DATA LITERACY:
A KEY TO DIGITAL TRANSFORMATION

Presented by: Scott MacNeil and Sarah Allen

Data and Analytics
WORKSHOP

Putting Data to Work: Igniting Collective Potential

SURVEY RESULTS

SURVEY SAYS…

1. 44% (72) with medium and 43% (70) with high level of data literacy

2. 50% are challenged to find time to learn

3. Top 3 data literacy topics:
   - YR: ML and AI, data storytelling and viz tools
   - Partners: ML and AI, data analysis, data ethics

OUTLINE

EG's digital maturity journey and lessons learned

The importance of data literacy

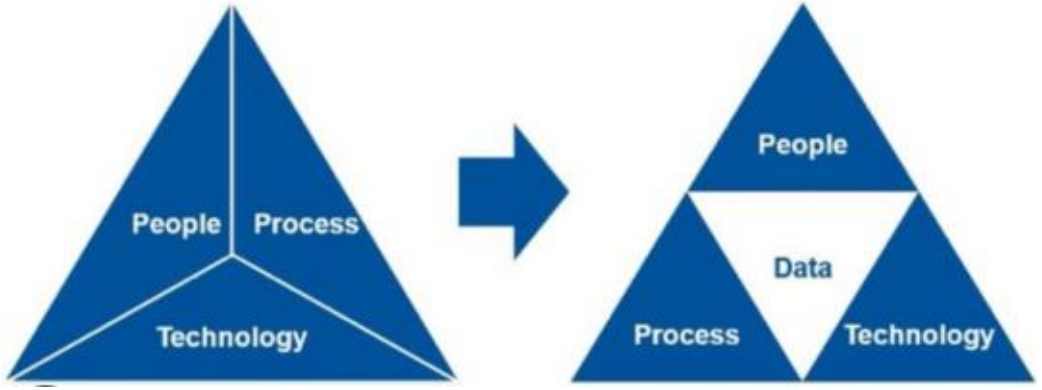
Data literacy in action

Together, how can we move data literacy forward

EG'S DIGITAL MATURITY JOURNEY AND LESSONS LEARNED

OBJECTIVE?

Showcase the Town of East Gwillimbury's journey to become a data-driven organization, that prioritizes the use of information in the delivery of services.



EAST GWILLIMBURY'S DIGITAL MATURITY JOURNEY

Our Approach:

- Stabilize the technology base
- Address immediate issues with quick wins
- Create Data / Information Management Standards
- Hire the right people
- Deploy appropriate technology solutions
- Business solutions training
- Data consolidation and digitization
- Promote data visualization
- Let the information speak for itself

How to Prepare:

- Service delivery review
- Develop a CX strategy (data-centric)
- Develop an Information Management (IM) plan and Data Dictionary
- Centralize the IM skills
- Develop an IM governance model
- Remove paper and process silos
- Bring change champions together
- Automate manual processes
- Monitor and measure success

LESSONS LEARNED

- Make information governance a top priority
- Data maturity adoption rates may be slower than expected
- Using standardized templates boosts adoption of dashboards and reports
- Select vendors that match or surpass your data maturity level
- Allow your dataset to expand organically
- Data cleanup is a multi-year initiative
- Define Service Level Objectives (SLOs) before Service Level Agreements (SLAs)
- Focus on data quality assurance
- Implement regular data quality audits
- Encourage continuous learning and skill development for data custodians
- Conduct regular data security and privacy assessments
- Introduce static reports (PDF) to lower demand for licenses
- Breaking down data silos enhances data analysis
- Align data management and records management practices

