Driving Data Literacy in the Public Sector

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Defining Data Literacy for Public Sector Organizations

1. The ability to read, work with, question, and analyze data

Ask effective questions of data; Understand the organization's "data lifecycle"; Work with data in the context of spreadsheets; Discern when uses of data are valid; Approach data with the right analytical tools to pursue informed decisions in everyday life.

2. The knowledge of how to use data to tell a story, present an argument, and persuade

Storytelling with data; Effectively communicating analytical concepts clearly and persuasively; Utilizing data visualization techniques; Developing and delivering data-analytics stories that shed insight on important recommendations.

3. The ability to make decisions that align with organizational objectives based on data insights

Learn an analytical framework to evaluate key problems in a structured fashion; Use this framework to manage the uncertainties of everyday scenarios in government organizations.

4. Using data as a catalyst for efficiency, personalization, problem-solving, and innovation

Synthesize and apply the foundational data concepts within one's given domain and subject matter expertise to identify opportunities for tangible improvement

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Case Study: Estonia

#4 in Science
#5 in Reading
#8 in Math

99% of all government services online

#1 in tax competitiveness
#1 in unicorns per capita
$37,000 per capita GDP

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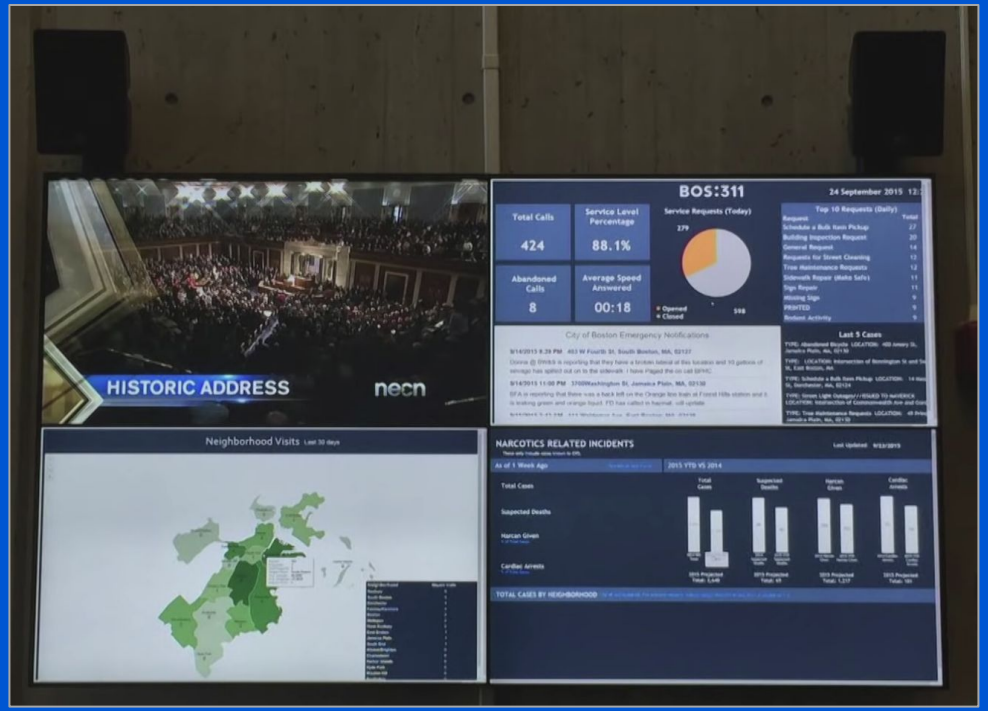
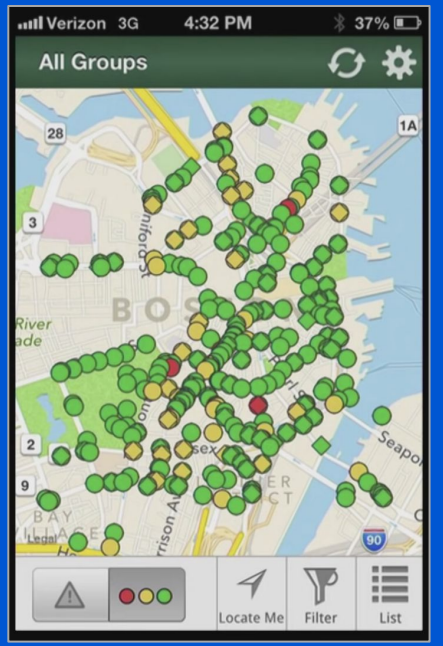
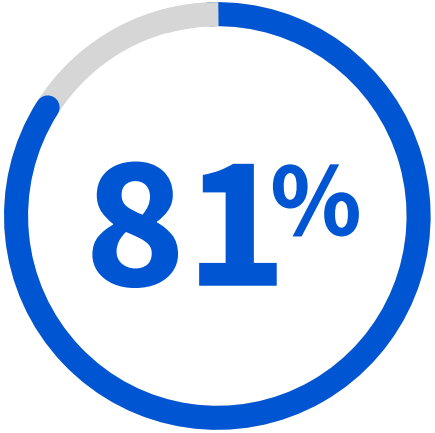
Case Study: Boston





