Recommendations Summary

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NSDS Organizational Structure

Recommendation

The America's Datahub Consortium (ADC) should serve as the foundation for a future National Secure Data Service (NSDS) and should over time grow, adapt, and evolve to offer the capabilities and services necessary for it to realize the Advisory Committee's vision for a NSDS.

NSDS Organizational Structure

The ADC could be structured to:

- Develop new ways of acquiring and linking data to yield valuable insights into critical issues;
- Support cutting-edge data infrastructure;
- Build data security capabilities to further increase privacy protections and public trust;
- Provide novel and innovative analyses; and
- Share lessons learned for similar activities across the Federal government.

Rationale:

The ADC is an established entity operating under the auspices of the National Center for Science and Engineering Statistics with a vision that aligns closely with the foundations for an NSDS. In addition, the underlying funding mechanism would allow for the ADC to adapt, evolve, and ultimately offer the services and functions envisioned for the NSDS. This could include establishing specialized Federally Funded Research and Development Centers, or independent public-private partnerships to assist with data linkages and developing privacy enhancing technologies.

Communications—Clear Purpose Statement

Communications Recommendation 1

OMB should adopt a clear statement of purpose for the NSDS that is rooted in its core value proposition.

The National Secure Data Service provides federal, state, and local partners the tools they need to securely share, link, and analyze data to build and use evidence in policymaking, benefiting the American public.

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Communications—Clear Purpose Statement: Findings

Findings

- Concurs with judgment of field experts that OMB must take initiative to communicate clearly about the purpose of the NSDS

- From ACDEB's Year 1 report, the NSDS as a "philosophy, place, and service" resonated with those familiar with the effort

- BUT focusing on the SERVICE is the most powerful approach when expressing NSDS potential

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Communications—Public Presence

OMB should create a public web presence for the NSDS that can serve as a hub for information about, and communications from, the Service.

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Communications—Public Presence: Findings

Findings

- Fact finding activities centered both on the exploration of potential governance structures for the NSDS and on approaches to communicating about the nascent Service suggest the importance of having a clear and comprehensive web presence for the effort.

- The purpose of the NSDS should be prominently featured, as should content related to:

  - potential (and over time, actual) use cases that demonstrates both the Service's value proposition and how it operates;

  - the role of federal, state, local, and nongovernmental partners in the Service's operations;

  - ongoing opportunities to learn more about the Service itself and, over time, about technologies, methods, and processes relevant to the Service's operation;

  - frequently asked questions and other communications tools; and, at launch

  - an intelligent "front door" to the Service that allows potential users to discover which Service datasets (including metadata) and features (e.g., routing to relevant published tabulations, access to publicly-facing analysis tools to relevant datasets, beginning the Standard Application Process) are most likely to meet their needs; and

  - How to receive assistance from the Service's Data Concierges

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Communications—Comprehensive Strategy

Communications Recommendation 3

OMB should build a comprehensive communications strategy for the NSDS.

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Communications—Comprehensive Strategy: Findings

Findings

- The experience of national organizations that advocate for the use of data and evidence in policy-making suggests that building awareness of, and support for, the work of an NSDS will require a comprehensive, sustained, and professionally-managed communications strategy.

- The strategy should include elements such as:

  - The intentional use of the NSDS website as a focal point for others to learn about the Service's purpose and benefits;

  - Continued efforts to enumerate the groups (key audiences) with whom the NSDS should communicate;

  - The identification of influential organizations that, by virtue of their connection to key audiences and other critical stakeholders, can efficiently and effectively amplify NSDS communications;

  - The recruitment of individual champions who have the credibility and capacity to publicly advocate for the Service and its value;

  - The development of communications artifacts and accompanying tools that support efforts to educate the public and other key stakeholders about the NSDS and its benefits; and

  - Communications activities that span, and align with, the phases of NSDS design and implementation.

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Communications—Stakeholder Engagement

The NSDS must build a system for routinely engaging with key stakeholder groups and user communities for the purpose of needs sensing, operational movement, and advocacy for the use of data to improve policymaking.

