

Precious Cargo in Dangerous Waters

DATA GOVERNANCE TEAM
GENERAL CONFERENCE
SEVENTH-DAY ADVENTIST CHURCH



GUEST SPEAKER

STEPHEN
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GUEST SPEAKER

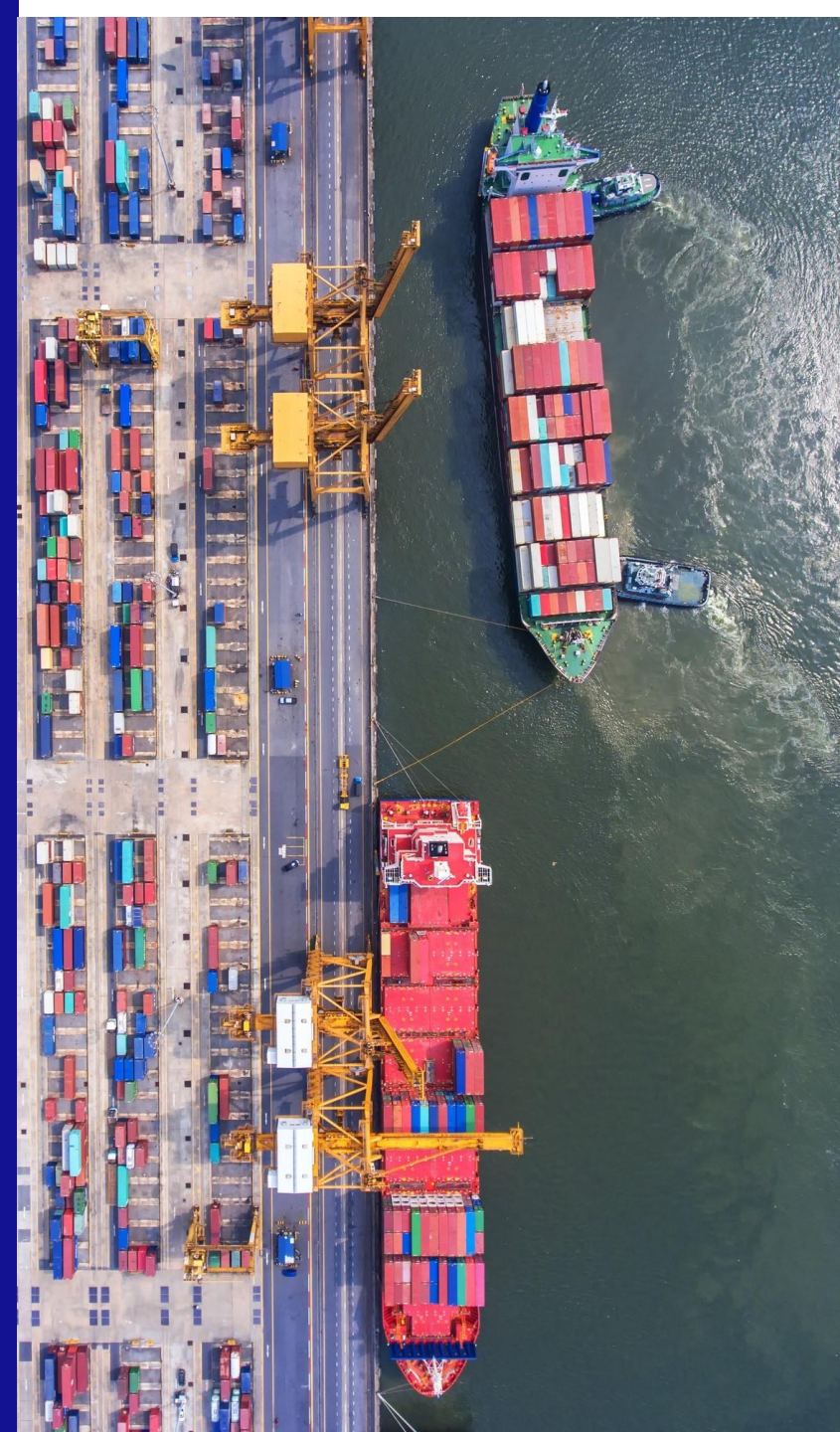
ANNETTE
MELGOSA

ASSOCIATE DIRECTOR

PRECIOUS CARGO IN DANGEROUS WATERS

Data is the precious cargo we collect, use, and store to facilitate the church's mission

It can also be a **liability** to the church, a **danger** to real people, and a **stumbling block** to the gospel.



THREE
MONTHS
AGO, ON
MARCH 26
IN THE
PORT OF
BALTIMORE

...



DALI
STRIKES
PIER 17
OF THE
KEY
BRIDGE



In mere seconds, the bridge COLLAPSES...

- Kills 6; injures 2
- Disrupts port & transportation
- Damages ship & cargo
- Jeopardizes jobs
- Etc....



