

# The Economics of Data Integrity

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@HighlandFRS

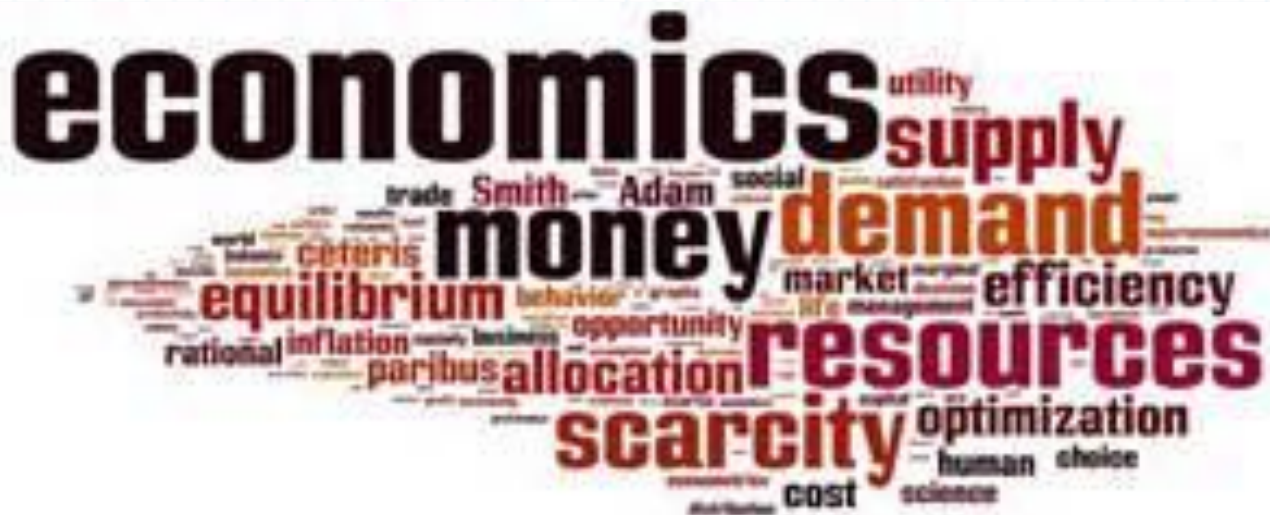
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▶ TRANSFORMING THE ADVANCEMENT AND DEVELOPMENT ORGANIZATION

October 28-30, 2015

THE WESTIN MICHIGAN AVENUE,

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## DATA INTEGRITY

- Accurate
- Standardized
- Consistent
- Subject to data governance
- Procedures and policies
- Validated
- Maintained
  - Mitigation & training

## OUR CONTEXT:

The datum is:

- Informative
- Where its needed (no STDs!)\*
- Acting appropriately
- Reliably reportable
- Consistently entered by trained staff
- Validated periodically
- Standardized when necessary

