

**EIMAC Fall 2007 Meeting**  
**Data Governance 101 Workshop**  
**Tuesday, October 16, 2007**  
**Presenter: Robert S. Seiner, KIK Consulting & Educational Services, LLC**

---

Bob Seiner introduced himself and explained the key aspect of his view of data governance, *non-invasive data governance*. Non-invasive data governance requires an organization to identify individuals that are already knowledgeable about data and have them work together to manage the data. He explained that an organization does not have to reorganize or hire new people. Data governance can be applied to an organization's existing culture.

Bob provided guidance towards the definition of key data governance terms.

- The group responsible for data governance within an organization should have a strongly worded definition. There should be no doubt that this group is the responsible party and has the backing of the executive to enforce rules around data governance.
- Data Stewards are people in an organization that currently have responsibilities for defining, producing, and/or using data.
- Meta Data is information about your data.

An organization should create a Common Data Matrix which is a visual representation of how data is used within the organization. It is a tool that aids in tracking which departments are stakeholders in particular types of data. It is important to identify a person that has responsibility for particular types of data across an organization – this person is a data domain steward. The tool can be customized with color to illustrate which departments have open versus restricted access to data.

Bob shared his Data Governance Roles and Responsibilities Framework. This framework is a visual representation, in the shape of a pyramid, of how data is governed within an organization with respect to roles. Each organization should have data stewards, domain stewards, a data governance council, and an executive. The operational folks are at the bottom of the pyramid and as you move up you find tactical, strategic, and finally executive level individuals. Data issues should not be escalated to the executive as the data governance council should be vested with the authority to resolve issues and make decisions.

Data governance should be coordinated between the IT and business units of an organization; one without the other will not succeed.

For more information on data governance, visit the website that Bob Seiner publishes at [www.tdan.com](http://www.tdan.com) (The Data Administration Newsletter).