



## UW–Madison Badger Analytics Advisory Council Charter

Effective Date: February 1, 2021

Last Updated: January 15, 2021

### **Purpose**

This charter defines the shared direction, membership, and roles and responsibilities for the UW–Madison Badger Analytics Advisory Council.

### **Duration**

The executive sponsors have endorsed this council for an initial twelve (12) month period, renewable annually, with continuance dependent on a joint (executive sponsors and the membership) value assessment of council output and accomplishments.

### **Authority**

The Badger Analytics Advisory Council is authorized to operate in the capacity defined within this charter by:

- Provost and Vice Chancellor for Academic Affairs
- Vice Chancellor for Finance and Administration

### **Mission**

The primary function of the Badger Analytics Advisory Council is to provide strategic guidance, recommendations for decision-making by Executive Sponsors, and oversight for UW–Madison’s new Badger Analytics Snowflake environment and the associated data products produced by institutional business intelligence tools accessing its data.

### **About**

The Badger Analytics Advisory Council consists of designated officials who play a leadership role in advancing the institution’s strategic priorities through data availability/architecture, data literacy, analytics capability delivery, and user development.

The Advisory Council work is tightly aligned with the work of the Data Governance Council. While the Advisory Council recommends and monitors the creation and enhancement of the data warehouse products (source data acquisition, architecture, reports, documentation and training related to data definitions); Data Governance Council ensures the quality of data in the analytics environment and promotes data literacy, appropriate and ethical data usage, documentation, and security access. As an example of this relationship, the Analytics Council would recommend (and the exec sponsors approve) a project to deliver student bio/demo data from SIS into the warehouse; if the bio/demo data in SIS was of poor quality due to problems with interfacing systems, the Data Governance Council and relevant stewards would sponsor a project to fix the interface and correct any residual bad data in SIS.

## Goals, Objectives, and Guiding Principles

The Badger Analytics Advisory Council's responsibilities include:

- Provide leadership on the development of the institution's analytics culture
- Visibly advocate the use of the enterprise data warehouse in lieu of local or divisional solutions
- Review, recommend, and evaluate the success of Badger Analytics projects on behalf of the Executive Sponsors
- Align the priorities of the program to secure on-going operational resources to maintain and sustain production quality
- Measure, review and advise on the effectiveness of the Badger Analytics environment and business intelligence tools
- Provide guidance and advice in the resolution of Badger Analytics issues

The Advisory Council also communicates, works, and aligns with appropriate data- and analytics-related groups at UW System and UW–Madison.

The Advisory Council works to further the goals and objectives of the enterprise data warehouse environment, including:

- Develop and communicate guiding principles for the institutional analytics program
- Advance the long-term strategy and goals for institutional analytics with comprehensive, high-performance, trusted, and highly integrated data sets, and
- Facilitate collaboration, awareness, and understanding related to the Badger Analytics mission, goals, and guiding principles

## Guiding Principles

### Alignment with the Institutional Strategic Framework

We will prioritize our Badger Analytics efforts toward realization of the campus [strategic framework](#) as defined by the Chancellor and the campus leadership team.

### Adherence and Alignment with Institutional Data Governance and Security Policies, Procedures, and Standards

The recommendations of the UW-Madison Badger Analytics Advisory (BAAC) group will be aligned with the campus policies, procedures, and standards that govern institutional data. Guiding principles from the institutional data policy have been leveraged and restated below to apply to Badger Analytics:

1. Badger Analytics will be treated as a shared university resource and will be **managed for the benefit of the whole university**, to support the university's mission, and to facilitate campus-wide data-informed decision making. We will promote accessibility across all University stakeholders and will visibly advocate a single source of truth.

2. Badger Analytics will incorporate the **ethical standards for the use of data** outlined in the Association for Institutional Research (AIR) [Statement of Ethical Principles](#)
3. Badger Analytics will protect the **privacy, security, and confidentiality of our institutional data** as required, and to manage it appropriately throughout the whole data lifecycle, while maximizing the value of our data by constantly surrounding it with context — describing where it's from, who has access, and how it is being and has been used.
4. **Transparency:** How, when, and by whom institutional data warehouse decisions are made will be clearly stated and shared with the campus as a whole.
5. **Consistency:** Badger Analytics architecture standards and products will be created and applied uniformly to provide consistency in how institutional data is presented across all aspects of the data warehouse.
6. **Accountability:** Progress toward Badger Analytics goals will be measured and tracked and compliance with policies, procedures, and standards will be auditable in accordance with current data governance best practices.
7. **Agility:** Processes and requirements will be adaptable to the ever-changing data and technology environment. We will deliver incrementally to achieve short-term wins in a longer-term context; advance learning in new tools and techniques; and incorporate learning into future development.
8. **Change Management:** Data literacy and awareness will be promoted among users across the enterprise and beyond our walls. We will champion the use of best practices in data visualization and storytelling, while conveying an appreciation for the risks inherent in relying solely on data and analytics for decision-making. Implementations of new content will include dedicated efforts in communicating and managing change among university employees and other stakeholders.
9. **Availability:** The BAAC will support programmatic actions that assure the usage and timely availability of the Badger Analytics.
10. **Cost, Time and Quality:** Project evaluation, recommendation for funding, and monitoring/assessment will ensure the appropriate balance between cost, time, and quality.