THE IMPORTANCE OF DATA LITERACY

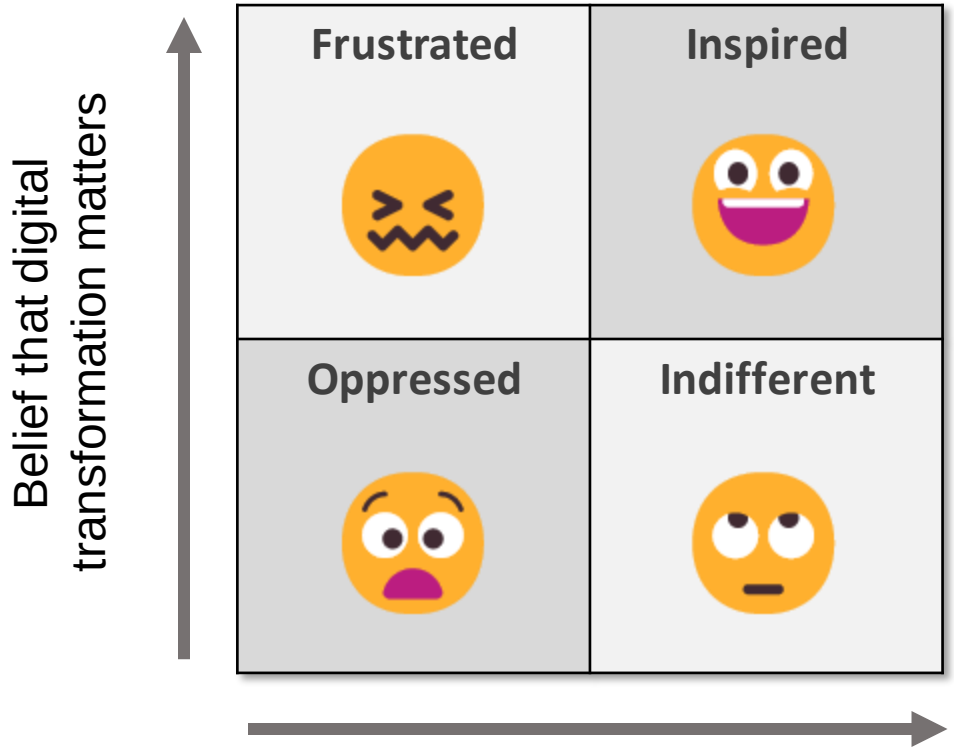
WHAT IS DATA LITERACY?

"The ability to read, write and communicate with data in context – in both work and life"

– The Data Lodge

WHY IS DATA LITERACY IMPORTANT?

- ✓ Better customer service
- ✓ More efficient operations
- ✓ Better decision-making
- ✓ Increased data security

