

Data Governance Council

November 13th, 2025

2:00 – 3:00PM

Agenda

1. Update on the usual suspects
 1. Workday progress- Lisa and Jeff
 2. Data retention progress- Jeff
2. Student data model project- Lisa, Michael, Steve, and Jeff
3. **Standing agenda item-** Open the floor for cross domain issues- proposed resolution and next steps

Workday

Stewards will begin to be involved in Workday access discussions

Project leads will be reaching out to data stewards for:

- ✓ Which Workday roles can access data in their domain
- ✓ Who can develop Workday reports and dashboards that leverage data in their domain
 - ✓ Which fields can/should be used
 - ✓ Who can access those reports
- ✓ When changes to roles (and access to data in their domain) are required
 - ✓ Post go-live date

Talent and Culture
Sam Burwell

Student
Josh Imes
Joe Cook

Finance
Jaime Bunner
Kathy Day

Data Retention

Paying to store data in outdated systems is a luxury WVU cannot afford

Best in class options exist for us to access what we need

From

- Data existing in dozens of locations
- Hours lost to hunting for data
- At risk for data breaches and legal sanctions



To

- Talent and Culture and Research Administration teams working in Workday and WRAP with supplemental data in few additional locations
- Assessable, clearly labeled, and defined data
- Data oversight and deletion as required

We will follow a simple data usage process in the future



Over time, more operational data will be retained in Workday and WRAP which will decrease the need to access the retention system.

We have spent time with experts and have discovered opportunities

- *50 SMEs engaged across Talent and Culture, Research Administration, the Provost's Office, and other areas*
- Findings:
 - ✓ Data retention requirement lengths vary from one year to indefinitely
 - ✓ The median length is 5 years
 - ✓ Over time, Workday and WRAP will be able to satisfy real time and historical needs*
 - ✓ Since data are not currently destroyed, WVU can reduce data storage costs by deleting unused data
 - ✓ Sunsetting applications via Workday and WRAP implementations will reduce data storage costs

*Some outliers exist like employment verifications

Discovery work now will lead to how we develop solutions

Phase 1- Collect requirements

- ✓ Match the data types in the systems being retired to the data types and retention length in the University Retention Schedule
- ✓ Validate any exceptions with Data Stewards



Phase 2- Solutioning

- ✓ Analyze requirements list and group into solution(s)
- ✓ Determine resources needed to implement solution

Requirements analysis is est. 8-10 weeks. Solutioning timeframe is TBD as will be impacted by outcome of requirements phase

Student Data Model

How does a student data model help you and your teams?

Enable predictive insights for student success

Vision: Establish WVU as a data-driven institution

Operating Model: Central hub + federated approach

Principles: Data quality, privacy, compliance

Success Criteria: Speed, usability, and value of analytics investments

What's in and what's out

In-scope

- Recruitment Analytics: pipeline, funnel analysis, heatmaps
- Enrollment Analytics: trends, program flow
- Student Success Analytics: GPA, retention, graduation

Out of scope

- Post-graduation outcomes
- Marketing campaign impact
- Expanded financial aid model
- Room & board, student life, tutoring data

This timeline is action packed. We need your help.

Phase	Milestone	Target date	Data Steward involved?	Data Custodian involved?
Determine the data we need	Data are in the warehouse	Dec 2025	X	X
Format data in the way we need it	Data are transformed and documented	Mar 2026	X	X
Position and govern data	Data access has been granted	May 2026	X	
Build and test	Data show up in dashboards	Late Summer 2026	X	X
Operationalize	Data are in the hands of the consumers	Fall 2026	X	X

Discuss any other issues