Members: Anne Bilder, Catharine DeRubeis, Natalie Feggestad, Sarah Grimm, David Honma, Lisa Johnston, Jeff Karcher, Lee Konrad, Jeff Korab, Allison La Tarte, Scott Owczarek, Jeffrey Savoy, Mark Sweet, Jack Talaska, Margaret Tennessen, James Yonker, John Zumbrunnen

Attendees: Anne Bilder, Catharine DeRubeis, Natalie Feggestad, Sarah Grimm, David Honma, Lisa Johnston, Jeff Karcher, Lee Konrad, Scott Owczarek, Jeffrey Savoy, , Jack Talaska, Margaret Tennessen, James Yonker, John Zumbrunnen, Beth Richardson, Tyler Ratkowski

Data Governance Council Meeting Minutes
Tuesday, June 20
8:30-10 a.m.

Agenda
1. **Profile update (30m)** - https://it.wisc.edu/services/uw-madison-profile/ Data collected, edited, and future enhancement plans (30m) (Beth Richardson, Tyler Ratkowski)
    a. Beth and Tyler presented slides. Overview of http://profile.wisc.edu
    b. Tool to assert and manage personal information and demographics data about themselves (Students and employees) in source systems on campus
    c. Different strategies in use:
        i. Static information - HR resources, Name Pronunciation link, How to edit pronouns in different systems
        ii. Read-only data: Display best demographic match pulling from PersonHub. E.g, campus address, personal address.
        iii. Display multiple data sources. Name, birth date, phone numbers
        iv. Editable data: Name in use only for now, but aim to expand this.
        v. (future) Guided walkthroughs, eg., privacy settings
    d. Loading Data
        i. IICS from Person Hub
        ii. Salesforce Experience Cloud
        iii. Data elements that solely live in the UW profile service - represented as object in Salesforce
            1. Name in Use
    e. Discussion
        i. Security: Who is setting those security permissions? Have the data stewards been involved.
            1. TylerYes, Cybersecuyrity review and data classification.
            2. Catharine: Went to core person group (Tom brought in July 2022) where HR and student data stewards sit.
            3. Reached out to Phil about the FERPA hold.
        ii. Who has access to all the data? Existing Administrators of Profile.
        iii. MyU portal is where employees go. What is the value of having a separate place? Not clear how this interfaces with everything else?
            1. Looking at potentially migrating MyUW to THIS platform. Particularly with the changes that workday is brining. There is a tile in MyUW for Name in Use.
                a. Need engagement with business units about this. Do you understand the business requirements enough to be "evaluating salesofrce tools" ...? Seems the business should be involved in the requirements and then evaluating tools. Seems like a gap we should address.
        iv. If you change something in Profile. Does it overwrite retrospectively in time? Is this change timestamped? Not altering records but housed in person hub.
            1. PersonHub is considered the system of record for Name In Use.
            2. Business requirements for financial aid and transcripts for example.
            3. With our movement to Workday we need to revisit where employee Name in Use will be sourced from since we will want to use that data instead of what is used today (in my opinion).
2. **Direct/indirect campus monitoring (Anne Bilder) (**30m)
    Do we have a good sense of the direct monitoring that is happening on campus (video surveillance, card swipes)? And as more indirect tools such as Library study room app (Lee Konrad) present opportunities for new services, what guidance is needed to help manage user privacy expectations?
    a. Transparency about what we collect and how we use it.
    b. What to get a handle on the different activities.
        i. Video surveillance

- - ii. Card swipe
  - iii. Workplace employee monitoring
  - c. Lee: Housing (food services) and Library - Ocuspace counts the number of networked devices in a physical space. Anonymizes the address. This data flows to third party to count the number of of unique addresses. 14 sensors in Memorial library. Company offers API and this feeds digital signage.
    - i. How granular does it detect devices (laptops, watches, etc.)? Not sure. Don't think the computer lab counts. More about cellular, wifi traffic.
    - ii. Where is this data stored from the devices? Not storing the actual device number. We would not be able to track individual serial numbers of devices. Cannot be used for analytics
    - iii. Could someone talk about the physical security issues knowing where large groups of people may be physically located?
      1. Another type of risk. Football day is a good example of this.
    - iv. Is this density data publicly available? We use the API to create local views that are public. https://waitz.io/uw-madison
    - v. Has UWPD been involved? Possible since housing is using? Will check.
    - vi. What about if a student set up these devices? Library has declined this.
  - d. Discussion
    - i. Cybersecurity is involved. Non-authorized devices in University buildings are removed according to Appropriate use policy.
    - ii. Facilities: been very sensitive about this information. Dont release this type of data.
    - iii. Employee: Do we install employee productivity tracking software. Are we monitoring MS teams?
      1. Not sure. DOIT has been approached in the past. Could be a department by department issue.
    - iv. Is legal involved on some of these issues? We have a contracts team. Not all contracts get viewed through a privacy lens.
    - v. Not aware if compliance was involved. Privacy outside the HIPAA sphear, Nancy Lynch possible.
    - vi. Possible next steps: Interest in getting a sense of what we do related to person movement on campus.
      1. What we collect?
      2. How we manage that data?
      3. How we use that data?
      4. Update the privacy statement, https://www.wisc.edu/privacy-notice/

3. **Data Governance Program Charter (15m) – Lisa Johnston**
   a. Draft revision for comment
   b. RACI - intention to add data system custodian and Divisional data management.
   c. Feedback before next meeting

4. **Updates (15m) – Lisa Johnston**
   a. Data Governance roadmap - updated based on DGC prioritization and contingencies
   b. Governance tool upgrade project launched (currently use Data Cookbook, looking at Collibra) - will be sending out a survey to seek additional feedback.
   c. Data Management Issues (DIMP) list. The form was not working correctly for a few months. Fixed the issue. Working through back log.