

# Agenda

- 1:00 Welcome and Mentimeter poll
- 1:15 A Journey Towards Data Literacy
- 1:50 Data & Insights Education
- 2:15 Break
- 2:30 Developing Data Literacy Programs – Panel Discussion

# A Journey Towards Data Literacy

Learn the Language of Data to Leverage the Power of Data



Texas Department of Information Resources

Transforming How  
Texas Government  
Serves Texans

[dir.texas.gov](http://dir.texas.gov) | [@TexasDIR](https://twitter.com/TexasDIR) | [#DIRisIT](https://twitter.com/TexasDIR)

# A Journey Towards Data Literacy



**We need  
to increase our  
data literacy!**

# A Journey Towards Data Literacy



**What is data literacy, anyway?**

# Six Core Competencies of Data Literacy

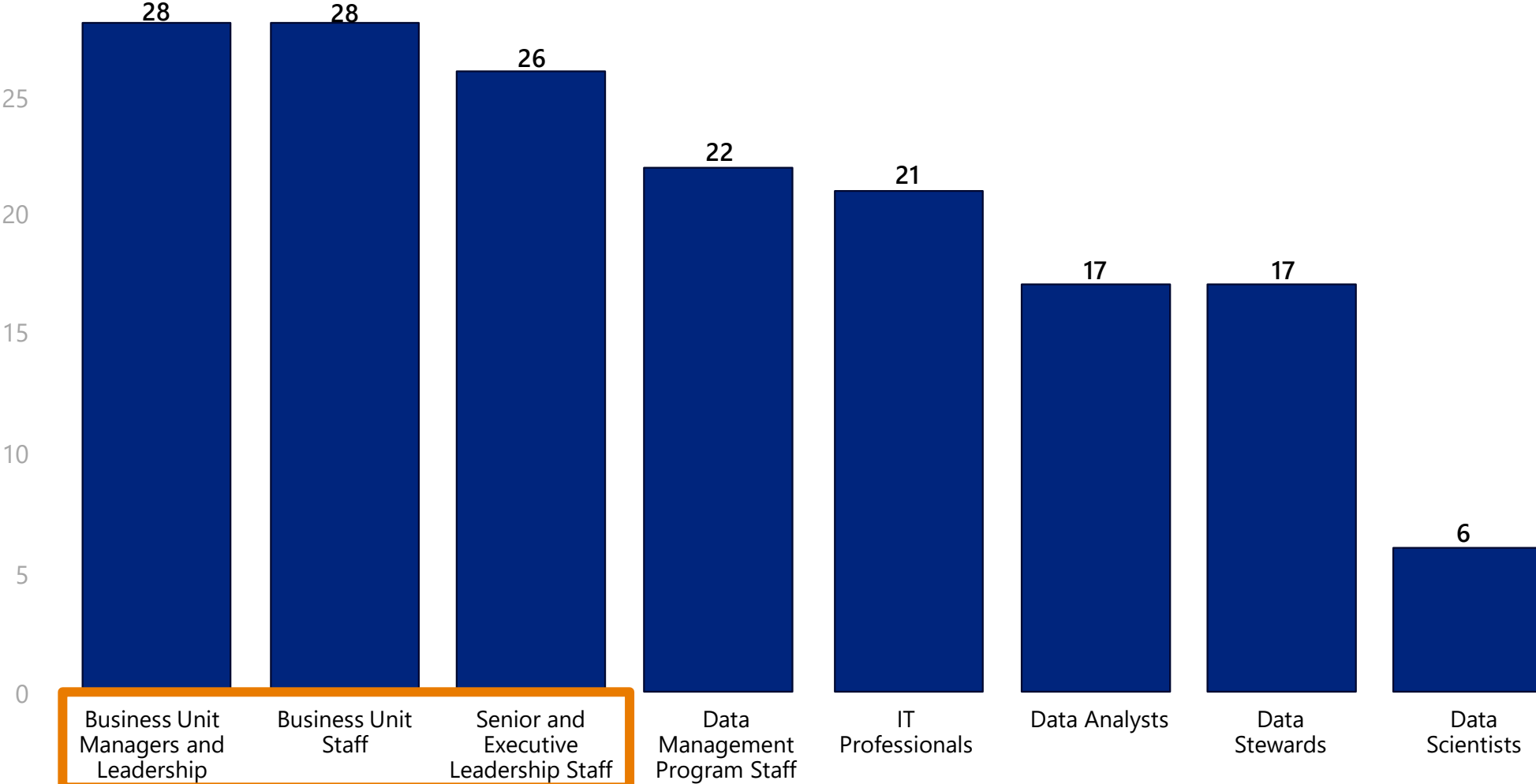
- 1 Understand**  
What is data and its impact?
- 2 Find/Obtain**  
Where can I find the data I need?
- 3 Read**  
How do I interpret it and what to know about it?
- 4 Manage**  
What are the principles of data management?
- 5 Use**  
How is data prepared and how do I analyze it?
- 6 Communicate**  
How do I talk about data with others?

A man with a questioning expression, shrugging his shoulders, stands next to a light blue speech bubble. The speech bubble contains the text "Who should be data literate?".

