6 ➤ STAKEHOLDER ENGAGEMENT

Required reference materials

- Any formal partnership agreements and/or data-sharing agreements with external stakeholders including, but not limited to, collaborating nonprofit partners, funders, local government agencies and academic partners

- A full list of both formal and informal partnerships with key individuals and organizations

What topics and questions will this module explore?

- How to cultivate higher stakeholder buy-in for your data governance plan

- How to strengthen partnership and data-sharing agreements to ensure greater reciprocity between us and our partners

- Reflecting on the key guiding principle of making data useful and visible — see Module: Get Started, 1. Purpose and Vision

How does this relate to data governance?

Effective stakeholder engagement is essential to data governance because it increases the likelihood that the data system, the quality of the data and the uses of the data address the needs of those the data system is designed to serve. Stakeholder engagement increases perceived and actual value of the data and the data system to the users and supports long-term sustainability.[*] A data governance protocol is most effective in supporting program participants and organizational performance when it can be sustained through community partnerships that inform, engage with and build on the value of the data your organization collects.

Name of partner	Role of partner	Why is this partnership important?	What data do you currently share with this partner?	What support related to data collection, analysis and management does this partner currently provide?	What support related to data collection, analysis and management does this partner currently not provide that you wish they would?
	☐ Nonprofit partner ☐ Funder ☐ Local government agency ☐ Academic ☐ Key individual ☐ Other _____				
	☐ Nonprofit partner ☐ Funder ☐ Local government agency ☐ Academic ☐ Key individual ☐ Other _____				

* The DaSy Center. (2014). *DaSy data system framework*. Menlo Park, CA: Author.

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IMPLEMENTATION

Reflecting on the indicators of effective stakeholder engagement and your current stakeholder relationships, work through the following exercise. First, rate your organization's current performance for each statement; then jot down at least one thing you could change to improve your stakeholder relationships. These responses can be used to develop specific practices for your data governance plan.

On a scale from 1–5, rate your level of agreement (1 = strongly disagree and 5 = strongly agree) for each of the statements below.

1. We use multiple methods to maximize opportunities for stakeholder input.

   ☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

   If you ranked this category lower than 3, use the space below to take notes on why this aspect is not as successful as it could be and some general initial steps you could take toward solutions.

2. We identify individuals to represent different types of stakeholder groups and to include diversity related to language, culture and perspective.

   ☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

   If you ranked this category lower than 3, use the space below to take notes on why this aspect is not as successful as it could be and some general initial steps you could take toward solutions.

3. We articulate the expectations for stakeholder involvement, including the timeline for involvement, mechanisms for responding to requests for input and the role of stakeholders in decision making or advising.

   ☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

   If you ranked this category lower than 3, use the space below to take notes on why this aspect is not as successful as it could be and some general initial steps you could take toward solutions.

4. We provide stakeholders with the necessary information to provide input on the issues or decisions under consideration.

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

If you ranked this category lower than 3, use the space below to take notes on why this aspect is not as successful as it could be and some general initial steps you could take toward solutions.

5. We periodically review and revise the methods for gathering input from stakeholders.

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

If you ranked this category lower than 3, use the space below to take notes on why this aspect is not as successful as it could be and some general initial steps you could take toward solutions.

6. We periodically review stakeholder representation to ensure all relevant groups are included and participating.

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

If you ranked this category lower than 3, use the space below to take notes on why this aspect is not as successful as it could be and some general initial steps you could take toward solutions.

DATA GOVERNANCE PROTOCOL TEMPLATE:
STAKEHOLDER ENGAGEMENT

> 💡 This is useful content to include as a part of your final data governance protocol.

Reflecting on your responses to the questions above, outline some of the changes your organization can make or would like to prioritize regarding your stakeholder engagement practices around data governance. Organize these in the space provided below.

1. Is your data disaggregated by race, gender and other demographic variables?

2. Are all racial and ethnic groups that are affected by your data governance policies and practices at the table?

3. How will your data governance policies and practices affect each group?

4. How will your data governance policies and practices be perceived by each group?

5. Based on the above responses, what revisions are needed in the data governance plan?

DATA GOVERNANCE PLANNING TOOL KIT — DISCUSSION NOTES

Please use this space to take notes on important points you and your team discussed. You may also want to include a list of any references or additional resources you used to complete this module or that you think are relevant to developing a data governance protocol based on this module.

Notes:

Resources and references:

1
2
3
4
5
6
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8

Notes:

Resources and references:

1

2

3

4

5

6

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8