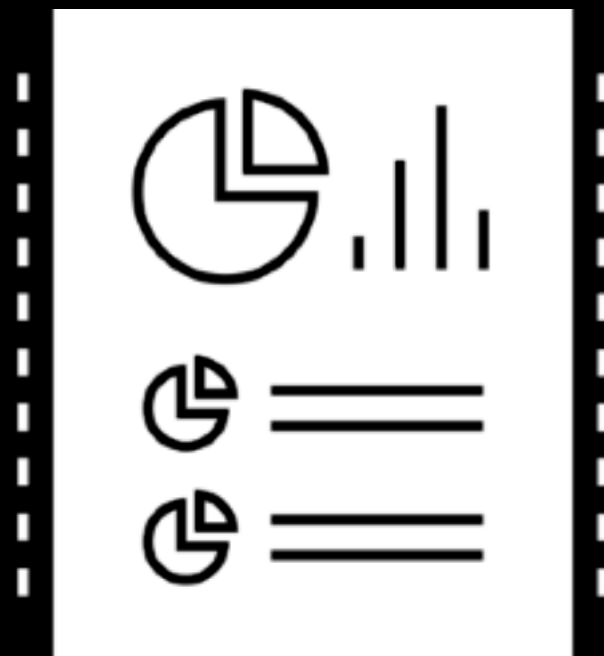




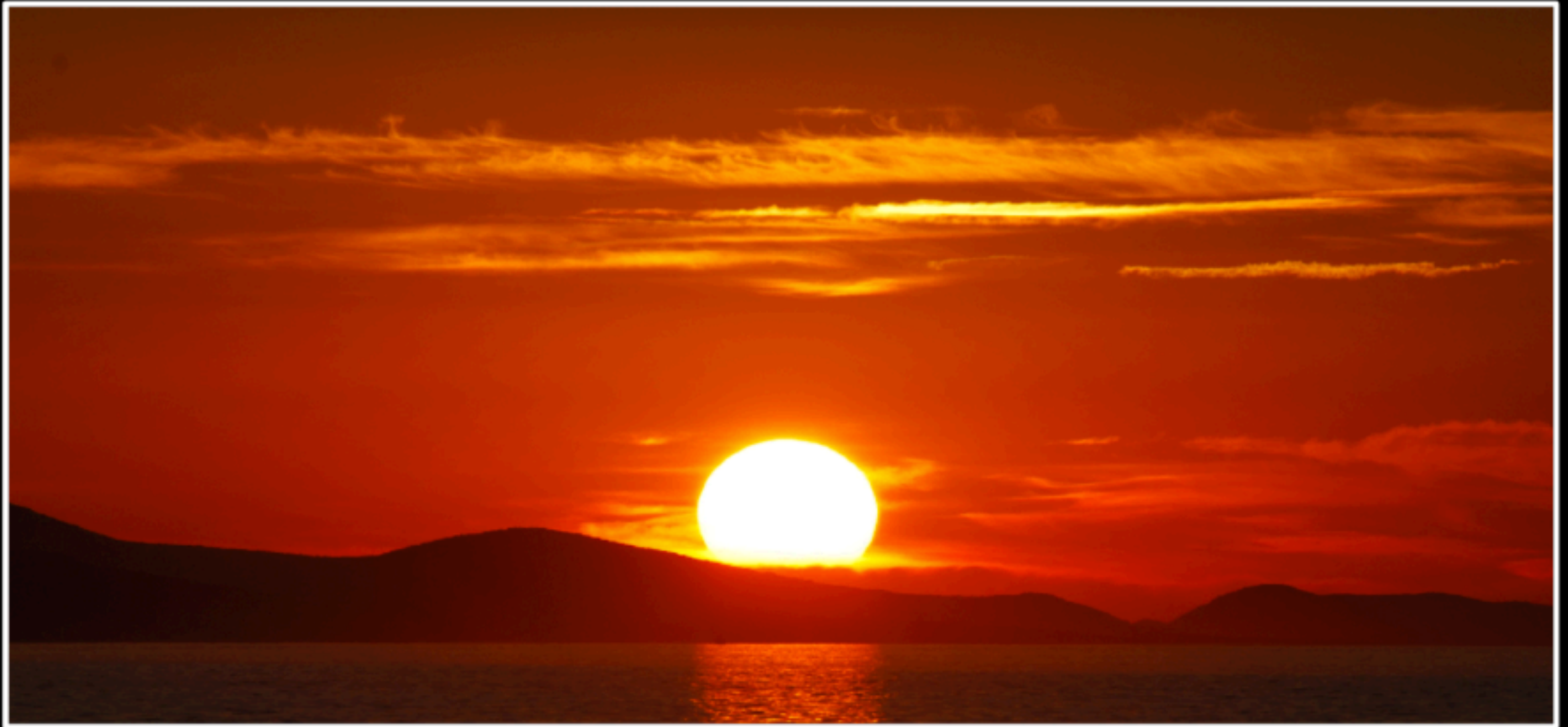
# DATA-INFORMED > DATA DRIVEN



It might be good for  
Data to drive the  
enterprise.



but do we want “data”  
alone driving our  
decisions?



# MOTIVATION

**"What gets measured gets improved." -- Peter Drucker**

slide from Andreas Orphanides, NCSU Libraries, "It's made of people: designing systems for humans"