

Virginia Data Advisory Commission

Meeting Minutes

July 19, 2022

East Reading Room – Patrick Henry Building

1111 East Broad Street

Richmond, Virginia 23219

1:00 PM – 3:00 PM

Virtual Meeting Information:

Virginia Data Advisory Commission Tuesday, July 19, 2022 1:00 p.m. – 3:00 p.m.

Microsoft Teams joining info:

Video call link:

https://teams.microsoft.com/dl/launcher/launcher.html?url=%2F_%23%2F%2Fmeetupjoin%2F19%3Ameeting_YjRjMTliZWItMTZjYS00YTg1LTg0NTktZDliODYyYTE1NDFl%40thread.v%2F0%3Fcontext%3D%257b%2522Tid%2522%253a%2522620ae5a9-4ec1-4fa0-8641-5d9f386c7309%2522%252c%2522Oid%2522%253a%25228b5e1e08-5841-4e1e-b617-8592886537f7%2522%257d%26anon%3Dtrue&type=meetup-join&deeplinkId=aebcf6b6-77b6-4762-a633-339fa751a838&directDl=true&msLaunch=true&enableMobilePage=true&suppressPrompt=true
Or dial: (US) +1 781-514-9183 PIN: 393 343 006#

Commission Member Attendees:

Emmett Hanger, *Senator*

Adam Ebbin, *Senator*

Mary Beth Dunkenberger, *Region 4, Virginia Tech, Institute for Policy and Governance - (virtual)*

Bridget Giles, *Director of Special Programs, Hampton Roads Biomedical Research Consortium, Research Assistant Professor, Virginia Modeling Analysis and Simulation Center, Old Dominion University*

Tyler Schenck, *Region 2, Director of Innovation and Information Services for Winchester City, Virginia – (virtual)*

Zaki Barzinji, *Region 7, Project Director for Aspen Digital*

Arlyn Burgess, *Region 3, Chief of Staff for University of Virginia School of Data Science*

Alisa Padden (*Designee for Karl Hade, Director of Legislative & Public Relations*)

Secretary George “Bryan” Slater, *Secretary of Labor*

Secretary “Lyn” McDermid, *Secretary of Administration*

Secretary John Littel, *Secretary of Health and Human Resources – (virtual)*

Secretary “Bob” Mosier, *Secretary of Public Safety and Homeland Security*

Secretary Stephen Cummings, *Secretary of Finance*

Deputy Secretary Beth Green (*Designee for Secretary Matt Lohr, Secretary of Agriculture and Forestry*)

Assistant Secretary Corey Scott (*Designee for Secretary Travis Voyles, Acting Secretary of Natural and Historic Resources*)

Wyatt Toehlke (*Designee for Secretary Caren Merrick, Secretary of Commerce and Trade*) – (virtual)

Aimee Rogstad Guidera, *Secretary of Education*

Thomas Crabbs (*Designee for Secretary Craig Crenshaw, Secretary of Veterans and Defense Affairs*)

Kenneth Pfeil, *Chief Data Officer*

Public attendees:

Rita Passaglia – McGuireWoods Consulting, intern

Sara Thomas – The Vector Corporation

Norgan Guthridge – Guthridge Associates

Joe Sewash – VA Graphic Information Network

Thomas Gordon – KPMG

Chris Knight – Qlarion

Michael Thomas – McGuireWoods Consulting, Senior VP, State Government Relations

Corey Scott – Assistant Secretary of Natural Resources

Amy Judd - Legal VITA Representative

Joyce Reed – Assistant Secretary of Secretary of Administration

Leah Mills – Deputy Secretary of Health and Human Resources - (virtual)

Welcome and Opening Remarks

New Chief Data Officer Announcement

Roll Call and Introductions of Council Members

Approval of Minutes from Previous Meeting

FOIA Rules and Public Meeting Statute Presentation

Commonwealth Data Trust Presentation

Universal Entity Index for Commonwealth Data

Calendar Year 2022 Goals and Objectives

Member/Public Comment

Closing Remarks

Next meeting date: TBD October/November 2022

Adjournment

Motions

Motion 1: Approve the previous VDAC Meeting Minutes (November 2021)

Presenter: Chief Data Officer Kenneth Pfeil

Discussion: Previous meeting minutes were discussed.

Motion Accepted: Meeting minutes have been accepted. Motion accepted by majority.

Motion 2: To change date of next Virginia Data Advisory Commission Meeting

Presenter: Chief Data Officer Kenneth Pfeil

Discussion: There is a motion to move the next meeting

Motion Accepted: Motion accepted by majority. The date for the next Virginia Data Advisory Commission Meeting is TBD in October/November 2022

Agenda

Agenda Item 1: Welcome and Opening Remarks 1:07 PM – 1:10 PM

Presenter: Secretary Lyn McDermid

Discussion: Secretary McDermid introduced herself and thanked everyone for coming. Secretary spoke a few words about the history of the Chief Data Officer role. It was established in 2018 under VITA but was moved under the Secretary of Administration in July 2021 and officially became an agency. Secretary thanked Marcus Thornton for stepping up in the role during the period when the agency no longer had a Chief Data Officer.

