



**Envisioning Excellence for
Mission Driven Success**

How Do We Lead on Data Equity?

Breakout 3H | Salon C-3, LL | DEI

PARSONS | TKO



Berkeley
UNIVERSITY OF CALIFORNIA

aasp
2023
SUMMIT
SEPT. 27-29
Chicago, IL

Speakers



Robyn Doughty

Director of Data Quality & Management, UC Berkeley



Stefan Byrd-Krueger

Chief Analytics Officer, ParsonsTKO



Tony Kopetchny

Chief Executive Officer, ParsonsTKO

Our discussion today

- What we mean when we say “data equity”
- What is unique about our perspective and responsibility in the mission driven sector
- What does it look like to operationalize data ethics

Meet our panelists



Stefan Byrd-Krueger

Chief Analytics Officer
of ParsonsTKO

Data ethics for me. **The responsibility to act for the benefit of constituents**

What is unique about us. **Consultancy based in capacity building—frameworks**

Operationalizing. **Focus on community building; internal demand for answers.**

Meet our panelists



Tony Kopetchny

Chief Executive Officer
of ParsonsTKO

Data ethics for me. **The responsibility to understand the importance of data in our work and society and to be stewards of appropriate use.**

What is unique about us. **The nonprofit sector is dedicated to helping people, creating the ethical frameworks for how data is collected, used, managed and stored is a global asset.**

Operationalizing. **We should take the lead on creating ethical frameworks and use policies that are open sourced and shared**

Meet our panelists



Robyn Doughty

Director of Data Quality
& Management at UC
Berkeley

Data ethics for me. **To create frameworks that facilitate legal and appropriate engagement with our constituents**

What is unique about us. **UC Berkeley has an opportunity to lead these efforts in the UC system**

Operationalizing. **Collaboration and discussion; Ethnicity Data Task Force**

Data ethics framework



Pillars of data responsibility

Duty to share

Duty to protect

Duty to act



#DataValues Campaign

1. People shape their own representation
2. Invest in participation
3. Democratize data skills
4. Culture of use, sharing, transparency
5. Fund open data



APRA DEI Data Guide

Collection

Storage

Usage

“ Governance is about knowingly doing the right thing, not just keeping people from unintentionally doing the wrong thing

Paraphrased from Data Management Book of Knowledge (DMBOK)



Association of Advancement
Services Professionals

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How open is your organization to addressing data equity practices?

Results are anonymous



Scan the QR code or go to
www.menti.com and use the
code **1278 1608**

Four takeaways

1. **Embrace your humility.** Recognize that there is always room to improve data equity, so we should always strive to and not be shy about our limitations.
2. **What data equity means for you.** What is it about your work, your audience, your data that makes you responsible for managing its equity?
3. **Pick a framework to anchor your thinking.** At what level do you need to advance equity? Strategic, operational, technical? Internal vs external?
4. **Make space for equity in your workflow.** Find a place on your calendar, baked into organizational process, to consistently refocus on data equity



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Thank you for attending!

How we can help:

- Contact Model Workshop (1 day)
 - Ideal Contact Model Memo (1 day)
- Capacity for Change Workshop (1 day)
 - Capacity for Change Executive Memo (1 day)

Let's talk: createchange@parsonstko.com | [in](#) @parsonstko

Presentation resources & links

SCAN ME



Or visit:
parsonstko.com/hello/#data-equity