

The Economics of Data Integrity

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SUMMIT

2015

TRANSFORMING THE ADVANCEMENT AND DEVELOPMENT ORGANIZATION

October 28-30, 2015

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economics

utility supply
Smith Adam social
money demand
ceteris market efficiency
equilibrium behavior's goals
rational inflation business opportunity
paribus allocation resources
scarcity optimization
cost human choice
science

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

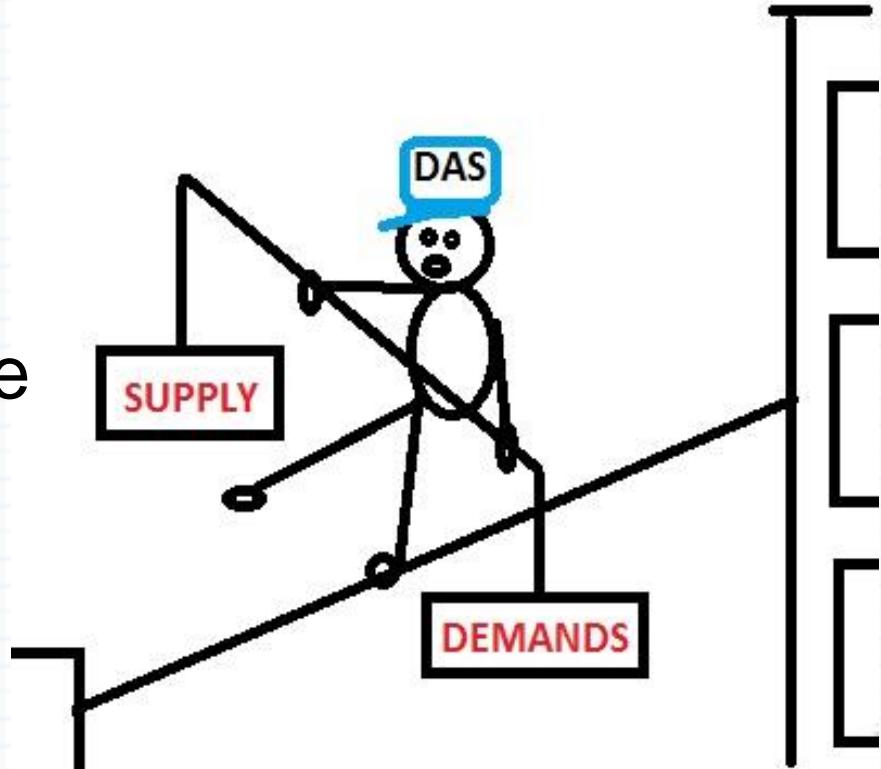
*shadow type databases

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?

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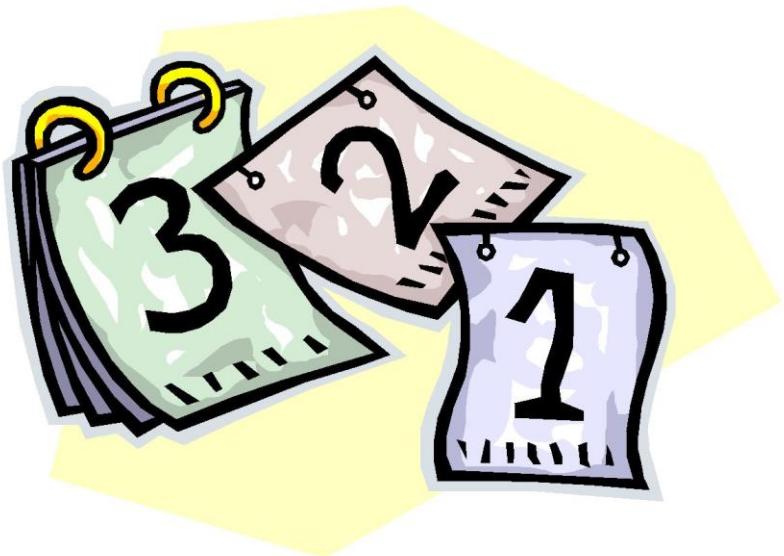
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THE COSTS OF POOR DATA INTEGRITY



