

Responsible Data Use Playbooks: A Tool for Data Sharing in Times of Crisis

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Agenda

- Why this tool, and why now?
- Why focus on the job seeker?
- Let's hear from you
- Discussion and Wrap up



“Now, more than ever...”
The need for responsible data sharing



Suddenly, responsible data sharing is on everyone's mind

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SCIENCE & NATURE
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 Dan Andries | April 23, 2020 8:23 pm

Stopping COVID-19 will include monitoring and sharing personal data
 "In a plague, civil liberties have to be suspended. There are good reasons for that."

UNEMPLOYMENT CHECKS ARE BEING HELD UP BY A CODING LANGUAGE ALMOST NOBODY KNOWS
 States have been starved of modernization funding for years
 By Thomas H. Davenport | April 14, 2020, 5:00 AM CDT
 Updated by Alex Culp

Major health-record company drops opposition to federal data-sharing rule
 By CASEY ROSS | Updated on APRIL 23, 2020

COVID-19 could have its own PATRIOT Act, but we need privacy guarantees
 Heather Federman | @Fedemedia | 4:15 pm CDT • April 16, 2020

Technology
Pandemic Data-Sharing Puts New Pressure on Privacy Protections
 Ben Brody and Naomi Nix
 April 15, 2020, 5:00 AM CDT





A Rapidly Changing Environment

- The COVID crisis has accelerated interest in your data and forced a telescoped version of the partnership and collaboration processes you typically use
- New data partners are joining data collaboratives
- Old-style MOUs are giving way to more modern and more flexible charters and inviting a rethink of governance.



COVID Response Playbooks

BrightHive has developed, in collaboration with other subject matter experts in the field, **a set of plays and associated resources to help people in the workforce space** navigate the steps to implement responsible data sharing.

We see this playbook as a living document, **able to capture and reflect the lived experiences** of those on the ground doing this work.

We worked with partners to develop the initial playbook, and **we'd like to incorporate your expertise** to crowdsource additional plays, build out key questions and checklist items, and identify additional resources that can be included.



Responsible Data Use Playbook for Job Seeker Tools

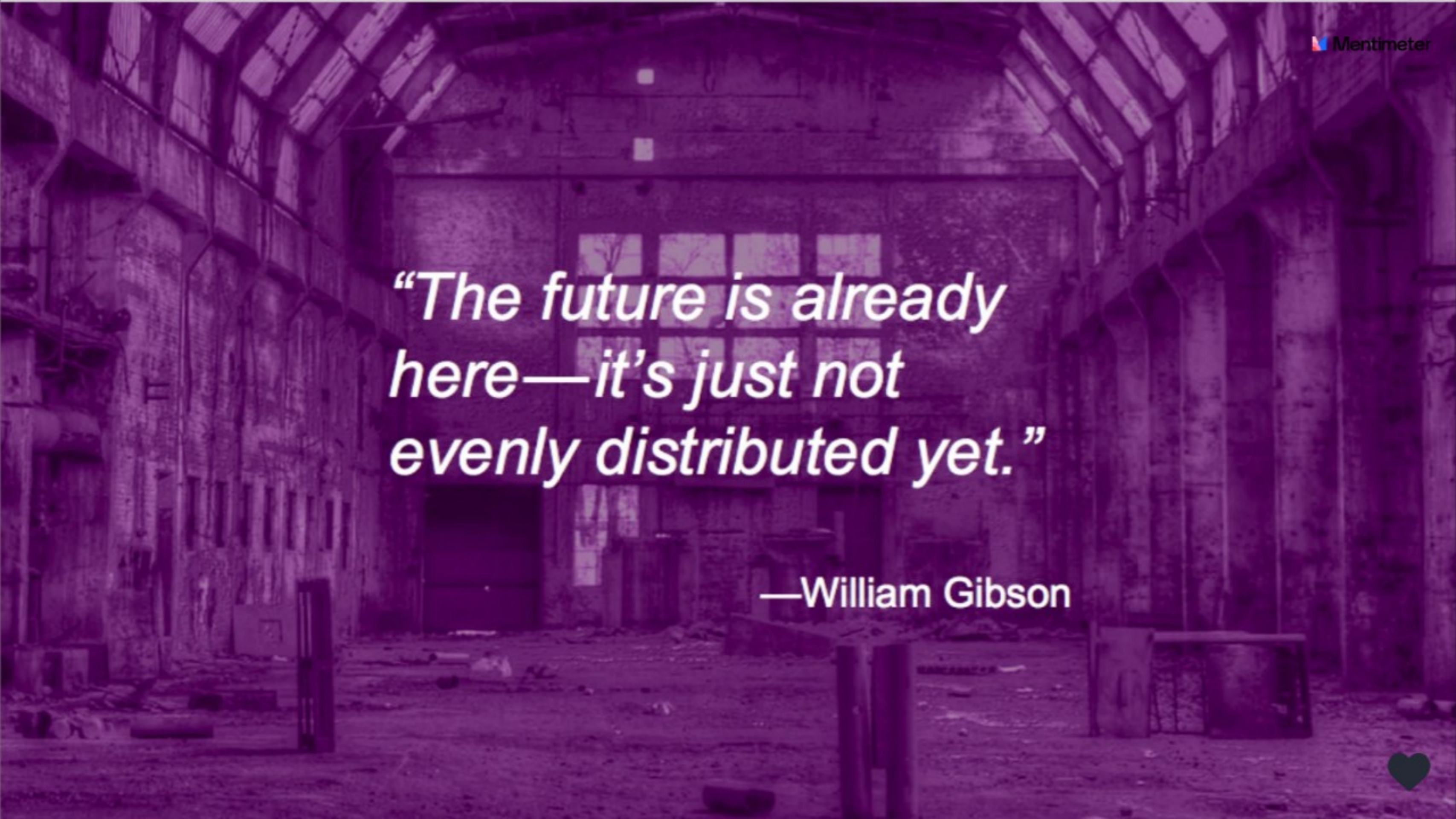
Guiding Principles:

