

Information Quality Certification and Education

ECCMA
12th Annual Data Quality Solutions Summit
October 26, 2011
John R. Talburt

- About the IAIDQ – International Association for Information and Data Quality
- IQCP Certification
 - Qualifications
 - How to obtain it
- Information Quality Graduate Program at the University of Arkansas at Little Rock
- IQ Conferences
 - DGIQ 2012, ICIQ 2011, 2012, IQIS 2012

IAIDQ Overview



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

Vision

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

Mission

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

IAIDQ Attributes

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

Membership

- 400+ full members
- 3,300+ affiliate members
- 30 countries represented
- Covering 5 continents

IAIDQ Board of Directors



President: **Christian Walenta** (IBM, USA)

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Advisors: **C. Lwanga Yonke** (Aera Energy LLC, USA)

John R. Talburt (University of Arkansas at Little Rock, USA)

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

- Annual Conference
 - Industry and Academia
 - May 2011, 2012 in San Diego with Data Governance Association
- Information Quality Certified Professional (IQCP)
- Industry Benchmark Studies
 - The State of Information and Data Governance
 - 2009 Information/Data Quality Salary and Job Satisfaction Report
 - 2011 The Job of the Information/Data Quality Professional
- Promotion of Information Quality
 - Communities of Practice, e.g. UALR, British Isles
 - Web presence - IAIDQ.org, IQ Trainwrecks, IQCP Blog
 - Newsletter, Webinars, IQ Discussion on LinkedIn

IQCP Certification Overview



Establish a professional certification credential for Information and Data Quality practitioners

“To do for Information Quality what Black Belt did for Six Sigma”

- Advance the IDQ profession by establishing a standard of practice for
 - Training and skill development programs,
 - Career ladders plans,
 - University curricula.
- 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

What Makes IQCP Different?



Unique attributes of the IQCP Credential

- 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 Information and Data Quality vs. Data Management or Information Management

Who will Benefit?



Individuals - Professionals

Organizations – Businesses

Information Management Industry

Information Consumers at large

Earning the IQCP Requires



Information and Data Quality Work Experience

- 4,500 hours with a Bachelor's degree
- 7,500 hours without a Bachelor's degree

Passing a Proctored Examination

- 150 multiple Choice Questions
- 3 Hours

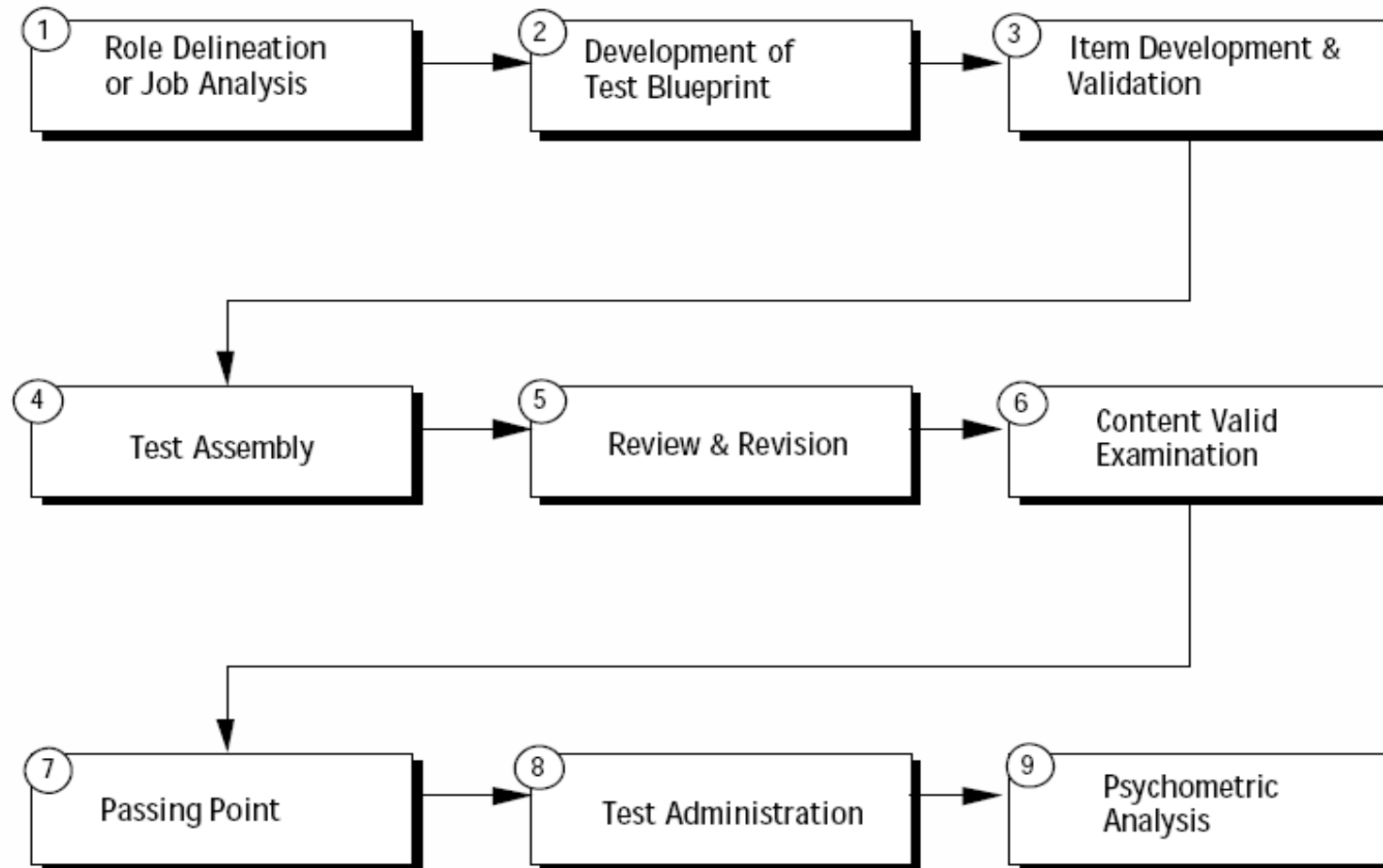
Subscribing to the IAIDQ Code of Ethics and Professional Conduct

