Data Literacy Strategy Brainstorm
Confronting Cultural Roadblocks to a Data-informed Culture: Data Literacy & Data Denial

Data Literacy

Data literacy is the ability to read, write and communicate data in context, including an understanding of data sources and constructs, analytical methods and techniques applied, and the ability to describe the use-case application and resulting value (Logan, 2017).

Investments to Support Data-Informed Decision Making

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Strategy Tips

I. **Start with the data hungry and the data curious.**
Who are they? What are they hungry for and curious about? Are there common threads or things you are already working on that can be adapted to meet the needs?

II. **Identify low hanging data literacy skill fruit.**
What fundamental data skills and knowledge missing / what is getting in the way of optimal use of the existing data and tools?

III. **Partner and leverage spaces and communities that already exist.**
What are 5 already-existing groups or training opportunities that you can piggy back on? Are any of these under the purview of one of your data allies?

IV. **Convene communities that should exist, but don’t.**
Who needs to be in the same room or on the same page but isn’t? What silos need to be taken down? What are the common data questions or problem areas across user types? What critical knowledge do some groups have, but not others? What would bring clarity to the data confusion?

V. **Start with a base, and then customize, customize, customize.**
What needs to be universally understood about your institution’s data or analytics landscape? What are the broad data user categories and functional area? What might one group need that another doesn’t? How do you personalize how knowledge and skills are taught?
References