1. Job seeker experience and needs should be the focus, and should include support, guidance, and advising in addition to digital tools and resources.
2. Equity, and eliminating equity gaps, should be a central goal.
3. Cross-sector collaborations can produce the most effective results.
4. Tools should be built with longevity and sustainability in mind.

The Plays:

1. Build and Align a Diverse Coalition
2. Design for the Job Seeker
3. Make it Relevant
4. Solidify Data Use, Sharing, and Governance
5. Integrate Wraparound Support Services
6. Be Accountable
7. Create a Movement





*“The future is already
here—it’s just not
evenly distributed yet.”*

—William Gibson







Solidify Data Use, Sharing, and Governance

Job seekers need comprehensive, reliable data they can trust. Strong data-sharing agreements ensure that the information passed on to job seekers and other audiences is accurate. Moreover, these agreements can take complex data and relationships and distill them into salient, easily understandable information.

The kinds of data needed to provide accurate, timely, and comprehensive information for the most effective job seeker tools come from a variety of sources. This includes information about available jobs, current and future economic demand, wage and earnings data, the kinds of skills necessary to fill labor market demands, training providers, and information about related support services. Members of the coalition or data collaborative are responsible for making sure that these data are connected and that a governance structure protects the data while ensuring its usefulness. Ideally, the governance body includes members from a number of stakeholder groups, including job seekers and employers.



Here's what we'll be doing:

- Review of the checklist items
- We'll ask about your own experience with the checklist items
- Then we'll ask you what's missing from the list
- Review of the key questions
- We'll ask about your own experience answering the key questions
- Then we'll ask you what's missing from the list
- End with general questions for discussion that address data sharing obstacles you've faced and how the playbook can be an effective tool for you

