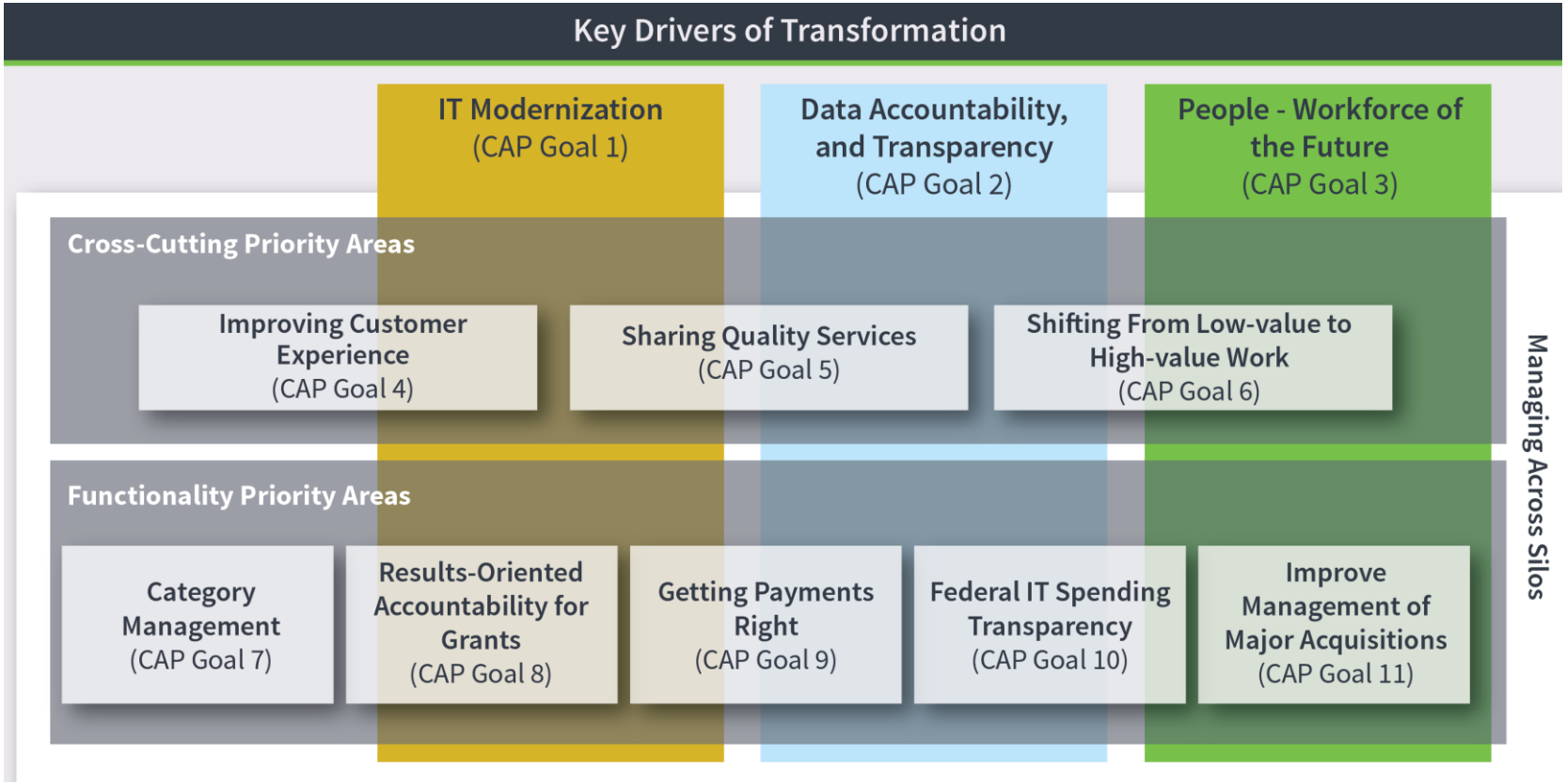
Leveraging Data as a Strategic Asset

Shelly Wilkie Martinez, OMB

October 24, 2018

President's Management Agenda Cross-Agency Priority Goals



