

BUILDING A CULTURE OF OPEN DATA: INSIGHTS FROM THREE YEARS OF THE TXST OPEN DATATHON

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Session Agenda

OVERVIEW & GOALS

- Panelists Introductions
- Introduction to TXST Open Datathon
- Datathon Origins & Growth
- Educational Impact & Outcomes
- Disciplinary Engagement
- Multicampus Event Scaling
- Lessons Learned & Advice
- Audience Q&A

Datathon Origins & Growth

- How has the Datathon evolved since its launch, and how have coordination and partnerships supported that growth?



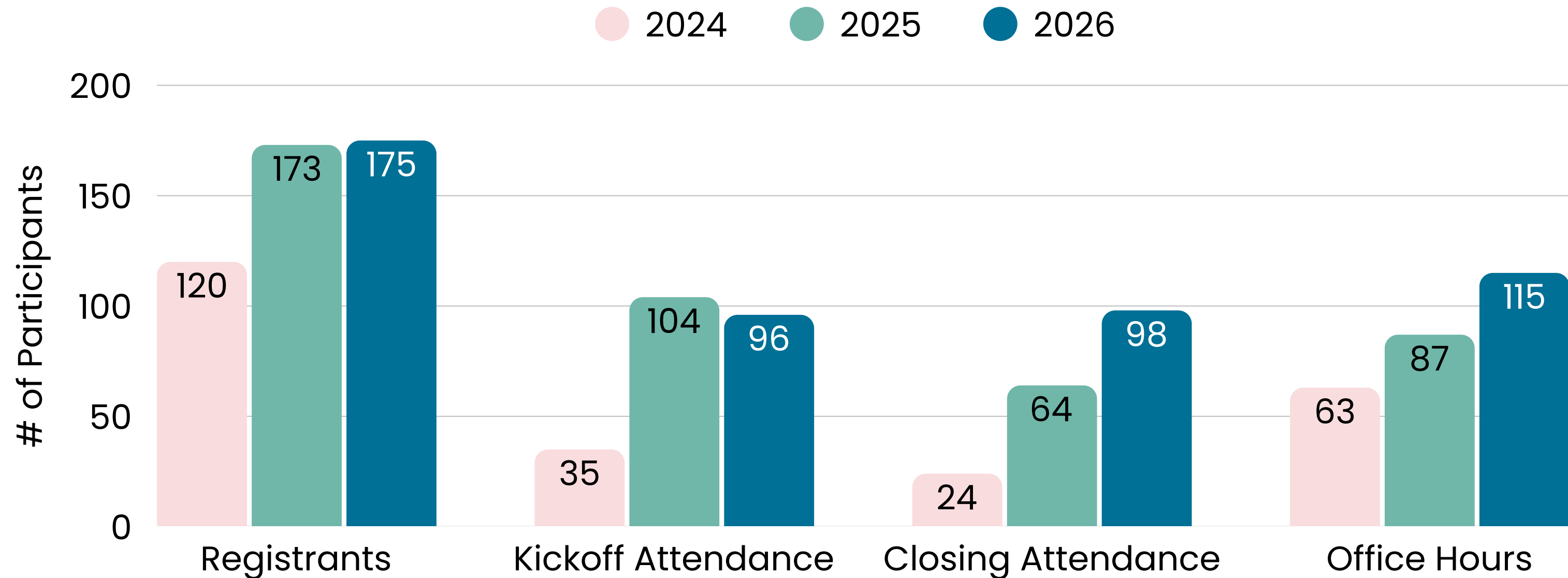
Datathon

ORIGINAL OBJECTIVES

- General Objectives
 - Promote open science and open data at TXST
 - Engage students and faculty
 - Foster interdisciplinary collaboration
- Specific Objectives
 - Increasing the awareness
 - Capacity building
 - Encourage user engagement & demonstrate the practical applications of open data



Open Datathon Engagement BY ACTIVITY TYPE & YEAR



Campus & Community PARTNERSHIPS

2024

- Texas School Safety Center (TxSCC)
- TXST Center for Analytics and Data Science (CADS)
- Office of Data, Analytics, & Institutional Research (DAIR)

