

The Job of the Information / Data Quality Professional

ECCMA Conference - October 2010

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- About the IAIDQ – International Association for Information and Data Quality
- IDQ Certification
 - Why we need an IDQ Certification
 - How it is being developed
 - Performance Domains and Tasks
 - Next Steps
- Information Quality Graduate Program at the University of Arkansas at Little Rock
- ICIQ-2010 Conference

IAIDQ Overview



Chartered in January 2004, IAIDQ is a non-profit 501c(6) professional society of people passionate about improving information and data quality

Vision

By cultivating information excellence throughout the data and information lifecycle, the IAIDQ will help transform organizations and society, improving the quality of life everywhere

Mission

IAIDQ is advancing the quality of information and data around the world by building a community, supporting learning and sharing knowledge for the benefit of all information consumers

IAIDQ Attributes

- Guided by recognized data quality experts
- Member-driven & led by volunteers
- Value-focused, vendor-neutral
- Global reach

Current Membership

- 300+ members and targeted mailing list of 1500 Professionals and growing
- 30 countries represented
- Covering 5 continents

IAIDQ Board of Directors



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)

Contact: Web site:www.iaidq.org, e-mail:info@iaidq.org, Phone:+1 813 433 5206

- Annual conference bringing together professionals and practitioners from Industry and Academia – May 2010 in San Diego, joint conference with Data Governance Association
- Monthly “Ask the Expert” Webinars
- Industry Benchmark Studies e.g.
 - The State of Information and Data Governance
 - 2009 Information / Data Quality Salary and Job Satisfaction Report
- Communities of Practice locally and in interest groups, e.g. British Isles
- Targeted Data Quality related web properties (eg IAIDQ.org, IQ Trainwrecks, CIQP Blog)
- Newsletter, IQ Discussion Forum, LinkedIn Groups, Bibliography etc.

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)

Who will benefit?



