Proposal for a
Data
Management &
Governance
Plan for the
Tenement
Museum



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Manimegalai Vaiyapuri

Good afternoon. My name is Manimegalai Vaiyapuri, and today I will be presenting my proposal for a data management and governance plan for the Tenement Museum. (Link to image used:

https://www.tenement.org/wp-content/uploads/103-dusk-crop-1.21.14.jpg)



I would like to begin by providing an overview of data management and governance. Data management encompasses the secure and efficient collection, processing, and use of data to achieve better organizational outcomes and data governance is the "exercise of authority and control over the management of data assets". (Source used: Sebastian-Coleman, 2018)

Why Data Management & Governance is Important to the Tenement Museum

PRESERVES ORGANIZATIONAL KNOWLEDGE

- Establishes data standards to ensure accuracy & consistency
- ☐ Promotes knowledge sharing ☐ Speeds up workflows & & collaboration

IMPROVES OPERATIONAL EFFICIENCY

- Eliminates data silos & redundancies
 - reduces costs

■ ENSURES COMPLIANCE WITH **REGULATIONS**

- Establishes procedures for data handling in accordance with regulations
- Audits & assessments prevent compliance gaps

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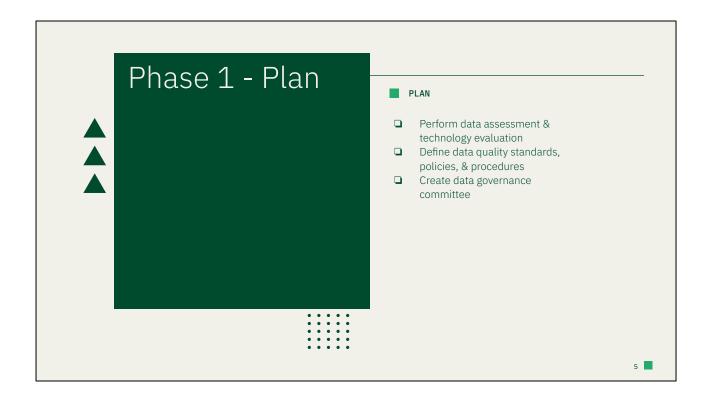
Now, I would like to cover the reasons why data management and governance is important to the Tenement Museum. First, it preserves organizational knowledge by establishing standards to ensure accuracy and consistency of data. This promotes knowledge sharing and collaboration across teams. Next, it improves operational efficiency by eliminating data silos and redundancies. This speeds up workflows and reduces organizational costs. Finally, it ensures compliance with regulations by establishing procedures for data handling in accordance with regulations. Regular audits and assessments also prevent compliance gaps by ensuring that the procedures in place are effective.

(Sources used: Sebastian-Coleman, 2018; Smithsonian Institution Archives, n.d.)

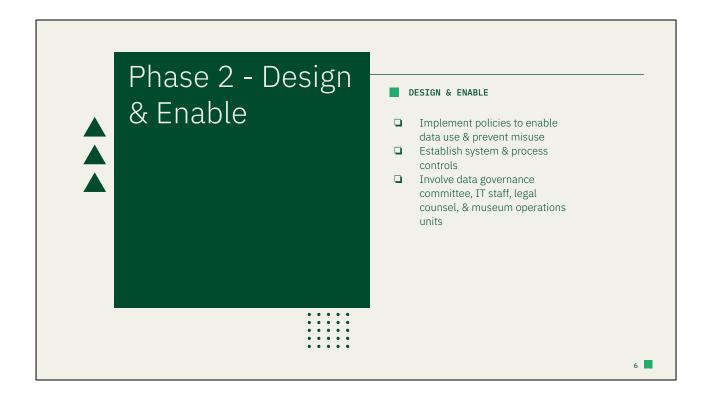


Next, I would like to go over the regulatory requirements and industry standards that apply to the Tenement Museum. The first set of regulations include the National Historic Preservation Act (NHPA), Historic Sites Act, and Management of Museum Properties Act because of the museum's designation as a National Historic Landmark by the National Park Service. These acts establish national policies for preserving and protecting historic resources. The next regulation is the General Data Protection Regulation (GDPR) because the museum collects and processes personal data of visitors. This regulation aims to protect the privacy of visitor data and is referenced in the museum website's Privacy Policy. Lastly, the American Alliance of Museums (AAM) Core Standards for Museums and AAM Code of Ethics apply to the museum because they ensure transparency, accountability, and responsible data management to maintain public trust.