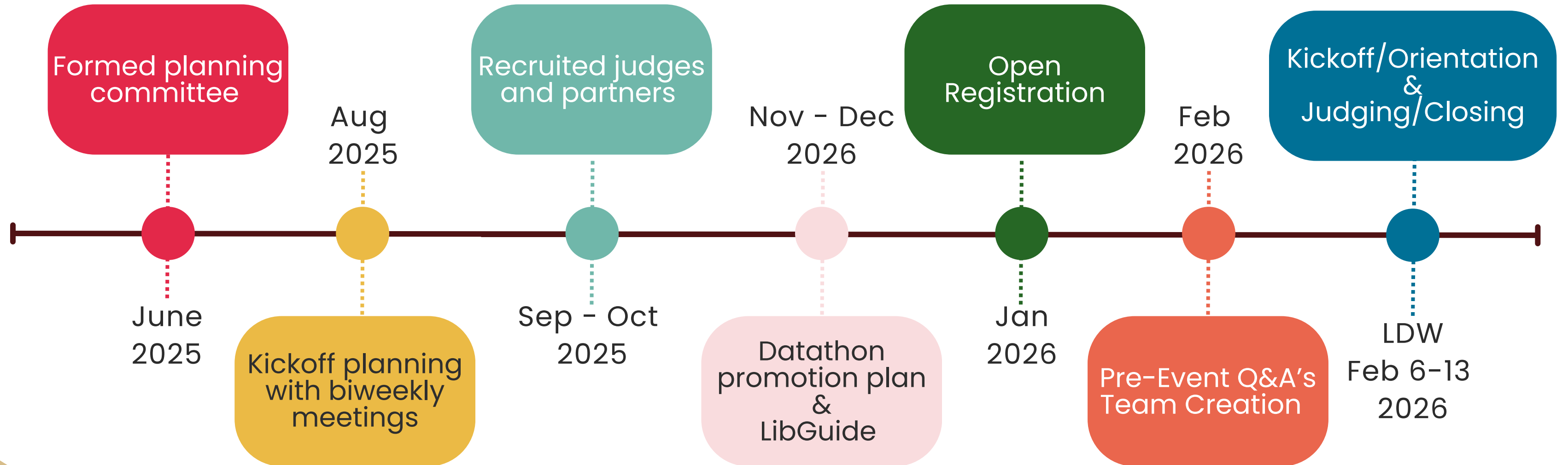
2025

- IDEA (Innovation, Discovery, Exploration, Analysis) Center
- TXST Center for Analytics and Data Science (CADS)
- Office of Data, Analytics, & Institutional Research (DAIR)