Decision: N/A

Agenda Item 2: New Chief Data Officer Announcement 1:10 PM -1:12 PM

Presenter: Secretary Lyn McDermid

Discussion: Secretary McDermid gave the introduction of the new Chief Data Officer, Kenneth Pfeil, and briefly spoke on his background. Ken started in May and has a background as a Technology Strategist. He has a long career developing technical strategies focused on cybersecurity data and systems.

Decision: N/A

Agenda Item 3: Roll Call and Introductions of Council Members 1:12 PM – 1:16 PM

Presenter: Chief Data Officer Kenneth Pfeil

Discussion: Mr. Pfeil called roll.

Decision: N/A

Agenda Item 4: Approval of Minutes from Previous Meeting 1:16 PM – 1:17 PM

Presenter: Chief Data Officer Kenneth Pfeil

Discussion: The committee discussed previous meeting minutes

Decision: The meeting minutes were accepted. Refer to motion 1.

Agenda Item 5: FOIA Rules and Public Meeting Statute Presentation 1:17 PM – 1:37PM

Presenter: Assistant Attorney General Justin Bell

Discussion: Justin Bell introduced himself and continued with an explanation of FOIA. Mr. Bell announced there are two major pillars of FOIA: the public has a right to public records and it is illegal to deny it to them. If FOIA is willfully and knowingly violated, a penalty can be imposed starting at \$500 up to \$25,000.

Mr. Bell gave a presentation providing an overview of key points related to FOIA:

Notification to the public for meetings

Required amount of members for a meeting and quorum

Violation consequences

Business and personal email usage

Voting requirements

Electronic meetings will begin September, 1 2022

Decision: N/A

Agenda Item 6: Commonwealth Data Trust Presentation 1:37 PM – 1:50 PM

Presenter: Chief Data Officer Kenneth Pfeil & Deputy Chief Data Officer Marcus Thornton

Discussion: Mr. Pfeil began the discussion with acknowledging the growth of data trust members from six members to fifteen members over the last year. Marcus Thornton followed with an introduction and described what he will discuss during the upcoming presentation.

Mr. Thornton continued with a presentation covering key points:

Overview of agency and Data Trust

Benefits of joining Data Trust

Current Data Trust members

Overview of Virginia Data Advisory Commission

Remaining Boards and Councils to be established

Resources and solutions

Decision: N/A

Agenda Item 7: Universal Entity Index for Commonwealth Data 1:50 PM – 2:03 PM

Presenter: Deputy Chief Data Officer Marcus Thornton

Discussion: Mr. Thornton gave a presentation on the Universal Entity Index

Mr. Thornton explained datasets are brought in for different reasons. Data security is required so the first thing done is to identify how to remove all the PII information; such as a Social Security number or anything that you could be a personal identifier. That information is then replaced with a unique identifier.

Key points covered:

Data protection and data security

Explanation of Universal Entity Index

Commonwealth benefit

Data Strategy

The data life cycle

ODGA Maturity Model

Decision: N/A

Agenda Item 8: Calendar Year 2022 Goals and Objectives 2:03 PM – 2:06 PM

Presenter: Chief Data Officer Kenneth Pfeil

Discussion: Mr. Pfeil gave a presentation and described the one-year roadmap. Discussion explains his wants to give agencies an early warning and provide predictive analytic services to be more helpful.

Decision: N/A

Agenda Item 9: Member/Public Comment 2:06 PM – 2:36 PM

Presenter: Chief Data Officer Kenneth Pfeil

Discussion: Mr. Pfeil announced to open the floor to public questions and comments

Key Points:

- It was announced that future Virginia Data Advisory Commission meetings would have a virtual-only option beginning September 1, 2022.
- There was a follow-up inquiry from the last meeting about considering a role dedicated to Data Equity and Ethics.
- A recommendation was made for the office to provide guidance and more information to agencies to assist with efficiency and providing uniformity. This is assumed to help with the forward progression as a Commonwealth in the data strategy and analytics realm.
- A Datathon was suggested to bring hesitant agencies together to help see the value of sharing data.
- Public and community engagement is a common topic of interest relating to underserved and vulnerable populations.

Decision: N/A

Agenda Item 10: Closing Remarks 2:36 PM

Presenter: Chief Data Officer Kenneth Pfeil

Discussion: Members voted on changing date for next meeting. Mr. Pfeil thanked everyone for attending and made closing remarks.

Decision: The change of date for the next Virginia Data Advisory Commission meeting was approved. Refer to motion 2.

