Data, Technology, and Innovation in Government

Seminar 4: Marketing U.S. Data: Data Jams, Datapaloozas, Hackathons, Prizes, & CDOs

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Nick Sinai
Walter Shorenstein Media and Democracy Fellow
Shorenstein Center for Media, Politics, and Public Policy
Harvard Kennedy School
@NickSinai

Seminar Background

Personal Background

- **Government**: White House, Federal Communications Commission
- **Technology VC**: Insight Venture Partners, Lehman Brothers, Polaris

Goals

- Expose you to real projects, policy, and people
- Raise your Tech IQ
- Get credits toward your GSD degree

Logistics: Students get priority, seminar is not for credit

Seminar Series

- Introduction to Open Data

- Government Digital Services

- Privacy and Personal Data Portability

- Marketing U.S. Data: Data Jams, Datapaloozas, Hackathons, Prizes, & CDOs

- Government Spending Transparency

- Smart Cities/Internet of Things

- Data Journalism

- Freedom of Information Act

- Healthcare.gov: A Case Study

- Regulatory Modernization

Today's guest: Aneesh Chopra

- **First U.S. Chief Technology Officer** under President Obama charged with promoting innovation to address urgent national priorities

- **Current Shorenstein Fellow** driving an ambitious program on data as public infrastructure with Nick Sinai

- **Co-founder of Hunch Analytics**, an open data and analytics company serving the healthcare and education sectors.

- Author of **Innovative State: How New Technologies Can Transform Government**
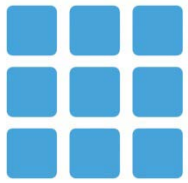
Spurring an ecosystem of use

Example: Hack Housing

Help us connect Americans to affordable, safe, accessible housing and communities

HUD's Zillow Hackathon

February 6th - 8th, 2015

Chief Data Officers

Discussion Topics

What is the role of government in marketing data?

What are the metrics for success?

Risks and Challenges

Role of the Chief Data Officer

Key Takeaways

Focus on the <u>use</u> of open data

Emerging role: Chief Data Officer (or Chief Data Scientist)

Next Week:
Government Spending Transparency

Upcoming Events!

Thursday, February 26th

- **6:00 pm in Starr Auditorium:** [Data and Technology Panel](#) with Todd Park, Lynn Overmann, and DJ Patil. Moderated by Aneesh Chopra and Nick Sinai.

Friday, February 27th

- **9:30 am at One Brattle Street, Room 402:** Entrepreneur [Roundtable](#) featuring executives from Bill Guard, Zillow, Hipcamp, CloudLock and EverString.

Homework

- Go (and participate!) in a hackathon this spring

- Hold a brainstorming/commitment ("datajam")
  session of your own:

  - Problem statements

  - Data and APIs

  - Interdisciplinary people (including hackers,
    entrepreneurs, design, policy)

  - Forcing function 90-120 days out to celebrate prototypes

Resources

- **Opening up data to spur innovation and economic growth**
  - http://www.whitehouse.gov/blog/2014/07/15/opening-data-spur-innovation-economic-growth-0
- **Fueling Education Innovation with Open Data**
  - http://www.whitehouse.gov/blog/2012/07/30/fueling-education-innovation-open-data
- **Vice President Biden: Use open data and innovation to help Americans find jobs**
  - http://www.whitehouse.gov/blog/2014/07/11/vice-president-biden-use-open-data-and-innovation-help-americans-find-jobs
- **Health Datapalooza 2015**
  - http://healthdatapalooza.org/
- **An all-out crazy party of data**
  - https://www.omidyar.com/blog/all-out-crazy-party%E2%80%A6-data