Geospatial’s Fit in a Data Program

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What Does a Chief Data Officer Do?

Responsible for overseeing an organization’s data strategy, governance, and management, with focus on:

- Data Strategy
- Data Governance
- Data Management
- Data Privacy and Compliance
- Data Monetization
- Collaboration
- Innovation
CDO in Maryland

Initiated under Executive Order 01.01.2021.09

1. Supervise and direct the use and management of data by units of State government under the supervision and direction of the Governor ("State Units")
2. Assess the data needed by State units to inform policy decisions
3. Facilitate and coordinate:
4. The sharing of State data:
5. Analysis of data by State units
6. Receive and Compile an inventory of State unit data;
7. Create a strategic plan for State data (the “State Data Strategic Plan”) that:
8. Is consistent with the Statewide Information Technology Master Plan
9. Establishes data use, management, and analysis practices, policies, and standards for the State;
10. Provides recommendation for actions to standardize and integrate State data systems and management practices: and
11. Is updated every two years
12. Track progress in implementing secure and efficient data use and management by the State
13. Measure advancement in the analysis of data by the State

Each Executive Branch Agency assigns an Agency Data Officer
Improved Operations & Services
Better Informed Decisions (Data-driven)
Better Analytics
Data Protection
Integrity
Accessible
Timely

Data as a Driver
What are Some Common Challenges?

- Silos
- Duplication
- Poor Quality
- Bad Insights
- Organizational Inefficiencies
- Poor Decision Making
Why Is There a Disconnect?

Familiarity with Data Types (of lack thereof)?

Maturity of Programs?

Non-spatial Data to Solve Problems?
Benefits of CDOs Embracing Geospatial Data

- Enhanced Decision Making
- Improved Customer Insights
- Optimized Resource Allocation and Planning
- Better Risk Management
Overcoming Challenges

Addressing Common Concerns (V/V, Quality, Integration)

Showcasing Success (Examples of Driving Business Impact)

Use Cases Across Industries

These are no different than other sources!
Opportunities for Integrating Geospatial Data into Data Management Processes

- Organizational Goal Alignment
- Data Acquisition and Collection
- Data Storage and Organization
- Data Analysis and Visualization
- Data Sharing and Collaboration
Engagement

- Education and Training
- Collaboration (Geospatial and Data Management Teams)
- Demonstrate Value (Relevant uses cases to CDO)
Data Governance Framework

Data Ownership and Responsibility

Defining Data Standards and Policies

Ensuring Data Quality and Accuracy

Implementing Security and Access Controls
Best Practices

Regular Data Quality Assessments
Continuous Training and Education
Collaboration between teams
Leveraging Technologies