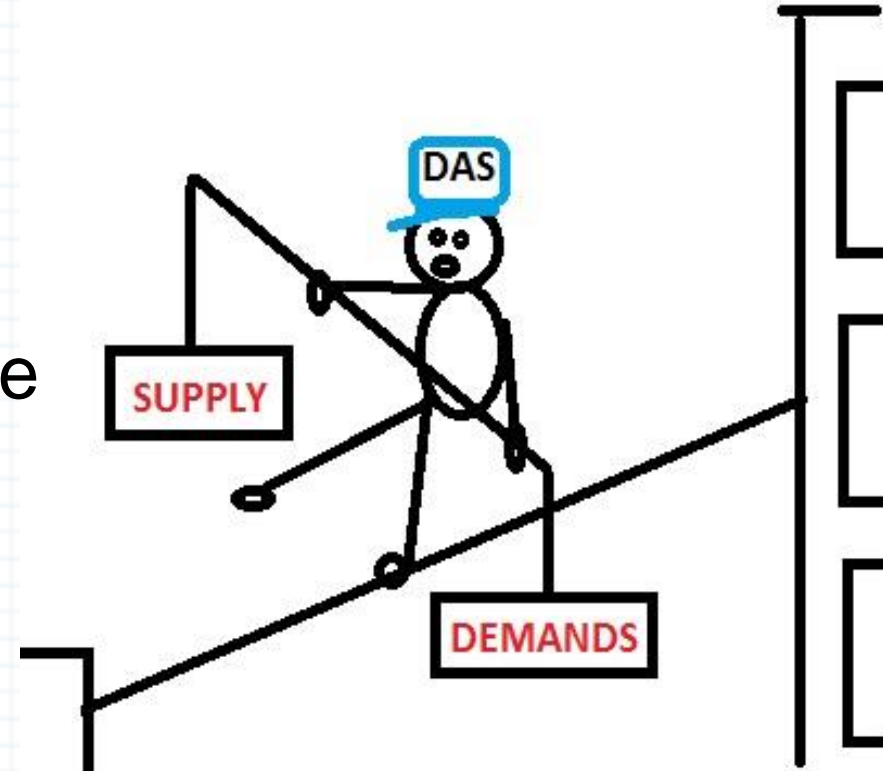
\*shadow type databases

## SHOP CHALLENGES

- Documentation incomplete or nonexistent
- Data not standardized
- Reports not optimized
- Data in wrong locations
- Validations not done

## CAUSES

- Too many chefs
- Bad/no planning
- No standardization
- Friction with Finance
- Policies don't exist
- People not trained
- Not enough people



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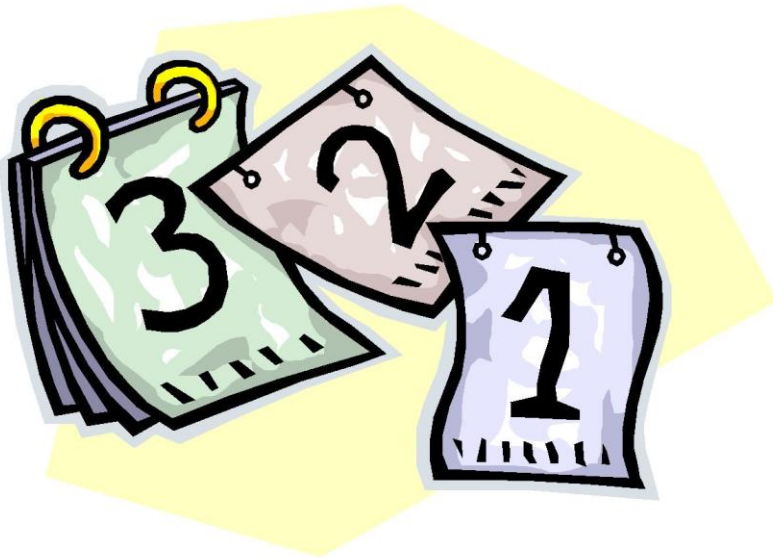
# BUT IS IT IMPORTANT?

## THE COSTS OF POOR DATA INTEGRITY





## HOW BAD CAN IT BE?



One Presidential level mailing list of 20,000 records required 3 weeks to complete

Holiday card stewardship mailing required 6 weeks

End-of-calendar year gifts still being entered in March

## CAUSES

An institution unable to reconcile with Finance for over 2 years

2200 magazines mailed to improperly formatted international addresses at \$10 each