Agenda Item 11: Adjourn 2:36 PM

Presenter: Chief Data Officer Kenneth Pfeil

Discussion: The Virginia Data Advisory Commission adjourned at 2:36 PM

Decision: N/A



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OFFICE OF DATA
GOVERNANCE
AND ANALYTICS

- ▶ First Chief Data Officer and Team to foster effective use of Data Across the Commonwealth
- ▶ Data engineers, data analytics specialists, business intelligence specialists, project managers, data architects, data curators, communications professionals
- ▶ The Office of Data Governance and Analytics was established July 1, 2021



- ▶ Provide the technical platform and expertise for data curation and data movement using commonwealth data.
- ▶ Oversee data sharing among state, regional, local public entities & public institutions of higher education
- ▶ Implement data governance strategies
- ▶ Promote and increase access to Commonwealth data
- ▶ Develop innovative data analysis and intelligence methodologies to promote data-driven policy making, decision making, research, and analysis
- ▶ Manage the Commonwealth Data Trust
- ▶ Identify, coordinate, and oversee data analytics projects studies linking government services to stakeholder outcomes
- ▶ Manage the Open Data Portal (data.virginia.gov)

Virginia Commonwealth Data Trust

Safe, secure, & legal data sharing



- ▶ Establish consistent requirements for trust members through a standardized data sharing agreement process
- ▶ Provide a scalable alternative to multiple “point-to-point” sharing
- ▶ Promote trust among members through common rules for data security, privacy, and confidentiality
- ▶ Reduce technical costs by onboarding to a single environment using National Information Exchange Model (NIEM) standards

- ▶ Commonwealth Data Trust member (contributing data) and user (requesting data) agreements are the foundation for data sharing, data-driven decisions, and ultimately supporting the Governor's goal to make state government more efficient.
- ▶ Managing data sharing between agencies at the enterprise level with ODGA as the conduit reduces security vulnerabilities.
- ▶ Commonwealth Data Trust members enjoy transparency and trust with participating agencies engaged in analytics projects.
- ▶ Joining the Commonwealth Data Trust is about tapping into the power of the collective enterprise expertise while maintaining control over your data. It multiplies the resources available to agencies and creates a win-win for both the agency and the Commonwealth.

- ▶ Dept. of Aviation
- ▶ Dept. of Behavioral Health & Developmental Services
- ▶ Dept. of Human Resource Management
- ▶ Dept. of Criminal Justice Services
- ▶ Dept. of General Services
- ▶ Dept. of Medical Assistance Services
- ▶ Dept. of Social Services
- ▶ Library of Virginia
- ▶ Roanoke Police Department
- ▶ State Compensation Board
- ▶ Virginia Dept. of Corrections
- ▶ Virginia Dept. of Health
- ▶ Virginia Employment Commission
- ▶ Virginia Hospital and Healthcare Association
- ▶ Virginia Innovation Partnership Corporation
- ▶ Virginia529

Data Governance

The Foundation of Data Strategy



- ▶ 28 members (6 legislative, 7 citizen, 15 state officials)
- ▶ Study, report, and make recommendations to the Secretary of Administration and the Governor on all areas of data governance, quality, sharing, analytics, reporting, intelligence, and performance management
- ▶ Advise and assist the Chief Data Officer to set, plan, prioritize, and review data and outcome performance goals and objectives to improve operational efficiency, increase delivery of customer-centered services, and promote better outcomes for constituents
- ▶ Make recommendations to the Secretary of Administration and the Governor on performance goals and objectives requiring engagement from organizations across state government
- ▶ Recommend changes to budget and code

- ▶ **Executive Data Board** - The Executive Data Board is chaired by the Chief Data Officer who also selects its membership. The Executive Data Board membership consists of executive leadership, or their designees, from executive branch agencies engaged in data sharing and analytics projects.
 - Translate the Commonwealth's data-driven policy goals and objectives to agency performance targets
 - Allocate appropriate agency resources to support data governance, sharing, and analytics initiatives
 - Provide to the Virginia Data Commission any reports on the Board's recommendations and work as required by the Commission
- ▶ **Data Governance Council** - The members of the Data Governance Council are selected by the Executive Data Board. The Council, consists of employees of the state agencies represented on the Executive Data Board. The Data Governance Council is chaired by the Commonwealth of Virginia Chief Data Officer (or designee).
 - Liaise between state agency operations and the Chief Data Officer
 - Advise the Chief Data Officer on technology, policy, and governance strategies
 - Administer data governance policies, standards, and best practices as set by the Executive Data Board
- ▶ **Data Stewards Group** – The Data Stewards Group made up of designated agency data owners and data stewards to support data-driven decisions.
 - Promote and facilitate the secure and appropriate sharing and use of data assets in support of data-driven policymaking, evidence-based decision-making, research, and analysis

Resources & Solutions

What We Offer to the Commonwealth



The background features a complex, abstract graphic design. It consists of numerous thin, flowing lines in shades of blue, yellow, and green, which curve and swirl across the page. Interspersed among these lines are various-sized dots in the same color palette, creating a sense of movement and data flow. The overall aesthetic is clean and modern, typical of a professional presentation or report.