**Who should be  
data literate?**

# Who Should Participate in Data Literacy Education?

Organizational Data Literacy Assessment – February 2023



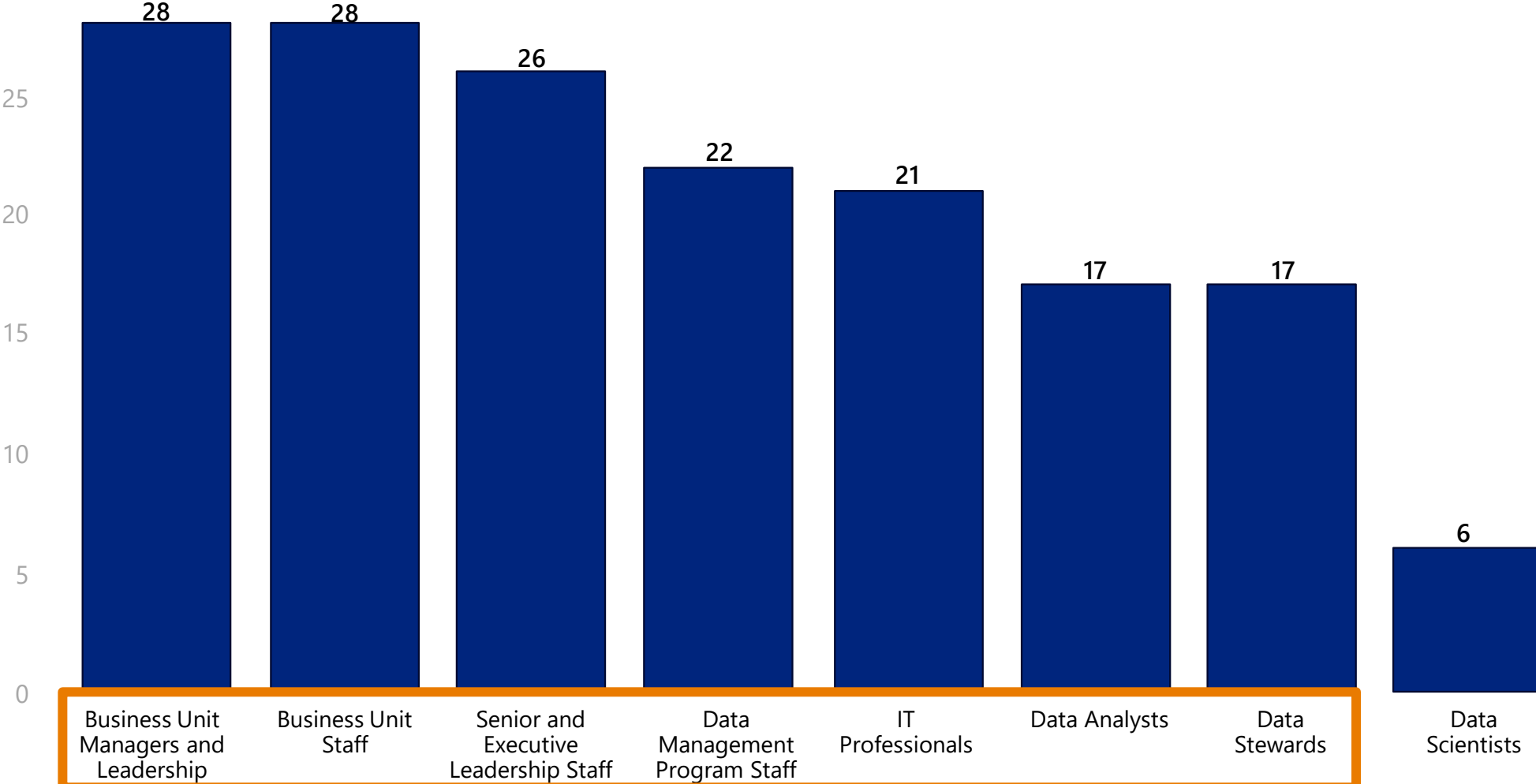
Business Unit Managers and Leadership  
Business Unit Staff  
Senior and Executive Leadership Staff



Number of Organizations (n=32)

# Who Should Participate in Data Literacy Education?

Organizational Data Literacy Assessment – February 2023




Business Unit Managers and Leadership    Business Unit Staff    Senior and Executive Leadership Staff    Data Management Program Staff    IT Professionals    Data Analysts    Data Stewards



Number of Organizations (n=32)





