Literacy Lookback

What Have We Learned in 2024 About Literacy?

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Our Panel

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VP of Data Governance & Quality

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Let's acknowledge

Business leaders don't *want*

- Machine learning experts
- Comprehensive data governance
- Optimal data architecture
- Employees with high data literacy

Business leaders

Want:

Measurable value from timely, informed use of data

Willing to support:

Abilities and tools to accelerate...

Accept, only to achieve what they really want:

Training and programs
- Machine learning
- Data governance
- Data architecture
- Data literacy

Business leaders

Want:

Measurable value from timely, informed use of data

Accept, only to achieve what they really want:

- Data literacy

Business leaders

Want:

Measurable value from timely, informed use of data

To measurably increase value?

For enough people?

By enough?

We can increase literacy?

Have we shown?

- Data literacy

Need evidence to support:

QUESTION 1:

Now that we are winding down 2024.... If there is a song best represents what actually happened in the Data Literacy world this year, what would it be? (And why)

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Brief Recap

Literacy Trends
- Advances will be slow but growing.
- AI will encourage greater curiosity and adoption.
- Data fabric, federated data will force broader involvement.

How Thinking Needs to Change
- Labels need to change – not "literate"
- Focus on outcomes, rather than tools.
- It's not literacy.. It's what a company can achieve with it.
- Need a mindset change. A culture that values data.

Right Now
- Communicate small wins and stories
- Top-down, start with executives and leaders
- Lots of examples, visual examples people can relate to.

QUESTION 2:

What was the most important development or trend in the field of Data Literacy in 2024? Was it a BIG advancement... or a small, incremental one?

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QUESTION 3:

In retrospect, looking not only at this year, tell us something SURPRISING, DISSAPPOINTING, or SATISFYING that you noticed regarding data literacy. (Pick one or two)

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QUESTION 4:

If there is ONE thing <u>different or new</u> that you expect to change the data literacy/data culture landscape in 2025 compared to a year ago, what is it?
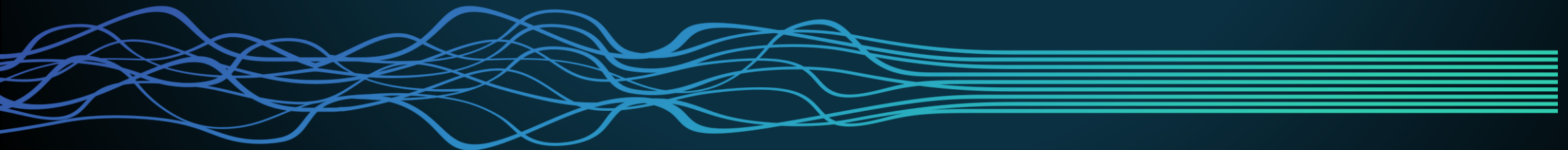
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Your thoughts, comments, questions?

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