Individuals - Professionals

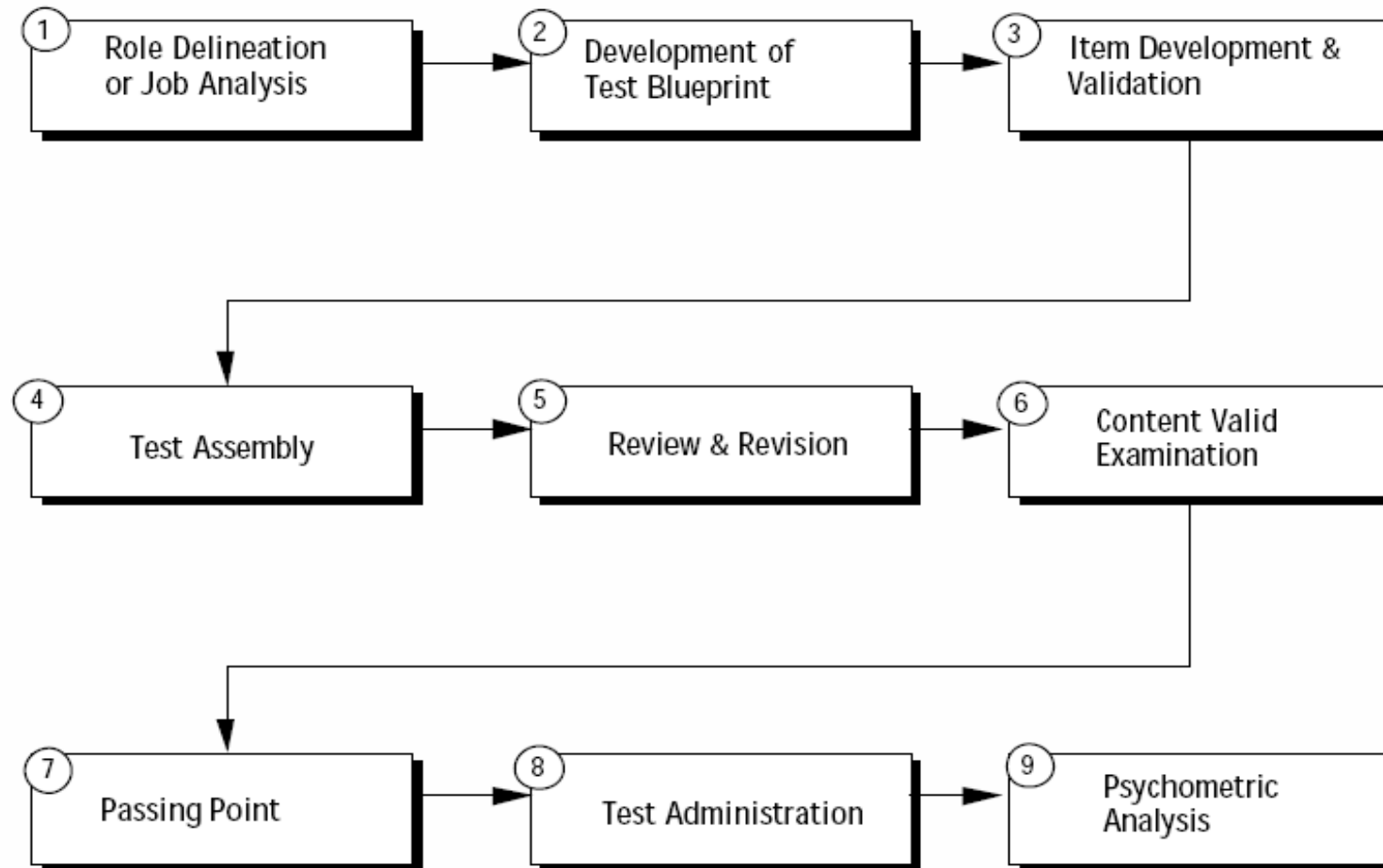
Organizations – Businesses

Information Management Industry

Information Consumers at large

Exam Development Roadmap*

9 Step Approach



CIQP Profile



The IAIDQ Certified Information Quality Professional (CIQP) is an individual who demonstrates broad expertise in and practical knowledge of information quality concepts, methods, skills and principles.

The CIQP designation confirms that the holder has mastered the core information quality competencies and subscribes to the Information Quality Code of Ethics and Professional Conduct.

By maintaining their credential through re-certification, CIQP confirm their commitment to ongoing professional development in order to keep their skills current.

IAIDQ CIQP hold any of a wide range of positions in their organizations, as individual contributors or as managers.

- They conduct, lead, champion or participate in information quality projects.
- They work in any of the functions or disciplines within their organization or are part of a specialized information quality team; yet all perform information quality activities as part of their job responsibilities.
- This information quality work is either part-time within a broader organizational role, or full time.

Structure

- Domains
 - Tasks
 - Knowledge areas
 - Skills

Summary

- 6 Domains
- 29 Tasks
- Approx. 300 knowledge areas and skills

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

IQ Strategy and Governance



- Develop information quality strategy and roadmap to manage information as an asset
- Define information quality principles, policies and standards to guide decision making and organizational behaviors
- Define and implement a data governance model to establish a management system for information assets
- Enforce conformance to information quality principles, policies and standards to optimize the value of information assets
- Define a communication strategy to gain support for the established strategy and governance
- Build relationships with senior leaders to champion and enforce the information quality mandate

IQ Environment and Culture



- Develop people at all levels in information quality to create organizational knowledge, skills and capabilities
- Establish recognition practices to sustain the information quality environment and culture
- Embed information quality values and methods into business operations to achieve desirable behaviors
- Establish information quality accountabilities and roles to enable effective decision making and process execution
- Educate stakeholders in information quality to raise awareness and drive cultural adoption – training and education

- Evaluate data and business issues to increase the value of information assets
- Define and prioritize information quality initiatives and projects to provide the basis for investment decisions
- Obtain decisions to sponsor and execute information quality initiatives and projects
- Provide stakeholders with results of these quality initiatives and projects to demonstrate the value to the business

Information Architecture Quality

- Participate in establishing data standards and rules for information architecture to achieve understanding and usage of information throughout the enterprise
- Assess the quality of information architecture components to identify defects
- Lead improvement processes to drive quality, stability and reuse of the information architecture
- Coordinate ongoing maintenance of business meta data to assure consistent data usage and meaning

