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—don’t 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