“Data is not intelligence”

~William Binney

- ▶ [Virginia Open Data Portal](#)
- ▶ Azure Data Catalog
- ▶ [Commonwealth Metadata Dictionary](#)
- ▶ [DataSAGE](#)
- ▶ [Commonwealth Data Trust](#)
- ▶ Commonwealth of Virginia Entity Resolution for Enterprise Data (CoVERED)
- ▶ Commonwealth of Virginia Enterprise Reporting Solution (CoVERS)
- ▶ Secure Connected Government Cloud (SCGC)

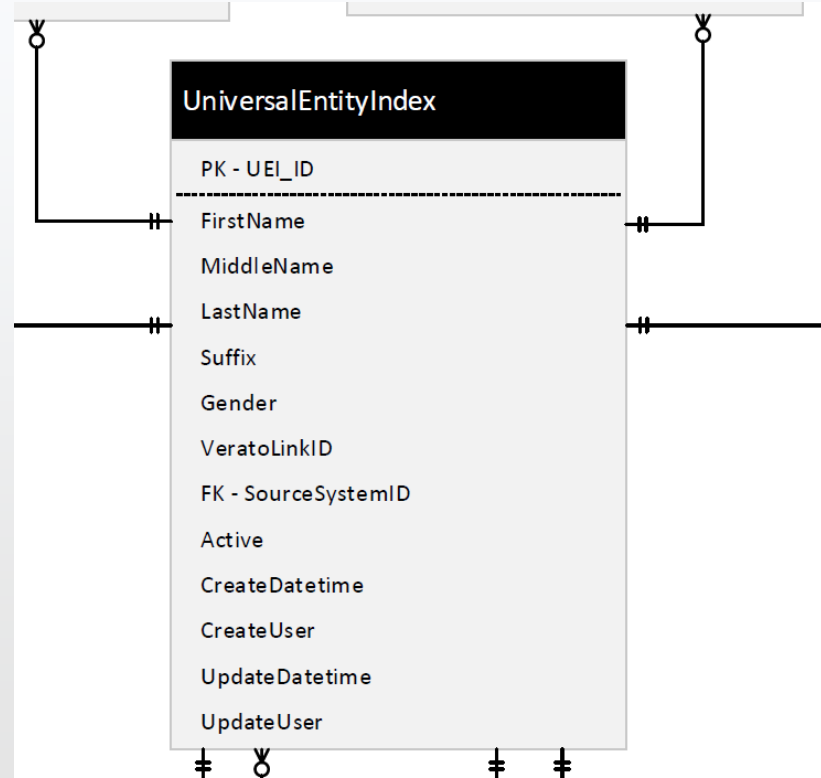
Universal Entity Index

A decorative graphic on the right side of the slide consists of a complex network of blue and yellow lines and dots, resembling a data visualization or a stylized human figure.

CoVERED - Commonwealth of
Virginia Entity Resolution for
Enterprise Data

- The Office of Data Governance and Analytics (**ODGA**) developed a solution to securely and appropriately consolidate data from multiple systems across the state.
- The Commonwealth of Virginia Entity Resolution for Enterprise Data (**CoVERED**) ingests two data streams separating the attributes that identify individuals (PII) from those that characterize the government services they receive by leveraging partnerships with executive branch agencies and other organizations through the safe, secure, and legally compliant information sharing environment that establishes consistent requirements for trust members through a standardized data sharing agreement process.

- **The Universal Entity Index** – is a crosswalk table that contains a universal identifier for each unique individual linking records across multiple systems via their personal identifier instead of PII.
- The ODGA is able to leverage this crosswalk table to **provide intelligence and analytics** from multiple systems to assist agencies and organization with their data needs.

