

IAIDQ Informational Meeting

June 9, 2010

Agenda

- Welcome / Introductions
- 2009 - 2010 review
 - New CoP @ UALR
- 2010 -2012 preview
- Where do you fit in?

About IAIDQ

- IAIDQ, chartered in 2004, is a not-for-profit, vendor-neutral professional society of people who are interested in information and data quality.
- IAIDQ is a leading source of credible and unbiased best practices on how to improve information and data quality to deliver great business results.
- IAIDQ products and resources are available to its members and to the public.

IAIDQ Goals

- Build and maintain a certification program and body of knowledge for information and data quality
- Develop means for information and data quality practitioners to connect, learn and succeed.
- Raise the profile and recognition of the information/data quality profession.



Board of Directors and Advisors

- **President:** Christian Walenta (IBM, USA)
- **Director Publicity & Recruitment:** Heather Richards (Canadian Institute for Health Information, Canada)
- **Secretary / Treasurer:** vacant
- **Director Partner Relations:** Piyush Malik (IBM, USA)
- **Director Member Services:** Laura Sebastian-Coleman (United Health Group, USA)
- **Director Operations and Web Services:** Grant Robinson (NSW Dep. Water and Energy, Australia)
- **Director Information Services:** Altug Gurer (Avaya, USA)
- **Director Event Services:** Ivan Schotsmans (Mire Consulting, Belgium)
- **Advisors:** C. Lwanga Yonke (Aera Energy LLC, USA)
- John Talburt (University of Arkansas Little Rock, USA)

2009 – 2010 achievements

- Information-sharing
 - Web site
 - Newsletter
 - Webinars
- Building community
 - Webinars (new platform)
 - Linked in
 - CoPs
- Building the profession
 - First industry report – salaries
 - Progress on the Certification process
 - This Conference – partnering with our Governance colleagues
 - Partnering with European and Asian information quality groups

Newsletter Stats

- Articles published per year (as of May 2010)
 - 2005 14
 - 2006 13
 - 2007 17
 - 2008 14
 - 2009 18
 - 2010 13 So far!
- Number of authors per country
 - 19 US
 - 4 UK
 - 3 Netherlands
 - 2 Australia
 - 2 Italy
 - 1 Philippines
 - 1 Ireland

Webinars

- Thanks largely to the efforts of volunteer Tony O'Brien, we've had a series of successful webinars in 2009 / 2010.
- Topics have included:
 - Founders' day – Larry English & Tom Redman
 - World Quality Day – IAIDQ BOD – What does data quality look like in 10 years?
 - Kathy Hunter – Building the Business Case and Calculating Return on Investment for Information Quality or Data Governance
 - Graham Rhind – The Challenges of Working with Global Customer Data
 - Dr Saša Baškarada – Capability / Maturity Model
 - Keith Underdown – British Community of Practice
 - Daragh O'Brien & Dr Kevin Fleming – How sustained change mis-happens
- We have several speakers lined up for later in 2010, including
 - Chris King, winner of the 2010 DQ Asia Pacific Award
 - Gwen Thomas from the Data Governance Institute.
- **Do you have suggestions for topics you would like to discuss?
Let us know!**

UALR Community of Practice

- Dinah Mande and other graduate students at University of Arkansas, Little Rock has formed a CoP.
- 24 members – of 63 students
- UALR CoP enables students with shared interest to set up a collaborative network. It provides a necessary platform and as well as working methods for members to share information, co-invest in projects, exchange and develop best practices and achieve influence.

UALR CoP Goals

- The primary objective of the CoP is to promote the Aims and objectives of the IAIDQ within its defined geographical area.
- Build a sense of community among students or Information Quality practitioners
- Recruit students from the UALR IQ Graduate Program
- Encourages participation by students, of all majors and at other schools inside and outside of the Little Rock area.

UALR CoP Requirements

- Campus requirements
 - Define the organization
 - Define the structure
 - Have a bylaws/ or constitution
 - Have a minimum of 5 students
- IAIDQ Requirements
 - Write proposal to the board
 - Have at least 3 members

UALR Services Proposed

- Promote Information Quality in the Little Rock Area by rolling out to communities and introduce Information Quality to a higher public such as local high schools, other universities and colleges in Arkansas, and local businesses.
- Offer marketing services for IAIDQ presentations, speeches, webinars, workshops, or other related events
- Contribute news articles and items of interest for the UALR IQ Website and IAIDQ newsletter.

2010 – 2012 Preview

- Certification
- Building body of knowledge
- Continuing to deliver webinars

IDQ Certification Overview

- **Establish a professional certification credential for IDQ practitioners**
- Goals – “do for Information Quality what Black Belt did for Six Sigma”
 - Advance the IDQ profession by establishing a standard of practice that will set the direction for
 - training and skill development programs,
 - career ladders plan,
 - university curricula, etc.
 - Elevate the stature of the IDQ discipline and profession
 - Enhance the quality of products and services provided by IQ professionals
 - Drive the maturity of IDQ discipline and industry
- Unique attributes
 - Defined by a diverse group of practitioners, academics and consultants
 - Validated by a broad segment of practitioners worldwide
 - Not specific to a methodology, vendor or tool
 - Exam-based, with work experience requirements
 - Conforms with industry standards for professional certifications (ISO, NOCA/NCCA)
 - Focused on IDQ (vs. Data Mgmt or Information Mgmt)

IDQ Profession– Six Performance Domains

Information Quality
Strategy and Governance

Information Quality
Environment and Culture

Information Quality
Value and Business Impact

Information Architecture
Quality

Information Quality
Measurement
& Improvement

Sustaining Information
Quality

Certification Project

- Exam Development – underway
- Test Administration
 - Research Scope, Deliverables of Service providers
 - RFP, Selection and Contract negotiations
- Program Governance
 - Definitions
 - Certification, Eligibility criteria, Re-certification
 - Code of Ethics and Professional Conduct
 - Processes & procedures
 - Application process (incl. Recertification process)
 - Eligibility Verification process
 - Appeal process etc.
 - Publications
 - Certification Handbook
 - Marketing materials
 - FAQ
 - Organization
 - How to run on ongoing base
 - Exam maintenance (future)
 - Designation (aka CIQP)
 - Pricing model (international)
- Technology
 - Application requests (automated forms etc.)
 - Recording and tracking of certified professional (status etc.)
 - Maintenance and Record keeping of application material etc
 - Integration with membership DB, Web etc.
 - Web presence
- Marketing, Launch plan and Rollout Strategy
 - Communication strategy
 - Partnerships
 - Approach for passing point validation
 - Promotions. Approach
 - Certificate Design
 - Grandfathering

The value of volunteers

- All the efforts we've described have been carried out by volunteers!

What can you do?

- Sharing your ideas / Participating
 - Attending Webinars & conferences
 - Sharing your ideas in online communities
- Contributing your time
 - Volunteer opportunities
 - Building the body of knowledge
 - Writing for the news letter
- Building partnerships
 - Identifying partnership opportunities
 - Promoting the organization



Specifics

- CoPs / SIGs – create more opportunities for members to interact, share knowledge
- Certification work
- Industry reports content
- Data domain experts, write-ups
- Partnerships – work on building relationships with vendors and other organizations

Volunteer

- Certification
- Events
- Other business