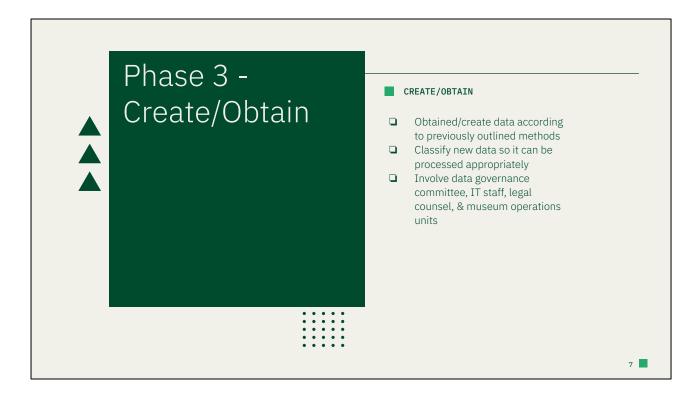
(Sources used: AAM, n.d.-a; AAM, n.d.-b; Solomons, 2016; Tenement Museum, n.d.-a)



Now, I would like to discuss the phases of implementing a data management and governance program, beginning with the first phase, which is to plan. During this phase, a data assessment and technology evaluation are performed to identify all data sources and systems within the museum and evaluate their quality, consistency, and accessibility. Data quality standards are defined as well as policies and procedures for data collection, storage, access, usage, retention, and disposal while considering compliance with legal and ethical requirements. The key stakeholders involved in this phase should form a data governance committee, including executive leadership to sponsor the program, data stewards to manage data of different museum operations subject types such as visitor, collection, and financial data, the IT staff to ensure technical requirements are met, and legal counsel to ensure that legal requirements are met. Having perspectives from these different departments as part of a data governance committee is critical in creating a program that effectively addresses the needs of the museum as a whole.

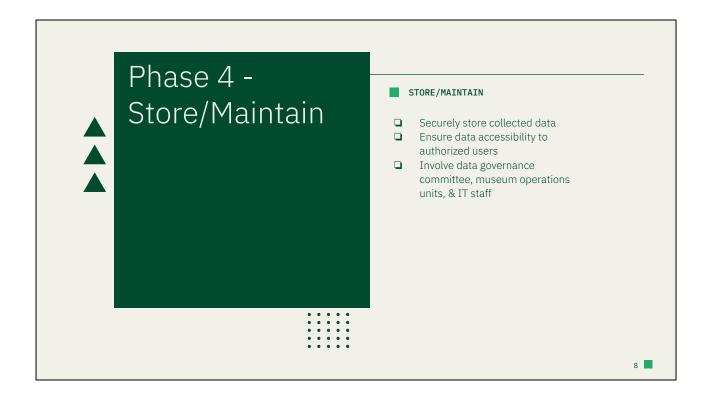


The second phase of the program is to design and enable. During this phase, policies are implemented to enable data use and prevent data misuse. System and process controls such as encryption are established to ensure data privacy, security, and quality. The key stakeholders involved in this phase are the data governance committee to oversee the overall strategy, IT staff to implement controls, legal counsel to ensure compliance, and museum operations units to oversee processes pertaining to data relevant to their units.



The third phase of the program is to create and obtain. During this phase, data is created and/or obtained according to the methods outlined in the previous phases. The new data is inspected and classified with metadata tags so that it can be processed appropriately. The key stakeholders involved in this phase are the data governance committee to oversee the decision-making process, IT staff to implement the data infrastructure, legal counsel to ensure adherence to regulations, and museum operations units to manage data pertaining to their units.

(Sources used: AAM, n.d.-b; Sebastian-Coleman, 2018; Tenement Museum, n.d.-b)



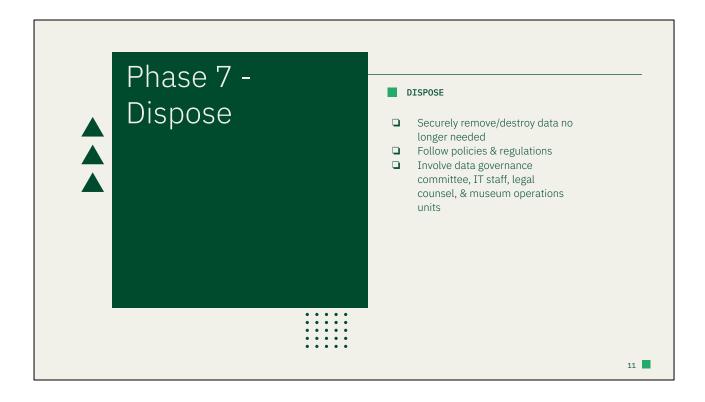
The fourth phase of the program is to store and maintain. During this phase, collected data is securely stored in a designated system like a data warehouse for processed data and a data lake for raw data, ensuring the data's accessibility to authorized users through access controls like password policies, while actively monitoring data quality, integrity, and compliance with established policies. The key stakeholders involved in this phase are the data governance committee to set priorities, museum operations units to maintain data relevant to their units, and IT staff to implement the technical aspects of data storage.