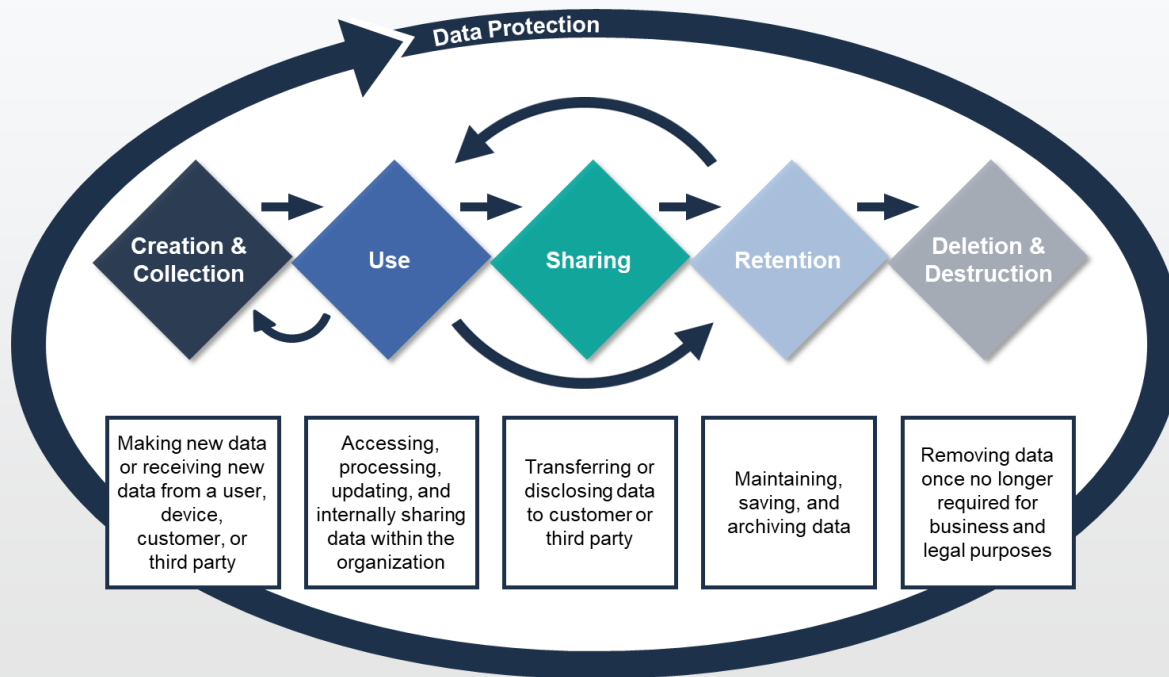


- The ODGA **partners with commonwealth agencies** to assist them with merging datasets for actionable intelligence in a safe and secure way.
- **Better access to reporting solutions** provided by the Office of Data Governance and Analytics.
- **Better collaboration** among agencies with the Commonwealth.
- **Providing financial relief** to agencies who may need to outsource to vendors in order perform the backend tasks associated with data curation.