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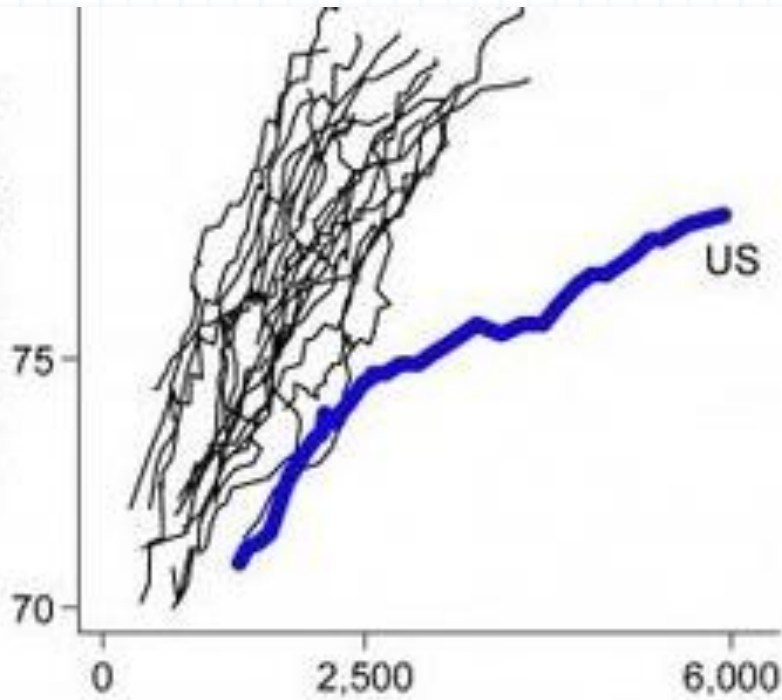
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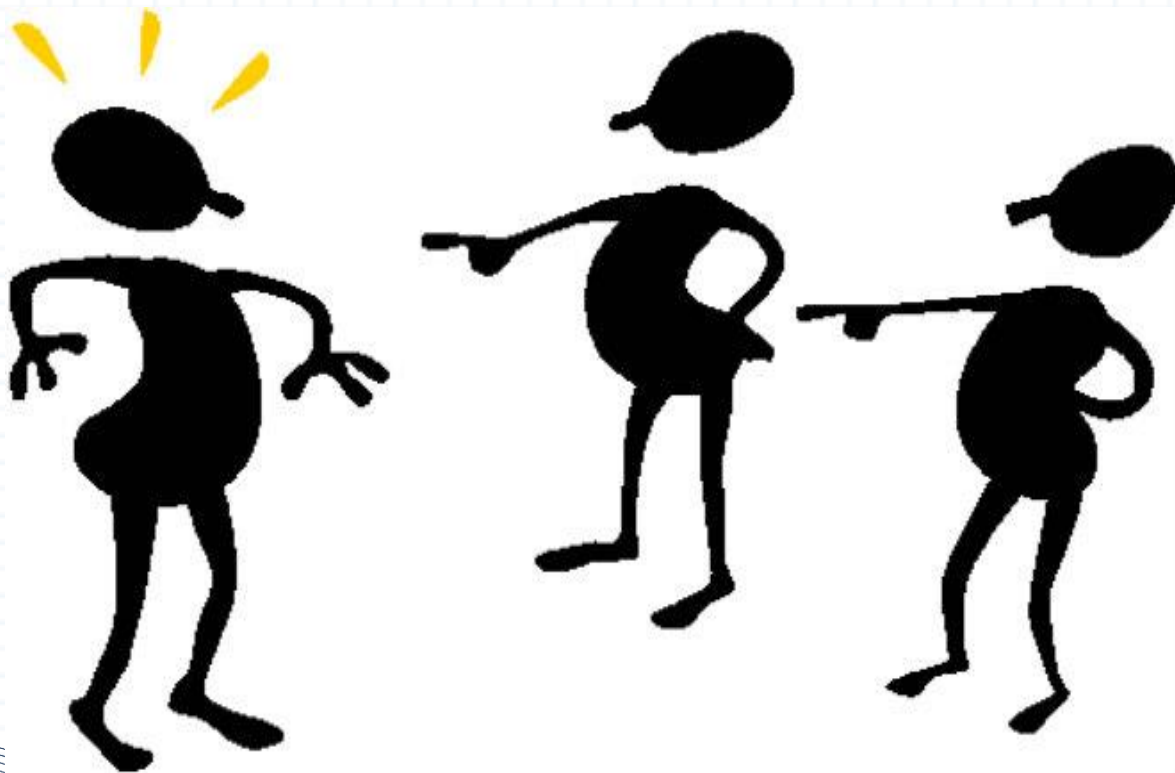
**Yes, it's THAT important!**

