Data and Insight Community Charter

The practice area

Definition	Colleagues who manipulate and analyse data and present insight from it to support effective decision making.	
Purpose	Supporting UCL in leading the sector in data-driven decision making	
Vision of success	Delivery of valuable and actionable insights support UCL's academic mission and professional services. That will be supported by: • Embedding a culture of using reliable high quality and accessible data to inform decision making throughout the UCL community. • A single source of truth which produces insightful information that is used actively by our customers to make informed decisions. • Leading the transparent delivery of intuitive, engaging accurate information based on a single source of truth. • Providing accessible and accurate analysis, using state of the art tools and practise that establish UCL as a global leader in data and insight.	
Values the community stands for	**Openness**	Data and people being approachable, visible and accessible both within the community as well as to the wider UCL community.
	Ethically acceptable standards of conduct	Responsible, unbiased use and stewardship of data. Accountability for quality and analysis. Appropriate rights / consent for using data. Ethical standard for contractors and supply chain.
	Collegiality and community building	Building and maintaining an inclusive and diverse community based on fairness and equality with clear direction and visionary leadership.
	Fostering innovation and creativity	Innovation as a tool for collaboration. Freeing time for asking new questions rather than being stuck to the usual responsibilities. Joining different and diverse datasets in exploring new avenues.

Key people

Sponsor/s	Tom Rowson, Director of Planning Peter Jones (co-sponsor) Director of Data and Insight	Role: Provides top-level recognition for the community by ensuring exposure, support and strategic visibility.
Leader	Martin Howells Data and Insight Manager UCl Planning	Role: Cultivates and supports the development of the community. Leaders work to ensure the community's relevance and visibility to key stakeholders.
Leader	Rebecca Allen Head of Data and Insight (Education) UCL Office of the Vice-Provost (Education and Student Affairs)	
Project leader roles	Staff with substantive knowledge of practice areas and who spend the majority of their core role working in the practice area (data/analysis). Project Leaders are enthusiastic about creating a more cohesive culture of collaboration that spans the breath of UCL.	Role: Provide input to help guide the formation (or refocusing) of the community. This includes contributing to the vision, community charter and the progress of their project.
Core members role	Staff with substantive knowledge of practice areas and who spend the majority of their core role working in the practice area (data/analysis).	Role: Core members are active 'owners' of the community, members shape the boundaries, priorities and subsequent outputs and activities delivered by the community.

Business issues

Current perceived key strengths	Breadth of subject matter expertise
	Exciting and interesting subject / tools
	Analytical resource is increasing in sector and at UCL
Current perceived key weaknesses	Lack of time (not day job for some of community)
	UCL's Data and definitions not transparent and not available
	Lack of experience in driving project work forward
Current perceived key opportunities	New Tableau and Alteryx software
	Sharing best practice and working together
	Innovative launch event
Current perceived key threats	Inadequate staffing resource compared to the sector
	Sustainability and resilience of community itself

Priorities

Project	Data and Information catalogue	Principles for good data visualisation	Sector collaboration
Aim	To make UCL's data visible to inform effective decision making	To establish and embed best practice principles for data visualisation at UCL	To learn from and work with sector leading HEIs on use of data – identify sources of inspiration and build collaborative relationships
Objective	To create a single source of truth for the location, owner and content of management information data sets that are currently being used at UCL and make this information widely available.	To define good data visualisation and create a best practice guidance one page checklist for analysts at UCL to refer to when visualising data	To accelerate UCL's development by learning from the rest of the HE sector on how to use data effectively
In 6 months we will have…	Produced a list of UCL data sets including identifying data owners and senior expert users, general content and location	Produced a draft checklist for analysts to refer to for best practice data visualisation.	Identified key stakeholders, created a shared list of contacts for the community to use
Success measure	A 'living' register (that can be updated / maintained – not become out of date) Existing management information data sets are visible to UCL's staff, reducing time spent looking for internal sources or data or 're-inventing the wheel', and helping towards working with a single source of truth.	Users refer to the checklist when analysing/visualising data The standard of data visualisation at UCL has been notably elevated The 'extra mile' dashboard tidying work in the D&I team is reduced	Establish network of analysts across HE – use this for project 1 Log ideas borrowed to track benefits.