MC MONTGOMERY COLLEGE

Data Asset Management Plan

July 1, 2025 - June 30, 2029

Data Asset Management Workgroup
Montgomery College | 9221 Corporate Blvd. | Rockville, MD 20850

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Executive Summary

In today's rapidly evolving educational landscape, it is imperative for Montgomery College (MC) to foster a culture of evidence and data-informed decision-making to ensure its sustained success. This Data Asset Management Plan (DAMP) serves as the second iteration which covers the period of 2025-2029, following the inaugural plan launched in 2021. It is designed to harness the power of data to support our mission, transformational aspirations, and strategic plan. This will enhance student success, institutional effectiveness, and operational efficiency as well as future-proof the College.

At the heart of this effort is the recognition that the MC community, through consultation and collaboration, has provided invaluable input that helped shape the goals for this plan:

Goal 1: Enhance Institutional Capacity for Data Management
Goal 2: Ensure Comprehensive Data Integration
Goal 3: Enhance Data Literacy
Goal 4: Improve Data-Informed Decision-Making

This collective engagement strengthens our commitment to a data-informed approach to our important work and establishes a solid foundation for transformative growth in our educational environment.

As a community, we endeavor to enhance our ability to understand and utilize data, to integrate data analysis into our decision-making processes, and to empower MC stakeholders to make informed choices that directly impact student outcomes and institutional performance. Our proactive approach enhances accountability as well as fosters innovation and adaptability in our institutional practices.

Moreover, the DAMP emphasizes collaboration across departments, encourages continuous improvement, and promotes a shared responsibility for achieving the College's goals, supporting strategies, and intended outcomes. By embracing a culture of evidence, we are responding to current needs as well as proactively shaping a future where data-informed insights lead to enhanced educational experiences and outcomes.

In summary, the DAMP is a commitment to excellence rooted in collaboration and a shared vision for the future. As we move forward with this second iteration, we reaffirm our dedication to prioritizing data-informed decision-making, laying the groundwork for a thriving community that consistently supports student success—and continuously improves and drives institutional effectiveness. Together, through our collective wisdom and with the support of data, we will create transformational aspirations for our students.

Purpose

Data is a vital institutional asset that empowers MC to fulfill its mission, vision, and values. The DAMP directly supports MC's Strategic Plan Goal 3: *enhance educational and organizational effectiveness*, by establishing a framework for data-informed decision-making across all aspects of the College. By ensuring data quality, accessibility, and effective utilization, the DAMP enables the College to monitor student enrollment and progression, develop data-informed program strategies, streamline and optimize operational processes, and provide consistent and equitable student support. This contributes to academic excellence, increased retention and completion rates, and an effective learning environment for all students, which are intended outcomes for MC's Strategic Plan Goal 3. To this end, it is essential to maintain an updated DAMP that ensures effective management, governance, and utilization of MC's data. The DAMP serves as a crucial tool in supporting the implementation of MC's Strategic Plan, which is effective through 2028.

Data is the compass that points MC towards a future where every student thrives. In addition to gleaning information and insights, it's about helping people, unlocking potential, and driving meaningful progress.

- John Hamman, EdD
Chief Analytics and Insights Officer

By focusing on data integrity, literacy, accessibility, and optimal use, the DAMP enables data-informed decision-making, promotes equity, and helps to drive innovation toward achieving MC's transformational aspirations of access, completion, and post-completion success. This initiative aligns with the College's commitment of cultivating a culture of evidence where data is valued, understood, and utilized to guide strategic decision-making.

Introduction

MC's data asset management journey has moved the College toward a data-informed future since its inception in 2019. With the support of an independent assessment by iData, we laid the groundwork for the inaugural DAMP, a plan designed to revolutionize our data asset management processes and ensure our data is captured and used effectively to inform decisions, spark innovation, and promote equity across the institution.

Since rolling out the first DAMP, we have cultivated a robust data ecosystem intended to engage and empower every member of the MC community. Creating the Data Trustees Council has been pivotal in overseeing data governance and integrity as well as including students, faculty, staff, and administrators in data-informed programs and initiatives.

Together, we continue to build a culture where data is not just about numbers (as it can also be non-numerical) - it also serves as a catalyst for meaningful change.

As we look to the future, the next iteration of the DAMP will continue to actively contribute to MC's ambitious blueprint for the College's evolution into an even more equitable, innovative, and relevant institution. By embracing this plan, we are helping to shape our future and we are actively crafting an educational experience that resonates with the needs and aspirations of our diverse community. We are continuing this exciting journey of harnessing the power of data to provide different pathways to skill development, to help students discover their passions and to unlock their potential.

A Collaborative Approach to Developing the DAMP for 2025-2029

To create a comprehensive and impactful DAMP for 2025-2029, we engaged an array of stakeholders in a meticulous review of the previous DAMP. They made invaluable recommendations. This collaborative effort included several key components that ensure the plan's relevance and effectiveness:

1. Dedicated Workgroup

A cross-functional team, composed of members from the Data Trustees Council, spearheaded the revision process. Their expertise and commitment were instrumental in crafting this plan.