## RESULTS



## Bad Reporting

## Loss of confidence from leadership





## Loss of donations

## Disappearing business partnerships

## STAFF TURNOVER





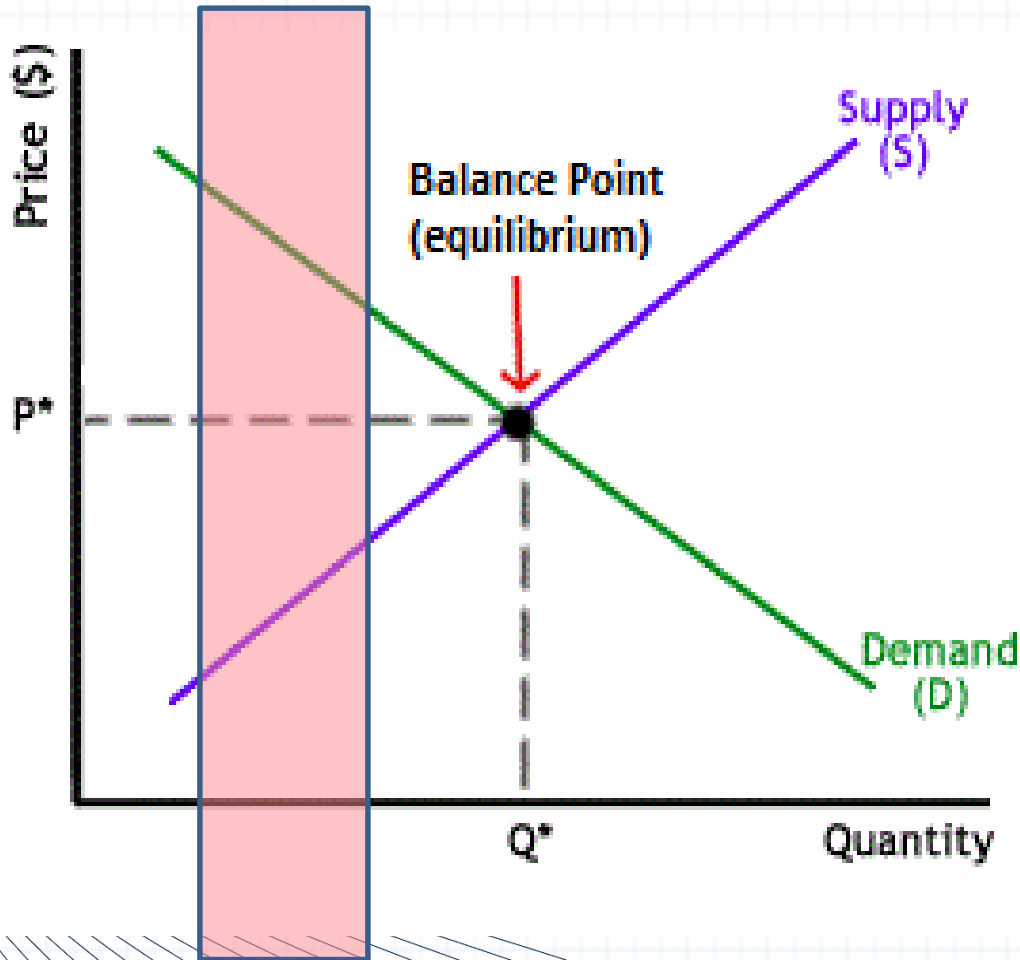


Average Bio/Gift manager makes \$45,000/yr

