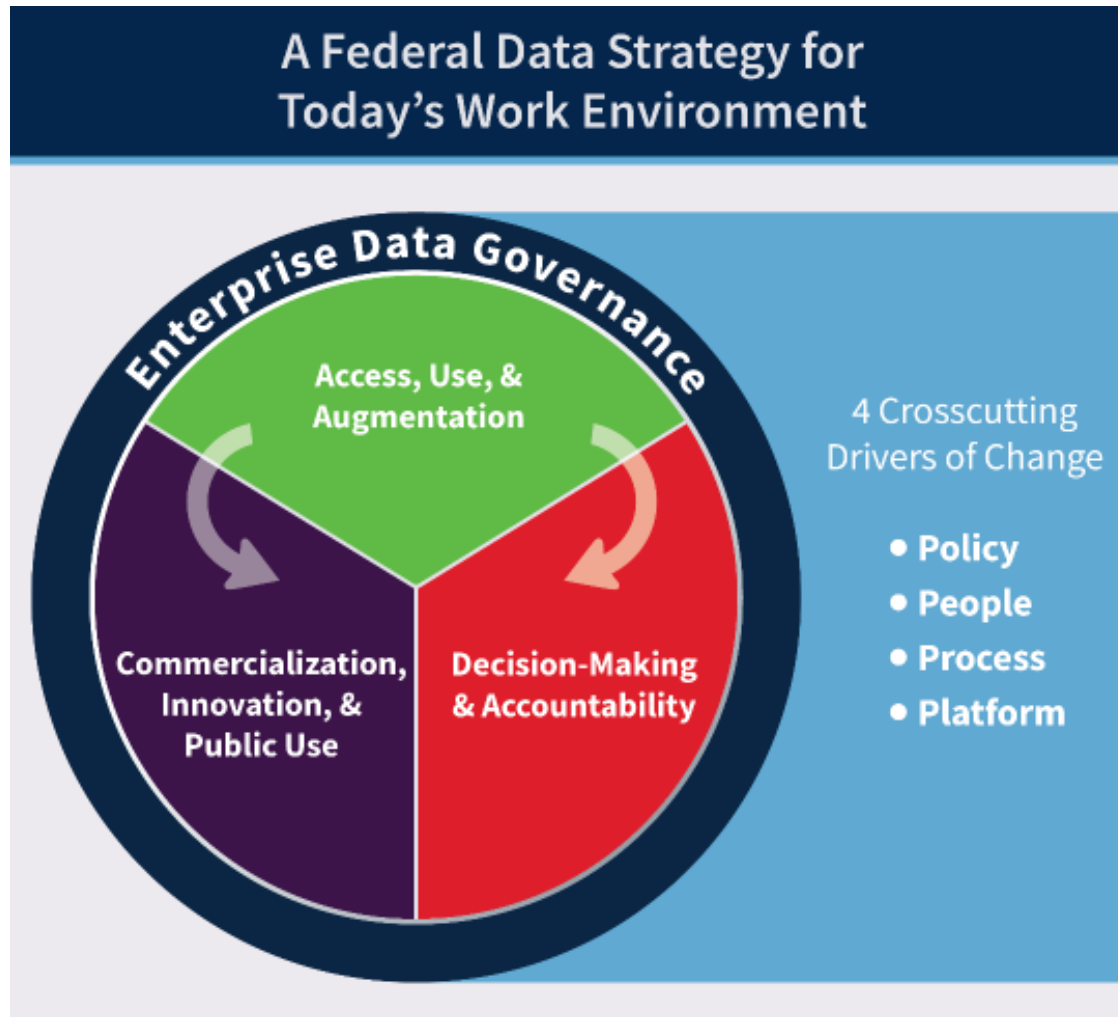
- Department of Commerce Under Secretary for Economic Affairs, performing as Deputy Secretary
- U.S. Small Business Administration
- Federal Chief Information Officer of the United States
- Chief Statistician of the United States
- White House Office of Science and Technology Policy





Leveraging Data Strategic Areas

Achievement of the goal will leverage four high-level areas, supported by four cross-cutting drivers of change.





