

IAIDQ Member Survey: Preliminary Results

By Daragh O'Brien

INTRODUCTION

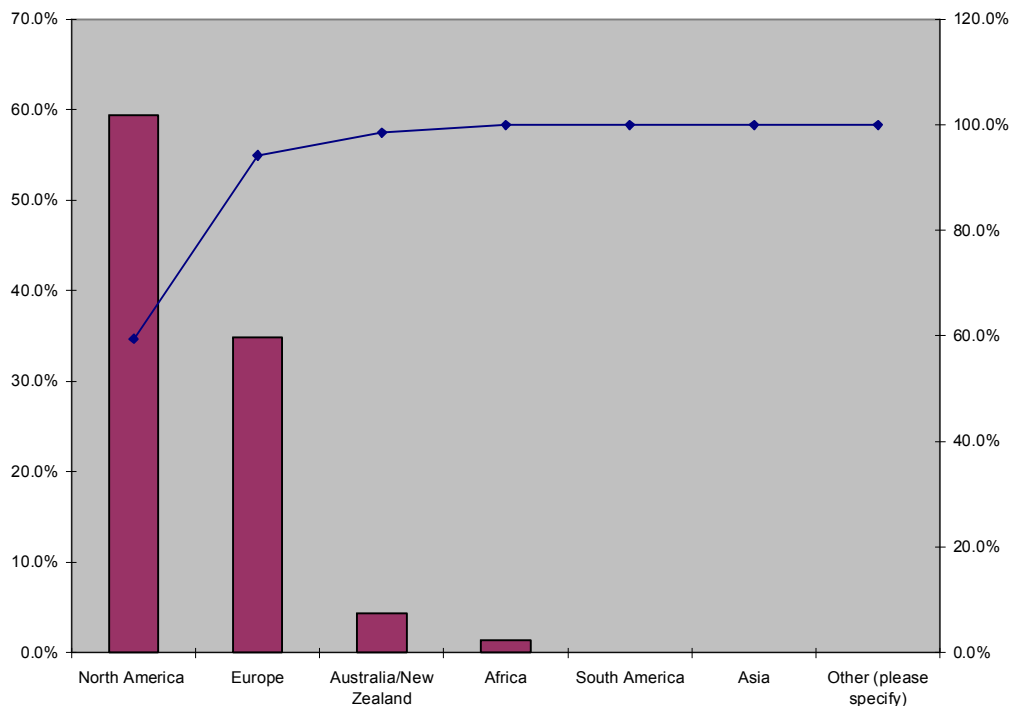
The IAIDQ's Member Survey for the first quarter of 2007 ended earlier this month. This article provides preliminary survey results based on responses that had been collected one month into the survey. Final results will be released as soon as they become available.

This preliminary report summarizes responses from just under 25% of our members. Although we do not yet have a complete picture, we can already infer a lot about the values and motivations of our members, and how these values relate to member participation and perception in the IAIDQ.

More detailed analysis will be undertaken over the coming weeks as we work to map the priorities of our members to the key deliverables of our global strategic plan.

GEOGRAPHY

We are quite a diverse organisation. The picture of our membership who responded is as follows:



As expected, the region with the most number of members also had the most number of survey respondents. However, the contribution of our European members to the overall response rate was quite high. These figures echo the trend we saw in the last Board of Directors election.

MEMBERSHIPS IN OTHER ORGANISATIONS AND IAIDQ CoPs

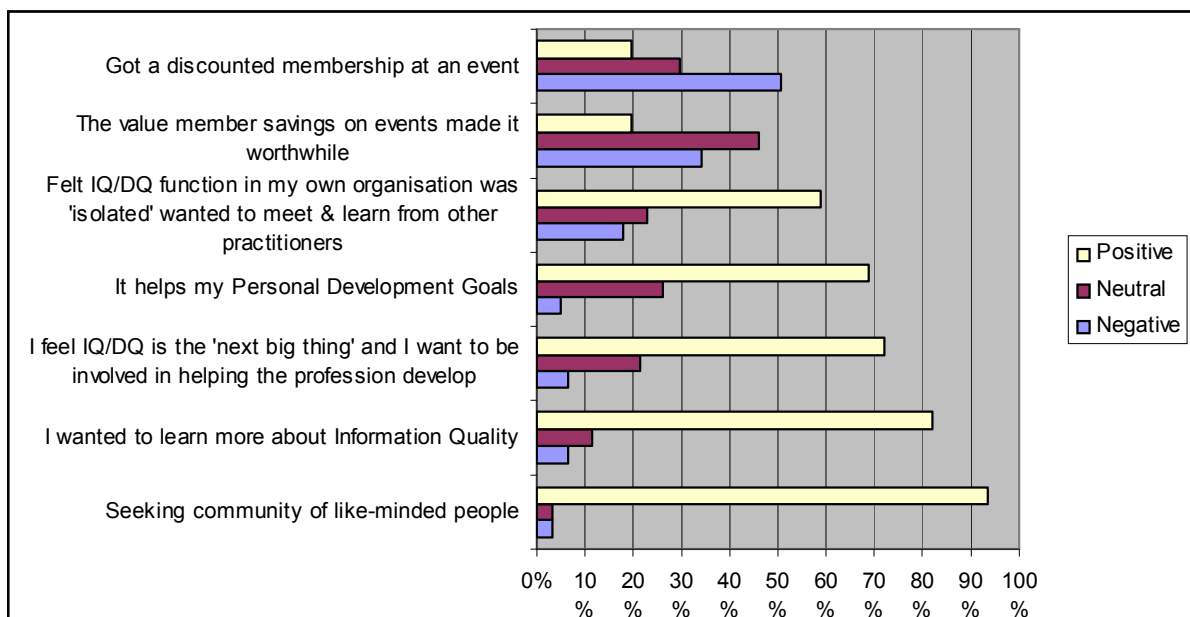
Over **60%** of respondents identified themselves as being members of other professional organisations.