Compare:

Dali striking the bridge

Security Incident Striking Church's Data



Catastrophic fall out to:

- Real people
- The cargo/ the Data
- The ship / the Church
- The bridge / the mission to the world

When compromised, poorly managed data brings:

- Real harm to real people,
- Crippling financial liability,
- Higher disaster recovery costs,
- Reputational harm,
- Trust erosion,
- Cascading negative effects on church mission



Data Governance:

A systematic and principled approach used to manage our Church's data. It supports our church's mission and goals



Data Governance



Data Protection



Information Security



DATA GOVERNANCE IS PROACTIVE

Manage
Data

Manage
Trust

Manage
Compliance



Design Data Governance around the 3 C's



Culture



Connectivity



Collaboration

- How to know if you have a data-driven culture for Mission?
- Everybody knows the data
- Everybody trusts the data
- Everybody talks about the data



Culture: Data is a precious asset for mission

Leverage structures
already in place

- Leadership
- Committees
- Data Governance
Team
- Compliance &
Technology Teams

Connectivity: Leverage Org Structures

Assign data roles and responsibilities across the organization to manage data



Collaboration:
Distributed Roles/Responsibilities for Data Sets

Three Key Factors

Data
Governance



Culture

Leadership message:
Data is a precious
asset for mission



Connectivity

Leverage Org
structures for
success



Collaboration

Utilize distributed
decision-making
roles over specific
data

3 months later...

- Hazardous materials contained
- Those who drowned were retrieved
- Channel is open
- Investigation continues
- Crew and ship has departed



Data is our Precious Asset for Mission

A world map is shown in a light blue, wireframe style. Overlaid on the map are several glowing blue arcs and dots, representing data connections or a network. Scattered across the map are several red icons of a church with a steeple and arched windows. The background is a dark blue gradient with a grid pattern.

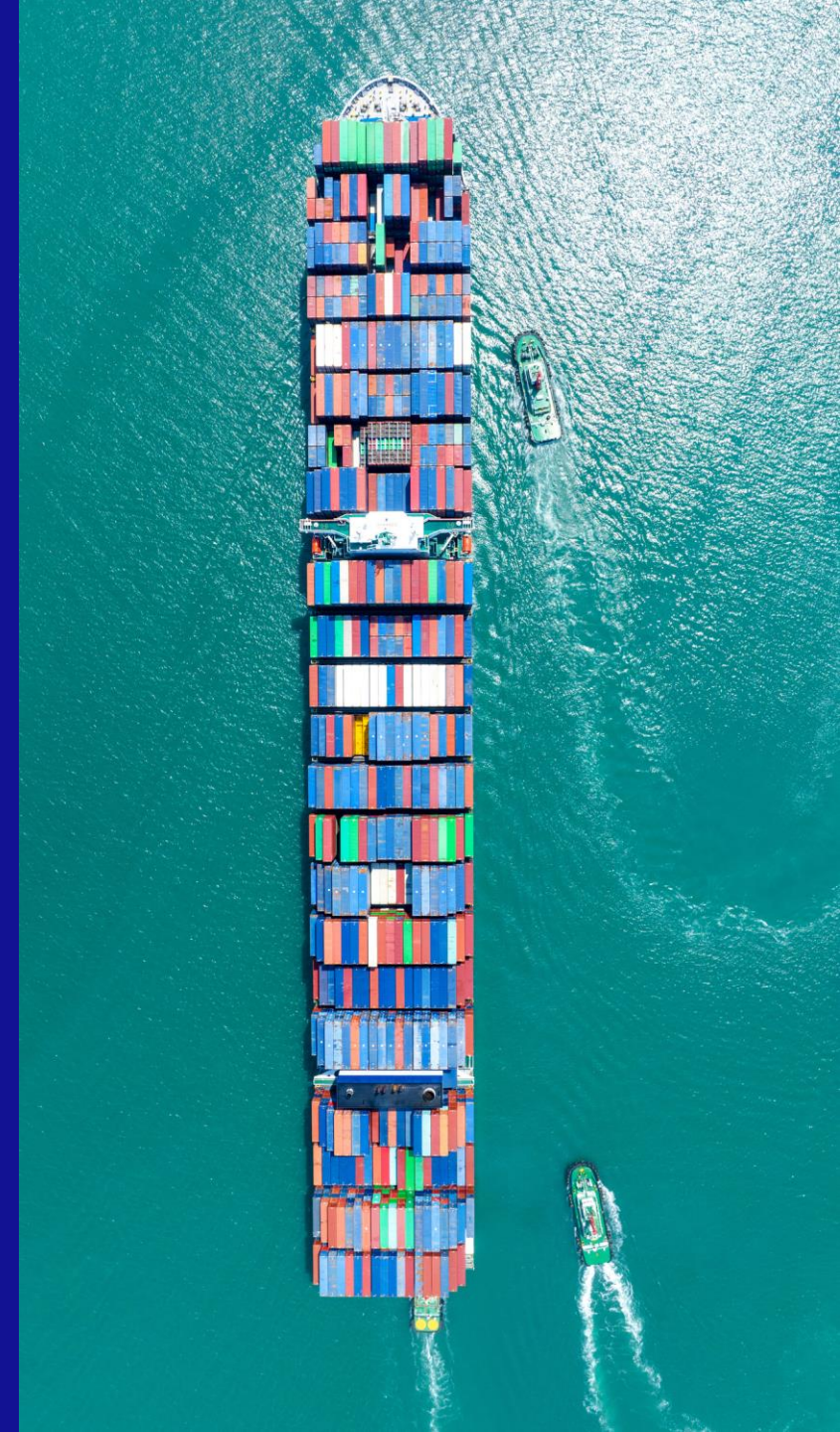
When we effectively steward the church's data, we

- ❖ Achieve Greater Security, thus protecting the mission
- ❖ Build Confidence in data driven decisions for mission
- ❖ Meet Compliance and build trust in our message

FOR MORE ON DATA GOVERNANCE...

Breakout Session:

- Data, Your Cargo: Governance, Your Safe Passage



Learn about the General Conference's journey to data governance.

June 2023