**How do I create  
a data literacy  
program?**

# A Journey Towards Data Literacy



Plan



Communicate



Assess



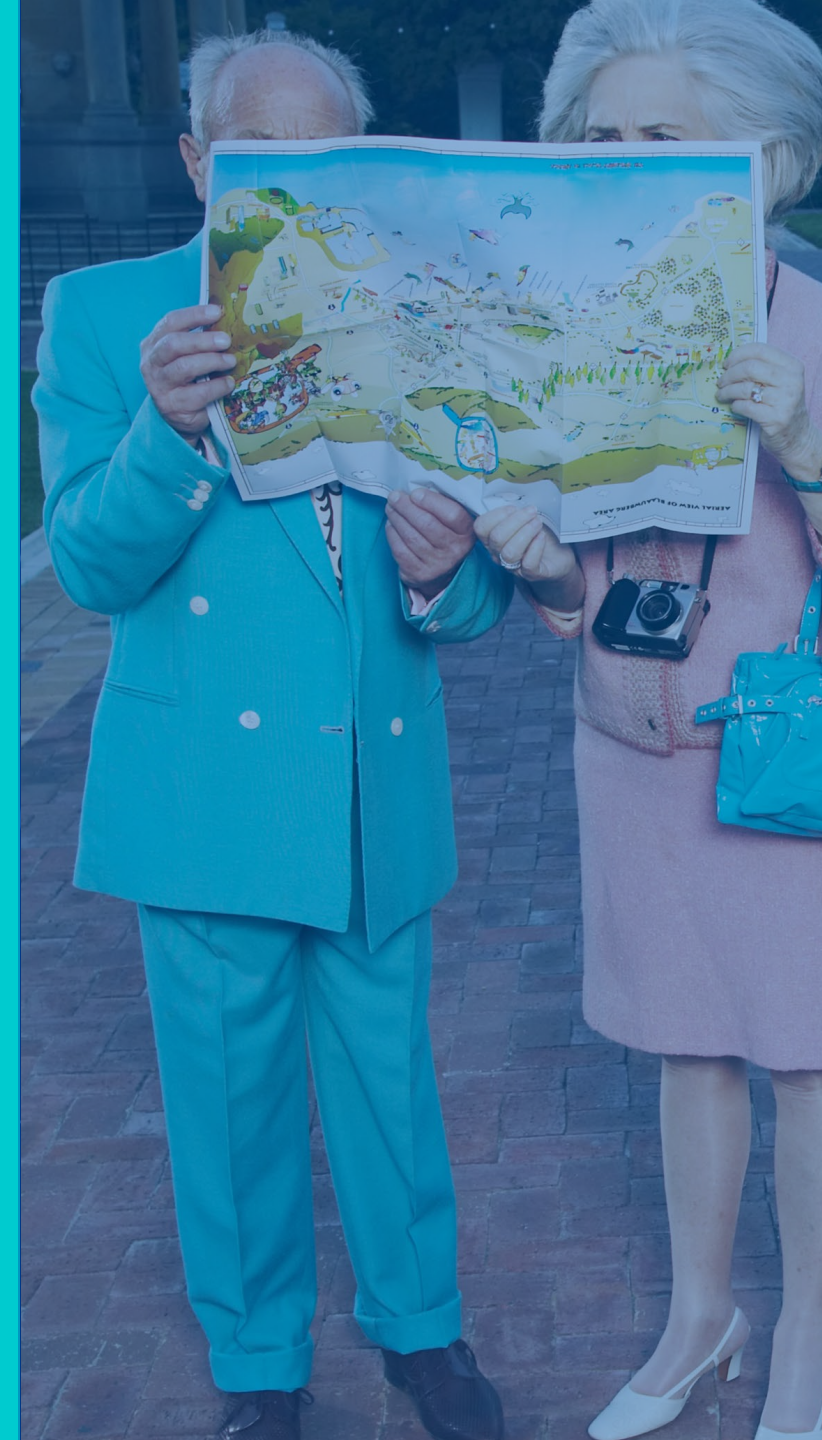
Design and Build



Launch



Evaluate



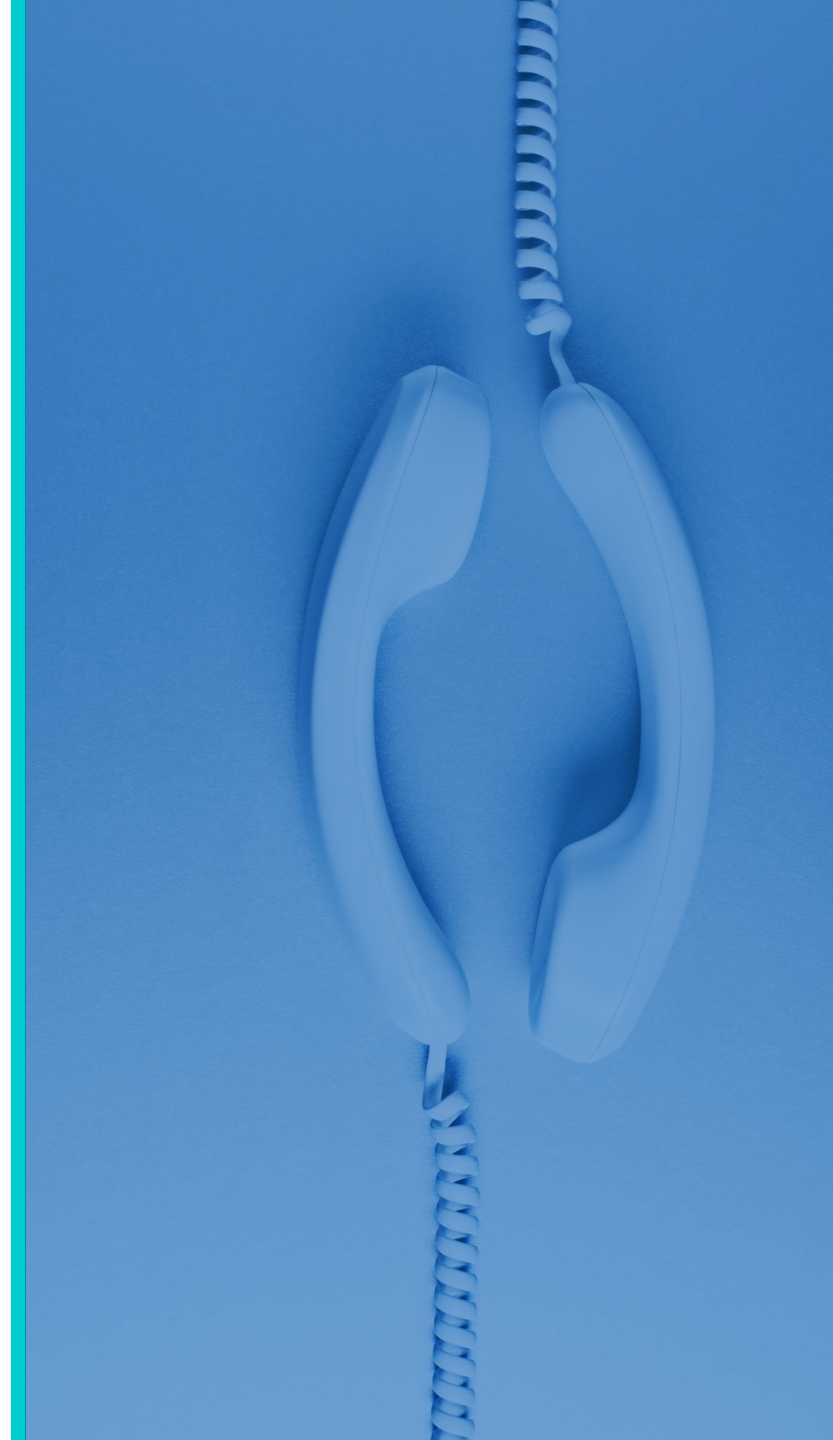
