

# 2012 IDMG Summer School and Symposium

In 2009, Berkeley launched the Institutional Data Management & Governance (IDMG) initiative with the goal of *making institutional data easily accessible, reliable, consistent, and secure to support informed planning, decision-making, and communications*. The roadmap below illustrates the steps that lead us to that campus goal.

To support the IDMG initiative, the Office of Planning & Analysis (OPA) within the Associate Vice Chancellor, Chief Financial Officer (AVC, CFO) is partnering with the Business Process Analysis Working Group (BPAWG), Cal Assessment Network (CAN), Learning + Organizational Development (L+OD), Operational Excellence (OE) and Policy Analysts Roundtable to host a 6-session summer school on tips, tools and techniques on organizing, analyzing and presenting information.

All sessions will be held in 60 Barrows Hall from 10:30am to noon, with an optional networking lunch to follow. In addition, sessions will be streamed and available on the IDMG website (<http://idmg.berkeley.edu/>).

## IDMG Summer School Schedule

- Friday, June 1<sup>st</sup> – CAN presents IDMG Summer School Kick-Off and Just the Facts, Creating a Catchy One-Pager
- Monday, June 18<sup>th</sup> – BPAWG presents Collaborative Tools – Which Should I Use?
- Monday, June 25<sup>th</sup> - Policy Analyst Roundtable presents Cal Answers – What Is It and How Do I Use It?
- Friday, July 6<sup>th</sup> – CAN presents Metrics: What to Measure?
- Friday, July 13<sup>th</sup> – BPAWG presents OE Productivity Suites
- Friday July 20<sup>th</sup> – Policy Analyst Roundtable presents Who’s Got the D – Panel Discussion on How Campus Leaders Use Data to Make Decisions

In addition for the first week of August, we are planning an IDMG Symposium with a keynote speaker, practical assignment and other information sharing sessions with campus leadership and staff. When this event is finalized, more information will follow.

The 2010 IDMG Summer School was wildly popular and a great way to bring the campus together, showcase local talent and learn from one another. We hope the 2012 IDMG Summer School is even better and look forward to seeing you there!

## Aligning 2012 IDMG Summer School Content with our IDMG Roadmap

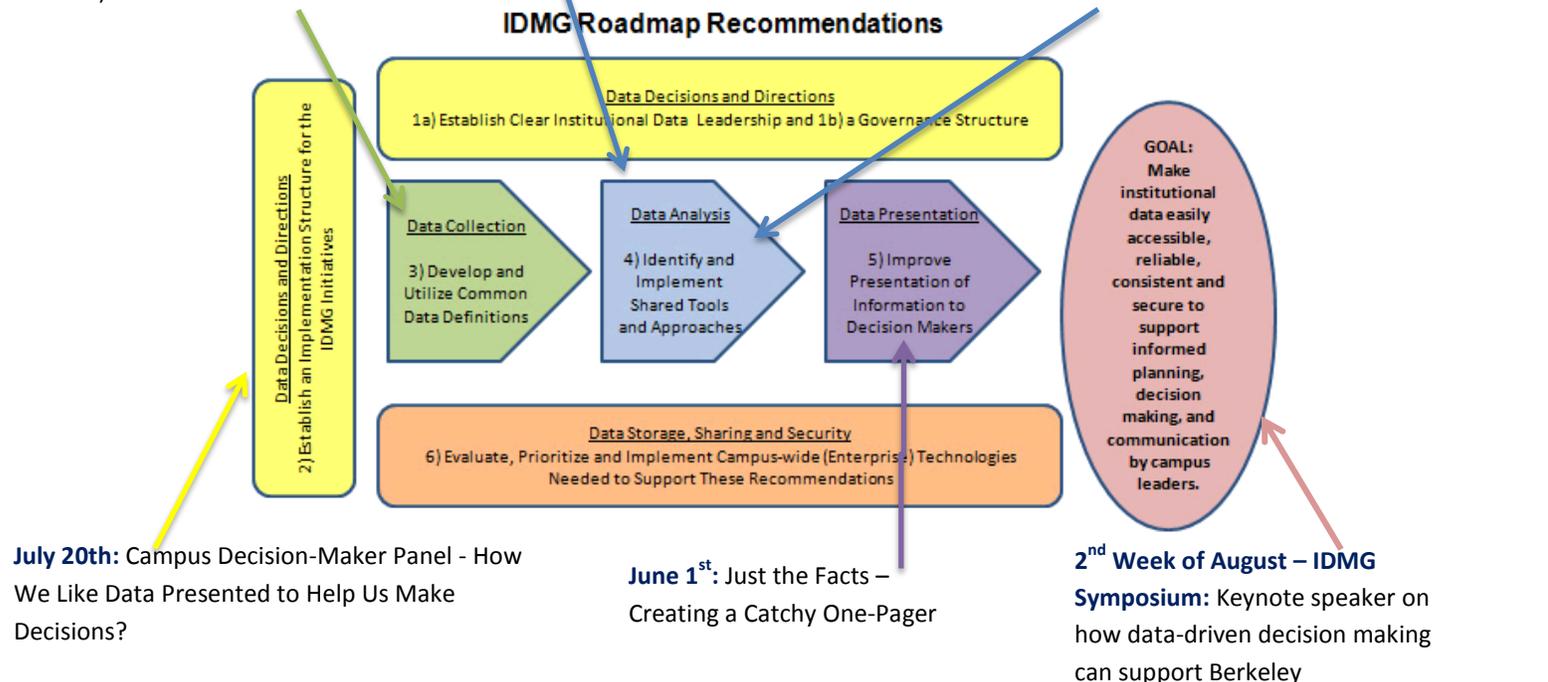
Based on a survey from campus staff, below are the IDMG Summer School topics, along with how they reinforce our IDMG goals.