Source: What Government Can Learn From Baseball | Daniel Koh | TEDxCambridge



Of leaders say **lack of data literacy** hurts their ability to meet key objectives

Experian

Source: Cognilytica AI & Data Govt Webinar April 2022

Demonstrating the ROI and the predictability of what data literacy can deliver is also a challenge.

72%

of leaders say their staff members often **don't realize they are creating or using data** in daily operations

ONLY 4%

have a **formal data literacy program** and of those, **only 16%** are offering training to all employees

35%

cite a **lack of digital literacy** as one of their top three roadblocks to their data and analytics teams' success

Gartner 5th Annual CDO Survey

ONLY 14%

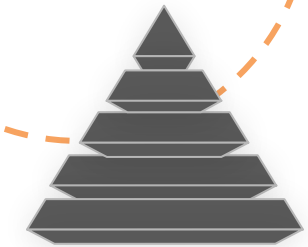
are focusing on **leveraging specific analytics technology** of those organizations that do foster data literacy

Experian

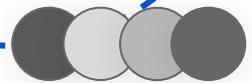
There are **critical blockers** to unleashing your digital transformation

TALENT

PLATFORM



CULTURE



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A Data-First Government

Technical teams have cutting edge skills

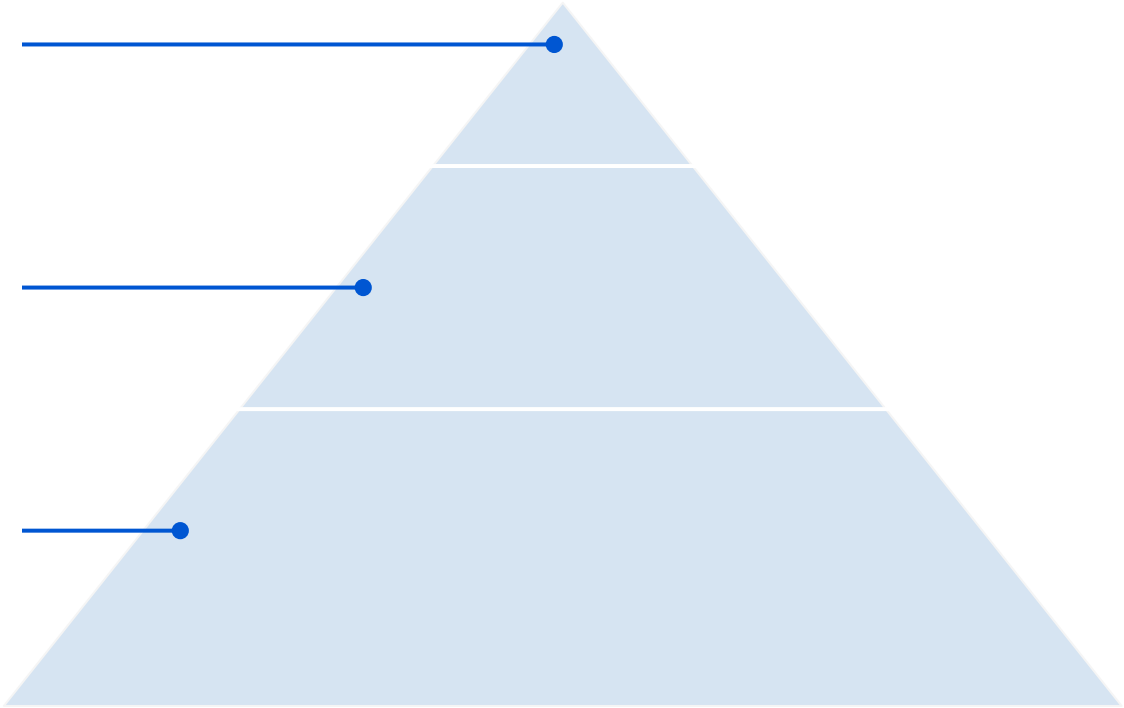
- Data engineers can automate data flows
- Data analysts can build advanced dashboards
- Data scientists can harness machine learning

Functional teams are data-driven

- Leaders make data-driven decisions
- Program managers can…
- Policy makers can…

Everyone is data literate

- Know how to ask the right questions
- Understand how to find data they need
- Can interpret data and communicate with it



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*Pictured here is a subset of the SkillSets available in the Data & Analytics Academy

Data & Analytics Academy

Accelerate your digital transformation

Become a data-driven organization. Develop your employees' skill proficiency in critical data and analytics skills to drive better business decisions and revenue growth.