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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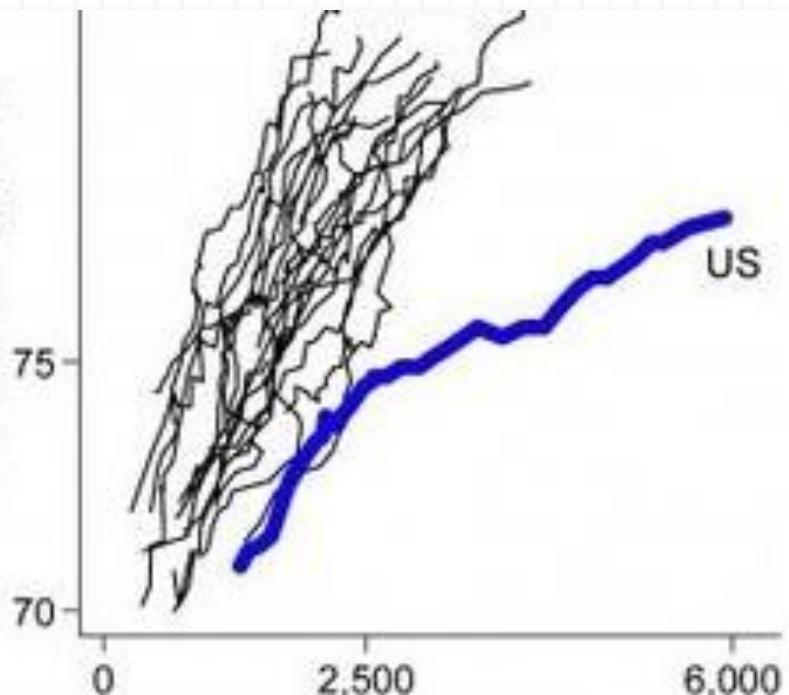
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Yes, it's THAT important!