**June 25<sup>th</sup>:** Overview on what’s in the EDW – Cal Answers (What It Is and How to Use It)

**July 6<sup>th</sup>:** Metrics - What to Measure?

**June 18<sup>th</sup>:** Collaborative Tools (Box.net, Research Hub, bSpace, Cal Share, Confluence and JIRA)

**July 13<sup>th</sup>:** OE Productivity Suites’ Adobe and Microsoft tools (e.g. Visio, MS Project)



## 2012 IDMG Summer School Outcomes

IDMG advancements and the first wave of OE projects promise to transform our culture: new tools, new data, new metrics and responsibilities for data driven decisions. But beyond the short, specific training for tools being offered by the various projects, many staff are looking to acquire a deeper understanding of the end goals and the process for getting there. They want to be able to actively contribute to the changes, integrate tools in new ways, and share their ideas with other colleagues.

The proposed 2012 IDMG Summer School and Symposium are intended to answer this demand with a specific focus on use of common tools and presentation of campus data. Individual IDMG Summer School sessions hosted in June and July through BPAWG, CAN and the Policy Analyst Roundtable will lead up an early August campus-wide IDMG Symposium. At the IDMG Symposium, we intend to include an industry renowned keynote speaker to provide a broader perspective, overview from campus leadership who can speak specifically to their needs for campus information, and a data visualization contest where winners will share how their processes for completing these visualizations. ☺

Those attending should gain several new skills:

- ✓ An ability to use tools effectively to inform decisions
- ✓ A stronger ability to enable campus leadership with data
- ✓ A greater motivation to embrace the new tools and ideas, to the apply them to work, to mentor others, and to explore further
- ✓ A greater knowledge of resources within the campus community for further engagement and learning

The benefits for campus of the above outcomes continue to support our IDMG goal. Attendees will be instrumental in facilitating changes to our campus culture, making us more effective, making decisions based more on data.

Our strategy for measuring impact will be:

- a) A survey 4-6 months after the sessions to ask users for their own assessment of whether the symposium was valuable and changed their behavior
- b) An analysis of how many began to attend CAN, BPAWG or other staff interest group sessions
- c) An analysis of increased usage of the EDW, OE productivity suite downloads, or other campus tools

## 2012 IDMG Summer School Schedule

All IDMG Summer School sessions will be held in 60 Barrows from 10:30am – 12 noon. Below are the current dates:

- Friday, June 1<sup>st</sup> (CAN session - IDMG Summer School kickoff)
- Monday, June 18<sup>th</sup> (BPAWG session)
- Monday, June 25<sup>th</sup> (Policy Analyst Roundtable session)
- Friday, July 6<sup>th</sup> (CAN session)
- Friday, July 13<sup>th</sup> (BPAWG session)
- Friday July 20<sup>th</sup> (Policy Analyst Roundtable session)

## 2012 IDMG Symposium –Keynote Speaker

Jeffrey Heer, Assistant Professor of Computer Science at Stanford who received his BS, MS, and PhD in Computer Science from Berkeley, is our first lead on a keynote speaker. His research investigates perceptual, cognitive and social factors to make sense of large data collections, resulting in new interactive systems for visual analysis and communication. The visualization tools developed by his lab (e.g, d3) are used by data enthusiasts, including many in OPA.

## IDC – How You Can Help

Ways that IDC member could support this initiative include:

- ✓ It would be great to have different IDC members attend to kick off individual IDMG Summer School sessions
- ✓ Looking for campus decision maker panel participants
- ✓ Participation in the IDMG Symposium is extra credit
- ✓ Seeking ideas for appropriate 2012 IDMG Summer Series giveaway (thinking about a water bottle with the following graphic)

**I**   
**In 3D**  
**(Data-Driven Decisions)**

**IDMG Summer School 2012**  
**BPAWG-CAN-CFO-CO-WE-OE-PAR**