# Plan

-  Priorities
-  Scope
-  Program Structure
-  Communication Strategy
-  Measure Success





# Communicate

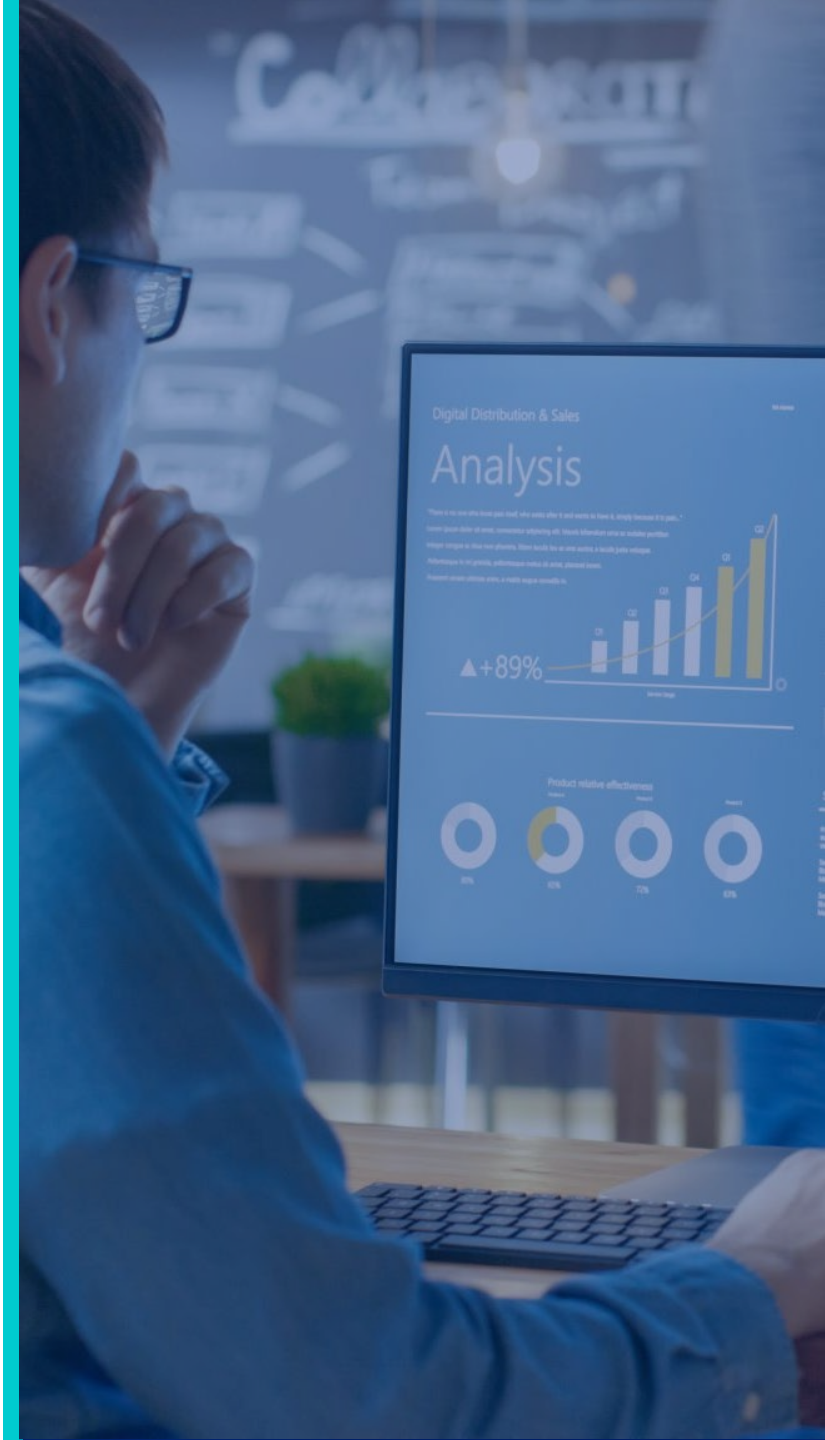
-  Leadership Buy-In
-  Outreach and Promotion