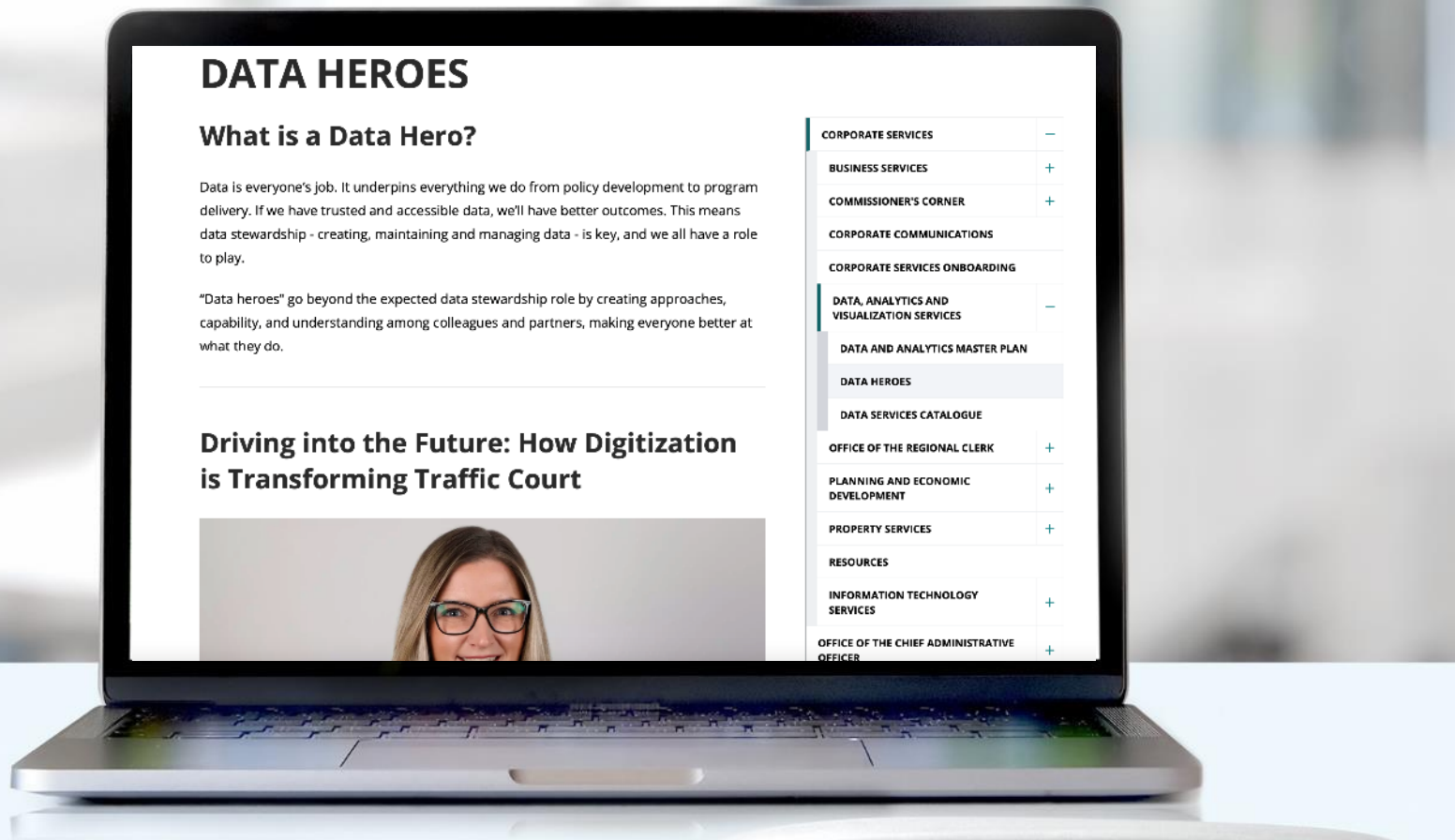


Source: Harvard Business Review, June 2022

YOU DON’T HAVE TO LEARN EVERYTHING

DATA LITERACY IN ACTION

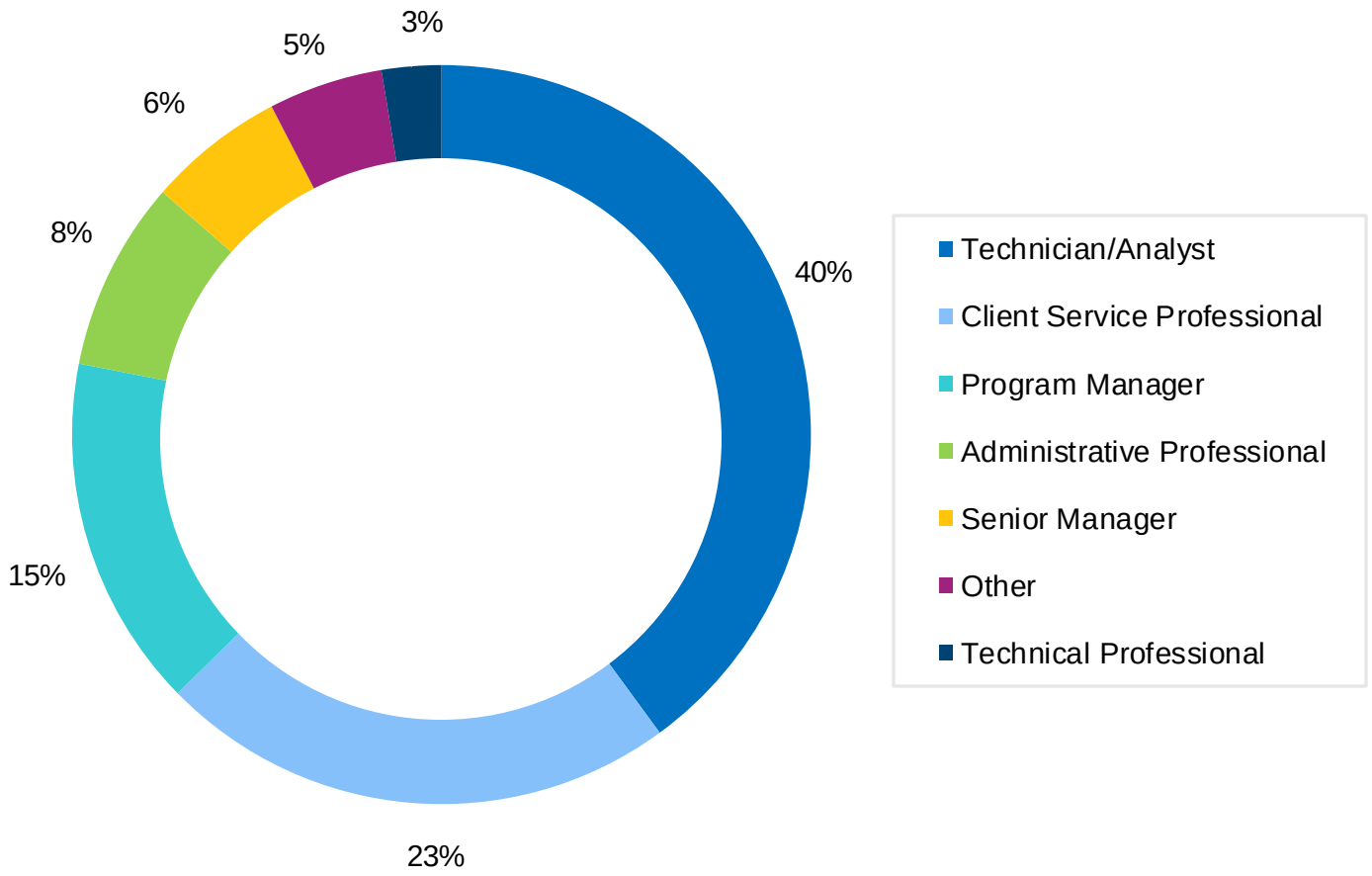
DATA HEROES


DATA HEROES
What is a Data Hero?
Data is everyone's job. It underpins everything we do from policy development to program delivery. If we have trusted and accessible data, we'll have better outcomes. This means data stewardship - creating, maintaining and managing data - is key, and we all have a role to play.
"Data heroes" go beyond the expected data stewardship role by creating approaches, capability, and understanding among colleagues and partners, making everyone better at what they do.