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Communications—Stakeholder Engagement: Findings

Findings

- The subcommittee believes that, if it is to fulfill its promise to those stakeholders and the nation as a whole, the Service must proactively, routinely, and authentically engage with representatives of those it is meant to serve.

- As such, the subcommittee recommends that the Service establish a system for stakeholder engagement for tor the purposes of:
  - Maintaining its awareness of current federal, state, and local problems of policy and practice for which the Service might be part of the solution;
  - Gathering feedback on users' experience with the Service, the outcomes associated with Service outputs, stakeholder attitudes toward the Service and related issues (e.g., data privacy;
  - Proactively communicating with key stakeholder groups post-launch to advocate for evidence-based policymaking, to design and launch education campaigns responsive to concerns surfaced via needs sensing, and to highlight Service "wins."

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Communications—Looking Ahead

Next ACDEB Meeting

Upcoming recommendations:

- Expect to see recommendations focused on the range of technical assistance services the NSDS should offer

- As well as at least one recommendation related to ensuring that users have equitable access to the services the NSDS hopes to provide

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Data Capabilities

Background

- **NSDS functional capabilities**: Coordination, communication, R&D, data standardization

- **Evidence Commission**: NSDS should not be a data warehouse

- **CIPSEA 2018**: Presumption of accessibility, safely and securely expanding access to non-public data assets

Key Questions

- What is the potential value for hosting data across the evidence ecosystem?
- What are the challenges?
- What are the possible solutions?
- What is the role for the National Secure Data Service?

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Data Capabilities: Value and Risks

Big Ideas

Value

- Validation, verification, replication, reproducibility

- Supports data access, linking, and analysis services, especially for lower-capacity users

Challenges

- Privacy and confidentiality, multiple copies of confidential data

- Cybersecurity, single point-of-failure

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Data Capabilities: Possible Solutions

Big Ideas

Governance

- Transparent governance model and policies

- Consistent with all applicable government laws and regulations

- Data provider control over data uses

Technical Infrastructure

- Tiered access controls

- Privacy-preserving technologies

- Automated tools

CALIBRATE

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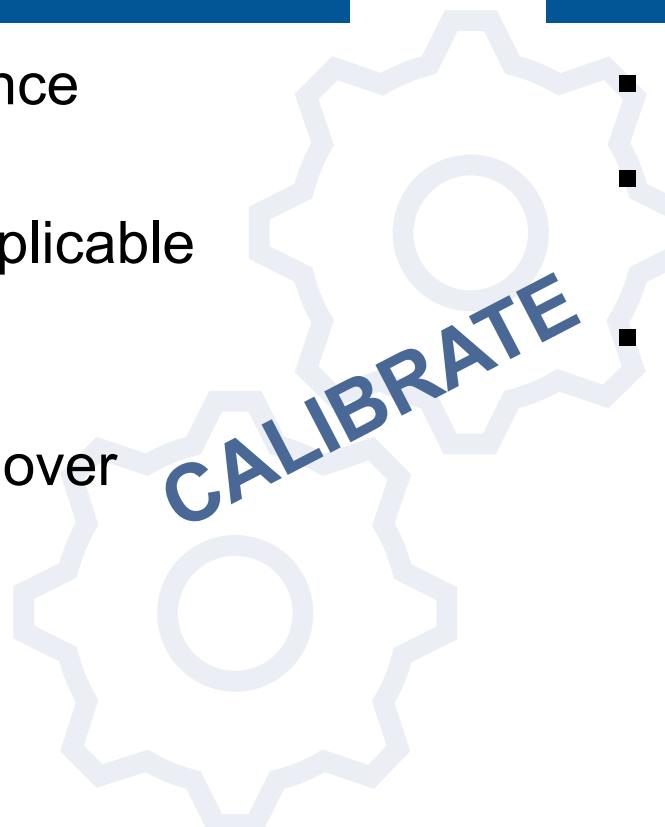
Next Steps

<u>Big Ideas</u>

- Balancing the privacy-utility tradeoff

- Evolution: Advancing the "here and now" toward the target state

- Multi-pronged approach: Both governance and technical solutions

- ACDEB's year 2 report: Bringing the pieces together!

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