2026

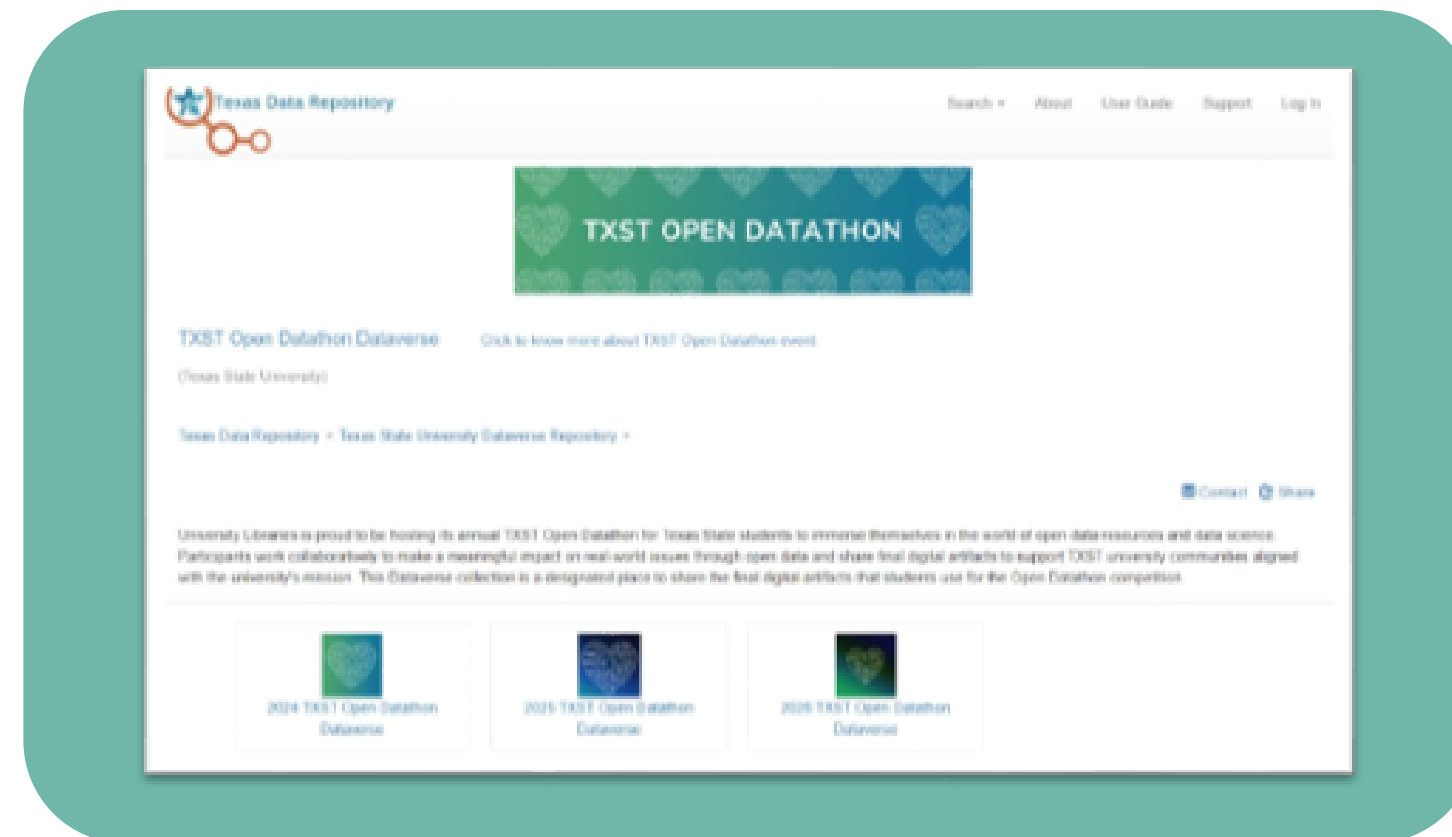
- STAR (Science, Technology and Advanced Research) Park
- City of San Marcos GIS Group
- Alkek One
- IDEA (Innovation, Discovery, Exploration, Analysis) Center
- TXST Center for Analytics and Data Science (CADS)
- Office of Data, Analytics, & Institutional Research (DAIR)