How was the Exam Created?



- Examination content is based on a survey information and data quality professionals who
 - Identified the tasks performed, and the knowledge and skills needed to perform these tasks
 - Rated their importance and frequency they were performed
- Responses were analyzed and organized into a framework of information/data quality tasks, knowledge, and skills
- Results published by the IAIDQ as “The Job of the Information/Data Quality Professional”

Exam Development Roadmap*



IDQ Knowledge & Skills



- 6 Domains
- 29 Tasks
- 207 Knowledge & Skills

The Job of the Information/Data Quality Professional

Edited By

C. Lwanga Yonke, Christian Walenta, John R. Talburt
International Association for Information and Data Quality (IAIDQ)

Adapted from the Job Analysis Study report developed by Scott T. Bublitz of
Castle Worldwide, Inc., for IAIDQ's Information Quality Certified Professional
(IQCP™) Credential

January 2011



Creating the Questions



- IDQ Professionals were asked to submit questions that addressed a specific knowledge or skill topic within their area of expertise
 - All are in Multiple Choice format
 - ✓ All have four choices – **only one correct**, three distractors --
 - ✓ Answer based on a published source, citation provided
 - ✓ Direct questions, avoid responses like “all of above”, “none of the above”, and questions phrased like “...which one of the following is NOT...”
 - Questions address generally accepted IDQ principles and practices

Example Questions



1) Data profiling, data quality assessment and process audits represent which type of quality costs?

- a) Prevention
- b) Correction
- c) Inspection
- d) Internal Failure

2) A process receives two inputs from separate independent sources. There is a 20% probability that the input from the first source will have an error, and a 20% probability that the input from the second source will have an error. What is the probability that the process will receive an input that has an error from one or both of the sources?

- a) 20%
- b) 36%
- c) 40%
- d) 64%

Constructing the Examination



- ❑ Submitted questions were reviewed by three panels of IDQ experts with guidance from professionals experienced in the construction of certification examinations
- ❑ Questions judged to be ambiguous, poorly worded, too specific to a methodology, system, or tool, or otherwise inappropriate were eliminated
- ❑ The total number of questions was set at 150
- ❑ The number of questions selected from each one of the six IDQ Domains was based on the results from the Tasks, Knowledge, and Skill survey