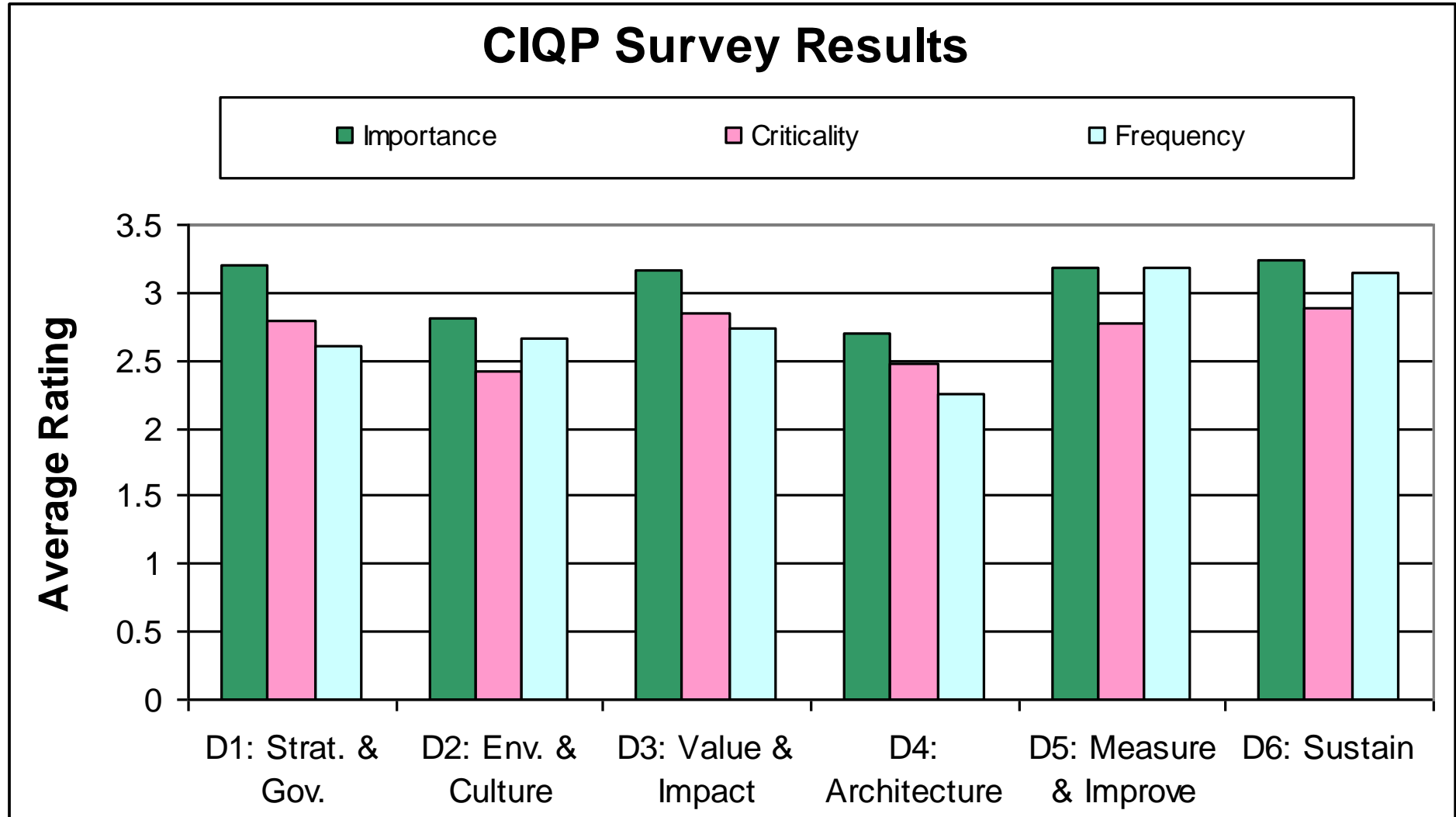
- Gather additional business and data quality rules to complete the understanding of business requirements
- Determine data quality targets by reviewing business objectives to prioritize improvement efforts
- Measure actual data quality levels to identify data and process improvement opportunities
- Determine root causes of issues to identify most effective way to fix and prevent the problem
- Coordinate implementation of improvement efforts to eliminate data errors and resolve data issues
- Improve processes and establish controls to permanently eliminate the root causes of problems