Group A – 7 hours

Group B – 1 hours

Average mailing list costs \$150 more PER LIST

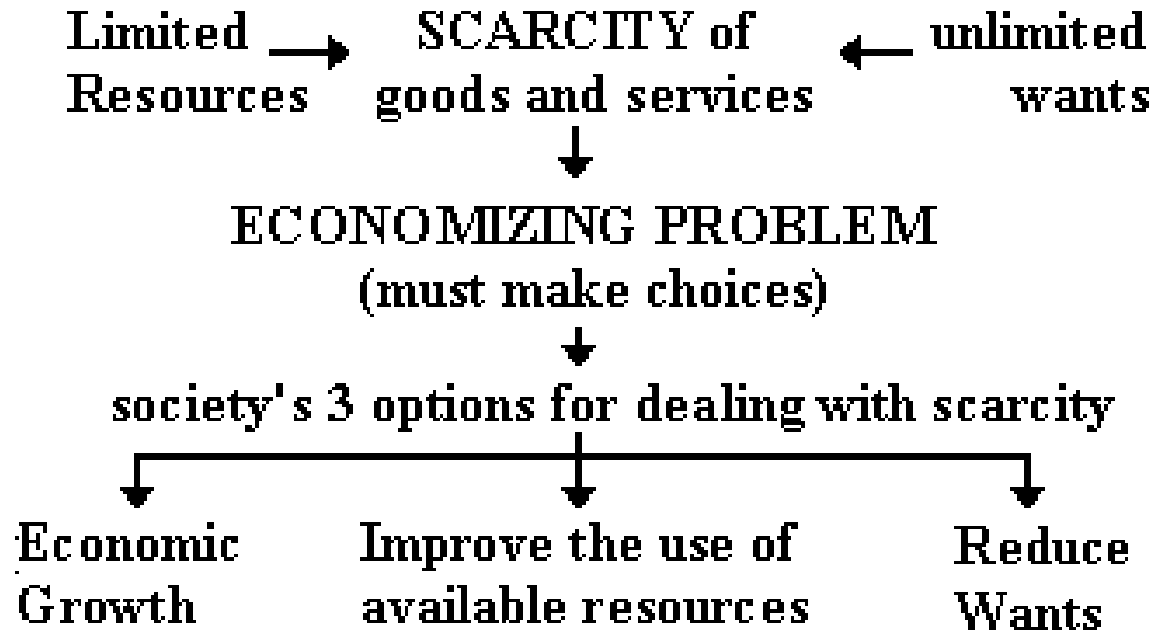


## ECONOMICS 101

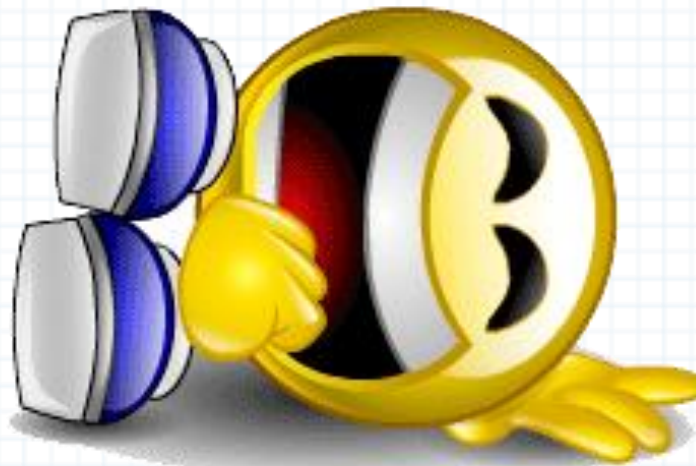
Equilibrium exists  
when quantity meets  
demand

