HS BSI Data Strategy Overview

Click here to watch an HS BSI Introduction/Overview Video (1 hr).

Supporting the Mission

The American Red Cross Humanitarian Services team is dedicated to the coordination and management of the thousands of Red Cross volunteers, response to disasters, and building safer communities ensuring help and hope are given to those in need.

To most effectively meet the mission, Humanitarian Services relies more every day on reliable, timely, and accessible data to inform critical decisions. Critical technology systems and support processes are dependent on the collection and processing of data into actionable information. To meet these demands, the Humanitarian Services Business Systems Integration team maintains a strategic plan outlining goals, best practices, and desired outcomes of continuously improving how data is regarded and deployed as an organizational asset.

Data provides a means of answering critical questions and enabling actionable insights. The following are examples by which data may be used across Humanitarian Services subject areas:

- **Disaster Response** – What is the extent of the populations served, sheltered, and aided through American Red Cross programs? How many clients were served? How much financial assistance was provided? What are patterns that can be identified to forecast future needs?
- **Disaster and Emergency Preparedness** – How many people were reached through youth and community preparedness programs? How many households benefitted from fire safety programs?
- **Volunteer Engagement and Activity** – How many volunteers have been deployed and what number of hours of engagement have we seen? Were volunteer resources equitably available and deployed? Where might shortages occur and where should recruiting focus take place?
- **Diversity Equity & Inclusion** – Does the diversity of our workforce and volunteer force reflect the communities we serve? Do benefits and programs provide equitable and inclusive value across populations? Do we have appropriate data and detail to measure DEI metrics to meet our goals?
- **Sustainability** – Are our facilities, fleet, and resources optimized for key metrics and goals for waste and resource consumption? Where are areas that can be improved?
- **Client Satisfaction** – Where can we do better serving clients? What areas of emphasis exist to focus and how have satisfaction metrics changed over time? How can we be more responsive to identified needs?

Disaster "Continuous Response"

As changes in the climate, environment, and overall disaster landscapes change, Humanitarian Services and Disaster Cycle Services are moving to a continuous operating mode. What this means is severity, frequency, and resource requirements will increase. To adequately support operations and assistance, HS Data Strategy must be augmented to support this new operating model. Timely, relevant, and actionable data insights are required across the spectrum of needs we encounter as an organization. We must be able to identify long and short-term needs as well as be nimble enough to respond quickly to rapidly evolving requirements. Generally, data needs to fall into the following categories

- **Day-to-day operations** - ongoing support for operational disaster systems reporting and data integrations that inform disaster
- **Expected Roadmap -** support for system roadmap items that have been identified, prioritized, and documented so that development work can be scheduled for delivery
- **Unplanned, short-term -** ability to quickly respond to unforeseen needs and support operations with required data, reporting, and analytics assets

Resource

HS Data Projects and Overview Slide Deck:

Team Goals and Priorities

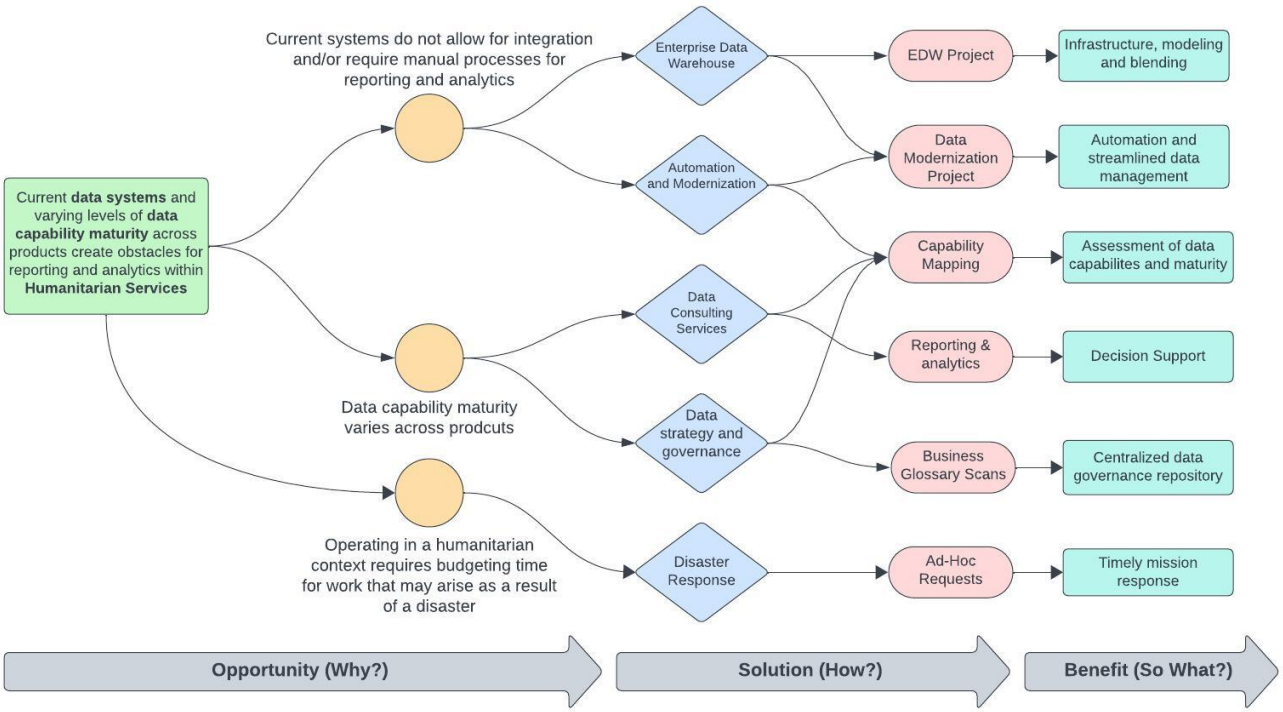
The Data Strategy Team's purpose is to support Humanitarian Services in best accessing, processing, and analyzing data to achieve organizational objectives and improve operational efficiency and performance related to decision-making.