RESULTS



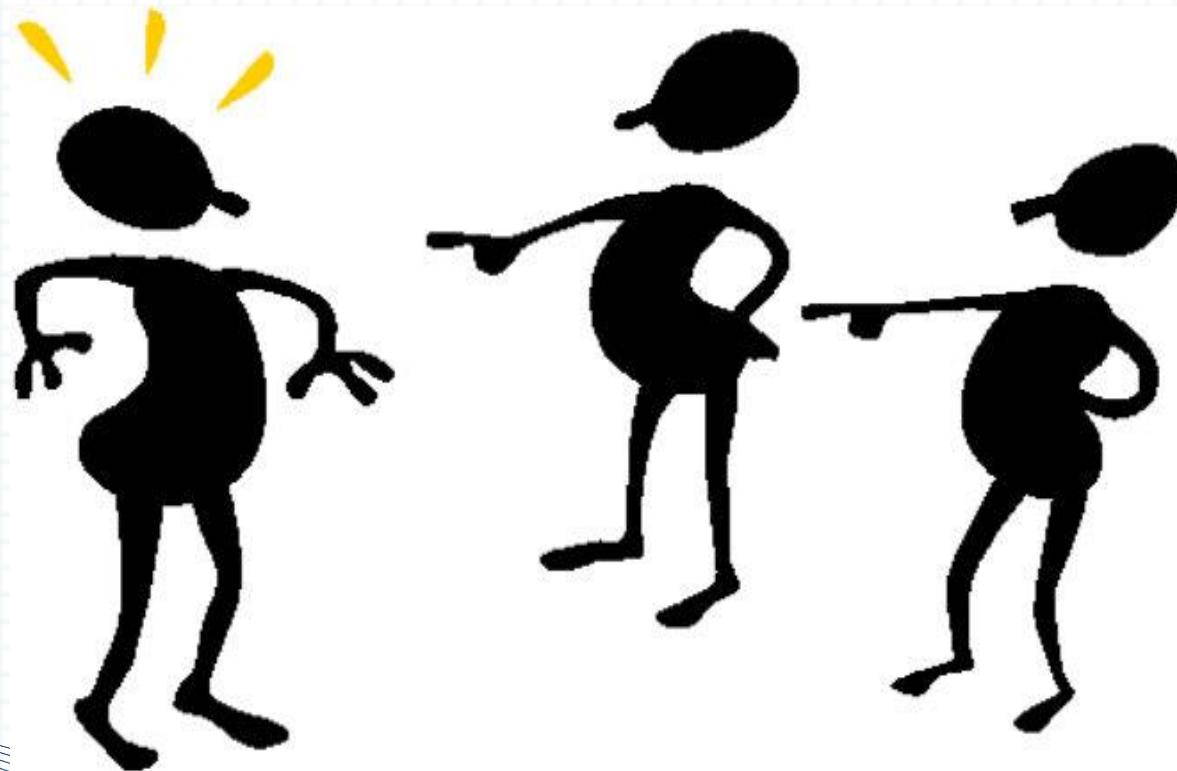
Bad Reporting

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Loss of confidence from leadership





Loss of donations

