

Welcome to the CIO Hour!

June 2025

Spring Cleaning Your Data

Today's Panel



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Wes Trochlil, is an award-winning consultant, and the most published author on data management in the association market. For nearly 35 years, Wes has worked in and with over 250 associations, non-profits, and membership organizations throughout the US, Canada, and Australia. Wes helps organizations select and implement data management systems, advises clients on how to use the database and data for improved marketing and communications, all while advancing the organization's mission.



JAMES C. MARQUIS

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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: Spring Cleaning Your Data

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.

Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News...

1. Update Chrome now! Your PC is at risk from this zero-day exploit
<https://www.pcworld.com/article/2804298/update-chrome-now-your-pc-is-at-risk-from-this-zero-day-exploit.html>
2. OpenAI's 'smartest' AI model was explicitly told to shut down — and it refused
<https://www.livescience.com/technology/artificial-intelligence/openais-smartest-ai-model-was-explicitly-told-to-shut-down-and-it-refused>
3. Why this leading AI CEO is warning the tech could cause mass unemployment
<https://www.cnn.com/2025/05/29/tech/ai-anthropic-ceo-dario-amodei-unemployment#:~:text=Amodei%20believes%20the%20AI%20tools,he%20told%20Axios%20on%20Wednesday.>
4. Fake IT support voice calls lead to cyber extortion and stolen company data
<https://www.techradar.com/pro/security/fake-it-support-voice-calls-lead-to-cyber-extortion-and-stolen-company-data>

Today's Topic: Spring Cleaning Your Data

Fast Facts on Data Governance

- Report from Precisely & Lebow Business School at Drexel
- **75%** say improving data quality/trust is the leading goal of data programs
- Across all businesses, IT tend to take the lead. But joint efforts lead to success
- **49%** of respondents with a data governance program use SharePoint/Excel for data governance
- Organizations expect value →

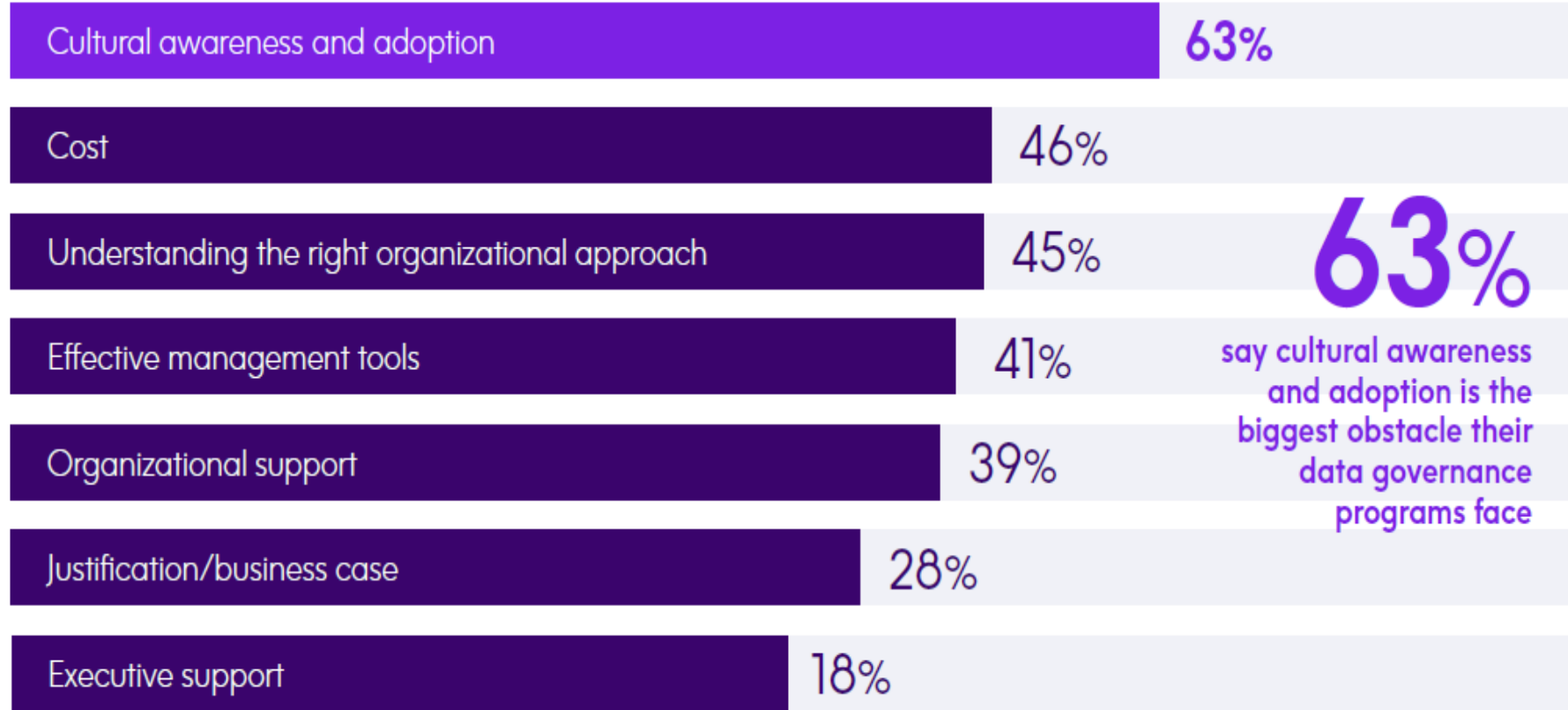
<250 employees

- | | |
|---|-----------------------------------|
| 1 | Improved data quality |
| 2 | Higher quality analytics/insights |
| 3 | Faster access to relevant data |
| 4 | Facilitated collaboration |
| 5 | Reduced repetitive efforts |

Source: <https://www.lebow.drexel.edu/sites/default/files/legacy/1639152057-lebow-precisely-report.pdf>

Obstacles to success...

What are the biggest obstacles facing your data governance program? (n=449)



63%

say cultural awareness and adoption is the biggest obstacle their data governance programs face

Buy-in needs to happen beyond the executive level – good data is a team effort!

On to Your Questions...

Just to set the stage, what does “good” data look like?

What turns data into a liability?

What are some steps to auditing data to help determine where there are gaps/areas that need attention?

How is AI changing the game when it comes to data?

Is there an area of data clean-up which is more important than others?

Any suggestions for best practices around how long to keep data (like history of an address change) or updates to critical fields like an email address?

Any practical advice for starting more formal data governance and getting buy-in with the organization?

Who should own data governance?

What do data dictionaries, glossaries, and play books look like?

When should you start dealing with your data if a big system change is in your future?

Any external resources that can help get
our data cleaned?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our expert!



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Delivering technology that
WORKS for your association.

CONSULTING

501WORKS

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- Software Selection & Implementation Services
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Mojo Middleware™ - Easily integrate your different association software packages with over 40 available connectors.

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Final Thoughts

- Join us July 10th for **Avoiding the Email Delivery Blues**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your certificate. The rules have changed...