However, only **16.7%** of respondents thus far are actually involved in a Community of Practice of the IAIDQ, with **30.6%** considering some involvement, and **52.8%** not yet involved.

VALUES OF THE IAIDQ

The graph below summarises the section of the questionnaire where we asked members to rate on a scale of 1 to 5 how certain statements applied to them.

The results are very clear. The vast majority of respondents (**94%**) joined to feel part of a community.



In addition, **59%** of respondents wanted to meet and learn from other practitioners, with **82%** wanting to learn more about Information Quality.

This sense of ‘Community’ and shared pooling of knowledge is a strong theme in the values that Members identified for the Association.

It is interesting to note that categories which focused on short-term financial savings were ranked by respondents, for the most part, as either neutral influences or negative (i.e., not an influencing factor).

- The development of standards is important, as is promoting awareness of those standards.
- The fact that the Association is run by your peers is important.
- Members see the IAIDQ as a ‘bridge building’ organisation, i.e., the association builds bridges between the Business and IT functions, and also between Practitioners and Academics.
- Members want an organisation that they can easily get involved with. Members want the association to be accessible, to support the development of connections between members, and to focus on ‘thinking global and acting local’ to deliver value to members.

These survey findings are a key input into the prioritisation and delivery of elements of the IAIDQ’s strategic plan. The inputs we have received from members about what they want the IAIDQ to ‘stand for’ as a brand are invaluable.

There still are questions on the survey which have not been discussed here, and further analysis is needed to get the full picture. However, initial themes are becoming apparent, and are already helpful to the Board.

If you’d like to get involved in helping the IAIDQ deliver on a vision of an open, community-based, people-driven organisation that delivers the highest standards in Information/Data Quality, please get in touch with any member of the Board of Directors.

New Data Quality Website coming soon

The IAIDQ is developing a website for members (and non-members) to report and discuss instances where Information Quality issues are reported in local or national media world wide.

We hope to launch this initiative later in the year, and are hoping to build up a listing of submissions ahead of a formal launch.

Please email Daragh O Brien (daragh.obrien@iaidq.org) if you have examples of Information/Data Quality issues from your area. We will work with you to develop examples of what can happen when *Bad Information Quality Attacks!!*

Forthcoming Events



Up-to-date Calendar of Forthcoming Activities is online at iaidq.org/main/calendar.shtml.

Please contact our webmaster to add other IQ/DQ events to the IAIDQ Web Calendar.

10 May 2007	Information Quality in Irish Healthcare - Panel discussion & Forum Irish Community of Practice of IAIDQ	Dublin Ireland
10-11 May 2007	Communicating Data Quality Principles and Processes. Ark Group <i>15% discount for IAIDQ members</i>	Sydney NSW Australia
28-29 May 2007	CDI-MDM 2007 Sydney Summit. Enterprise IQ <i>50% discount for IAIDQ members</i>	Sydney NSW Australia
12-13 Jun 2007	Information Impact International: TIQM® MASTERY SERIES: IQ 301: Measuring the Costs of Poor Quality Information: Business Case for and Measurement of IQ Initiative Return-on-Investment <i>10% discount to IAIDQ members</i>	Nashville TN USA
14-15 Jun 2007	Information Impact International: TIQM® MASTERY SERIES: IQ 401: Improving Information Product Quality: Data Correction, Preparation, & Movement Control for Operational & Business Intelligence <i>10% discount to IAIDQ members</i>	Nashville TN USA
17-18 Jul 2007	Human Error Prevention BW (Ben) Marguglio	Fishkill NY USA
19 Jun 2007	Research Opportunities in Information Quality Irish Community of Practice of IAIDQ	Dublin Ireland
19-20 Jul 2007	Problem Reporting, Root Cause Analysis, & Corrective Action BW (Ben) Marguglio	Fishkill NY USA
19-20 Jul 2007	"Information Quality Improvement" Seminar James Funk	Fishkill NY USA
24-27 Sep 2007	2007 Information and Data Quality Conference IAIDQ and Wilshire Conferences	Las Vegas NV USA

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 in this Calendar of Events.

Call for Contributions

to Future Issues of the IAIDQ Newsletter

IAIDQ Members are invited to send in their contributions to be considered for the **July 2007** issue of the Newsletter.

- WHEN:** June 8, 2007 (Friday) Submission Deadline
- WHAT:** Articles (1000-1500 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

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] or Arnt-Erik Hansen [Arnt-Erik.Hansen@iaidq.org].

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

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