Disappearing business partnerships

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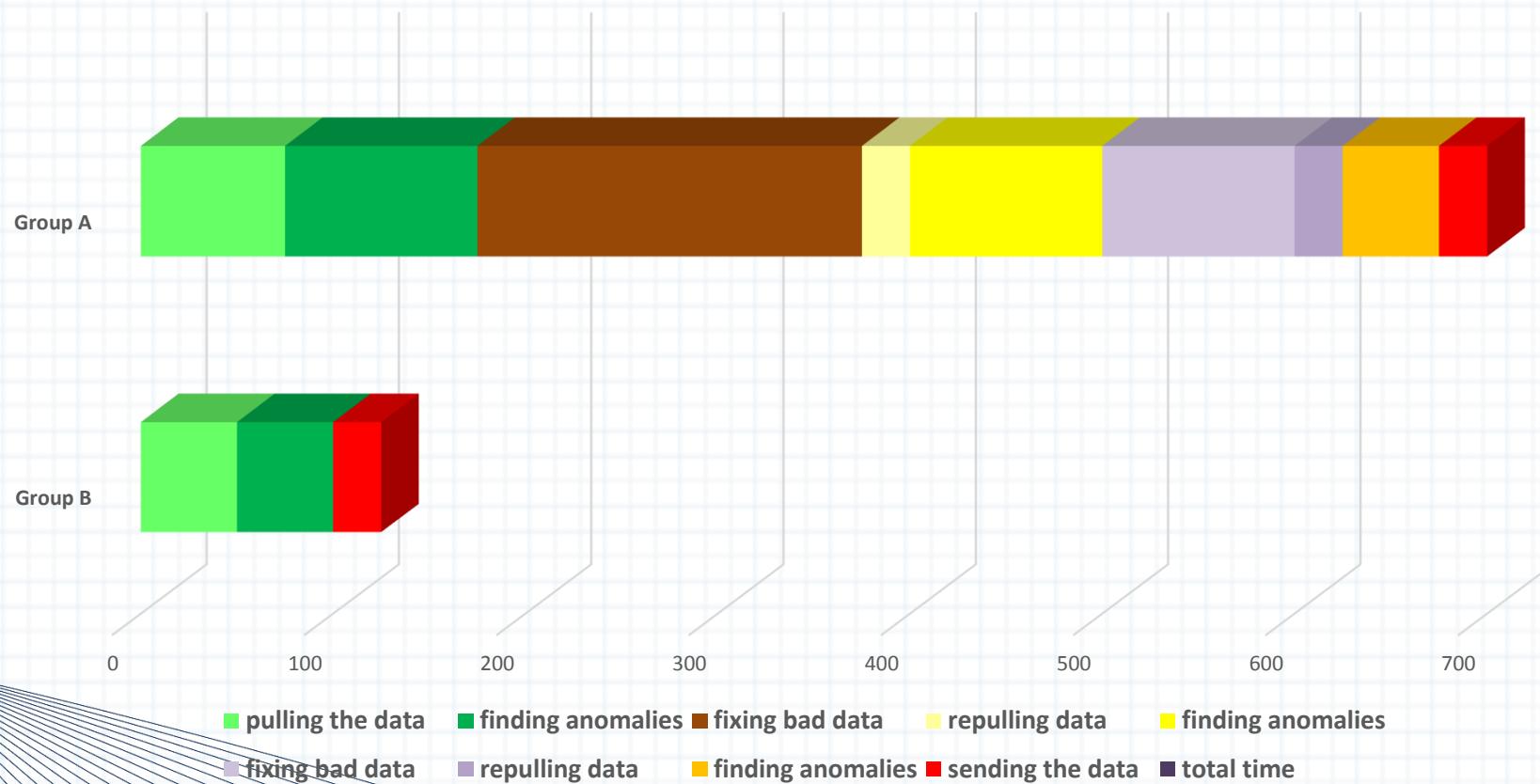
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STAFF TURNOVER