Driving into the Future: How Digitization is Transforming Traffic Court
CORPORATE SERVICES
BUSINESS SERVICES
COMMISSIONER'S CORNER
CORPORATE COMMUNICATIONS
CORPORATE SERVICES ONBOARDING
DATA, ANALYTICS AND VISUALIZATION SERVICES
DATA AND ANALYTICS MASTER PLAN
DATA HEROES
DATA SERVICES CATALOGUE
OFFICE OF THE REGIONAL CLERK
PLANNING AND ECONOMIC DEVELOPMENT
PROPERTY SERVICES
RESOURCES
INFORMATION TECHNOLOGY SERVICES
OFFICE OF THE CHIEF ADMINISTRATIVE OFFICER

DIGITAL SKILLS: PERSONAS

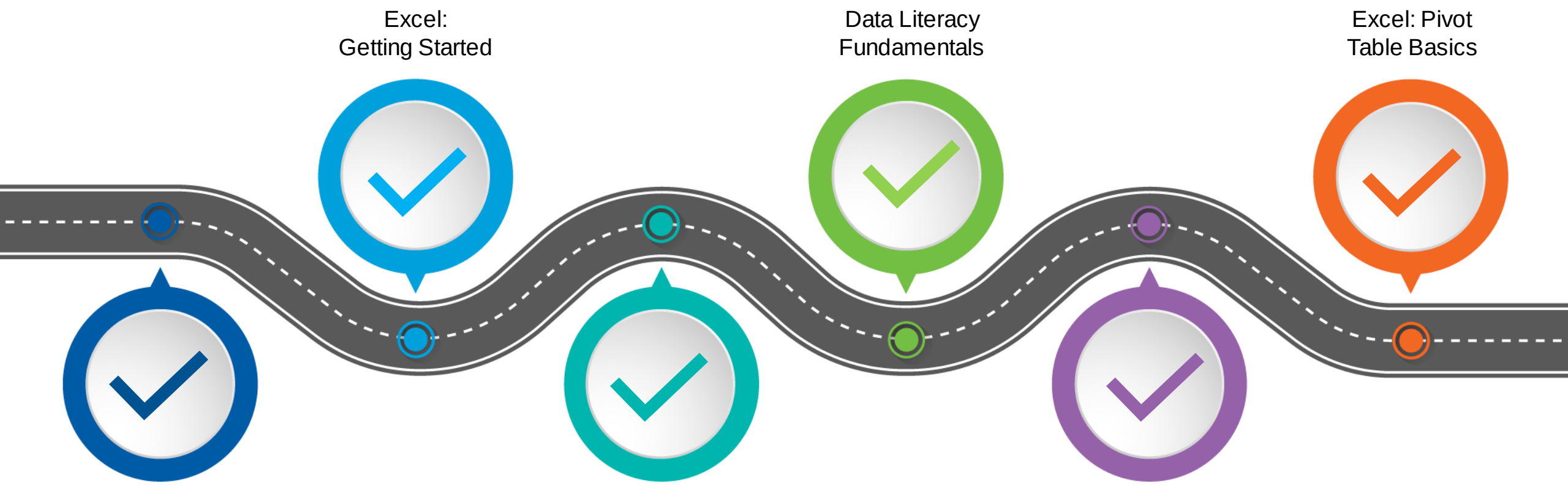
- Skill development roadmaps
- Relevant content
- Comprehensive curriculum
- Practical application
- Self-paced learning