The Timeline



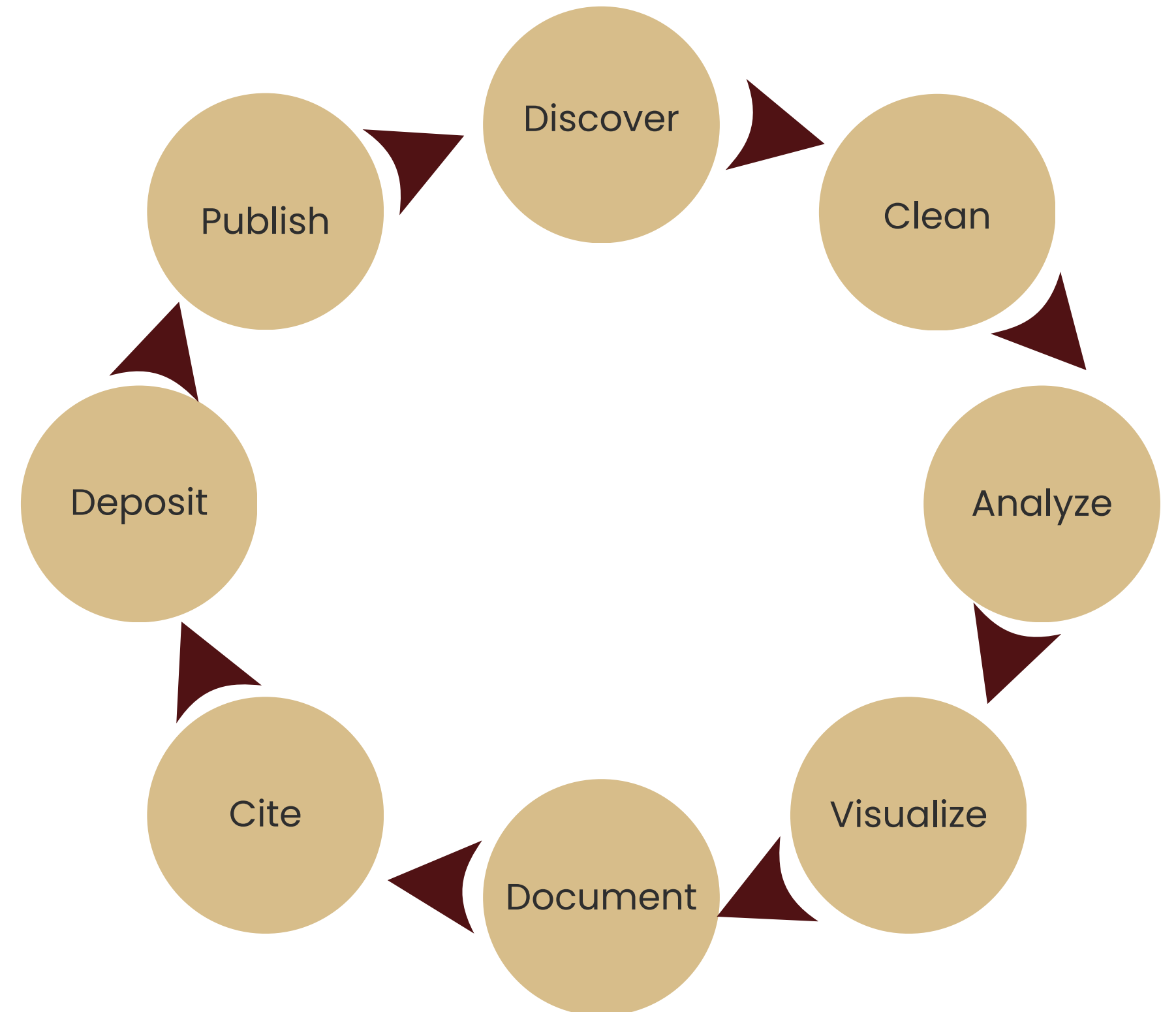
Educational Impact & Outcomes

- How has the TXST Open Datathon demonstrably improved participants' data literacy and adoption of open data practices, and what evidence (engagement metrics and pre/post survey results) best explains why it works?
- How does the Datathon structure and workflow translate into real practice beyond the event?