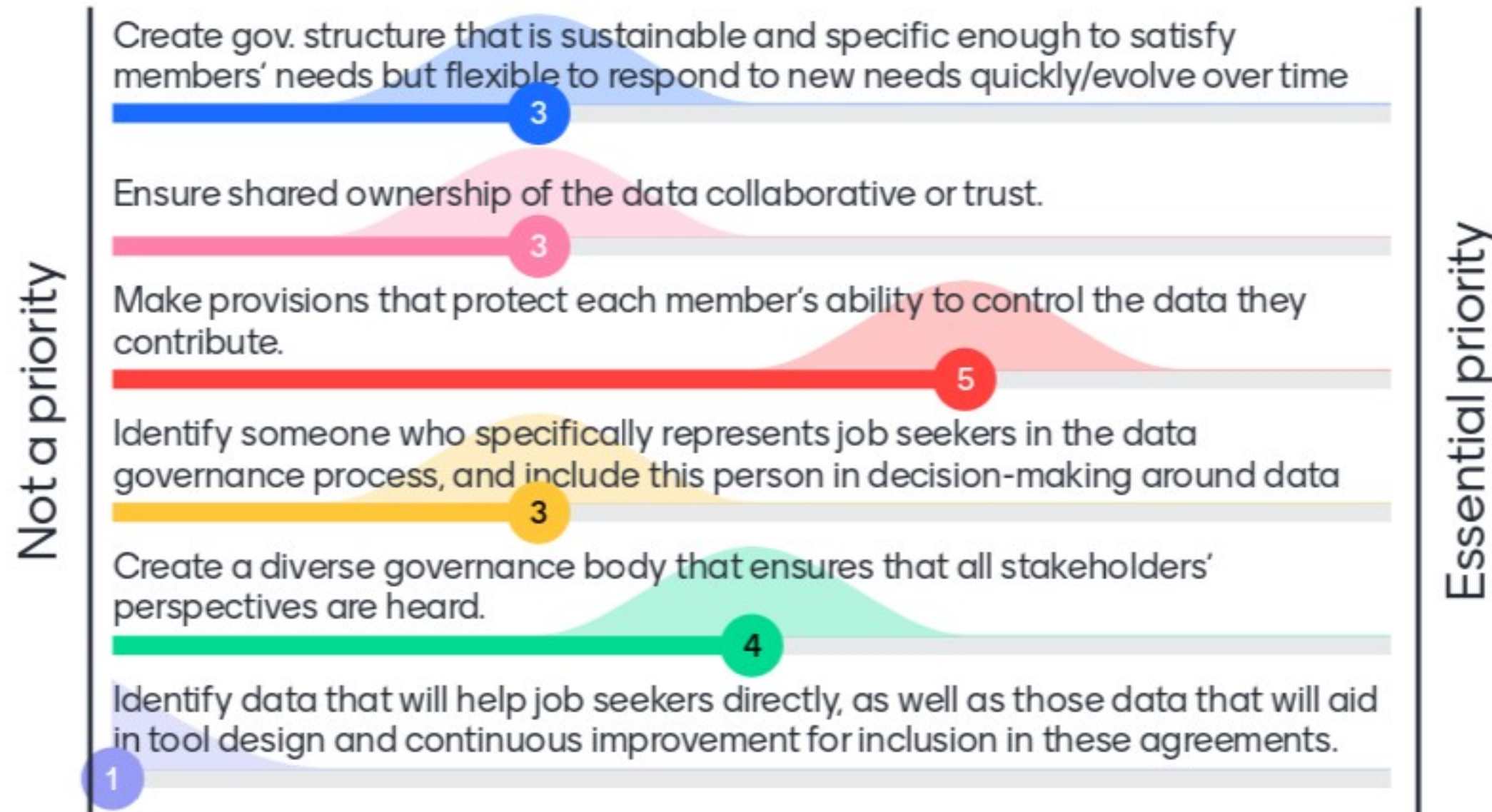


Checklist

- ☐ Create a governance structure that is sustainable and specific enough to satisfy members' needs but flexible enough to both respond to new needs quickly and evolve over time, as opposed to fragile agreements that require lengthy legal review to update and become clunkier with revision.
- ☐ Ensure shared ownership of the data collaborative or trust.
- ☐ Make provisions that protect each member's ability to control the data they contribute.
- ☐ Identify someone who specifically represents job seekers within the data governance process, and include this job seeker or relevant representative in the conversations and decision-making around data
- ☐ Create a diverse governance body that ensures that all stakeholders' perspectives are heard.
- ☐ Identify data that will help job seekers directly, as well as those data that will aid in tool design and continuous improvement for inclusion in these agreements.



Based on your experience, how would you rate the level of priority for each of the checklist items?



What's not reflected from your own experience? What else should be considered to identify the right data? The right partners? New tools to use?

Key Questions

Public Agencies

- What data can be shared or made available?
- What are the perceived vs. actual barriers to sharing data?
- What data can be provided through a vendor?
- How will personal data be protected?