Leverage Data as a Strategic Asset

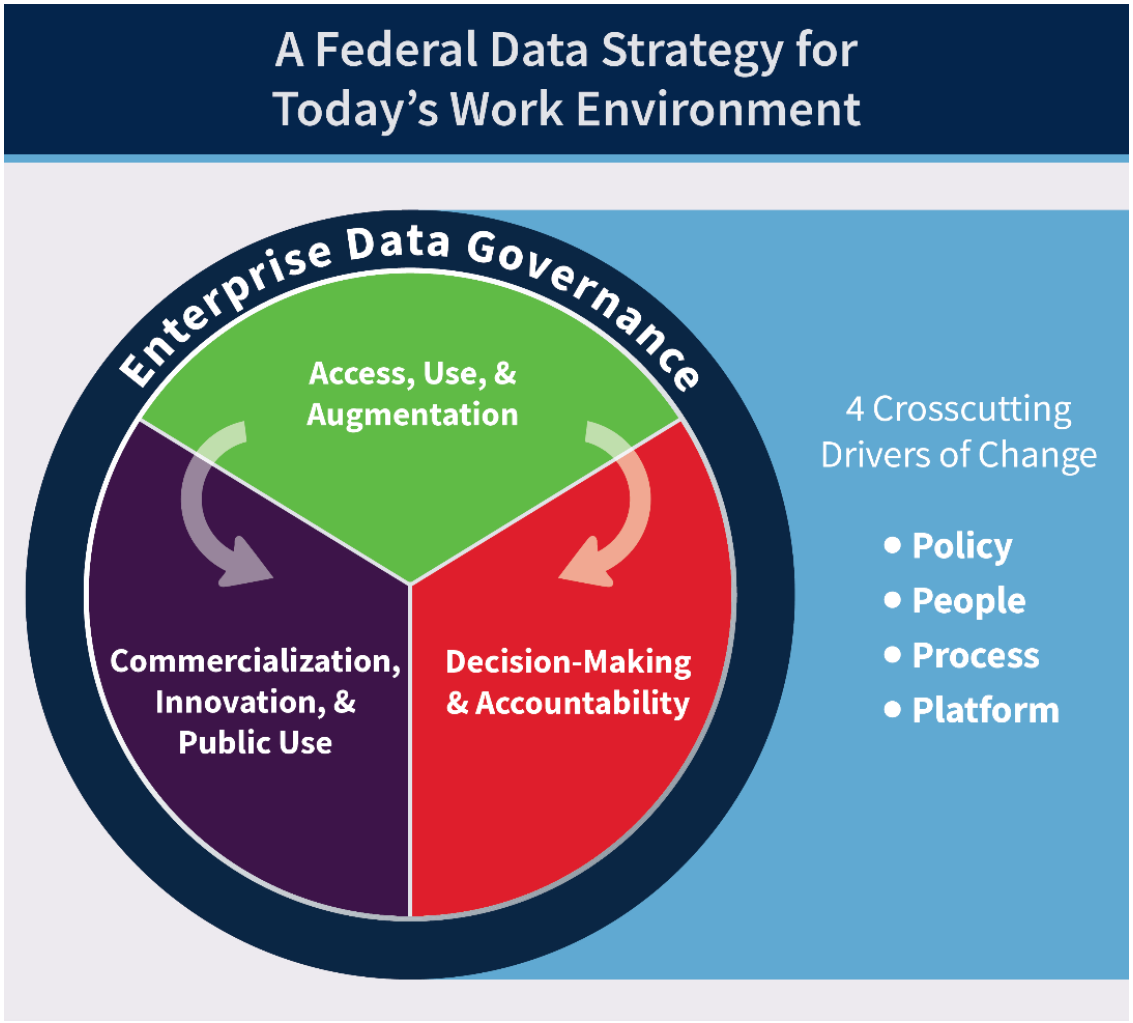
to grow the economy, increase the effectiveness of the Federal Government, facilitate oversight, and promote transparency.