Product =  
data projects

Price =  
man-hours



## REDUCE WANTS



## IMPROVE THE USE OF AVAILABLE RESOURCES



**KNOWLEDGE**



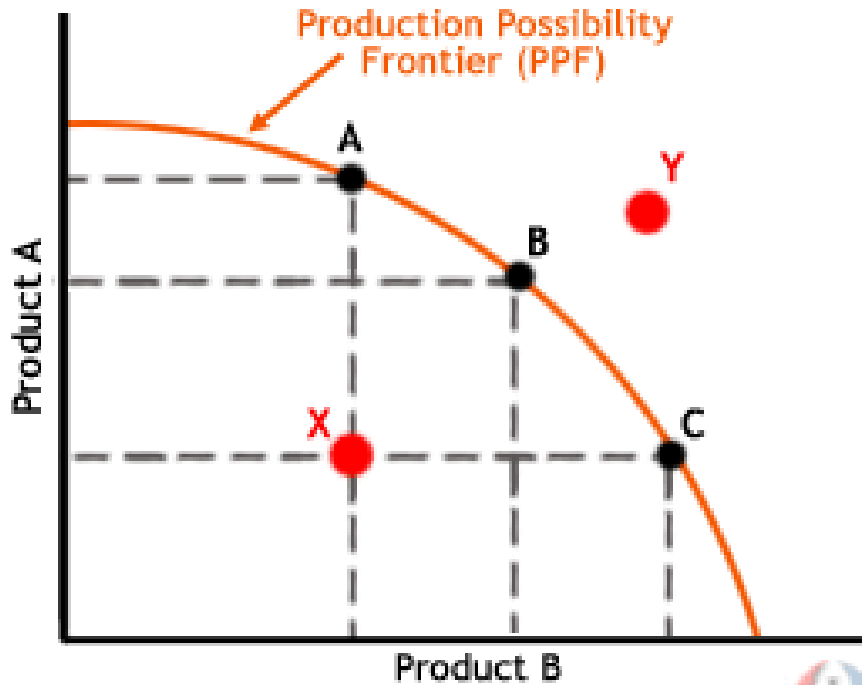
**"MAN"-HOURS**

## FIND MORE TIME BY REDUCING ANOMALIES

### OPTION A:

Mount an internal assault





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What is our maximum production capacity given the most efficient use of our resources?

