

## DATA ROCKS FRAMEWORK

The DATA ROCKS framework is designed to help you harness the full potential of data in a strategic, actionable, and impactful way. Follow these steps to ensure data projects at MC drive meaningful results.

### D: DEFINE THE PROBLEM

- **Start with Clarity**

Clearly identify the problem or question you are trying to solve with data.

- **Set Objectives**

Define specific and measurable goals for what you want to achieve with your data analysis.

- **Involve Stakeholders**

Engage key stakeholders to ensure the problem definition aligns with institutional needs.

### A: ACQUIRE THE DATA

- **Identify Sources**

Determine where to find the data you need (internal databases, external sources, or new data collection).

- **Ensure Quality**

Verify the reliability and accuracy of the data before proceeding with analysis.

- **Gather Permissions**

Ensure you have the necessary permissions to access and use the data.

### T: TRANSFORM THE DATA

- **Clean and Prepare**

Address any issues with the data (such as missing values or inconsistencies) to make it ready for analysis.

- **Integrate and Organize**

Combine data from multiple sources if needed and organize it in a way that makes analysis easier.

- **Format for Analysis**

Convert data into the format required by your analytical tools.

### A: ANALYZE WITH ACCURACY

- **Select Methods**

Choose the right analytical techniques based on your goals (statistical analysis, predictive modeling, etc.).

- **Run Analysis**

Conduct the analysis carefully and ensure accuracy and attention to detail.

- **Interpret Results**

Draw conclusions from the analysis and focus on actionable insights and potential impacts.

### R: REPORT THE FINDINGS

- **Stay Informed**

Keep up with the latest trends and tools in data analytics.

- **Invest in Training**

Continuously improve data skills through training, workshops, and practice.

- **Encourage Innovation**

Explore new methods, tools, and approaches to make the most of your data.

### O: OPTIMIZE DECISIONS

- **Incorporate Insights**

Use the findings to inform and enhance decision-making processes.

- **Test and Iterate**

Implement decisions on a small scale first and then refine based on outcomes.

- **Monitor Impact**

Track the results of data-informed decisions and make adjustments as needed.

### C: COMMUNICATE CONTINUOUSLY

- **Share Regular Updates**

Keep stakeholders informed about the progress and outcomes of data initiatives.

- **Create Feedback Loops**

Encourage feedback on the data process and findings to improve future analyses.

- **Promote Transparency**

Be clear about how decisions are made using data to build trust and engagement.

### K: KEEP LEARNING

- **Stay Informed**

Keep up with the latest trends and tools in data analytics.

- **Invest in Training**

Continuously improve data skills through training, workshops, and practice.

- **Encourage Innovation**

Explore new methods, tools, and approaches to make the most of your data.

### S: SUSTAIN THE IMPACT

- **Standardize Practices**

Develop standardized processes for data collection, analysis, and reporting.

- **Document Learnings**

Keep a record of successful data projects and lessons learned to guide future efforts.

- **Foster a Data Culture**

Promote a culture where data-informed decision-making is the norm and valued across the College.