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.



Federal Data Strategy Working Groups

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

Quarterly Milestones for the Federal Data Strategy

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

WORK STREAM 1

July 2018
- *Draft Principles*
- **Call for Best Practices**

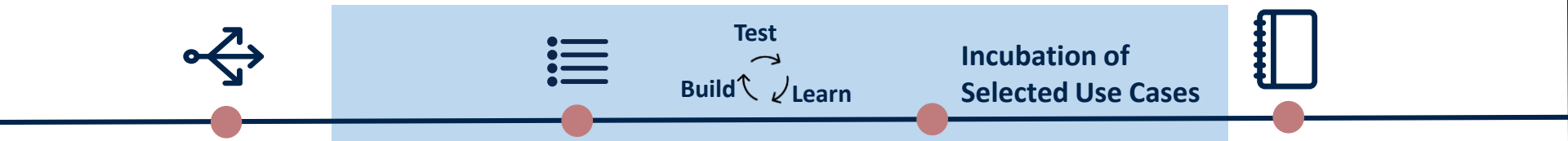
October 2018
- **Principles**
- *Draft Practices*

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

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

Progress in Q3

*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

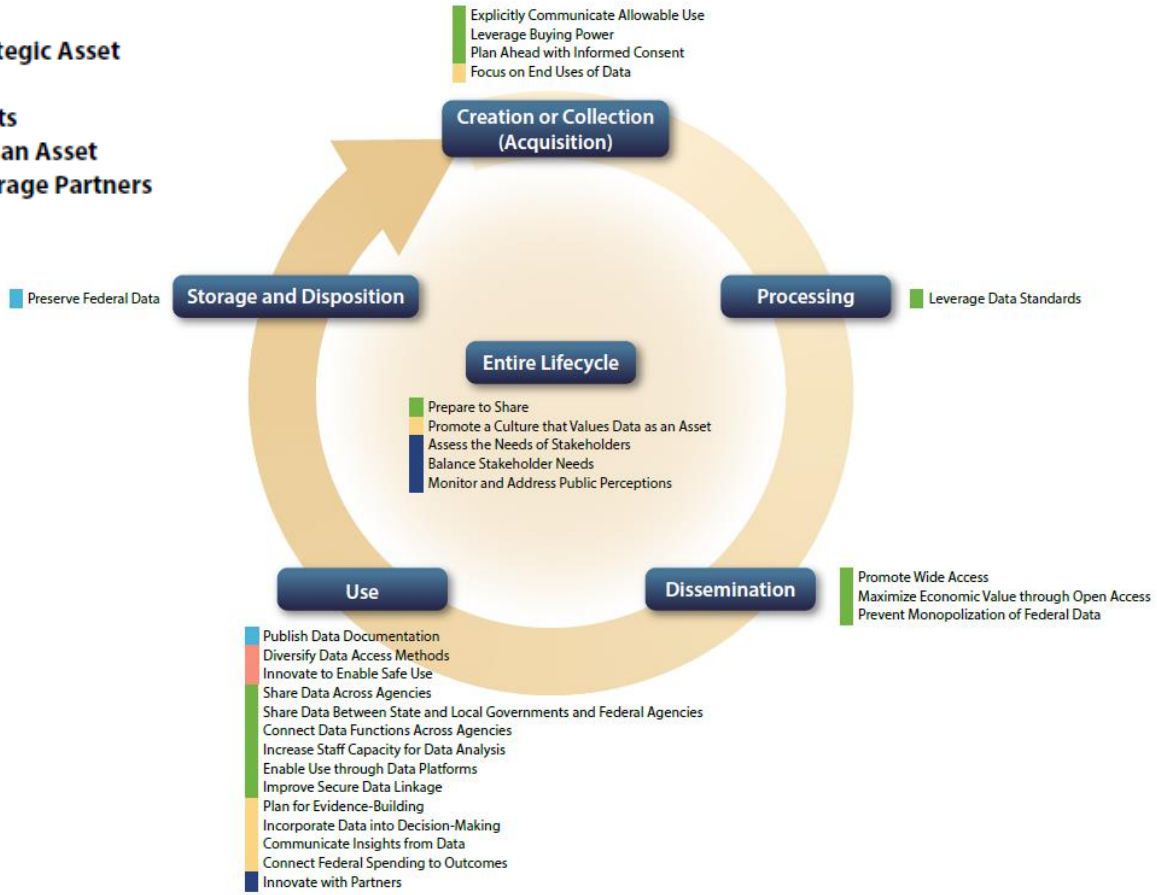
Draft Practices for the Federal Data Strategy