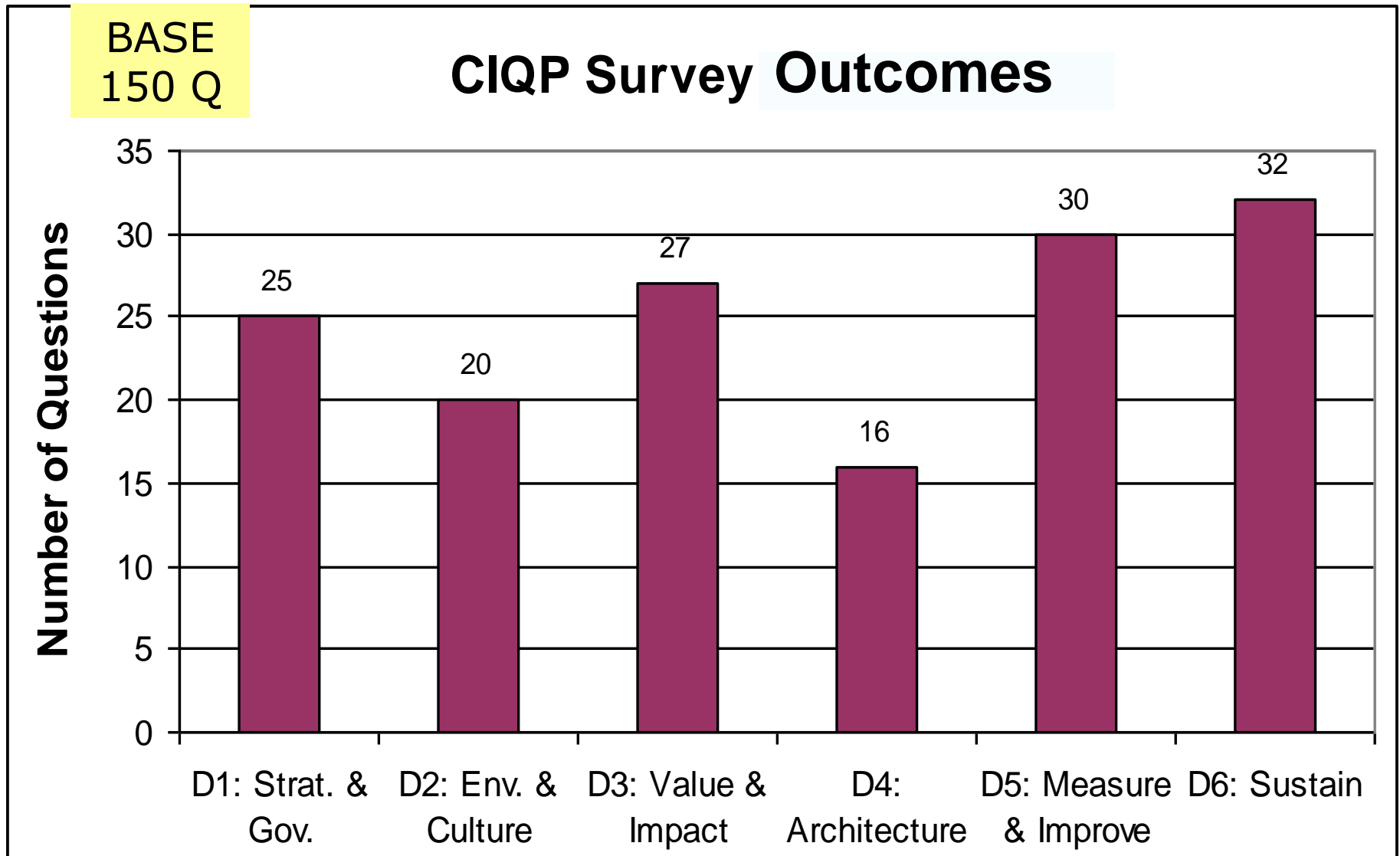
Sustaining Information Quality



- Answer questions about data content to increase business customers' knowledge and understanding of the data
- Continuously monitor and report data quality levels to assure continued health of the data
- Participate in the system development lifecycle to ensure incorporation of information quality practices in IT and business processes
- Participate on data conversion and migration projects to ensure implementation of information quality best practices