The fifth phase of the program is to use. During this phase, data is actively accessed, analyzed, and utilized by relevant staff across different departments to support museum operations. The key stakeholders involved in this phase are primarily the museum operations units who use data pertaining to their units to carry out tasks such as tailoring educational programs according to visitor data and tracking collections inventory.



The sixth phase of the program is to enhance. During this phase, data quality, accessibility, and usability is actively improved by refining existing processes, implementing new tools, and increasing data literacy through training across different departments. The key stakeholders involved in this phase are the data governance committee to ensure alignment with strategic goals, IT staff to improve technical aspects of data systems, and museum operations units to ensure integrity of data relevant to their units.



Lastly, the seventh phase of the program is to dispose of data. During this phase, the data no longer needed is securely removed or destroyed according to established retention policies and compliance regulations. The key stakeholders involved in this phase are the data governance committee to oversee data disposal processes, IT staff to purge data from systems, legal counsel to ensure disposal practices align with legal requirements, and leaders of museum operations units to make decisions regarding which data is no longer needed and can be deleted.

Issues that Commonly Arise During Program Implementation

LACK OF MANAGEMENT

- A lack of direction regarding data governance policies can lead to inconsistent data management practices across departments
- ☐ Establish clear roles & responsibilities

INEFFECTIVE INSTRUMENTS

- Outdated tools & systems can hinder accurate data entry, retrieval, & analysis
- Adopt modern systems that can combine multiple functionalities into one platform

Now, I would like to speak about some issues that arise during data governance program implementation. First, is a lack of management. A lack of direction regarding data governance policies can lead to inconsistent data management practices across departments, resulting in fragmented systems where information is difficult to access. To resolve this issue, clear roles and responsibilities related to data management should be established early on and followed. The next issue is ineffective instruments. Outdated and poorly designed tools and systems used for data collection and storage can hinder accurate data entry, retrieval, and analysis. This issue can be resolved by adopting modern, integrated systems that can combine various functionalities like collection management and visitor tracking into one platform.

(Sources used: AAM, n.d.-b; Sebastian-Coleman, 2018)



Now, I would like to talk about the maintenance plan for the data governance program. First, Key Performance Indicators (KPIs) should be tracked in order to monitor progress towards achieving goals like data quality, accuracy, and compliance. Next, regular reviews and audits should be conducted to identify weaknesses or gaps in the data governance program that need to be addressed. Finally, data governance processes should be continuously improved to ensure that the program is adapting to changing business needs and emerging technologies.

(Sources used: AAM, n.d.-b; Sebastian-Coleman, 2018)

Additional Resources for Leadership

- Deakin, T. (2022, May 27). Responsible data management: keeping your Museum on the right side of the law and ethical considerations. MuseumNext.
 - https://www.museumnext.com/article/museums-responsible-data-management/
- GOV.WALES. (2025, January 7). Digital strategy template for museums.
 https://www.gov.wales/digital-strategy-templatemuseums-html
- Merritt, E. (2025, February 18). Strengthen Your Museum with Data. American Alliance of Museums (AAM).
 https://www.aam.us.org/2025/02/18/strengthe
 - https://www.aam-us.org/2025/02/18/strengthen-your-museum-with-data/
- ☐ Smithsonian Institution Archives. (n.d.). *Digital curation*. Smithsonian Institution Archives. https://siarchives.si.edu/what-we-do/digital-curation

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Finally, I would like to present some additional resources that provide further context on the implementation and applications of data management and governance programs in museums.

American Alliance of Museums (AAM). (n.d.-a). AAM Code of Ethics for Museums. https://www.aam-us.org/programs/ethics-standards-andprofessional-practices/code-of-ethics-for-museums/ American Alliance of Museums (AAM). (n.d.-b). Core Standards for Museums. https://www.aam-us.org/programs/ethics-standards-andprofessional-practices/core-standards-for-museums/?gad _source=1&gclid=EAIaIQobChMIxKi_26CQiwMVByytBh1 yRRNxEAAYASAAEgJAF D BwE Sebastian-Coleman, L. (2018). Navigating the labyrinth: an executive guide to data management. Technics Publications. Solomons, G. (2016). *Parks and Preservation*. Tenement https://www.tenement.org/blog/parks-and-preservation/ #:~:text=The%20Lower%20East%20Side%20Tenement, National%20Register%20for%20Historic%20Places Tenement Museum. (n.d.-a). *Privacy Policy*. https://www.tenement.org/privacy-policy/ Tenement Museum. (n.d.-b). Staff.

https://www.tenement.org/about-us/staff/

General References

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These are the references I used to create this presentation.



Thank you very much for your time and consideration.