Educational Impact & Outcomes

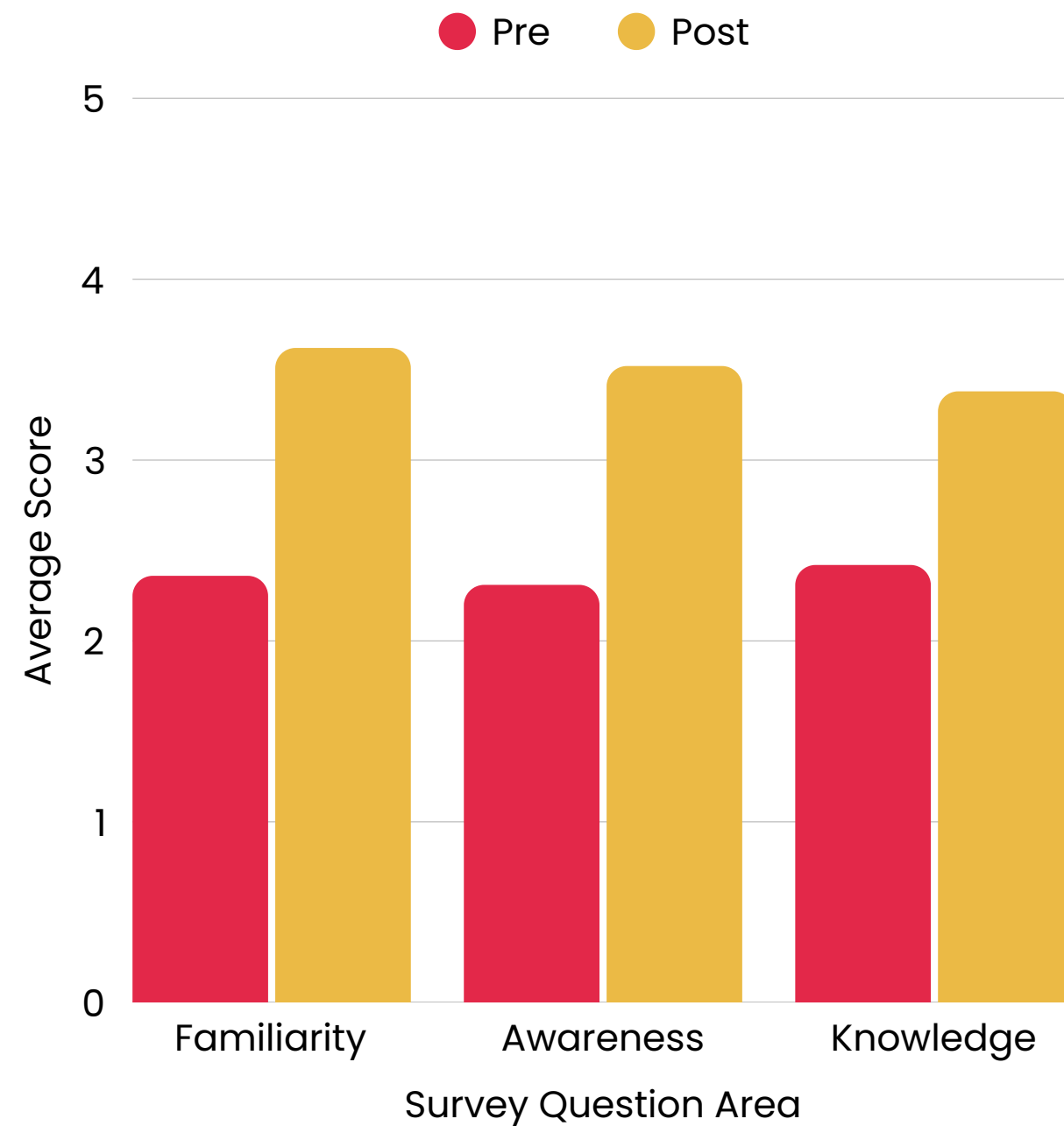
- Data literacy education and open data practices
 - Week-long event combining workshops and hands-on work
 - 5-minute oral presentation with digital research poster
 - Project data workflow overview
 - Engaging with disciplinary data (more to come)



