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FSU Collaborative Collision Community+ Meeting 2/3/22
Leveraging and Building Community Data

Personal Background



Dr. Matthew McCarville

DBA, MBA, MS-BIA, MSc-PM, CSM
VP of Education & Data Strategy-MTX
Chief Strategy Officer-MavQ AI

- Lead vertical for Federal & State Departments of Education, K-12 Districts, Community Colleges, Regional Universities, Private/Independent Colleges, R1 and R2 Universities.
- Principal on **Student360**, **Student One Stop**, Learning Management System (**LMS**) platform, Learning Analytics, Applicant Tracking System (**ATS**), Robotic Process Automation (**RPA**), Optical Character Recognition (**OCR**) and **AI** for job/resume matching, educator and staff licensing/recruiting/retention, LinkedIn integration for HR, recruiting, faculty, and staff performance review systems.
- Prior State of Florida **Chief Data Officer, over all 34 state agencies and 67 counties**
- Prior **Director of Enterprise Systems** for University of Florida Enterprise I.T. over all 16 colleges
- Prior Adjunct Professor at Creighton University (Economics and Marketing Analytics) and University of Florida (ISOM-Business Analytics, Data Storytelling and Visualization).
- Research published in Data Ethics, Marketing/Social Media Analytics, and Government Data Policy (TBD)
- Executive education programs at Georgia Tech, M.I.T., Boise State, and Harvard University

Talking points-Data Community

- Some ways FSU can use data to understand and address challenges facing the communities they are working with
 - Work with public entities on impact of research and findings in communities: state, county, and city data through agencies
- Some examples of impactful data/community projects
- My perspective on the importance of interdisciplinary and collaborative problem solving

How do you define 'data community'?

State Agency Data

- DCF, DOE, FDOT, HSMV, AHCA, DOEA, DOH,....
- Leverage established Data Sharing Agreements (DSA)
 - If new DSA, come to them with a template approved/adopted by FSU already
 - Don't be afraid to call their general counsel offices and ask for most recently adopted DSA
- Approach agencies from an outcome/value add perspective to gain access
 - How could your research align with agency outcomes?
 - Leverage in place or emerging legislation both Federal and State levels
 - Assume a lack of analytical resources at the agency level
 - You may be able to really assist them as a research partner
 - Ask the agencies what you could do to help them if they allow access to the data you need for research
 - How do you approach them? -lets discuss

How do you define 'data community'?

County and City Agency Data

- Quasi governmental, non-profits, county and city public agencies
- Ask about current pain points and align research opportunities that could positively impact the organization
- Approach agencies from an outcome/value add perspective to gain access
 - How could your research align with their outcomes or customers?
 - Leverage in place or emerging legislation-target what state level representatives/senators are paying attention to or looking to impact
 - Assume a lack of analytical (or all) resources at the local and NPO level
 - You may be able to really assist them as a research partner
 - they have no idea how-dont ask them-get creative
 - Bring them into class projects (leverage their data) or create their data (market analysis, Google trends and web or social media analytics)

How do you define 'data community'?

- My perspective on the importance of interdisciplinary and collaborative problem solving
 - Cross-collaboration with other universities that have their 'foot in the door'
 - Aim for impact with several agencies
 - Use political headlines to your advantage
 - Work through your external and political affairs reps at FSU to leverage relationships
 - Pull private vendors/companies into collaboration and research efforts
 - Develop cross university interdisciplinary groups to apply to private-public grant funded research with highly applicable results that can be operationalized to solve current problems
 - Federal funding organizations are looking for more private-public partnerships in recent grant applications
 - Develop multi-faceted relationships with private sector-not just joint research but also consulting
 - (they need your expertise on a part time basis for deep knowledge)



Thank You



A nighttime photograph of a city skyline, likely New York City, with numerous skyscrapers illuminated against a dark blue sky. The lights from the buildings reflect on the water in the foreground. The text "Q&A" is overlaid in the center in a large, white, sans-serif font.

Q&A