**Members: Members:** Steve Cramer, Peg Eusch, Jeff Karcher, Lee Konrad, Peter Goff, Jan Greenberg, Martha Kerner, John Lucas, Nancy Lynch, Jocelyn Milner, Tena Madison, Scott Owczarek, Umberto Tachinardi, Nick Tincher, Bob Tuner, Mark Walters, and Jason Fishbain

**Attendees:** Steve Cramer, Peg Eusch, Jeff Karcher, Jan Greenberg, Lee Konrad, Nancy Lynch, Jocelyn Milner, Scott Owczarek, and Jason Fishbain. **Guest:** Rick Konopaki, Alan Ng, Sara Jan Kluender, Michelle Young, and Jeff Armstrong

**Data Stewardship Council Meeting Minutes**

**Tuesday, April 25, 2017**

**8:30 – 10:00 AM**

1. **Review/Approve Last Meeting Minutes (Jason Fishbain)**

* The March 28, 2017 meeting were motioned and approved by the committee.

1. **Review of Academic Structure (Jocelyn Milner/Michelle Young)**

* UW-Madison Academic Structure Summary is the idea of a single source of truth for students and those who work with students’ academic homes to be moved over to a single digital structure.
* The academic structure represents the governance approval process for the university.
* UDD – Academic Unite 🡪 School/College/Division 🡪 University Governance
* There will be a need to look into who will be the Data Custodians to this data and the structure of auditing the data, which has not yet been outlined.

1. **Review/Approve Marketing Automation Data Management Plan (Alan Ng/Sara Jan Kluender)**

* Marketing Automation is the first tool on campus that will allow email communications for Marketing to do email blast and allows email to be personalized to those whom the email goes out to.
  + Collect data and tracking for personalizing blast emails.
  + Partnership between Undergrad Admission and Continuing Studies. Also, collaborating with University Marketing.
  + Four schools will initially have access to this data: Continuing Studies, School of Pharmacy, College of Engineering, and Enrollment Management.
* The Director of Marketing Sourcing Manager and Director of Continue of Studies will be the Data Stewards of this data.
  + They will be responsible for who gets access to the data within the four schools/divisions.
* There will need to be further discussion on the clarity on the usage of the data and storage of the data.
* Eventually, the tool could be available to all colleges around campus, which the scope and the Data Custodians may need to be adjusted.
* Data Stewardship Council asked that some additional information was added to the plan and the plan be brought back to the Council. Sara and Alan should speak to Peg Eusch regarding data retention and to Scott Owczarek and the RO about data integration with SIS data.

1. **Update on Student Directory/AMS (Scott Owczarek)**

* Looking at how the university defines Student Directory. A survey was done comparing what we do at UW-Madison to what other universities do regarding their Student Directories
* Date of birth data will only be released to a positive identification of a student to a government agency.
* Degree information includes student information that applies for a student to graduate.
* The Data Stewardship Council had endorsed the Student Directory in December, which meant informing students.
  + Looking at enhancing student privacy education for students to help them understand their right to restrict their data.
* Working on creating an implementation plan.
  + Goal is to implement the new Directory by Fall of this year.
  + Working on getting the request forms created.