Governance

- Establish Data Governance Structures
- Inventory Data Assets
- Identify High-Value and Authoritative Data Assets
- Align Resources to Value and Authority
- Manage High-Value and Authoritative Data Assets
- Assess Data Maturity
- Manage with a Long View
- Coordinate Federal Data Assets
- Define Responsibilities for Protecting Confidentiality
- Review Data Releases for Disclosure Risk
- Prioritize Data Security
- Evolve Data Security
- Preserve Data Integrity
- Align Contracts with Data Management Requirements
- Recover Allowable Costs
- Allow Amendment
- Leverage Partnerships
- Engage Federal Experts
- Honor Propriety Interests

Objectives

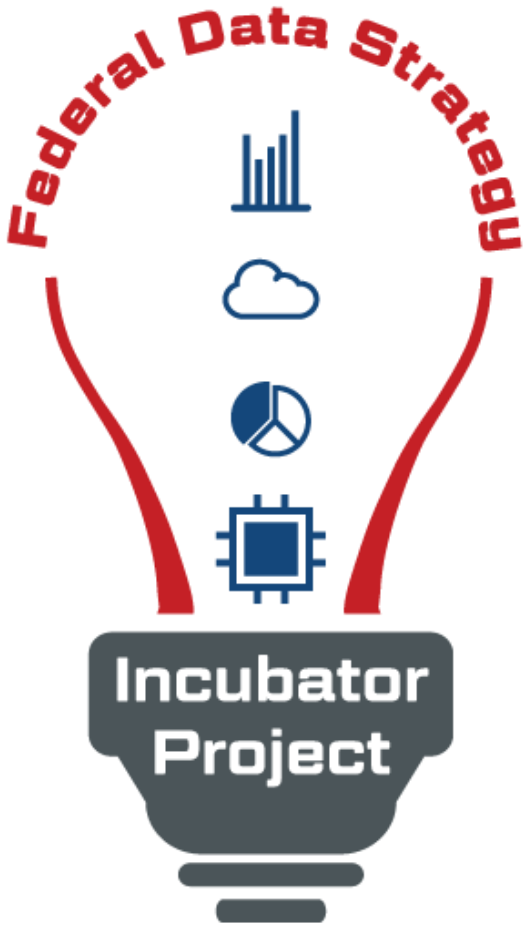
- Govern and Manage Data as a Strategic Asset
- Protect and Secure Data
- Promote Efficient Use of Data Assets
- Build a Culture that Values Data as an Asset
- Honor Stakeholder Input and Leverage Partners