2. Internal Feedback

We prioritized the voices of the MC community by actively gathering input from students, faculty, staff, and administrators. This inclusive approach ensured the updated plan aligns closely with the needs, challenges, and desires of all stakeholders, fostering a sense of ownership and accountability.

3. External Expertise

To enhance the plan, we leveraged insights gained from industry conferences, workshops, and seminars. By incorporating best practices from thought leaders and innovators in the field, we positioned the DAMP to be at the forefront of data asset management.

4. Literature Review

A thorough synthesis of existing research and literature provided a solid foundation for our updates. This evidence-based approach ensures the DAMP is informed by current trends and is grounded in proven principles and methodologies.

Through these concerted efforts, we have crafted a DAMP that is concise, comprehensive, and poised to help drive MC toward a more data-informed future.

Navigating the Evolving Landscape of Higher Education

MC recognizes the dynamic nature of higher education, influenced by technological advancements, societal shifts, and the ongoing effects of the pandemic. To thrive in this evolving landscape, institutions like MC must be agile, data-informed, and community-focused.

MC's Strategic Plan reflects this commitment and prioritizes community connections, belonging, educational effectiveness, and economic impact. The DAMP for 2025-2029 contributes to MC's strategy by providing a framework for data asset management that supports the College's institutional goals.

In today's educational landscape, data literacy, integration, and governance are more critical than ever. The DAMP will equip MC with the necessary tools and capabilities to navigate these complexities, serve our students and community, and maintain the College's position as a leader in higher education.
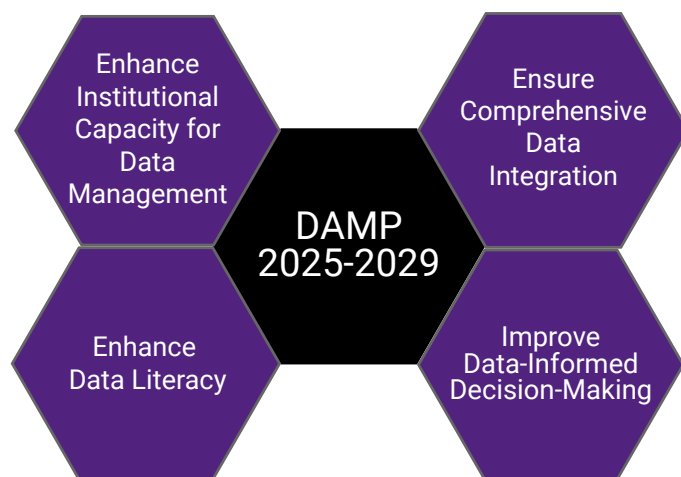

Montgomery College is committed to building a data-informed future.

By implementing the DAMP for 2025-2029, the college aims to:

• Support MC's transformational aspirations and strategic plan—align data asset management practices with institutional goals.
• Enhance data literacy—establish common terminology and shared knowledge.
• Integrate data systems—create a unified data environment.
• Improve decision-making—leverage data to drive informed choices.

Montgomery College is committed to building a data-informed future and will lead the way in using data to create meaningful and lasting impacts for both students and the community.

Enhance Institutional Capacity for Data Management

Ensure Comprehensive Data Integration

DAMP 2025-2029

Enhance Data Literacy

Improve Data-Informed Decision-Making

Goals, Supporting Strategies, Intended Outcomes, and Indicators

1 ENHANCE INSTITUTIONAL CAPACITY FOR DATA MANAGEMENT

SUPPORTING STRATEGIES

1 Identify and catalog existing data sources and systems across the College.

2 Identify gaps and limitations in current data collection, storage, and analysis capabilities and explore opportunities for technological enhancements.

3 Review existing data use and management policies and procedures to assess their alignment with Data Asset Management Plan goals.

4 Enhance and maintain robust data security protocols to safeguard sensitive information.

INTENDED OUTCOMES

A necessary and appropriate data collection framework.

Effective data use and management policies, procedures, and practices.

INDICATORS

Periodic review of applicable policy and procedure to ensure relevancy.

Periodic review of security protocols and testing to assure safety and access.

2 ENSURE COMPREHENSIVE DATA INTEGRATION

SUPPORTING STRATEGIES

1 Develop or implement a centralized data integration platform (data warehouse or cloud-based solution) that connects Student Information Systems (SIS), Learning Management Systems (LMS), additional student data, faculty data, and course information.

2 Establish robust data governance policies that define data standards, ownership, and access control to ensure data integrity and quality across all integrated systems.

3 Implement automated processes to synchronize data updates between SIS, LMS, and other institutional systems, minimizing manual interventions and ensuring data is always up to date.