The Data Strategy team started mapping out priorities and goals by speaking to and working with partners within the different business areas in Humanitarian Services. By learning about reporting and analytics pipelines and flows, we were able to identify gaps that affect staff efficiency and overall delivery to our clients. The most common pain points across the organization were due to inconsistencies in the following:

Adoption of digital practices	**Streamlined Reporting & Analytics**	**Quality Control**	**Integration and Interoperability**
We noticed a lack of opportunity for the use of practices that automate, make workloads more manageable, and give users with different data literacy backgrounds easy-to-understand access and displays of data.	Reporting and analytics can be further streamlined so that we have easier, more accurate, near-time reporting available for decision-making.	By addressing the gap in data management and governance principles, we aim to increase data quality and help bolster confidence around data usage throughout HS.	With more data and systems integrations, we can optimize business processes and business intelligence capabilities across the team and with external partners.
Example: Users do not have a single source of data and information around systems and applications. They may not even know where to look or who to contact.	*Example: Reporting is tedious, manual, and requires putting together many spreadsheets.*	*Example: Data is not used because it is unreliable and be me outdated, the user has no way to validate it.*	*Example: User is unable to use data from RC View into RC Respond to visualize mapping.*

Addressing the Gaps Workflow Example

Below, you can see the overall goal of addressing pain points and the activities that the team is planning to meet the goal via needs assessment, discovery, and solutions.



Project and Roadmap Overview

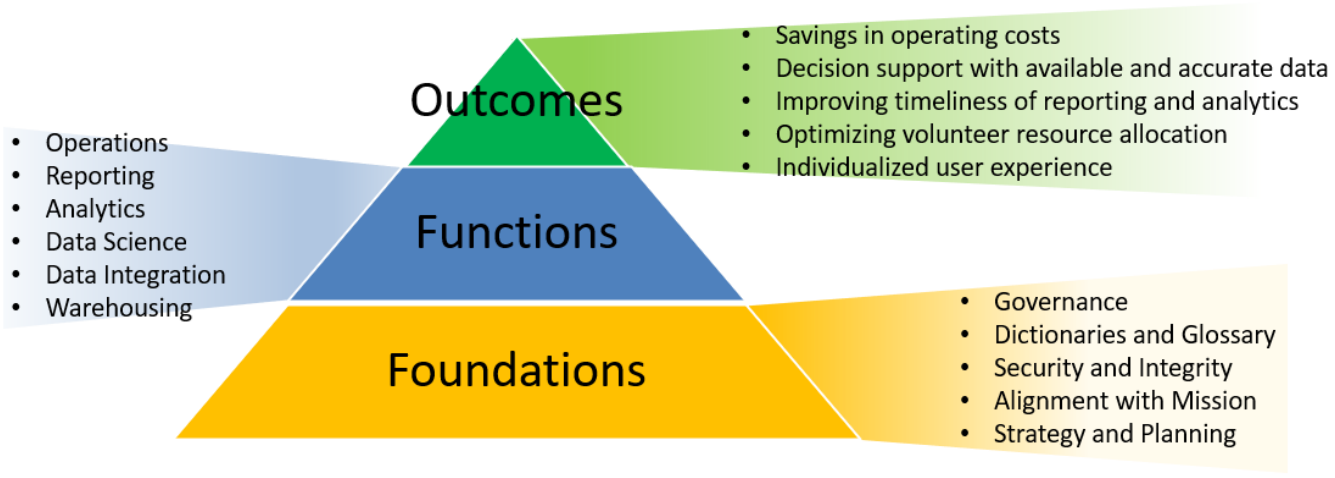
View details of each activity, including the business value, objective, and KPI.

