



Data Asset Management Community Feedback Sessions

2025

Co-sponsored by Analytics & Insights, Participatory Governance, and Student Affairs

**February 4, 2025: East County
Education Center - Event Room**

**February 5, 2025: Central Services -
S108**

**February 25, 2025: Germantown
Campus - BE 151/152**

**March 3, 2025: Rockville Campus –
SC124**

March 7, 2025: Virtual Event

**All sessions are scheduled for 2:00pm-3:30pm*



WELCOME!

“

Participatory Governance is co-sponsoring the Data Asset Management Community Feedback Sessions. One of the governance foci is ensuring that all members of the College community can provide input and offer feedback. Certainly, data-informed decisions are critical to everything we do at the College. Promoting data literacy, training, and data communication are paramount to institutional improvements. We are excited about these sessions and welcome the opportunity for you to learn and engage in this important work.



MC GOVERNANCE



Data Asset Management is More Important Than Ever!

Desired Outcomes

- Facilitate open dialogue and feedback on Montgomery College's Data Asset Management Plan 2025-2029 (DAMP 2025-2029)
- Gather diverse perspectives from the MC Community

Data Helps with Agility, Flexibility, and Clarity



CATALYST FOR AGILITY AND FLEXIBILITY

- Real-time insights enable quick decision-making and rapid response to changing market conditions.
- By analyzing data, organizations can adjust their strategies to seize opportunities and mitigate risks.
- Data helps to improve efficiency and reduce costs.



CLARITY

- Data provides evidence-based insights to inform strategic choices.
- Data helps uncover root causes and develop effective solutions
- Accurate predictions enable better planning and resource allocation.



Data Hierarchy of Needs

1. Physiological Needs (Data Collection and Availability):

Ensure that data is consistently collected, available, and accessible. This includes ensuring that data storage systems are reliable and scalable.

2. Safety Needs (Data Security and Privacy):

Maintain data security by implementing robust data privacy policies and securing data from unauthorized access. This can include encryption, data masking, and secure data-sharing practices.

3. Love and Belonging (Collaboration and Data Sharing):

Foster a data-sharing culture where teams collaborate on projects and share relevant data securely. Promote transparency in data sharing while respecting privacy and compliance.

4. Esteem (Data Literacy and Empowerment):

Empower teams by improving data literacy across the organization. Provide training on data tools and encourage the development of data skills to enable self-service data analysis and decision-making.

5. Self-Actualization (Data-Informed Culture and Innovation):

Strive for a data-informed culture where data insights lead to strategic decision-making. Encourage innovative data use that drives value, predicts trends, and enhances business processes.

“GOALS” BRAINSTORMING EXERCISE



Montgomery College's Data Asset Management Plan 2025-2029

(Aligned with Montgomery College's Refreshed Strategic Plan 2023-28)

Goal 1:

Enhance institutional capacity for data management

- *How can MC leaders promote a data-informed culture?*

Goal 2:

Ensure comprehensive data integration

- *What tools and technologies are necessary to effectively access data?*

Goal 3:

Enhance data literacy

- *What specific training needs do you have in relation to data asset management?*

Goal 4:

Improve data-informed decision-making

- *How can MC better utilize data to inform decision making?*

MC Community Data Spotlight

- February 4, 2025: Stacey Gustavson, Director of College Access and Enrollment (Admissions Data)
- February 5, 2025: Janee McFadden, Dean of Student Affairs (Don't Say It If You Can't Prove It – MSCHE)
- February 25, 2025: Angela Rhoe, Director of Strategic Alliances and Elizabeth Kirby, Department Chair (Transfer Data)
- March 3, 2025: Cassandra Jones, Director of Assessment (Assessment)
- March 7, 2025: Debbie Van Camp, Director of Planning and Policy (Strategic Plan Outcomes)

Breakout Sessions



1. UNDERSTANDING NEEDS

What specific data-related challenges do you face at Montgomery College?

What strategies can be used to overcome resistance to change and facilitate the adoption of data asset management practices?



2. TRAINING AND SUPPORT

What types of training or resources would help you feel more confident using data?

How can MC employees be better supported in improving their respective data literacy?



3 . COLLABORATION AND COMMUNICATION

How can collaboration be enhanced among divisions/ departments when it comes to data asset management?

What methods of communication would you prefer for updates and information regarding data initiatives?

Recap of Breakout Session Key Points - (Group Summaries of key feedback and insights)

Breakout sessions provide valuable insights into the community's perspectives on data asset management. These insights will be used to further inform the development of the Data Asset Management Plan and ensure that it meets the needs of the MC Community.

Table Discussions

What do you think the future of data-informed decision-making at Montgomery College will look like?

How do you envision the role of data evolving at Montgomery College over the next few years?





Timeline

- April 2025 – Community Feedback Incorporated Into DAMP 2025-2029
- May 2025 – Review Process
- June 2025 – DAMP 2025-2029 Finalized
- July 2025 - DAMP Effective

“

[U]sing data to better understand our students and our own operations paves the way to developing new, innovative approaches for improved student recruiting, better student outcomes, greater institutional efficiency and cost-containment.

- The Association for Institutional Research (AIR), EDUCAUSE, and the National Association of College and University Business Officers (NACUBO)



