

## IAIDQ Launches Book Club, Holds First Meeting

*By Donald E. Carlson*

IAIDQ members from three continents joined via teleconference for the first IAIDQ Book Club meeting on Tuesday June 6th.

The first meeting was a vibrant discussion on the articles of three thought leaders in information quality, namely: Mr. Larry English, Dr. Tom Redman, and Dr. Richard Y. Wang.

Discussion highlights worthy of note include the following:

- **Data Quality Councils are Important.** Be sure to have business involvement and senior leader sponsorship.
- **Work on Data Quality with Data Suppliers.** Many organizations use purchased data or data that is provided by suppliers or partners. It is important to measure that data, and partner with data suppliers to improve their data quality.
- **Use Data Quality Surveys.** DQ surveys are an effective way to learn how information customers and information producers view key data quality criteria. It was the consensus of the group that 5 to 8 dimensions of quality worked well.
- **Measure the Cost of Poor Data Quality.** The measurement of non-quality information costs and risks can be a powerful step to raising awareness.
- **Data Quality Methodologies are Useful Starting Points.** The methodologies provided by the three authors are comprehensive and are based on proven quality approaches in other disciplines. The implementation of these methodologies in phases, customized to the specific needs the company/organization is common.

Feedback from participants included these comments:

- "I really enjoyed the phone discussion. This is the sort of thing I hoped for when I joined IAIDQ."
- "The articles were excellent and the discussion was insightful. I learned a couple of things I can apply immediately to my current work. I had been working on developing a modeling style and notation for mapping information supply chains and found Wang's article confirming."
- "I thoroughly enjoyed the book club session held on 6/6. Looking forward to the next book club meeting".

In our August book club teleconference, we will be discussing Chapters 15 and 18 of *Enterprise Knowledge Management: The Data Quality Approach* by David Loshin, published by Morgan Kaufmann, copyright 2001, ISBN: 0-12-455840-2

Visit [iaidq.org/bookclub](http://iaidq.org/bookclub) for more details.

## IAIDQ Website Undergoes Major Update

By Grant Robinson, IAIDQ VP – Web Services

### New Improvements

In June, we completed a major update to the IAIDQ website ([iaidq.org](http://iaidq.org)), focusing on many behind-the-scenes improvements. The website update is intended to achieve the following objectives:

- **To better market IAIDQ services and products**, by making our products and services more visible to site visitors, and by improving site navigation
- **To ensure that our site is accessible by visitors with vision impairment.** The site is now navigable by speech synthesizers. In World Wide Web Consortium (W3C) terms, our site now complies with its Web Content Accessibility Guidelines Priority 1.
- **To better protect ourselves from spammers.** We have always been conscious of the fact that publishing email addresses on the website will lead to spam. We have now adopted a consistent convention to obscure emails from spammer harvesting software.
- **To adopt web standards.** We have adopted the W3C's standards for XHTML and CSS, thereby ensuring that our web pages load quickly and operate cleanly for all visitors.
- **To improve overall web experience.** We have eliminated the irritating “splash” screen that used to appear when you first visit the site. The drop down menus and new context-specific left hand menus are accessible, and work consistently across browsers. If you click on VIEW > TEXT SIZE to change the font size, the menus will now work correctly.

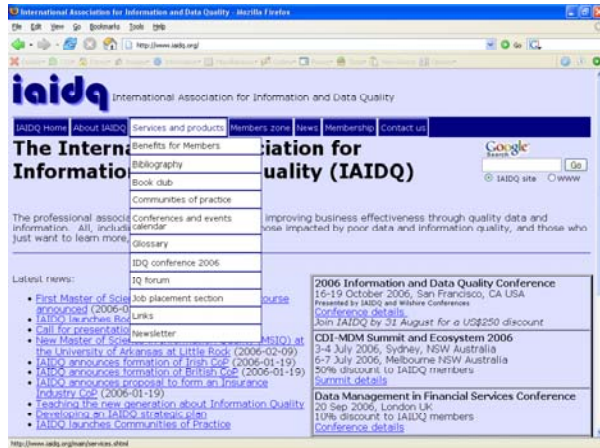


Figure 1. The association's many products and services are now more visible

### Future improvements

We are now talking to several web developers to see how we can further improve the “visitor experience” of our website. We hope to develop a consistent template for the main site and for each Community of Practice (you can visit the interim British and Irish CoP sites via the **Services and Products** menu on our main site).

We are also investigating the possibility of using an open source Content Management System such as Joomla to allow multiple contributors to publish web content.

Hopefully this effort will help provide IAIDQ with a reliable and consistent information delivery tool for the coming years.

