HOW TO COMMUNICATE THE VALUE OF DATA

DATA IS FOR EVERYONE:

COLLABORATION AND INVOLVEMENT AT ALL LEVELS IN THE ORGANIZATION IS KEY TO SUCCESS.

"Advocate for the use of data throughout each state agency and facilitate data-informed decision-making in all agencies." Oregon's Data Strategic Plan – Data Practices https://www.oregon.gov/das/OSCIO/Pages/DataStrategy.aspx#principles

- Goal is to collect relevant and accurate data as well as understand what it means so that we can act on it.
- Data can help us understand performance, solve problems, and make more confident and better decisions. For example, data can tell us:
    - What has happened in the past?
        - What has gone well?
        - Would could have been done better?
    - What needs to happen in the future?
        - How can we learn from the past?
        - Where do we need to allocate resources?
    - What has been a challenge and needs attention?
    - How can we measure success?
    - How can we make better recommendations?
- Data can be used to identify trends to help predict what could happen in the future so you can be more proactive about work and problems.
- Data can save money
    - Having a better understanding of data can help guide decisions that are more cost effective and just as efficient.

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