### **Institutional Collaboration and Alignment**

The decentralized environment at UW-Madison possesses both benefits and drawbacks in the context of institutional analytics. We believe that the most effective path forward is to harness the vast expertise of UW-Madison's collective talent in cross-functional, cross-institutional partnerships between our analysts, data stewards, business SMEs, stakeholders, and technical experts to continuously expand and improve access to data for decision-making.

### **On-Going Support and Long-Term Sustainability**

As with any physical asset, like a building or investment in enterprise systems, Badger Analytics will require dedicated resources to maintain the integrity and utility of one-time project investments, as well as provide for troubleshooting of identified user and system issues coming in through the service center/helpdesk. This category of maintenance, called production support, as well as on-going enhancements to the delivered code as the business systems and requirements, will increase over time as new content is incorporated; therefore, in considering new projects as part of the Badger Analytics roadmap, the BAAC will review, validate and incorporate on-going support costs into the recommendations to Executive Sponsors.

## **Structure and Membership**

The Badger Analytics Advisory Council is open and welcoming to all viewpoints within the University community, driven primarily by consensus building and the idea that the community has a membership-of-equals. However, it does provide structure that guides direction setting and decision-making, as to facilitate a highly effective team.

### *Executive Sponsors*

The executive sponsors provide a communications conduit to Deans Council, Administrative Council, shared governance, and University executives; guidance on resource allocation to execute analytics-related initiatives; and action on recommendations made by the Badger Analytics Advisory Council.

### *Co-Chairs*

The co-chairs are responsible for recruiting and maintaining a representative membership, overseeing subcommittee work, calling meetings, recording and communicating decisions, reporting to the executive sponsors, and ensuring an inclusive discussion. The co-chairs will ensure the distribution of agendas and discussion materials at least 48 hours prior to meetings.

### *Membership*

The Badger Analytics Advisory Council consists of designated officials who play a leadership role in advancing the institution's strategic priorities through data availability/architecture, analytics capability delivery, and user development.

### *Advisors*

The co-chairs may ask for staff in specific disciplines to join the team as advisors.

## **Responsibilities**

### *Badger Analytics Advisory Council Meetings*

The Advisory Council will establish the frequency of meetings based on workload and milestones. The co-chairs will be accountable for generating and ensuring the distribution of meeting agendas and minutes. Members are to review the material and be prepared

for the meeting and potential discussion. Members attend the meetings, having reviewed any discussion or presentation materials in advance.

### *Voting*

The Advisory Council will strongly favor a consensus-driven decision-making process to ensure everyone in the community is involved. However, in the event a formal vote needs to be conducted, members will cast one vote per person. Votes will typically take place at meetings, in which case those casting votes must be participants in the meeting at the time the vote takes place. In the event a vote is warranted outside of a meeting, voting may be conducted electronically. A vote is successful if the total number of votes cast equals or exceeds one half of the total membership of the Badger Analytics Advisory Council and more than half of the votes answer the question in the affirmative; otherwise the vote fails.

## **Members**

Council members are:

- Chief Data Officer (Co-Chair)
- Vice Provost of Academic Affairs, and Director, Academic Planning and Institutional Research, or designee (Co-Chair)
- Vice Provost for Enrollment Management, or direct report
- Vice Chancellor for Research and Graduate Education, or direct report
- Vice Provost for Information Technology and Chief Information Officer, or direct report
- Vice Provost for Teaching and Learning
- Associate Vice Chancellor, Facilities Planning & Management, or direct report
- Associate Vice Chancellor for Finance, or direct report
- Chief Human Resources Officer, or direct report
- Associate Dean, College of Letters and Sciences
- Senior Associate Dean, School of Medicine and Public Health, or direct report