**Breaking Down Silos to Bring in Expertise
Across Government**

**Engaging Stakeholders Throughout the
Development of the Strategy**

**Working Iteratively to Incorporate
Feedback Along the Way**





Federal Data Strategy Development: Principles, Practices, and Action Plan

WORK STREAM 1



July 2018

- Draft Principles
- Call for Best Practices



October 2018

- Principles
- Draft Practices



January 2019

- Federal Data Strategy (Principles and Practices)
- Draft Year 1 Action Plan



April 2019

- Year 1 Action Plan



The Data Incubator Project: Use Cases and Playbook

WORK STREAM 2



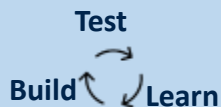
July 2018

- Call for Use Cases



October 2018

- Use Case List



January 2019

Incubation of Selected Use Cases



April 2019

- Data Incubator Playbook





The Federal Data Strategy



Principles

Timeless, enduring guide for agencies



Practices

Aspirational goals for a 5- to 10-year horizon to further the principles



Action Steps

Agency activities chosen to implement the practices in any given year





For additional information and ways to engage follow updates on strategy.data.gov

Federal Data Strategy Development

WORK STREAM 1



October 2018

- Principles
- Draft Practices

- ✓ Investigated data best practices from governments, academia, and the private sector
- ✓ **Developed Principles and Draft Practices** for October publication on strategy.data.gov

- ✓ **Established Multi-Agency Working Groups and Incubator Team** published on strategy.data.gov/team
- ✓ **Hosted first Federal Data Strategy Federal Forum** w/ ~45 thought leaders representing multiple agencies, bureaus, and levels of government
- ✓ **Presented the FY18Q2 calls for feedback** to 5 interagency councils, the State Chief Data Officer Network and 5 conferences

The Data Incubator Project

WORK STREAM 2



October 2018

- Use Case List

- ✓ Evaluated 186 use case examples submitted by governments, academia, and the private sector
- ✓ **Developed a Use Case List and Incubator Process** for October publication on strategy.data.gov





Principles for the Federal Data Strategy

Mission Statement: The mission of the Federal Data Strategy is to fully leverage the value of federal data for mission, service, and the public good by guiding the Federal Government in practicing ethical governance, conscious design, and learning culture.

Ethical Governance

- Uphold Ethics
- Exercise Responsibility
- Promote Transparency

Conscious Design

- Ensure Relevance
- Harness Existing Data
- Anticipate Future Uses
- Demonstrate Responsiveness

Learning Culture

- Invest in Learning
- Develop Data Leaders
- Practice Accountability





Draft Practices for the Federal Data Strategy



Objectives

- Govern and Manage Data as a Strategic Asset**
- Protect and Secure Data**
- Promote Efficient Use of Data Assets**
- Build a Culture that Values Data as an Asset**
- Honor Stakeholder Input and Leverage Partners**





The Data Incubator Project



Use Case List

The Data Incubator Project will gather and publicly share use case examples of how data can be leveraged as a strategic asset to achieve agency mission and public interest.





An official website of the United States government. [Here's how you know.](#)

Federal Data Strategy

[About](#) [Strategy](#) [Incubator](#) [Team](#) [Feedback](#)



What is the Federal Data Strategy?

The use of data is transforming the world. The way the Federal Government provides, maintains, and uses data has a unique place in society and maintaining trust in federal data is pivotal to a democratic process. The Federal Government needs a coordinated and integrated approach to using data to deliver on mission, serve the public, and steward resources while respecting privacy and confidentiality.

The Federal Data Strategy will define Principles, Practices, and a Year 1 Action Plan to deliver a more consistent approach to federal data stewardship, use, and access. The Federal Data Strategy development team will also test solutions and assumptions along the way with the Data Incubator Project, which will help identify priority use cases and methods that should be replicated or scaled.

The four Federal Data Strategy areas for exploration





Submit Comments to Federal Register or at strategy.data.gov until November 16

Public Forum at Bipartisan Policy Center November 8





Get Involved

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- Submit comments
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