## **GROWTH – FIND MORE TIME BY INCREASING MAN-HOURS**

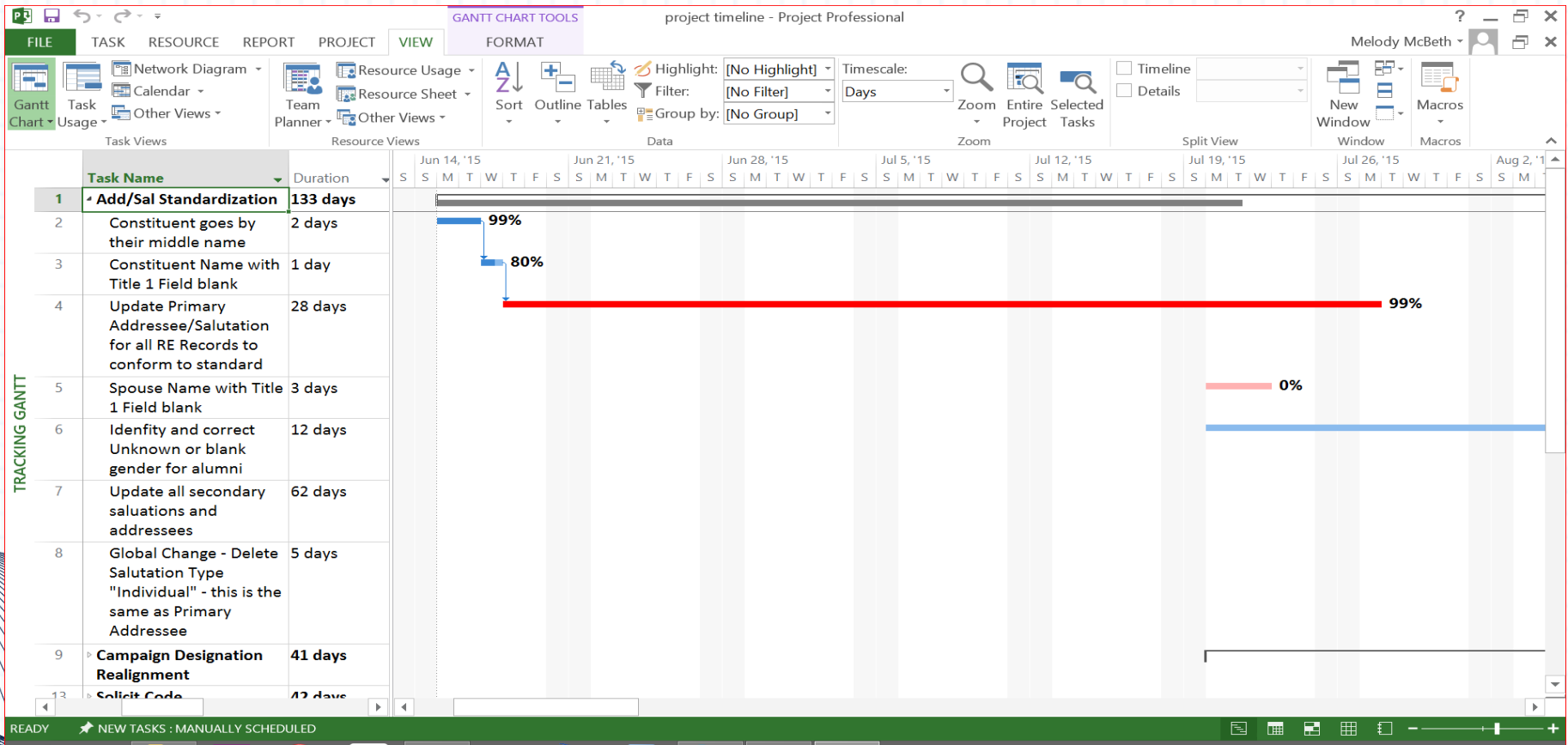
### **OPTION B:**

Call in the mercenaries





## FIXING THE DATA REQUIRES A PLAN



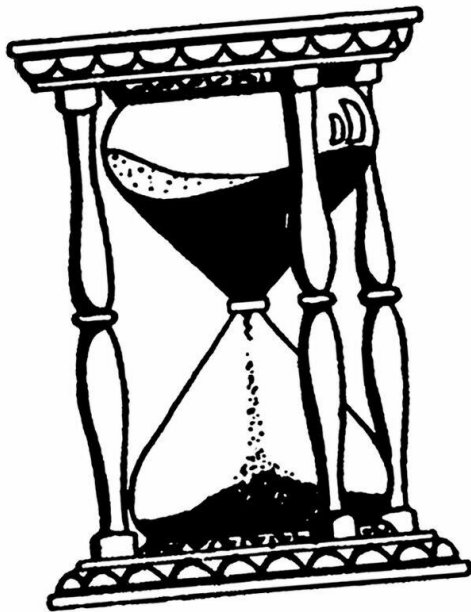
## IS YOUR SHOP CHALLENGED?



Can you afford to fix it?

Can you afford NOT to?