PUBLIC WORKS IMPLEMENTATION

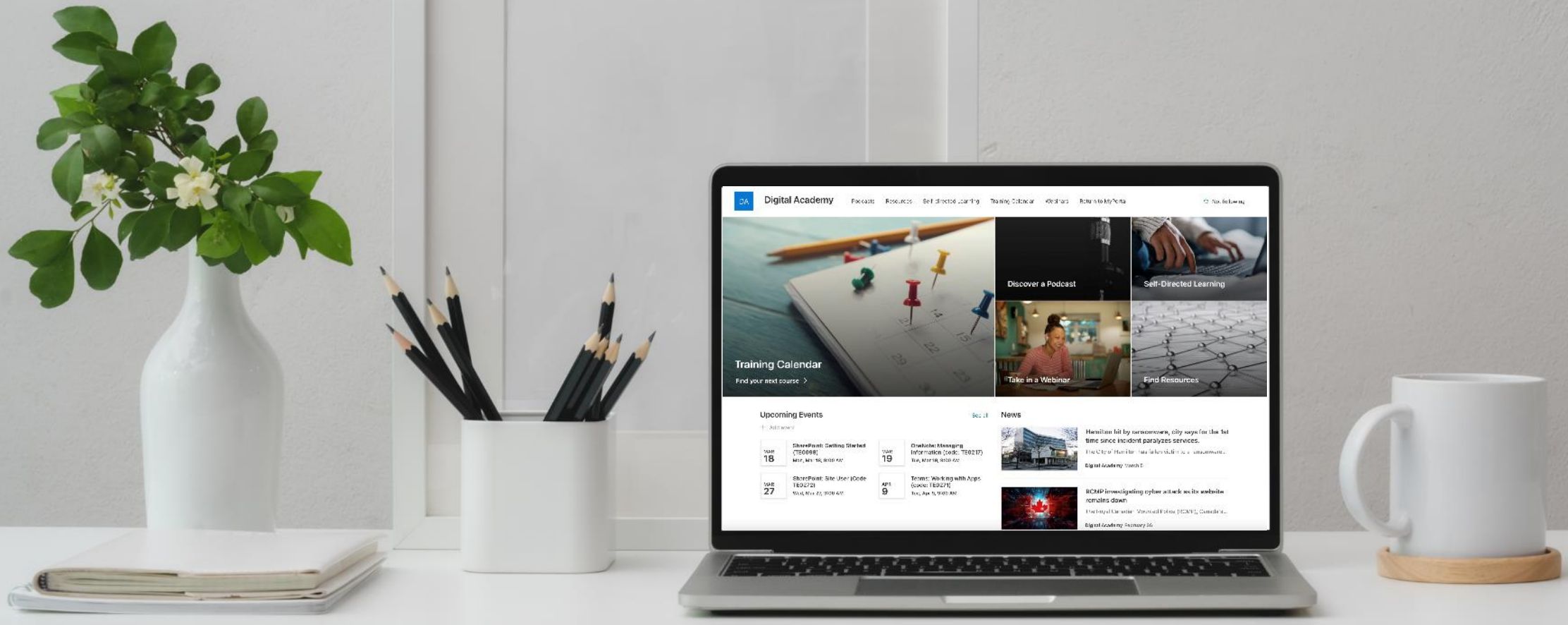


PERSONA	TOTAL
Administrative Professional	83
Client Service Professional	227
Other	50
Senior Manager	60
Technician/Analyst	399
Program Manager	154
Technical Professional	26
GRAND TOTAL:	999

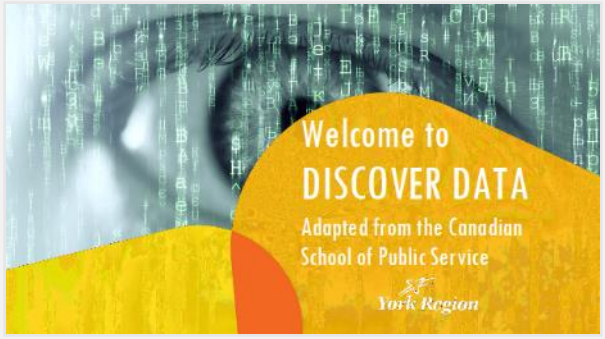
EXAMPLE LEARNING PLAN: CLIENT SERVICE PROFESSIONALS