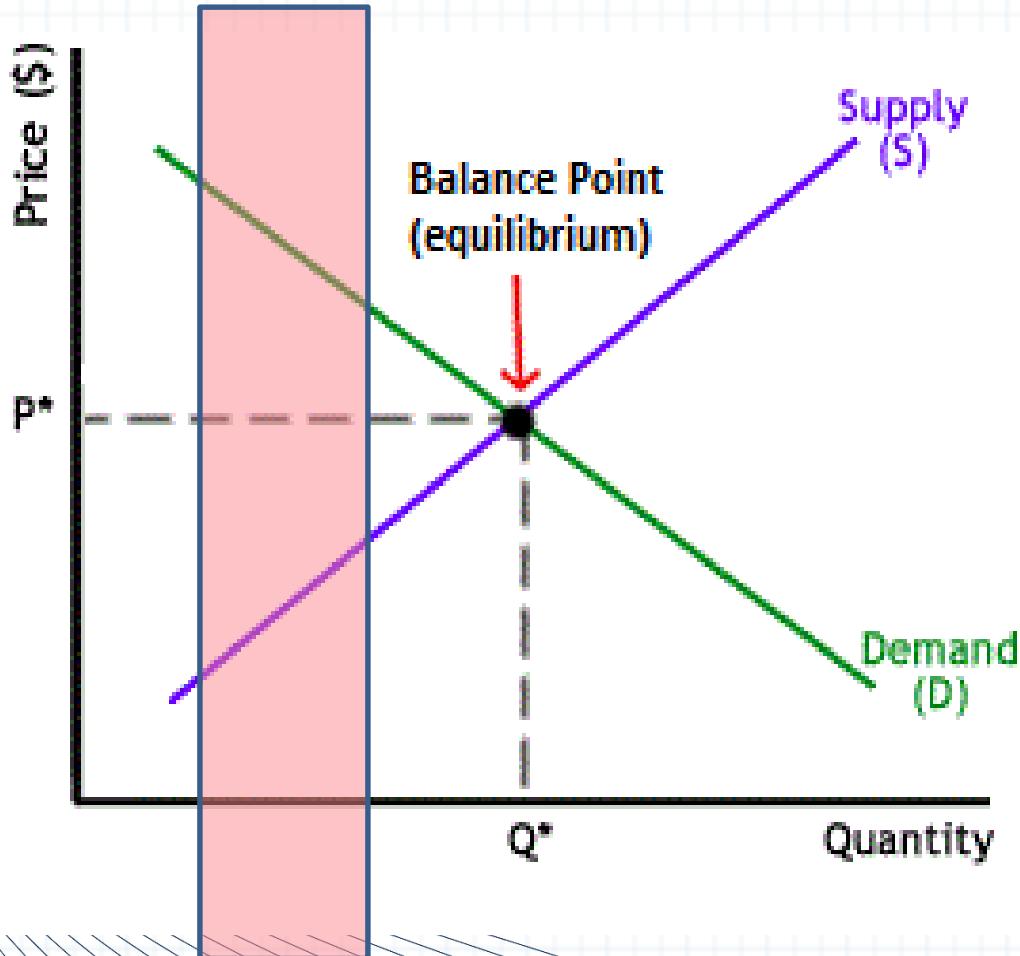
Small (less than 10k) Mailing Lists



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

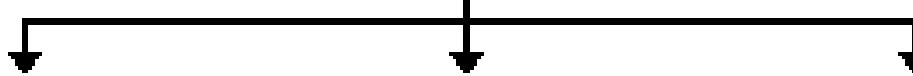
Limited → SCARCITY of ← unlimited
Resources goods and services wants



ECONOMIZING PROBLEM
(must make choices)



society's 3 options for dealing with scarcity



Economic
Growth

Improve the use of
available resources

Reduce
Wants

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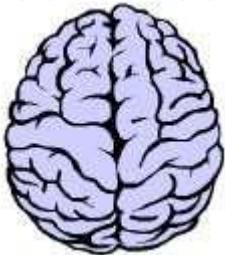
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REDUCE WANTS



IMPROVE THE USE OF AVAILABLE RESOURCES



KNOWLEDGE



“MAN”-HOURS

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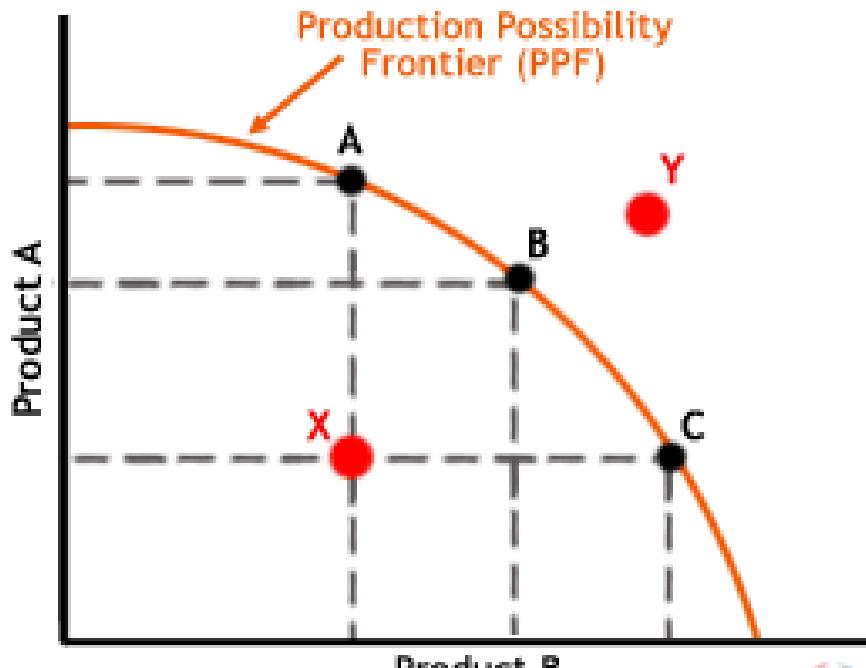
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FIND MORE TIME BY REDUCING ANOMALIES

OPTION A:

Mount an internal assault





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

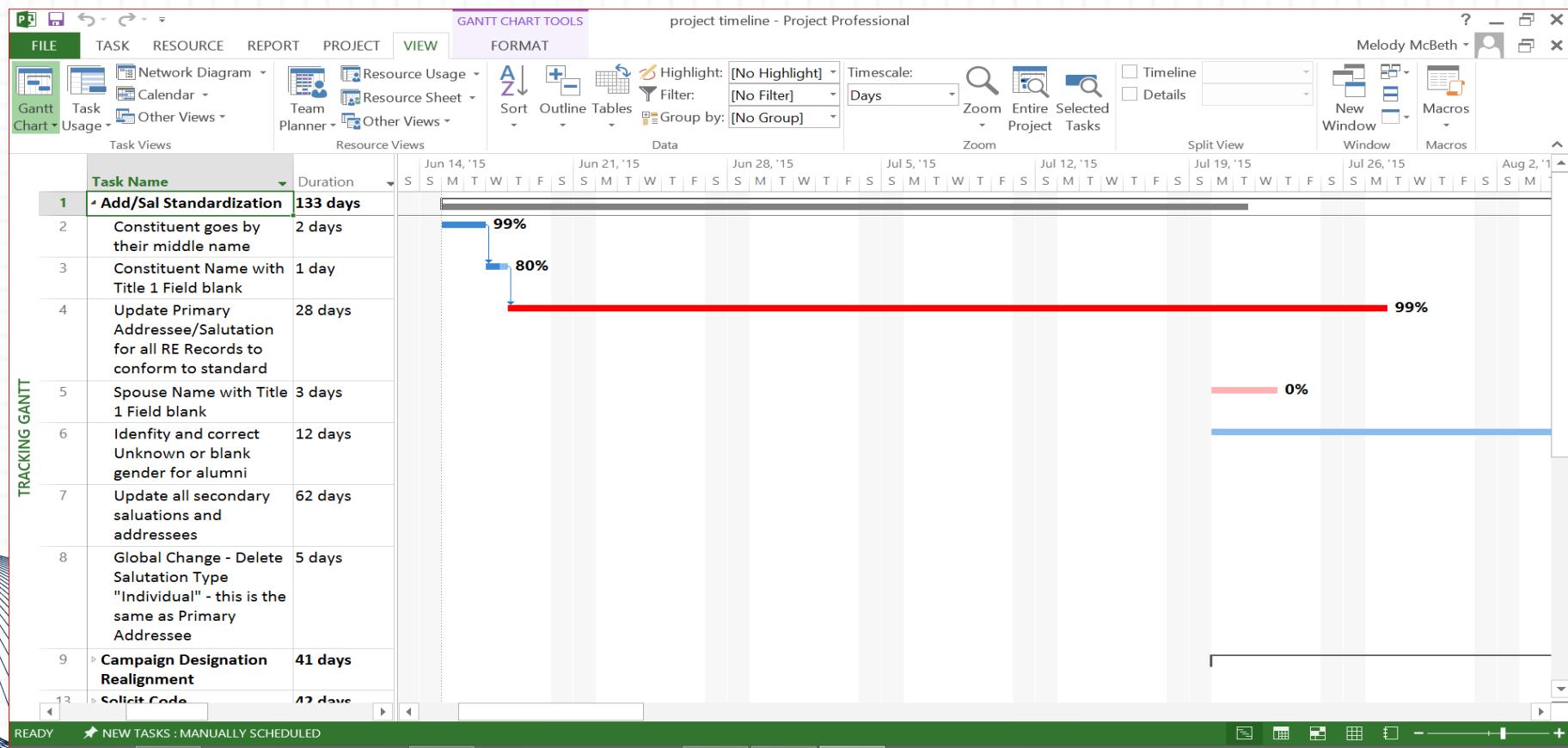
GROWTH – FIND MORE TIME BY INCREASING MAN-HOURS

OPTION B:

Call in the mercenaries



FIXING THE DATA REQUIRES A PLAN



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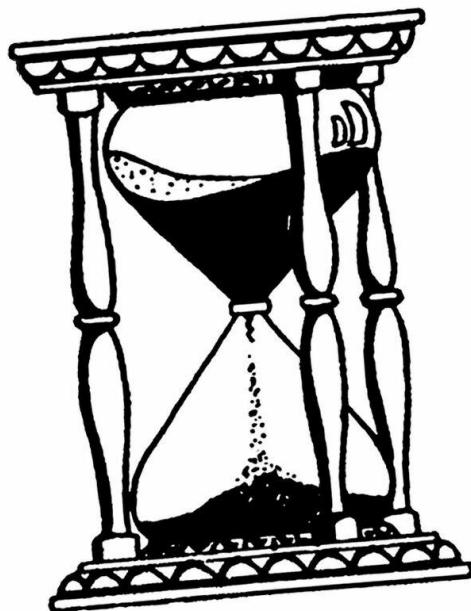
IS YOUR SHOP CHALLENGED?