## Forthcoming Events

Up-to-date **Calendar of Forthcoming Activities** is online at [iaidq.org/main/calendar.shtml](http://iaidq.org/main/calendar.shtml)

4-6 Aug 2006	12th Americas Conference on Information Systems Mini-track on Information Quality	Acapulco, México
7-9 Aug 2006	Customer Data Integration-Americas Summit International Quality and Productivity Center (IQPC) <i>20% discount to IAIDQ members</i>	Boston MS USA
10-11 Aug 2006	"Information Quality Improvement" Seminar James Funk	Seattle WA USA
20-23 Aug 2006	APICS 2006 International Conference Empowering your supply chain	Melbourne Vic Australia
20 Sep 2006	Customer Data Integration - Tools and Methods to Improve the Data Quality of Your Customer Database ( <i>Conference language: Italian</i> )	Milan Italy
20 Sep 2006	Data Management in Financial Services Conference Marketing Direct and Direct Response <i>10% discount to IAIDQ members</i>	London UK
28 Sep 2006	<b>IAIDQ Benelux Seminar</b> <i>25% discount to IAIDQ members</i>	Antwerp Belgium
28-29 Sep 2006	The Ark Group: Masterclass: DQ: People and Governance in Practice Managing culture and behaviour to improve data quality <i>15% discount to IAIDQ members</i>	Sydney NSW Australia
2 Oct 2006	Information Impact International: TIQM <sup>®</sup> MASTERY SERIES: IQ 101: IQ Principles and Processes <i>10% discount to IAIDQ members</i>	Nashville TN USA
3-4 Oct 2006	Information Impact International: TIQM <sup>®</sup> MASTERY SERIES: IQ 150: Assessing and Delivering Data Definition & Information Model Quality <i>10% discount to IAIDQ members</i>	Nashville TN USA
5-6 Oct 2006	Information Impact International: TIQM <sup>®</sup> MASTERY SERIES: IQ 601: Planning, Implementing & Managing an Effective IQ Environment: Transforming the Culture, Establishing Stewardship & Governance for Sustainable IQ <i>10% discount to IAIDQ members</i>	Nashville TN USA
16-19 Oct 2006	<b>2006 Information &amp; Data Quality Conference</b> IAIDQ & Wilshire Conferences <i>Up to 15% discount to IAIDQ members</i>	San Francisco CA USA
18-20 Oct 2006	The Ark Group: Masterclass: Improving DQ for Enhanced Business Performance. Identifying DQ issues to effectively manage data processes and improve business outcomes <i>15% discount to IAIDQ members</i>	Sydney NSW Australia
19-20 Oct 2006	"Information Quality Improvement" Seminar James Funk	Philadelphia PA USA
30 Oct-2 Nov 2006	Data Management and Information Quality Conference IQ2006, DAMA Conference Europe 2006 and Metadata Europe Conference 2006 <i>10% discount to IAIDQ members</i>	London UK
10 - 12 Nov 2006	11th International Conference on Information Quality ICIQ-06 Massachusetts Institute of Technology	Cambridge MA USA
7-8 Dec 2006	"Information Quality Improvement" Seminar James Funk	Albuquerque NM USA

Although care has been taken in preparing this Calendar of Events, the Newsletter's Editorial Board and the International Association for Information and Data Quality does not and cannot guarantee the accuracy of the information contained herein.

## Call for Contributions

to Future Issues of the IAIDQ Newsletter

IAIDQ Members are invited to send in their contributions to be considered for the **October 2006** issue of the Newsletter.

**WHEN:** September 8, 2006 (Friday) Submission Deadline

**WHAT:** Articles (1000-1250 words)  
Tips / Best Practices (400-650 words)  
Recent DQ News (40-500 words)  
Association News in Photos (single photo with a one-paragraph caption)  
Upcoming DQ Events (event title, location, link to more information)

**HOW:** Send contributions in editable electronic medium  
(preferably MS Word)  
via email to [editor@iaidq.org](mailto:editor@iaidq.org)

Detailed submission guidelines are available by request. Please email the editor.

We also welcome any comments or suggestions you may have regarding our Newsletter. Please do not hesitate to contact Michelle Dy [[michelle.dy@iaidq.org](mailto:michelle.dy@iaidq.org)] or Andrew Kinnear [[andrew.kinnear@iaidq.org](mailto:andrew.kinnear@iaidq.org)].

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This Issue's Editor(s): Michelle C. Dy, Grant Robinson

If you are interested in joining the Newsletter Working Group, please contact the Editor-in-Chief via email [[editor@iaidq.org](mailto:editor@iaidq.org)].

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