Data Strategy

ODGA GOALS AND OBJECTIVES





Data Strategy Guiding Principles



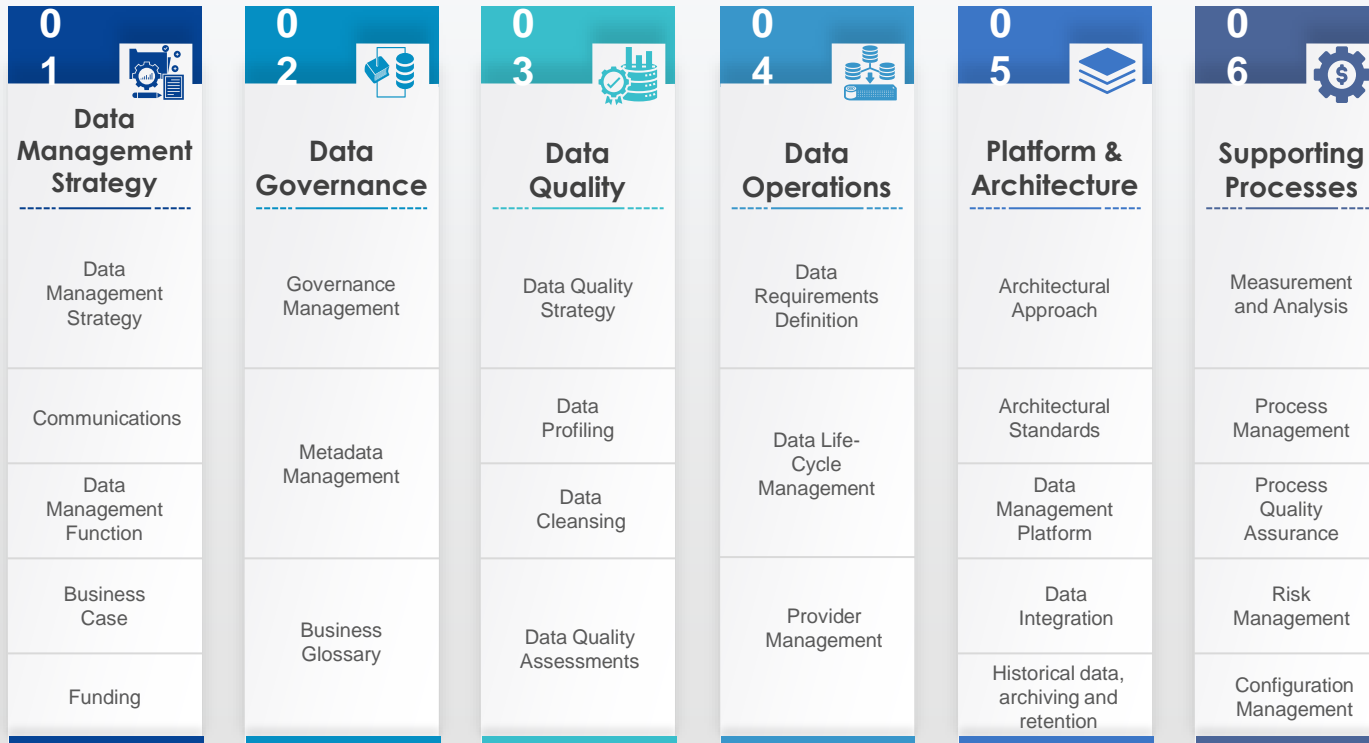
ODGA Maturity Model

Measuring Maturity Against
Established Models

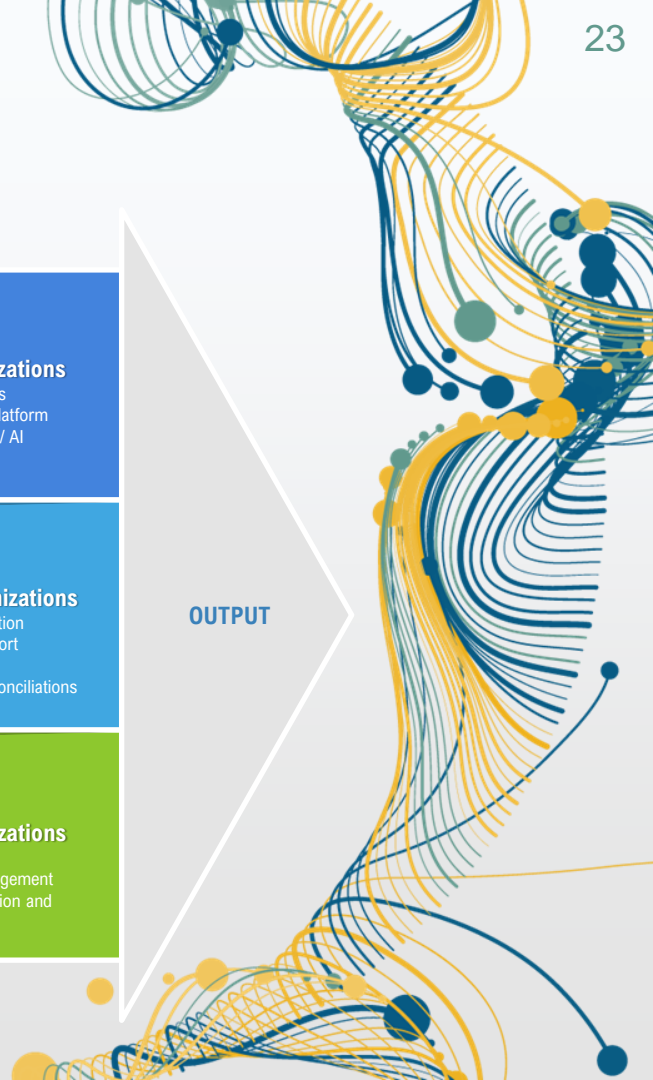
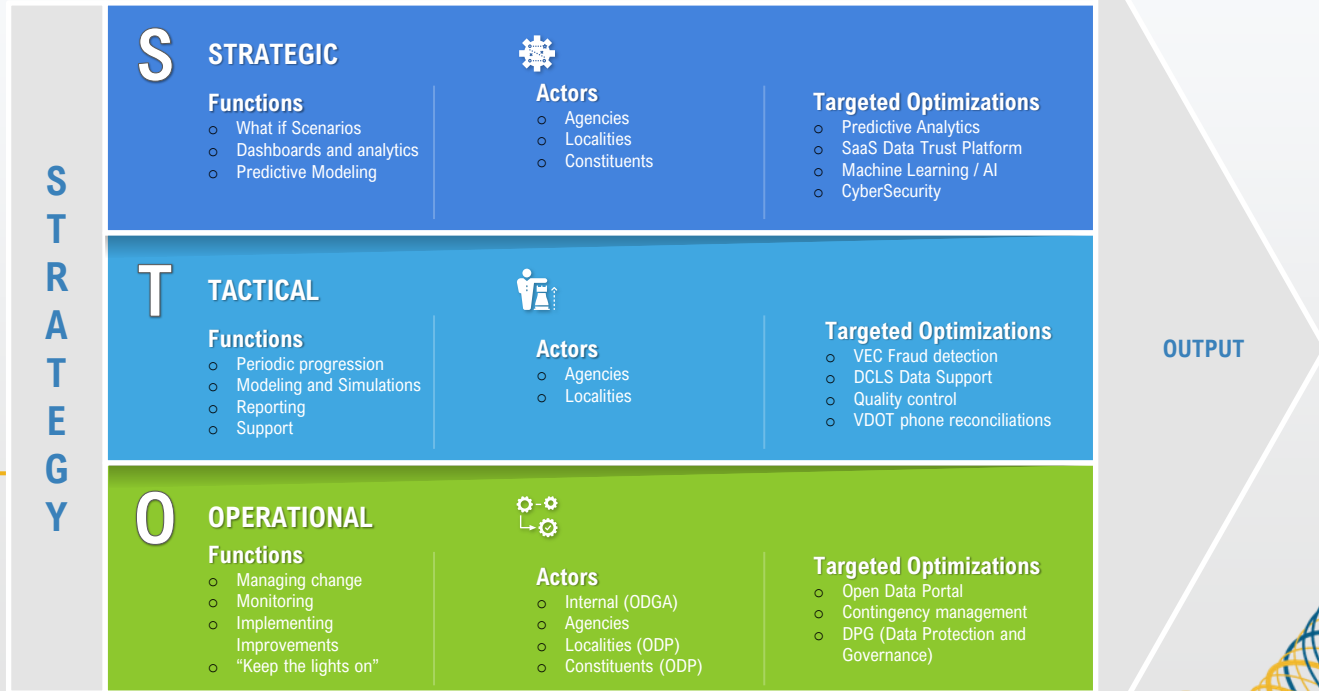