Private Sector

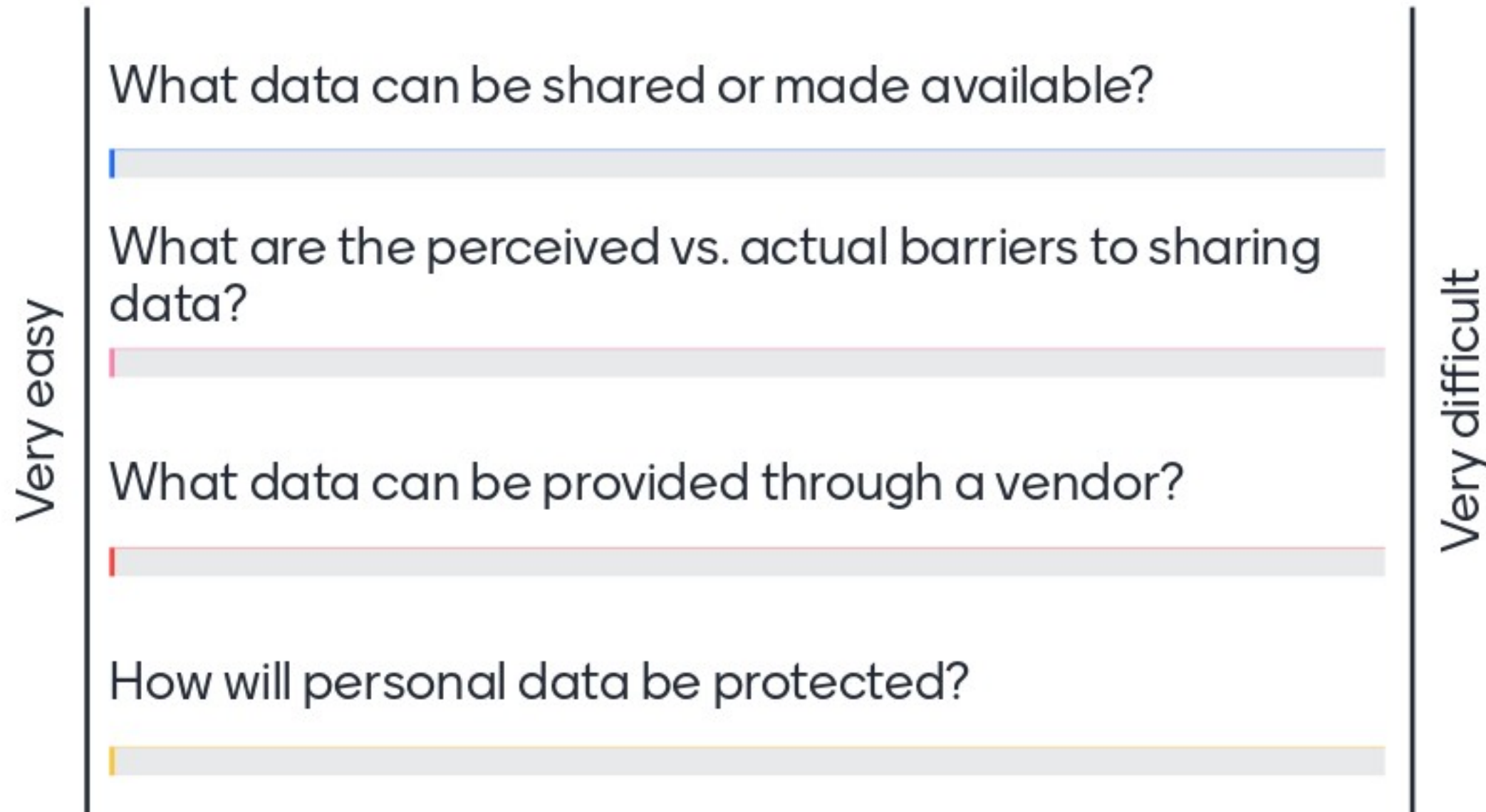
- How have you ensured the protection of personal data? What are your data practices and protocols for safeguarding individual-level data?
- What is your track record on data use and privacy? How can you be transparent about data use?
- How can you seize the opportunity to securely derive public benefit from your data?

Philanthropy

- Are there collaborations already serving the proposed population/geography?
- If there are existing collaborations, can those be leveraged or brought into the proposed project?
- Are the partnerships deep and sustainable?



Based on your experience, how difficult are the key questions for public agencies to answer?



What are other questions that reflect your experience?

What else do you need to account for? What should public agencies be asking their partners?

When you think about obstacles to data sharing, what are the things keeping them in place? What do you need to incentivize collaboration?

What else could we add to make this playbook an effective tool for you to better advocate for and achieve your data goals?

Take the Next Step

Want to stay involved in the conversation?

- Suggest a play to add to this playbook or suggest edits by [sending us a message](#).
- Discuss this playbook and share learnings with others using the playbook by joining our [BrightHive Responsible Data Sharing Slack Community](#).



Thank you for joining today, and for the work you do every day.

Kristin, Maureen, Eduardo, Caitlin, Natalie & Sam

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