INTENDED OUTCOMES

An integrated data platform where institutional data from multiple systems is accessible.

Relevant job-related data is readily accessible to authorized employees across College departments and stakeholders (i.e., the right individuals have access to the right data at the right time).

Mapping of major data systems across MC to facilitate seamless data interoperability and integration, enabling seamless downstream data analysis. (i.e., efficient and effective flow of information between systems).

INDICATORS

User satisfaction ratings regarding data tools and systems (i.e., usability and effectiveness).

Frequency of updates or improvements made to data integration processes and tools.
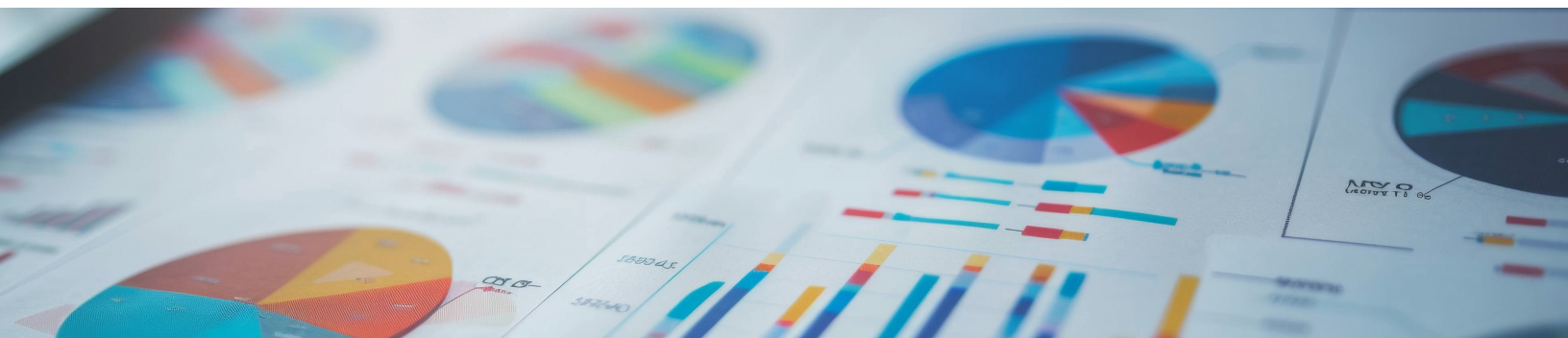
3 ENHANCE DATA LITERACY

SUPPORTING STRATEGIES

1 Develop a data asset management competency framework that outlines the knowledge, skills, and abilities required for data asset management competence for the various roles at the College.

2 Develop and implement a data literacy curriculum tailored to the needs of different roles and levels within the College.

3 Implement periodic cross-divisional data quality checks and monitoring processes to support and maintain data accuracy, integrity, and ethics.

INTENDED OUTCOMES

Job-related data asset management competency identification across the MC workforce.

A comprehensive plan that enhances data literacy across all levels of the College.

Ethical data practices awareness (e.g., data privacy, security, and responsible AI).

INDICATORS

Number of staff participating in Data Asset Management training.

Pre- and post-training assessments.

4 IMPROVE DATA-INFORMED DECISION-MAKING

SUPPORTING STRATEGIES

1 Increase the availability of data dashboards that provide real-time data to decision-makers.

2 Create and maintain data dictionaries to ensure data consistency and understanding.

3 Map data sources to data points and decision-makers and establish an annual plan to provide critical data points to internal and external stakeholders.

4 Recognize and reward employees who effectively use data to drive positive outcomes.

INTENDED OUTCOMES

Higher confidence in data accuracy and consistency, leading to more informed decision-making.

Enhanced workforce ability to use data to inform strategic and operational decisions.

INDICATORS

Use of data in decision-making processes.

Continous Monitoring and Reporting

To ensure the DAMP achieves its intended outcomes and delivers tangible results, the Data Trustees Council will implement a data-informed monitoring and reporting system. Each data trustee will be accountable for their assigned data domain and responsible for the continuous review of the indicators related to DAMP goals from areas under their purview. They will provide regular reports to the chief analytics and insights officer with details on progress, potential roadblocks, and recommended solutions. This proactive approach will ensure transparency, foster adjustment to strategies and initiatives as needed, and ultimately drive DAMP's success.

By regularly evaluating progress, the Data Trustees Council will ensure the DAMP remains aligned with the College's strategic goals and effectively supports student access, completion, and post-completion success.

Conclusion

The DAMP provides a framework for effective data use at MC. By enhancing institutional capacity for data asset management, expanding data literacy, integrating data systems, and fostering data-informed decision-making, the DAMP aligns with and supports the College's Strategic Plan.

MC envisions a future where data serves as a catalyst for transformation in a rapidly changing educational landscape. Data-informed insights will drive strategic decisions, improve classroom interactions, enhance educational experiences, and foster innovation.

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