Data Management Maturity Model with Quality and Operations

Data Management Maturity (CMMI-DMM) Model



ODGA Planning



ODGA Roadmap

Objectives for the Short Term



ONE YEAR ROADMAP

H1
FY2023

H2
FY2023

Technology



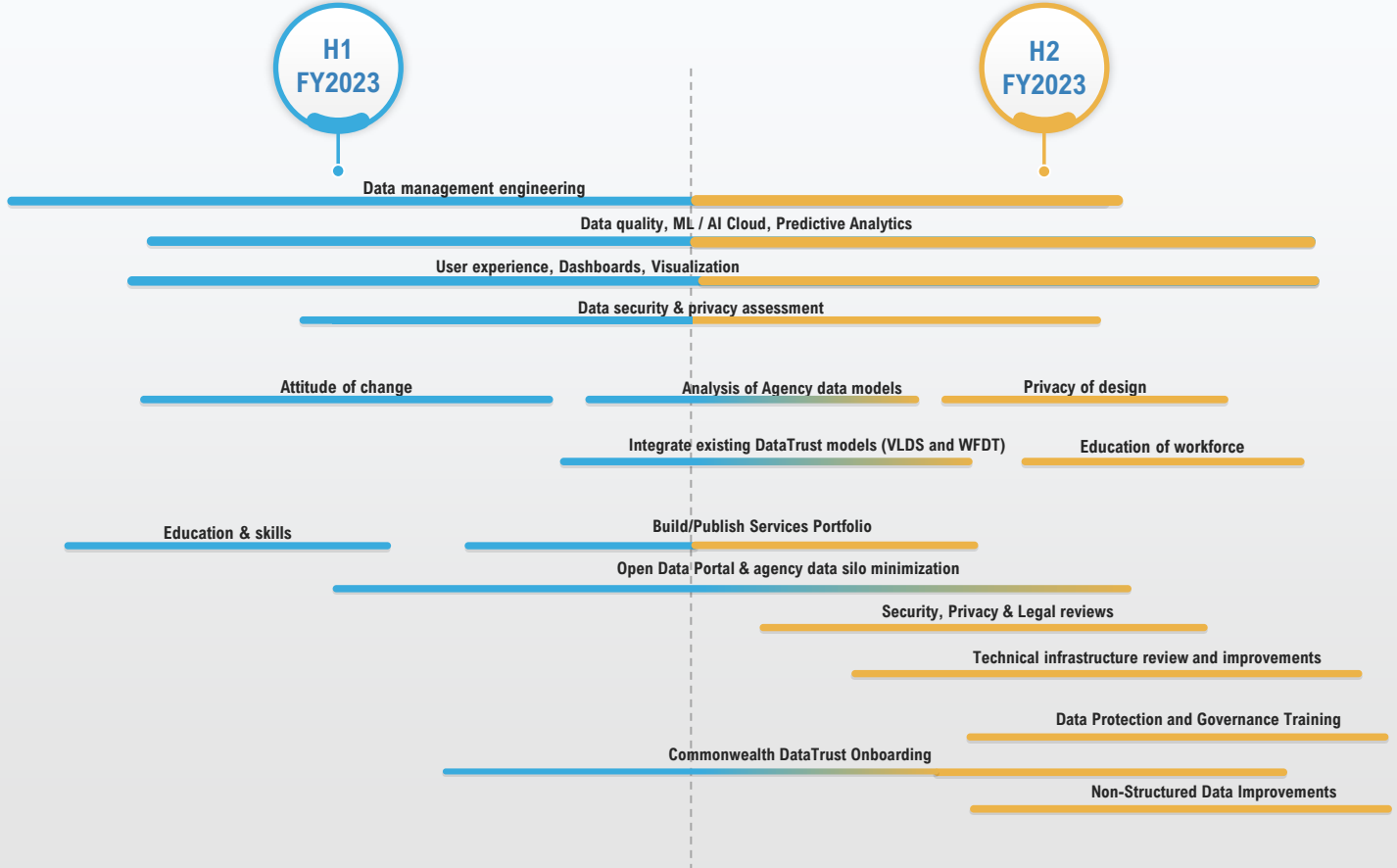
Agency



Policy



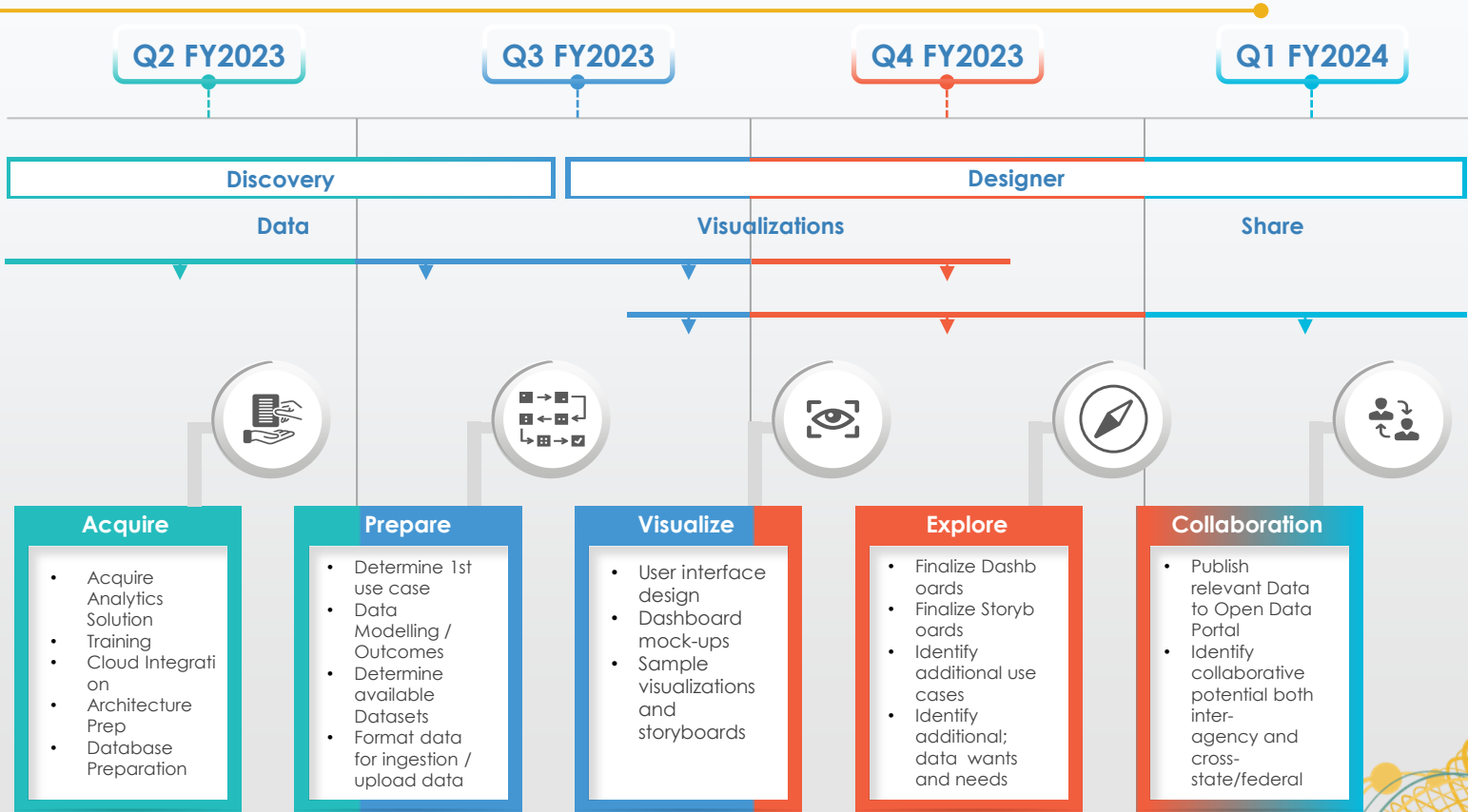
Societal



ODGA Next Steps: Predictive Analytics

Short Term Roadmap





Acquire

- Acquire Analytics Solution
- Training
- Cloud Integration
- Architecture Prep
- Database Preparation

Prepare

- Determine 1st use case
- Data Modelling / Outcomes
- Determine available Datasets
- Format data for ingestion / upload data

Visualize

- User interface design
- Dashboard mock-ups
- Sample visualizations and storyboards

Explore

- Finalize Dashboards
- Finalize Storyboards
- Identify additional use cases
- Identify additional; data wants and needs

Collaboration

- Publish relevant Data to Open Data Portal
- Identify collaborative potential both inter-agency and cross-state/federal

Sign up for the
ODGA Newsletter at
odga.virginia.gov





THANK YOU!

Email: odga@governor.virginia.gov

Web: odga.virginia.gov

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