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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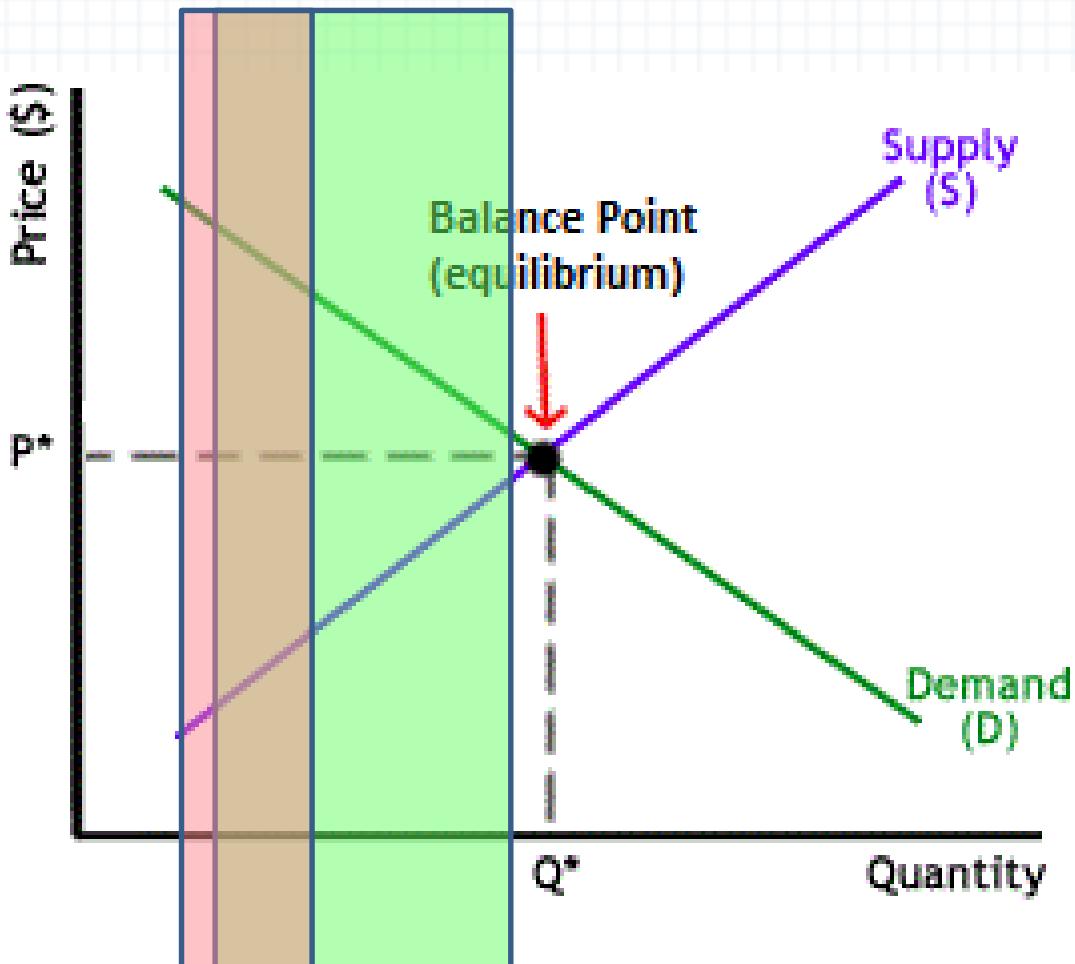
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GEORGE FOX
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Highland
Fundraising Solutions

AASP Salary Survey results available at advserv.org

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