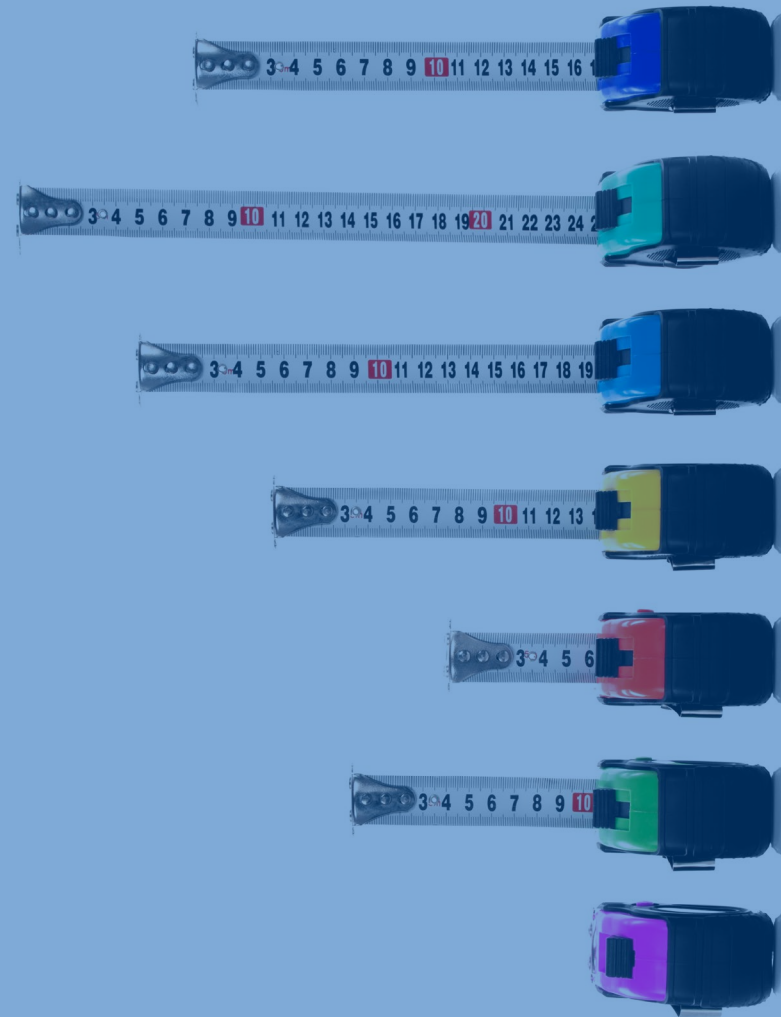
# Assess

-  Organizational needs
-  Individual needs






# Design and Build




-  Priorities
-  Scope
-  Structure

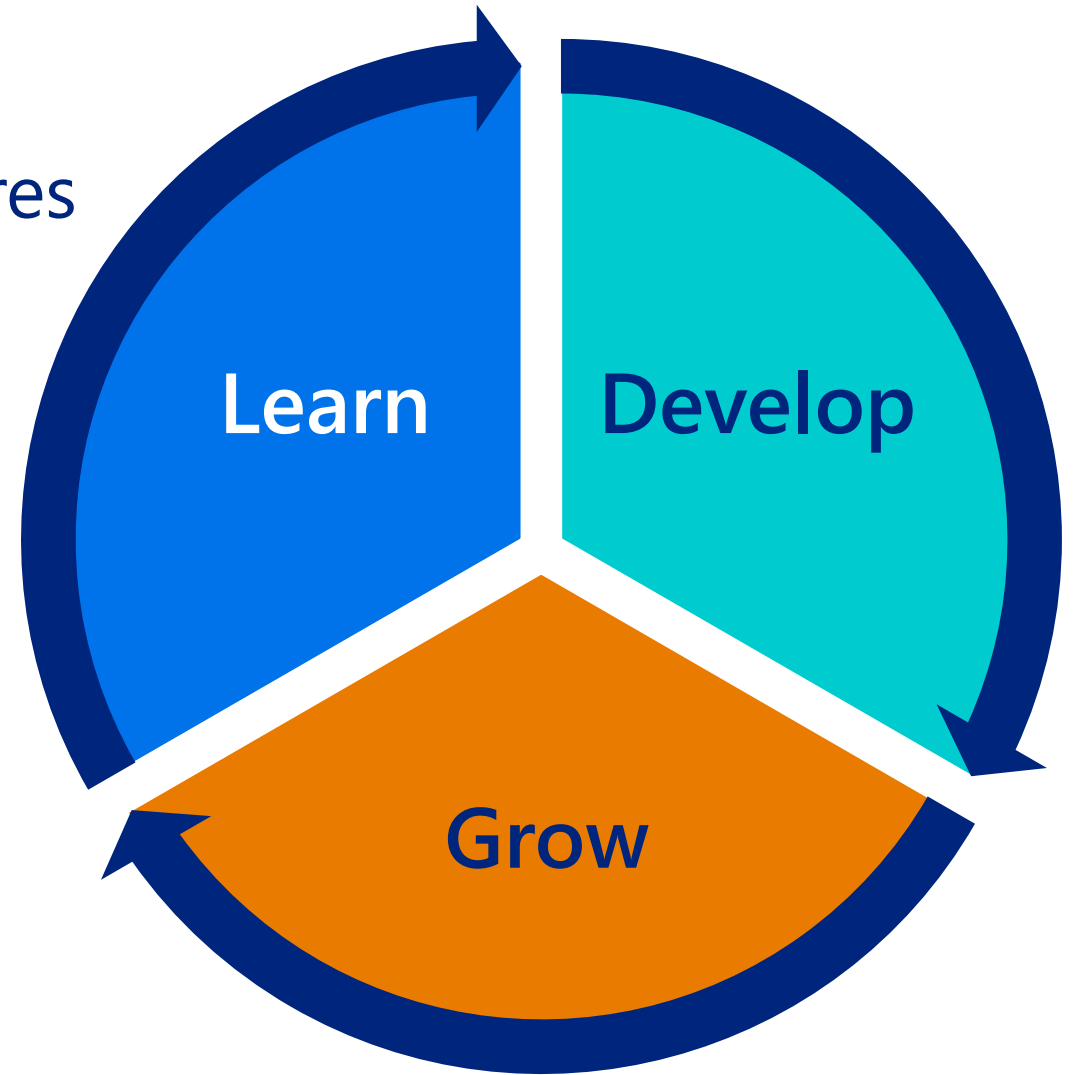


# Launch

-  Start Small
-  Gradual, Incremental Roll-out
-  Communicate

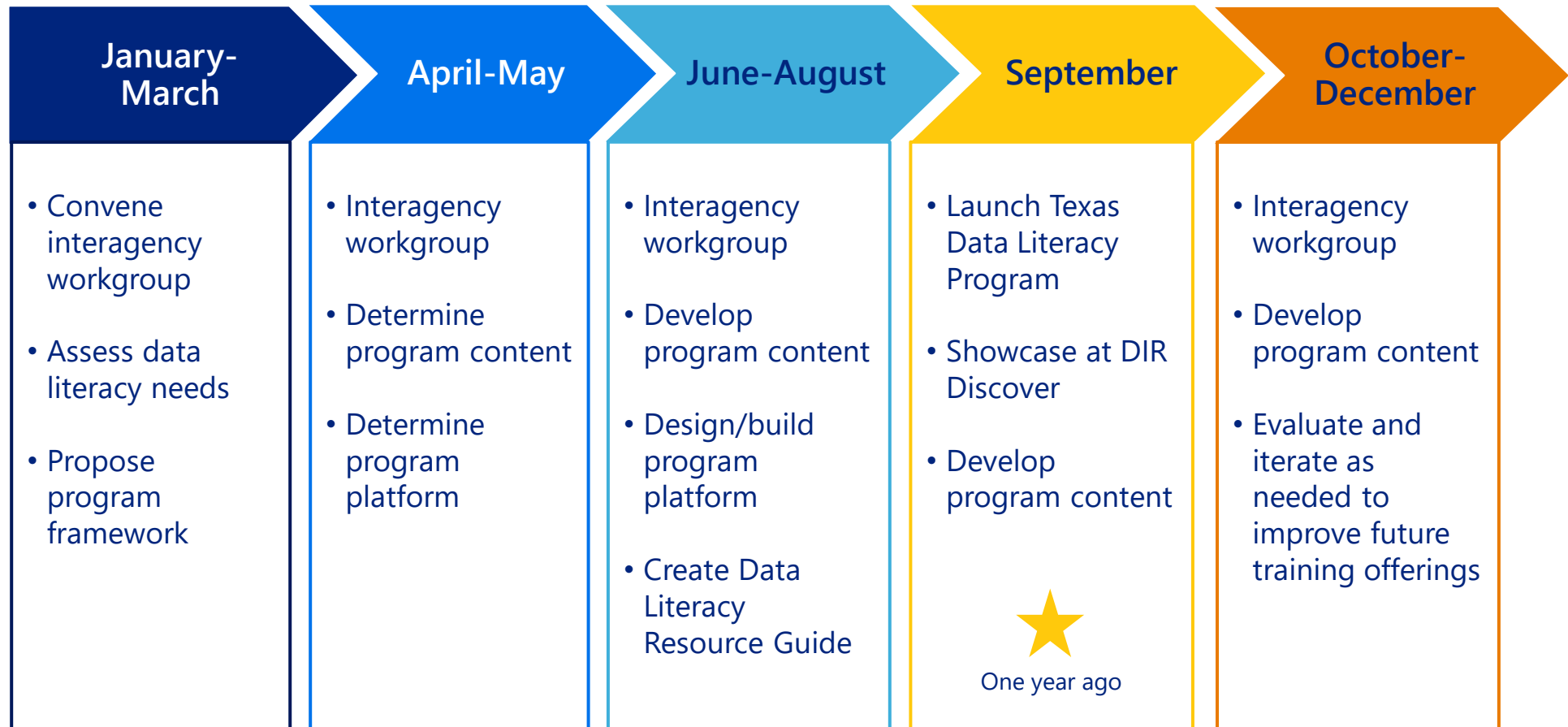
# Evaluate

-  Data Literacy Program Measures
-  Organizational Measures
-  Re-Assess

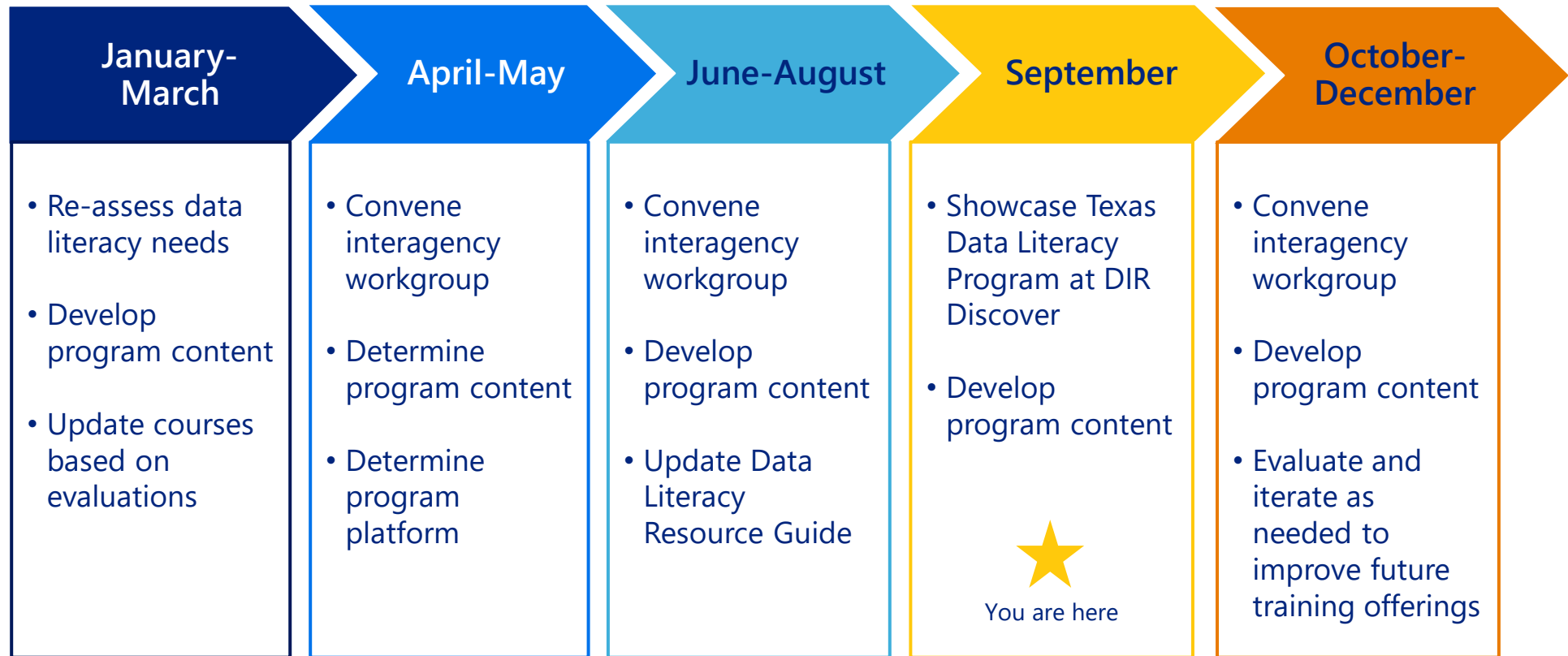