## OPTION A CONSIDERATIONS



Shifting priorities  
Time constraints  
Limited Knowledgebase

## OPTION B CONSIDERATIONS



Focused Effort  
Timeliness  
Best Practice Experts

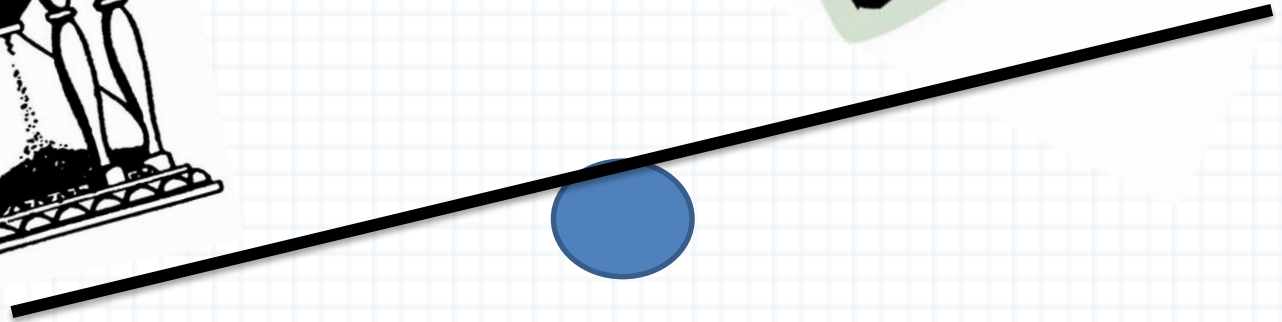
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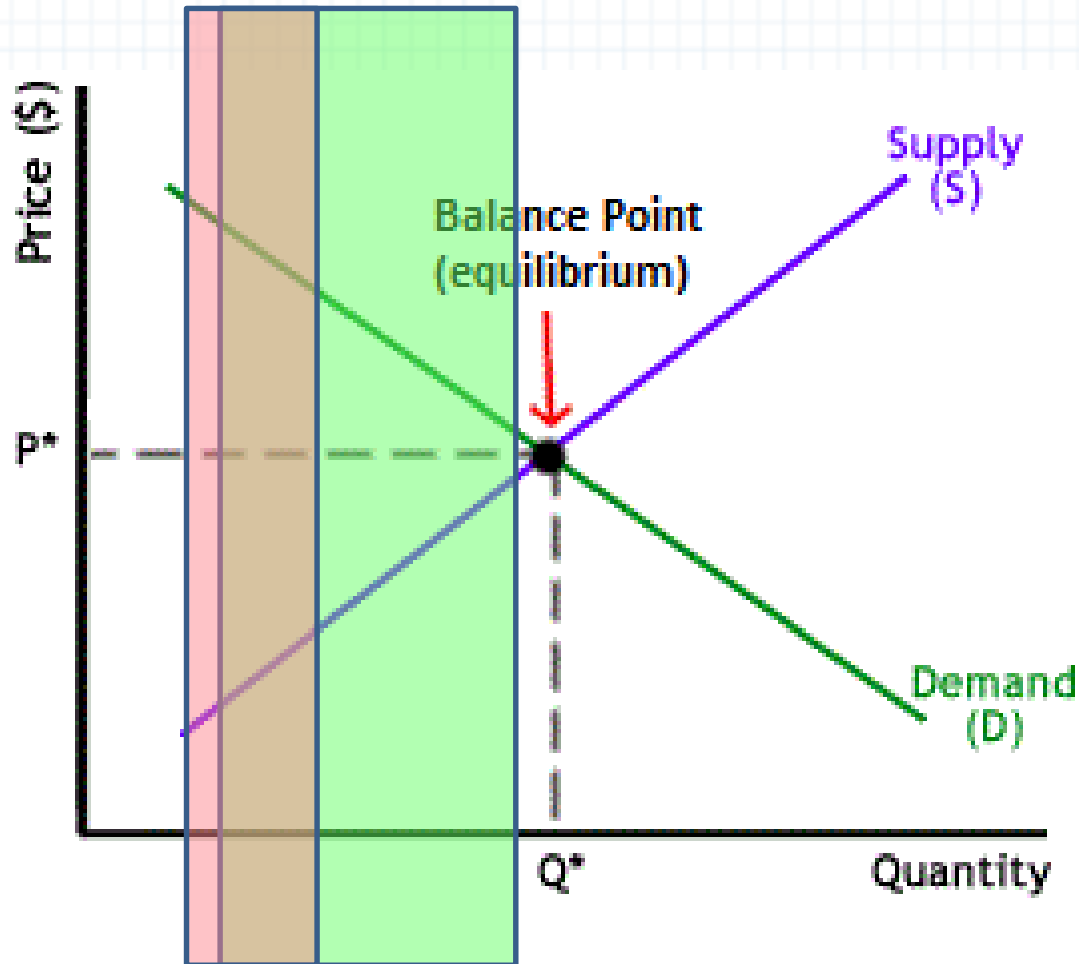
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**AASP Salary Survey results available at [advserv.org](http://advserv.org)**

*The Constitution only gives people the right to pursue happiness. You have to catch it yourself – Benjamin Franklin*