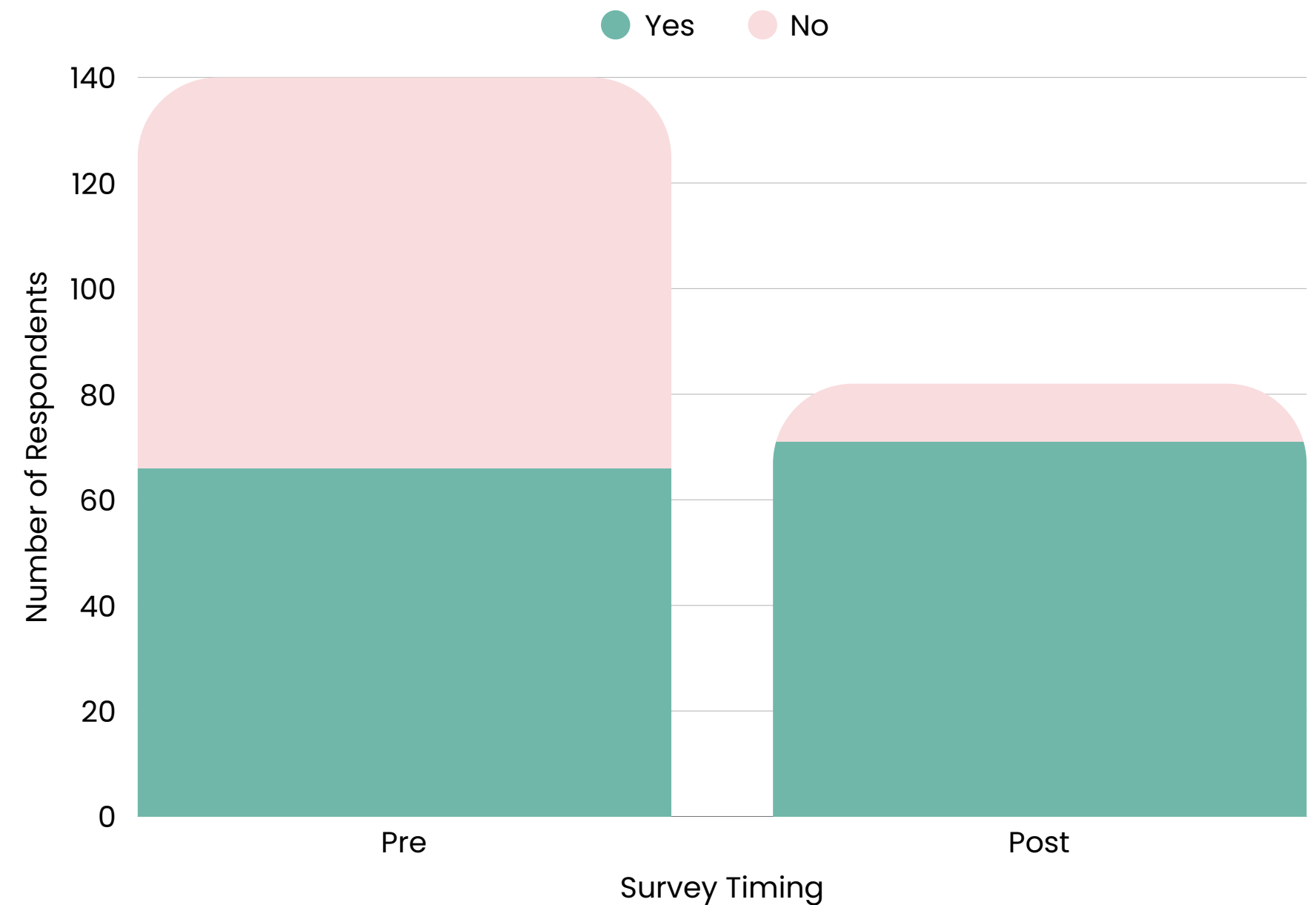
Educational Impact & Outcomes

Cont...

Pre vs. Post Mean Survey Scores



Pre vs. Post Survey Open Data Repositories
Can you identify any open data repositories or platforms?



Disciplinary Engagement

- Given the three separate challenges/prompts with different themes or focus areas, how were relationships cultivated with partners to match disciplinary interest?
- How were relevant data procured, and who would be able to judge such relevant projects?



Scaling to a Multicampus Event



- What were the biggest opportunities and challenges when expanding the Datathon from San Marcos to Round Rock, and how did you address them?
- What structures were most effective for coordinating teams across campuses?
- How did you support hybrid participation, what technologies or platforms proved most effective?

Lessons Learned & Advice

- What planning tools, workflows, and coordination practices were most critical to organizing the Datathon, and how did these evolve over time as the event scaled or matured?
- What were the most important organizational lessons learned from planning and running the Datathon, including challenges, missteps, or decisions you would approach differently in hindsight?
- Based on your experience, what practical advice would you offer institutions that are interested in launching a Datathon for the first time or scaling an existing one to reach broader audiences or multiple campuses?



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Q&A