Domain Comparisons

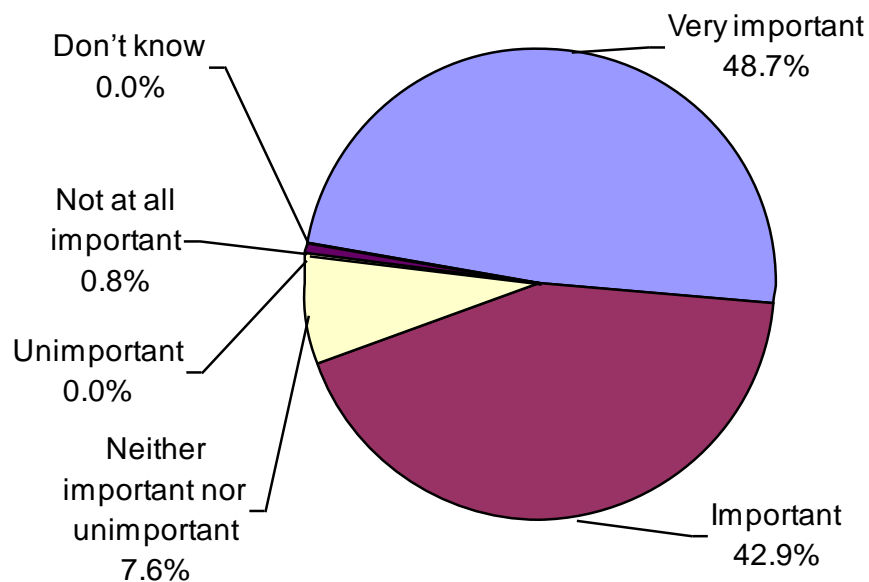




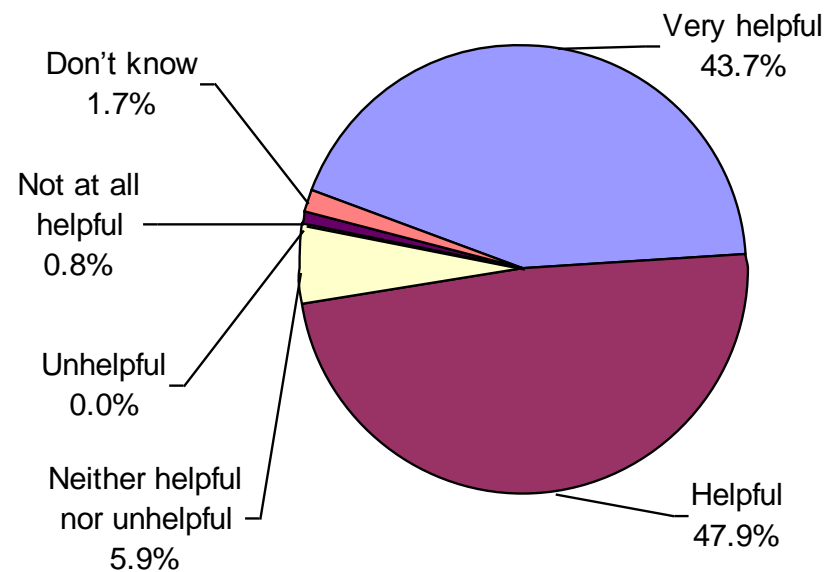
Feedback Job Analysis Survey



**Importance of IQ/DQ as a Distinct Profession
(n=119)**



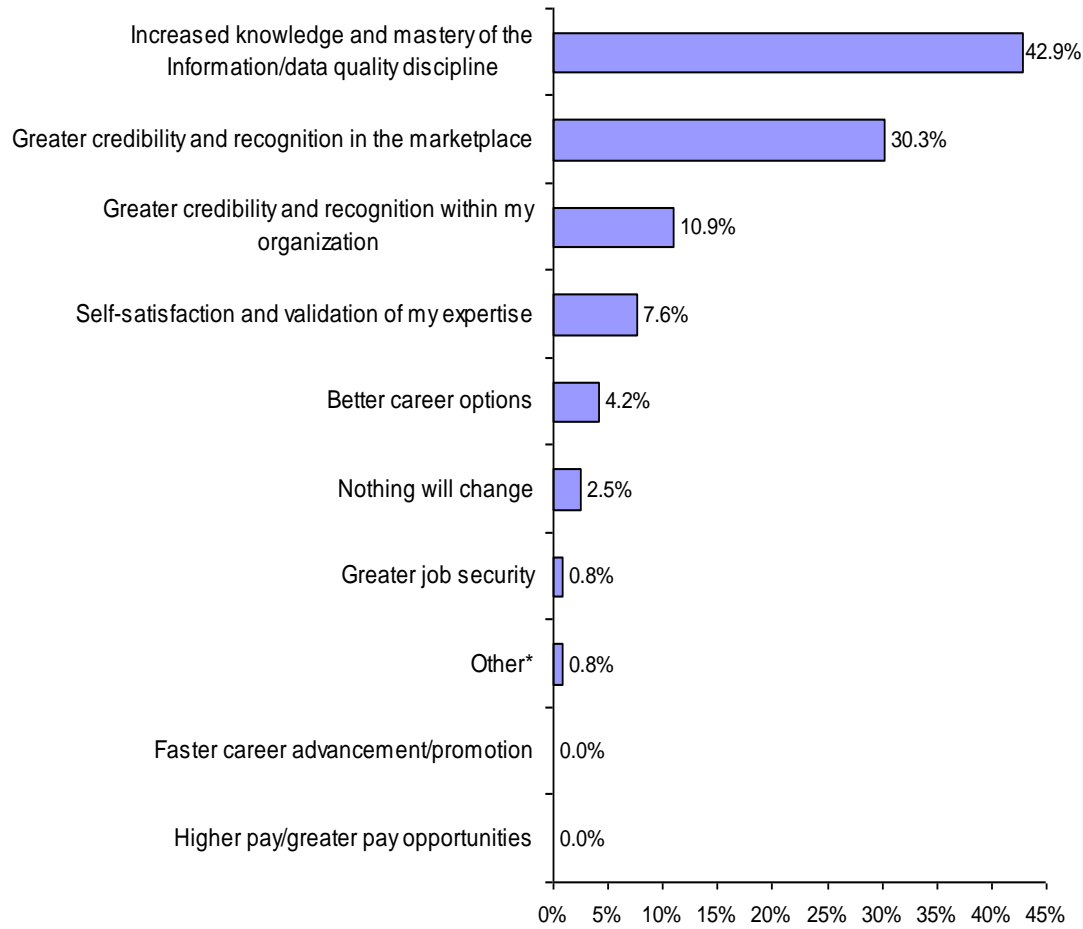
**Helpfulness of IQ/DQ Certification in Establishing
the Profession (n=119)**



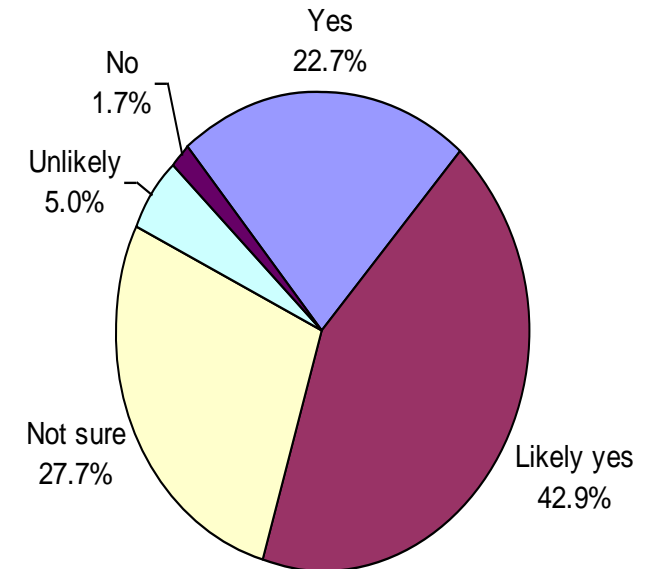
Feedback Job Analysis Survey



Most Important Benefit Expected of IQ Certification (n=118)



Intention to Take the CIQP Exam (n=119)



Next Steps



- Review and Passing Point Determination
- Exam Offering
- Get engaged !

UALR IQ Program



- Co-Founded in 2006 by MIT, Acxiom Corp, and University of Arkansas at Little Rock College of Engineering and Information Technology
- Only university program in the US to offer graduate degrees in Information Quality
 - Graduate Certificate
 - MS in IQ
 - IQ Track in the Integrated Computing PhD

UALR IQ Program



- 70 students enrolled
 - 35 MS Graduates
 - 2 PhD Graduates, May 2010
- Distance Education
 - Coursework for Certificate and MS can be completed online with proctored examinations
 - Students in California, Texas, Wisconsin, New York, North Carolina, Brazil, Finland, South Africa

<http://ualr.edu/InformationQuality>

MIT – UALR
International Conference on Information Quality

November 12-14, 2010
Little Rock, Arkansas

<http://iciq2010.org>

Nov 12th- Reception at Acxiom HQ

Nov 13th – Sessions on UALR Campus

Nov 14th –Sessions Peabody Hotel

QUESTIONS?

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