Distribution over Domains



17%

Information Quality
Strategy and Governance

18%

Information Quality
Value and Business Impact

20%

Information Quality
Measurement
& Improvement

13%

Information Quality
Environment and Culture

21%

Sustaining Information
Quality

11%

Information Architecture
Quality

- ❑ **The IQCP Examination Study Guide**
- ❑ “The Job of the Information/Data Quality Professional” white paper that lists all of IDQ Knowledge and Skills by domain
- ❑ The Reference List used as the basis for the questions on the examination
- ❑ Sample Exam Questions
- ❑ Study Groups, Discussion Groups (LinkedIn)
- ❑ Rosetta Stone for IQ (MIT IQ) program

Next Exam Offerings



- Test Window ** 11 Nov – 10 Dec, 2011
 - Application Deadline – 25 Oct 2011

- Test Window ** 4 Feb – 3 Mar, 2012
 - Application Deadline – 3 Jan 2012

- Fees
 - Application Fee \$100 (non-refundable)
 - Exam Fee \$340 (members), \$480 (non-members)

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
 - Integrated Computing PhD – IQ Emphasis

UALR IQ Program



- 75 students enrolled
 - 50+ MS Graduates
 - 3 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>

ICIQ-2011



International Conference on Information Quality

MIT & University of South Australia

November 18-20, 2011

University of South Australia

Adelaide, Australia

<http://iciq2011.unisa.edu.au>

Dr. Andy Koronios, Conference Chair

DGIQ-2011



Data Governance & Information Quality Conference

IAIDQ & Data Governance Association

June 25-28, 2012

Catamaran Resort
San Diego, CA, USA

The MIT Chief Data Officer (CDO) and Information Quality Symposium

MIT

July 17-20, 2012
Cambridge, MA, USA

<http://mitiq.mit.edu/CDOIQ/2012/>

Dr. Richard Wang, Conference Chair

ICIQ-2012



International Conference on Information Quality

MIT & French IQ Association (ExQI)

November 15-17, 2012

Paris, France

Brigitte Laboisse, Conference Chair

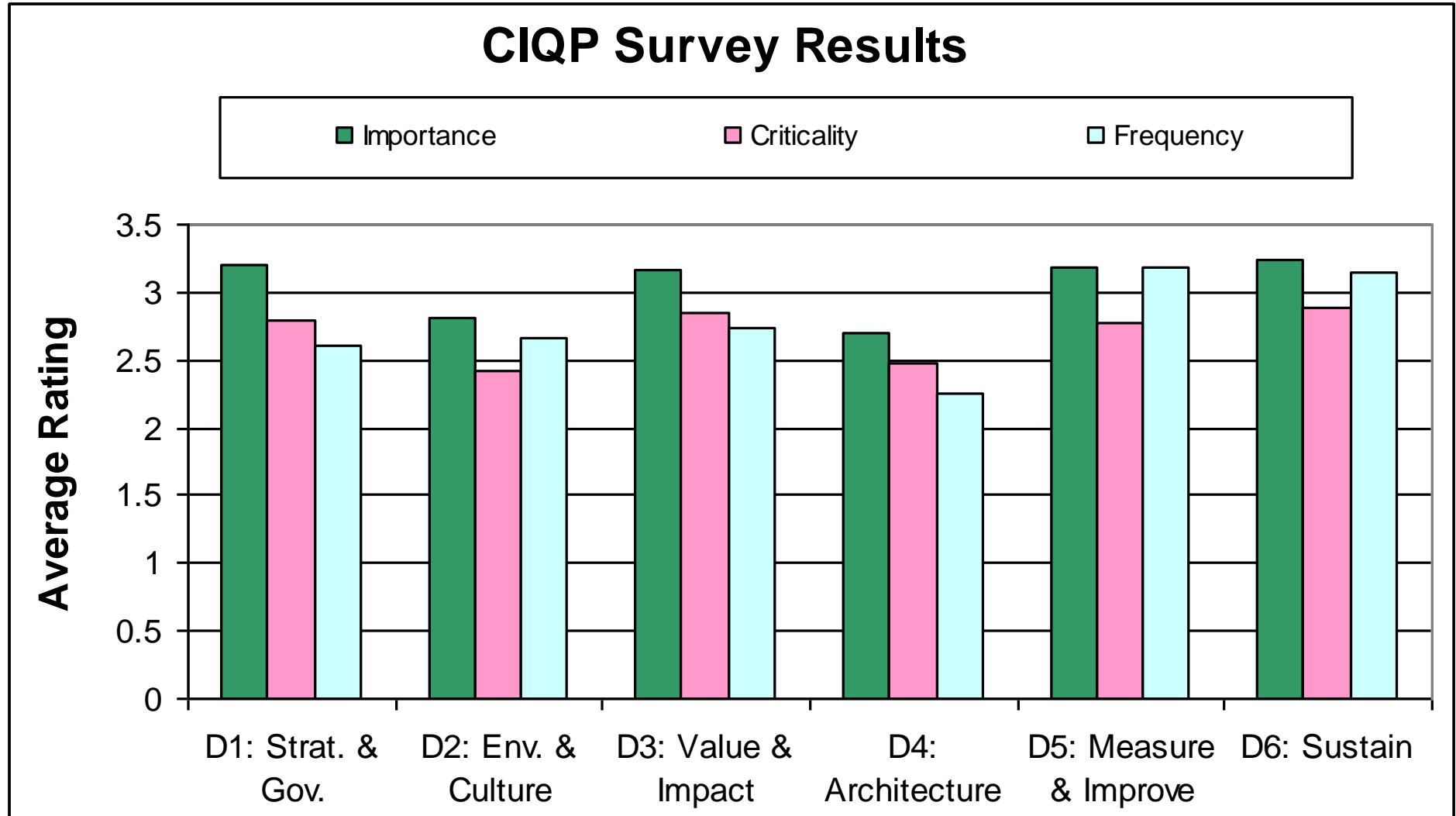
QUESTIONS?