- **50 SkillSets** for in-demand skills and data-related roles
- Powered by **world-class content from technology leaders like GCP, AWS, and deeplearning.ai**
- Hands-on Guided Projects for **data, automation, cloud tools**
- **Track and measure** the development of data, AI, and ML skills

DATA & ANALYTICS ACADEMY

Data skills for everyone

- AI Basics for Everyone
- Data Analysis for Everyone
- Data Analysis for Leaders
- SQL for Everyone

Program Teams

Leverage data to inform strategy and accelerate decision making

- SQL for Data Analysts
- Data-Driven Decision Maker
- Tableau for Business Analysts

Data Engineering

Build, link, and integrate data stores

- Big Data for Data Engineers
- BI for Data Engineers
- Data Mining for Data Engineers

Data Science

Build models to generate, interpret, and leverage insights

- NLP for Data Scientists
- Python for Data Scientists
- AWS for Machine Learning Engineers

Reskill into key roles

- Business Analyst
- Data Analyst
- Data Engineer
- Data Scientist
- ML Engineer

World-class content

Hands-on learning

Track, measure, and benchmark skills

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Evolution of Workplace Learning

Open learning

Learning provided as a general employee benefit

Catalog

Key metrics: # courses, cost per employee

Guided learning

Content organized by theme, role, department

Collections

Key metrics: learning hours, course completions

Skills-first learning

Develop critical skills for critical roles

SkillSets

Key metrics: skills developed, time to skill

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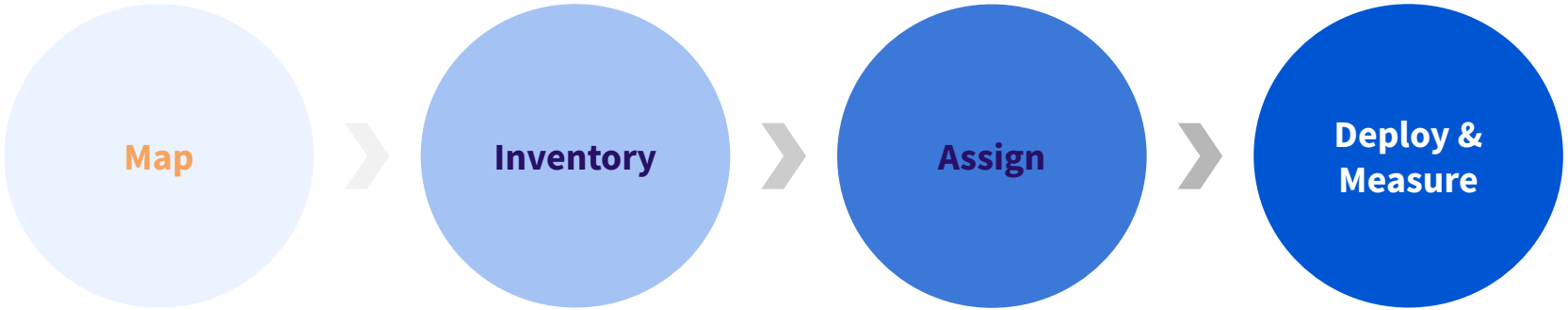
Start building capabilities by mapping business goals to skill objectives



organizational goals to skill objectives

of current capabilities

roles to skill objectives

skill development programs that **measurably upskill, reskill, and drive data literacy**

Defense Acquisition University

DAU and Coursera partnered to train 170,000+ acquisition professionals from the Department of Defense—Army, Navy, Airforce, Marines—on critical skills required to maintain modern defense systems like digital engineering, AI, and machine learning

“

After detailed market research, DAU chose the Coursera platform as the primary deliverer of training on agile fundamentals. By using already developed curriculum on Coursera, DAU was able to present leading edge training in agile methods in a matter of weeks instead of developing a course from scratch.

David Pearson,
Center Director, Engineering and Technology at Defense Acquisition University

Abu Dhabi School of Government

أكاديمية أبوظبي الحكومية
ABU DHABI SCHOOL OF GOVERNMENT

ADSG and Coursera partnered to train 60,000 government employees in critical leadership and technical skills such as data science, artificial intelligence, and digital transformation.

“

The best thing we can provide is a curious, knowledge-seeking government that understands how to find the information that it needs and how to interpret the data that’s available to them. The partnership with Coursera will provide us with unprecedented access to a vast library of courses geared to the professional development of Abu Dhabi government employees.

Solveig Nicklos,
Former Dean of the Abu Dhabi School of Government

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Questions?