

Data Governance in Nonprofits: Aligning Practice with Policy



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Overview

- a) Overview of Topic
- b) Disclaimers
- c) Sense of the Room
- d) What is data governance for our present purpose?
- e) What are the challenges to good data governance?
- f) Why is data governance worth doing well?
- g) What are some frameworks for thinking about better data governance?
- h) Exercise: Draw a privacy map of your organization
- i) Further Exercises

What is data governance for our present purpose?

- a) An organized approach to protecting personal data about constituents, based on three elements:
 - i. Common knowledge
 - ii. Common language
 - iii. Common management

- b) The money analogy: “appropriate controls”

What are the challenges to good data governance?

a) Internal challenges

- i. Operational
- ii. Structural
- iii. Cultural

b) External challenges

- i. Cultural
- ii. Market forces
- iii. Regulation (lack of)

Why is data governance worth doing well?

- a) Privacy as an absolute value
- b) Privacy as a promise (upside and downside)
- c) When privacy is implicit in your mission (effectiveness)
- d) When it isn't (efficiency)
- e) Seizing an opportunity to lead, as an organization
- f) Seizing an opportunity to lead, as an individual
- g) Making sure managers are positioned to manage

What are some frameworks for thinking about better data governance?

- a) Addressing the elements of governance (knowledge, language, management)
- b) Immediate and ideal state tactics
- c) Low-lying fruit
- d) Internal networking and external networking
- e) Connecting privacy, compliance and security
- f) Building technical literacy on the armature of existing programmatic culture
- g) Threat models and use cases
- h) Creating the cultural conditions for weighing unlike costs and benefits

Exercise: Draw a privacy map of your organization

- a) Map your digital data, and its potential disclosure points
- b) Draw your IT environment, including externalized functions, with security vulnerabilities and gatekeepers
- c) Draw your organizational chart, with responsibilities for data-related decisions
- d) Put them all together in two dimensions

Further Exercises

- a) Draft a clear, concise promise you'd like to make to your constituents about how you will protect their privacy, and then ask your colleagues in various departments to contribute items to a list of reasons why the organization can't make that promise.

- b) Create a cast of fictional characters for your colleagues to refer to in discussing data governance, including individuals representing the major vulnerabilities you wish to protect, and others representing the major benefits you wish to attract.

Audience Q&A



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