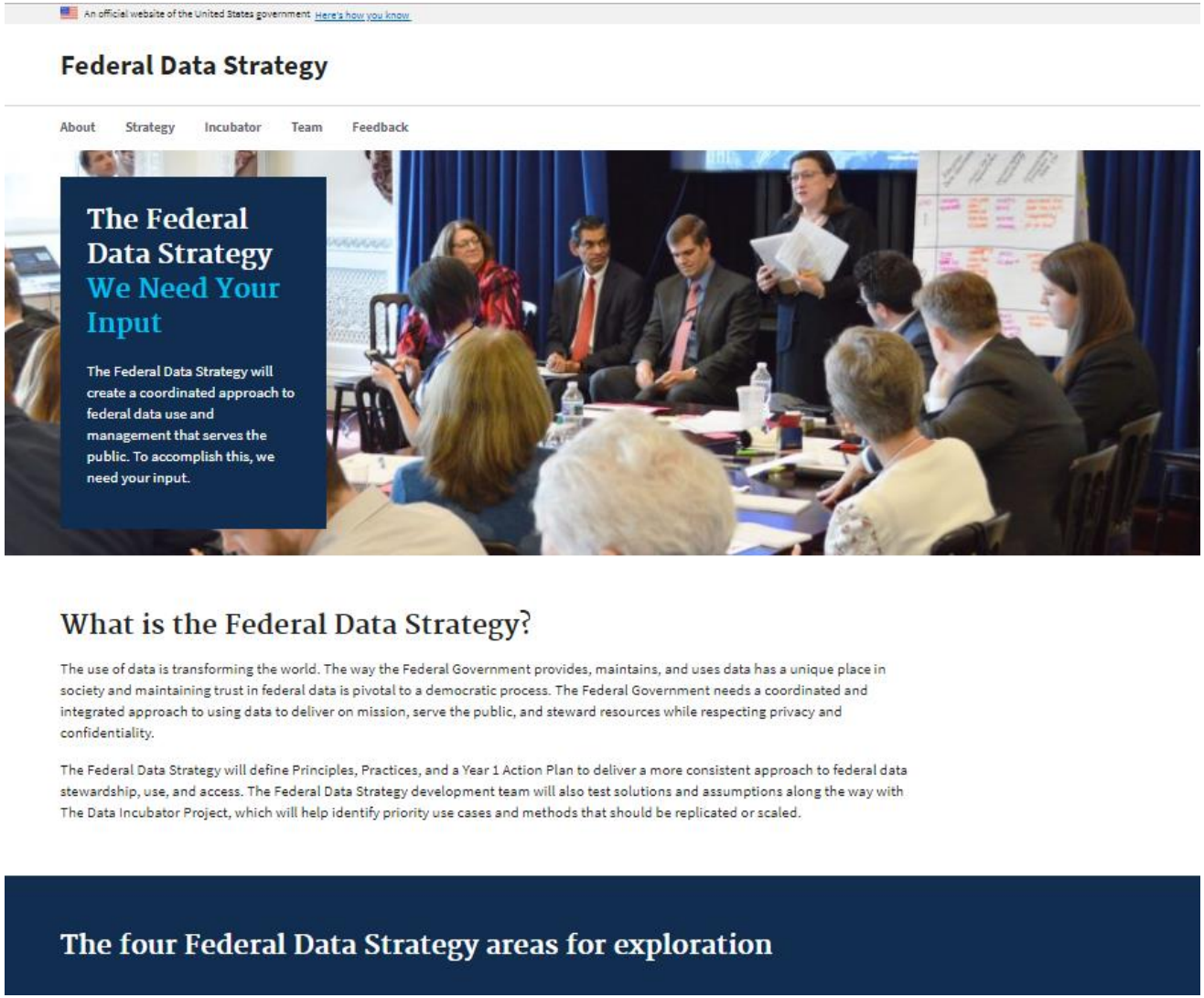
The Data Incubator Project

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.



Strategy.Data.Gov
Digital Home for the Federal Data Strategy



Stakeholder Feedback Opportunities

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

Public Forum at Bipartisan Policy Center November 8

Get Involved

Visit https://Strategy.Data.Gov
- Meet the team
- See progress to date
- Submit comments
- Learn about opportunities for input

Email federaldatastrategy@gsa.gov
- Ask to be a subject matter expert
- Subscribe to the Federal Data Strategy newsletter

Tweet #FedDataStrategy
- Engage on social media