



Data Stewardship

Core

by Maria C Villar and Dave Wells



Module 0. About the Course (9 min)

Module 1. Data Stewardship Basics (51 min)

- What is a Data Steward
- What “Does Stewardship” Mean
- Why a Data Steward
- Types of Data Stewards
 - Overview
 - Type 1: Data Objects Steward
 - Type 2: Business Unit Data Steward
 - Type 3: Process Data Steward
 - Type 4: Project/System Data Steward
- Key Reporting Considerations
- Common examples of Data Stewards
- Not all Data Should be Managed
- Getting Started
 - Overview
 - Pick the Project
 - Pick the Team
 - Design Standards Forms and Documentation
 - Pick the Governance Forums
 - Choose the Metrics
 - Pick the Tools
- Attributes of a Data Steward
 - Profile of a Successful Steward
 - Personal Attributes
 - Knowledge Level
 - Experience Level
- Review

Module 2. Roles and Responsibilities of Data Stewards (44 min)

- Overview
- Data Stewardship and Data Strategy
 - Planning
 - Data Roadmap
 - Data Principles & Policies
 - Adjusting to Business Priorities
 - Example
- Stewardship and Data Classification
 - Data Definition
 - Metadata Management
- Stewardship and Data Quality
 - Prioritizing Data Quality Metrics
 - Implementing a Data Quality Program
- Stewardship and Business Processes
- Stewardship and Data Acquisition
- Stewardship and Data Modeling
- Stewardship and IT Management
 - Overview
 - New Data Projects
 - Consolidating the IT Infrastructure
 - Master Data
 - New Tool Selection
- Stewardship and Data Operations
- Stewardship and Change Management



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- Stewardship and Data Governance

Module 3. Data Stewardship Tips & Techniques (46 min)

- Create a Data Culture
- 10 Keys to Being A Successful Data Steward
- De-railers to Data Stewardship
- Case Study
 - Overview
 - Company Background
 - Reporting Structure and Key Stakeholders
 - Data Steward Team
 - Data Steward Projects
 - Data Steward Governance Forums
 - Challenges
- Case Study 2
 - Overview
 - Company Background
 - Finance Business Unit Data Reporting
 - Reporting Structure and Key Stakeholders
 - Data Steward Team
 - Data Steward Projects
 - Data Governance Forums
 - Challenges
- Case Study Lessons
- What Does Great Data Management Look Like

Module 4. Information Management Basics (84 min)

- Overview
- Types of Data Stores
 - Application Databases
 - Departmental End User Databases
 - Data Warehouse and Data Marts
 - Operational Data Store
 - Master Data Hub
 - Data Lakes
 - Analytic Sandboxes
- Types of Data and Information
 - Operational Data
 - Analytic Data
 - Event Data and Reference Data
 - Master Data and Transactional Data
 - Structured and Unstructured Data
- Types of Databases
 - Relational Databases
 - NoSQL Databases
- Common Uses of Data
 - Record Keeping and Audit Trail
 - Reporting and Information
 - Measurement and Monitoring
 - Decision Making
 - Business Analysis
 - Discovery and Prediction
 - Machine Learning and Automation
- Business Data Flow
 - Business Value of Data



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- Data Uses
- Data Sources
- Data Acquisition
- Data Providers and Consumers
- Data Flow Through Organizations
 - Data Flow at the Functional Staff Level
 - Data Flow at the Tactical Staff Level
 - Vertical Data Movement
- Data Flow Through Systems
- Data Flow Example
- Architectural View of The Data Flow
- Data Pipeline View of The Data Flow
- Data Flow Analysis
- Data Management Processes
 - Architectural Processes
 - Subject Area Modeling
 - Conceptual Data Modeling
 - Enterprise Modeling
 - Data Consolidation: Entity Mapping
 - Data Consolidation: Data Store Mapping
 - Data Consolidation: Data Element Mapping
 - Data Flow: Business Architecture View
 - Data Flow: Systems Architecture View
 - Data Flow: Data Warehouse Architecture View
 - Data Flow: Analytics Ecosystem View
 - Data Flow: The Speed of Data
- Utilization Processes
 - Business CRUD Matrix
 - Systems CRUD Matrix
 - Business Process Management
- Custodial Processes
 - Data Curation
 - Database Administration
 - Security Administration
 - Business Continuity
- Data Lifecycle Processes
 - Data Cataloging
 - Data Refinement
 - Data Preparation
 - Data Delivery
 - Analysis and Reporting

Module 5. Information Management Overview (72 min)

- Overview
- Information Management Defined
 - Information
 - Management
 - Information + Management
 - Information Management
- The Scope of Information Management
- IM Dimensions
 - IM Disciplines
 - Related Disciplines
 - Grouping Related Disciplines
 - A Stack View of IM
- Understanding the Data



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- Views of the Data
- Projects Flow
- Describing the Meaning of the Data
- Describing the Data Constraints
- Describing the Data Relationships
- Describing the Data
- Information Supply and Demand
 - Managing Information Supply and Demand
 - The Goal
 - Desired Outcomes
 - Data Resource Perspectives
 - Content Management
 - Enterprise Information Management
- Data Utility
 - Introduction to Data Utility
 - Ensuring Data Utility
 - Roles of Data Quality and Data Governance
- Data Resource Consolidation
 - The Data Resource
 - Disparate Data
 - Connecting the Disparate Data
 - Data Integration
 - Data Warehousing
 - Data Warehouse
 - Master Data
 - Master Data Management
- Applied Information
 - Data vs. Information
 - Information and Systems
 - Using Information
 - Business Intelligence
 - BI Purpose
 - Business Analytics
 - Business Performance Management
- Discovery and Inference
 - Learning the Unknown
 - From Data to Knowledge
 - Data Mining and Predictive Analytics
 - Data Mining and Prediction Purpose

Module 6. The Data Stewardship Landscape (10 min)

- Overview
- Data Steward Relationships
- Data Steward Roles
- Data Steward Goals
- Data Steward Competencies
- Data Steward Knowledge