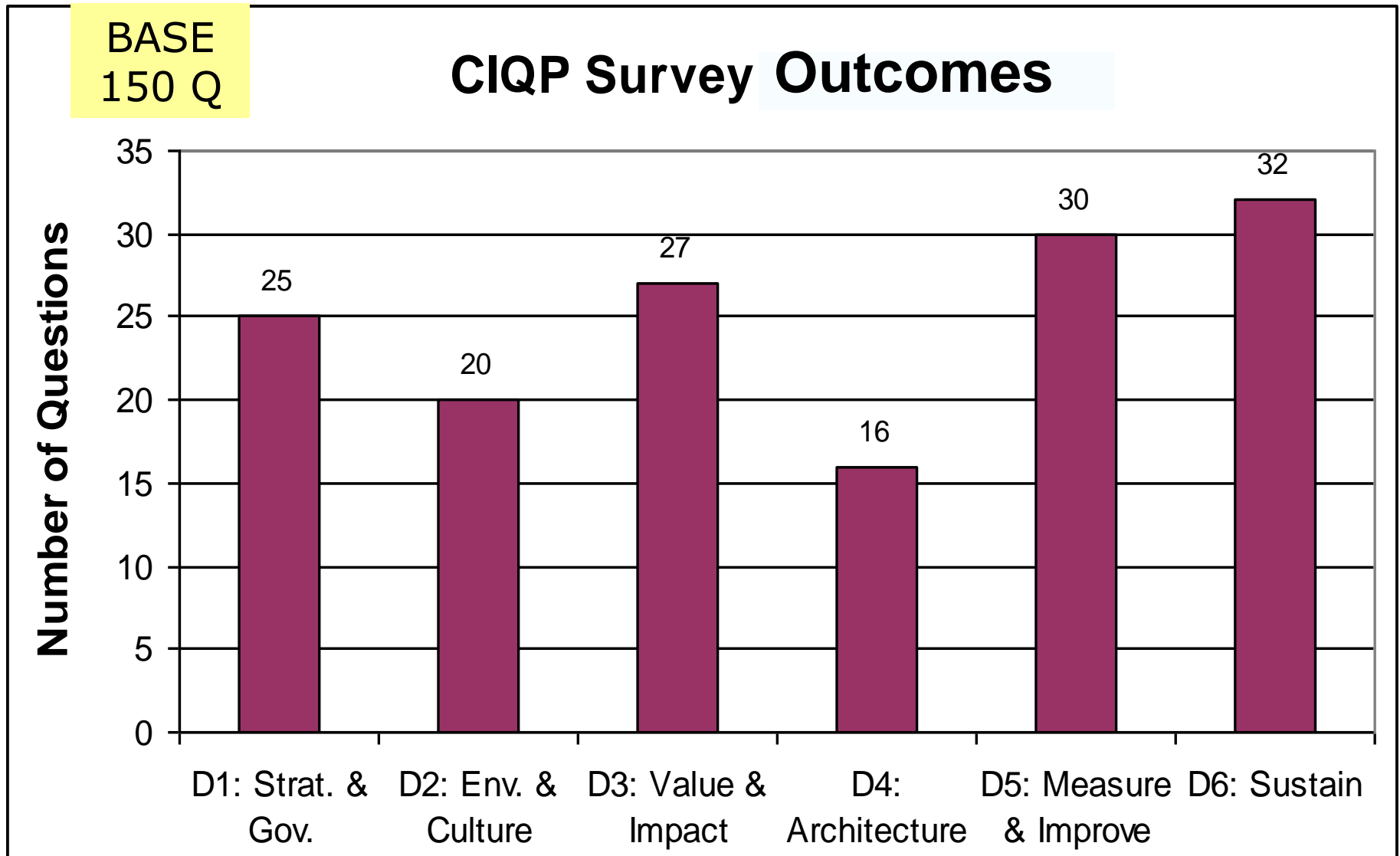
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Domain Comparisons