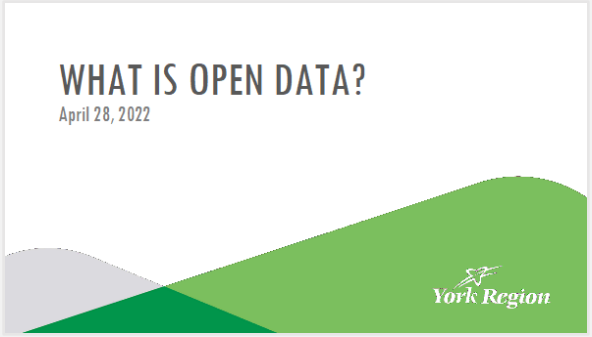


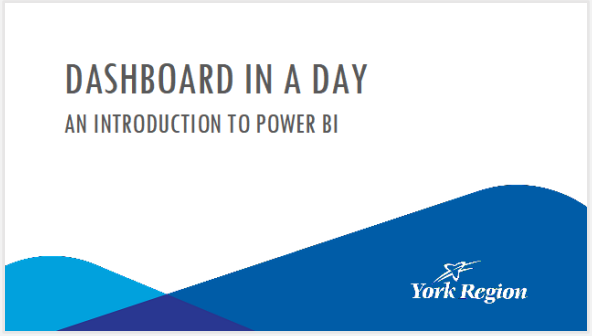
WHY THE DIGITAL ACADEMY?



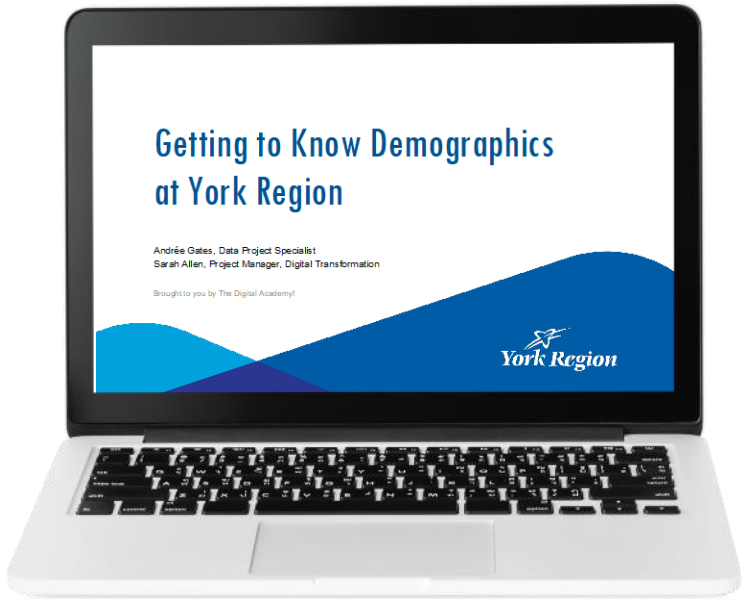
DIGITAL ACADEMY: DATA OFFERINGS







- Discover Data
- Discover GIS
- Data Quality
- Dashboard in a Day
- Open Data
- Demographics
- Discover Digital
- ***Data Literacy**



DIGITAL ACADEMY OFFERINGS

- Digital Skills Matrix
- Departmental and partner collaboration

- Virtual training
- Webinars
- Drop-in support

- Community of Practice participation and contribution
- York Info Partnership

BREAKOUTS

BREAKOUTS

1. What strategies is your organization using or could it use to build data literacy capacity?

2. What are some opportunities for us to work together to promote and build data literacy capacity in our organizations? Please provide examples.

OUTCOMES

1. Joint purchase Dataliteracy.com materials/courses
2. Broad access to Digital Academy portal and data courses
3. Data literacy resources added to Data Co-op
4. Secure executive sponsorship – get senior management buy-in and support
5. Organize regular knowledge sharing sessions – e.g. Digital Personas workshop for upskilling
6. Celebrate data literacy achievements (i.e., Data Heroes formula) – recognize and celebrate individuals and teams who have made significant progress in their data literacy journey

THANK YOU

Questions?

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