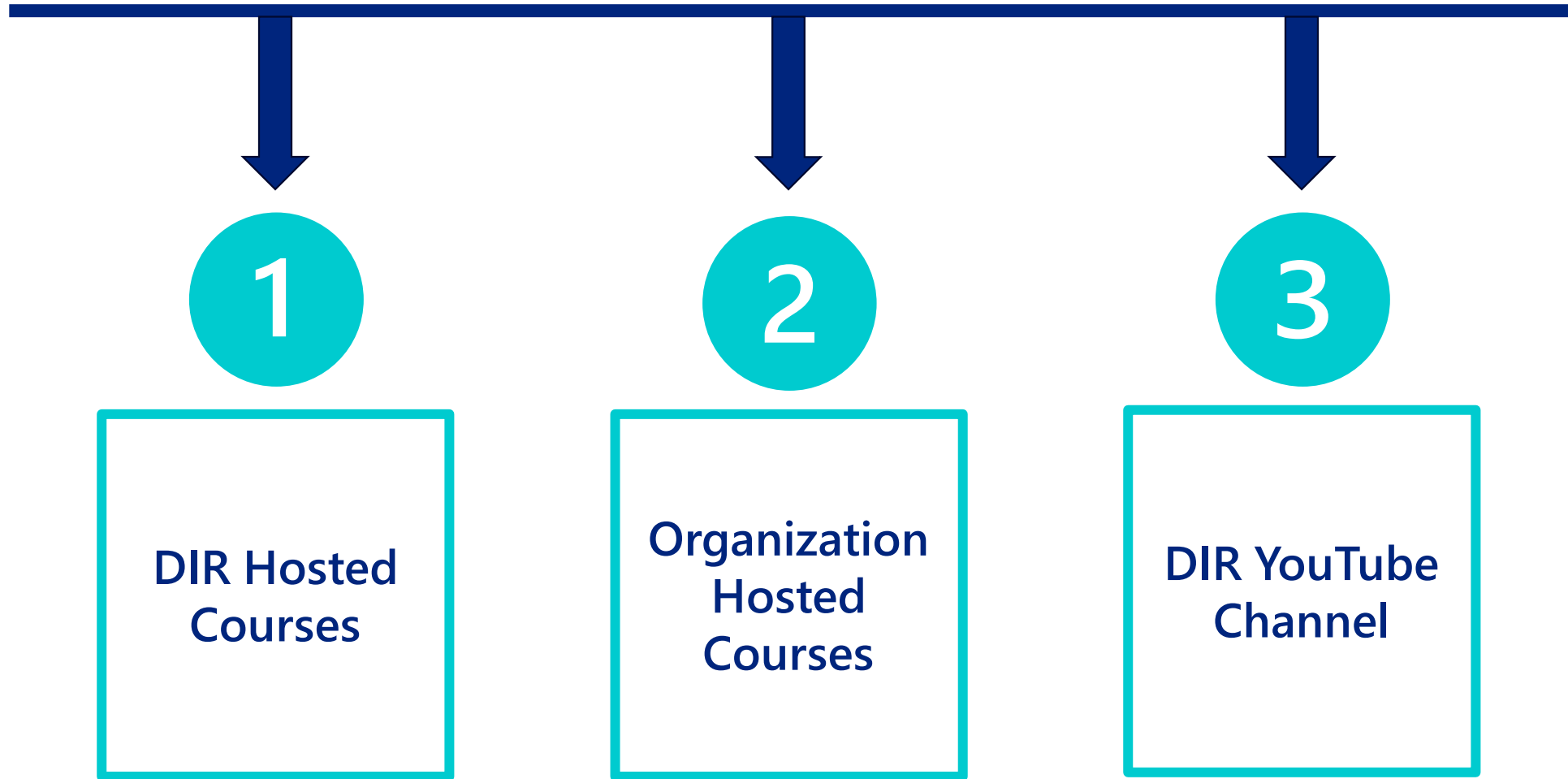
# 2022 Texas Data Literacy Program Planning Timeline



# 2023 Texas Data Literacy Program Planning Timeline



# Three-Pronged Approach



DIR Hosted  
Courses

Organization  
Hosted  
Courses

DIR YouTube  
Channel

# Texas Data Literacy Program Measures

## Number of agencies and IHEs participating in TDLP:

- Total: 34
  - State Agencies Registered: 21
  - IHEs Registered: 13

## Number of individual participants:

- Total: 58
  - State Agencies: 43
  - IHEs: 15

## Number of organizations hosting courses:

- Total: 3
  - State Agencies: 2
  - IHEs: 1

## Number of YouTube views:

- Introduction to Data Literacy: 714
- History of Data Management: 160
- Data Governance: 374
- Data Quality: 233
- Data Privacy: 68
- Data Ethics: 25

Measures represent: October 2022-September 19, 2023

YouTube views represent: February 21-September 19, 2023

# Questions?



## Monica Smoot

Texas Data Literacy Program Administrator  
Office of the Chief Data Officer  
Texas Department of Information Resources (DIR)  
[dir.texas.gov](http://dir.texas.gov) | [monica.smoot@dir.texas.gov](mailto:monica.smoot@dir.texas.gov)

Data Literacy Pre-Conference  
Evaluation - DIR Discover



In a world with data everywhere,  
the hero is data literate.

# Be The Hero