Initiative	Business Value	Objective	KPI
Knowledge Base and Documentation	Internal stakeholders and partners understand and find information regarding short, medium, and long-term data strategy components of Humanitarian Services	Understand and create a single source for information around reporting, HS systems, and technologies. The team can use this as the foundation of the strategy framework and understand pain points, what works, and how systems are utilized. This is an ongoing and iterative process.	Discussion with all HS lines of business: DCS, VS, ISD /SAF, HS Ops, reporting packages for each line of business, delivery of accessible source of information (SharePoint site with documents)
Business Glossary All business lines	Users are unable to find information about all of the HS systems in one place. Point of contact, system definitions, updates, and other needed information are needed to for data usage and access purposes.	Source of information around HS systems-definitions of business terms and other information staff would. This document is being created in preparation for the enterprise data catalog.	Delivery of accessible source with updated fields from the template

Data Dictionary All business lines	Users with all data backgrounds and levels of literacy utilize our systems. These users need a dashboard that levels the playing field in which they can get basic information about the systems, background	The goal of the Data Dictionary is to document data fields from Humanitarian Service systems in a format that an audience with a wide range of data literacies can understand.	Delivery of PowerBi dictionary accessible to staff. Systems that are defined and included in the dictionary will be added in phases. **Phase 1:** RC Respond, RC Care, RC View, Volunteer Connection **Phase 2:** Dovetail, Disaster Partner Hub, SAF Management Reports. **Phase 3:** HeroCare, Service Delivery Portal, AmpImpact, DCS Mobile Apps (Hurricane, fire, etc.), FOCIS, DSARS,
Assess FOCIS and propose a project roadmap HS Ops and DCS	Legacy systems are often underused and require maintenance and manual work. By assessing and redesigning these systems, we can create a standard in which we develop and strategize systems that save staff time.	Understand systems' purpose, pain points, and usage.	Delivery of discovery and assessment findings to inform technical and functional refactoring/design /development strategy and planning for FOCIS/reporting & analytics needs.
Data Consulting Services All business lines	Business lines need assistance in various areas of data work, including dashboard creation, and data policy creation. By creating a formal process we hope HS staff will turn to us to consult them on our areas of expertise.	Serve all lines of business in data-related needs. This includes dashboard creation, analytical assistance, management of HS premium capacity, and data policy development. Examples include working with DEI, Sustainability, HS Product teams, and DCS to assist with data-oriented projects.	Delivery of each task expectations and delivery timeline set by stakeholders and the data strategy team.
Data Integration Modernization "API-First" DCS Priority	Systems and Users need to be able to easily access, share, and exchange data across systems. Replacing legacy point-to-point and script-based integrations with an extensible and flexible infrastructure provides stability and enhancement potential for further data extensions.	Provide a robust integration layer providing enhanced scalability, security, performance, and reliability for data and system integrations supporting critical business processes and data exchange.	By FY 2023 have completed three integration projects using the new MuleSoft platform.

Humanitarian Services Business Strategy

Support for the HS Business Strategy falls into three primary focus areas that form a hierarchical context ultimately leading to an outcomes-focused structure.



HS Data Strategy Success Factors and Metrics

- **Decision Support**: Through better data literacy, enabling efficient and effective use of data and data products for decision-making and mission support for Humanitarian Service and partner teams.

- **Stakeholder Satisfaction**: Make it easier for our end users to do mission work through access to the near real-time data and data products they need to support decision-making. Improving the workforces' digital experience by looking at the holistic process experience not just a single service encounter.
- **Modernization**: Adopting an agile product development strategy, human-centered design methods, and utilizing APIs and automation in the digital product portfolio.
- **Governance Principles**: BSI product portfolio is strategically aligned around a standardized data catalog and model, as well as management and governance ideology.