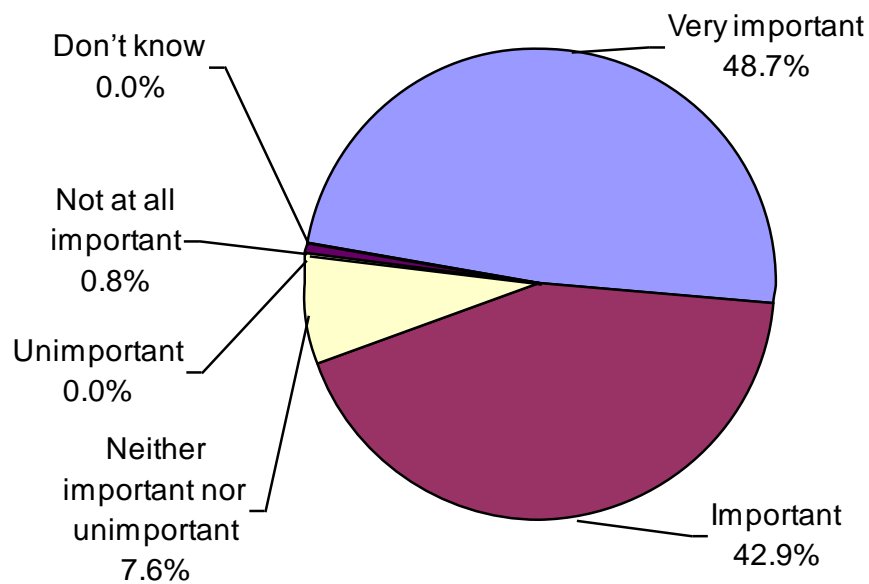




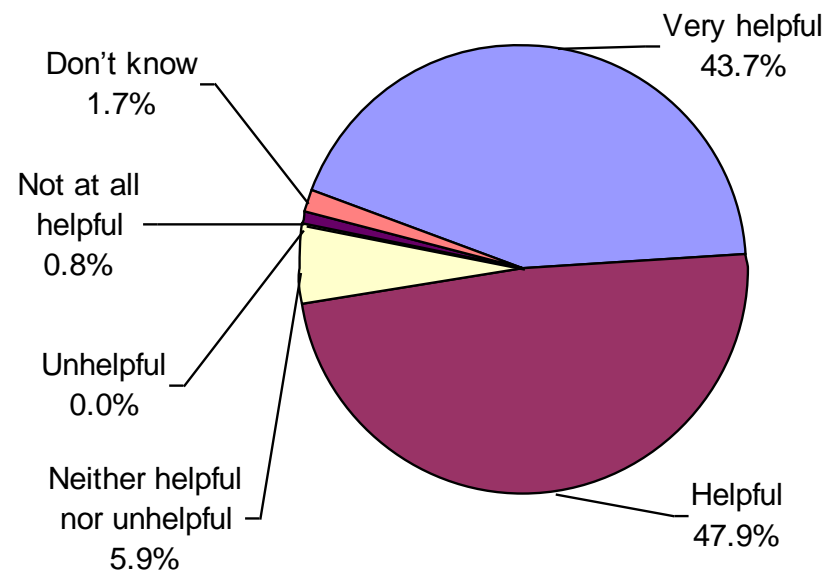
Feedback Job Analysis Survey



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



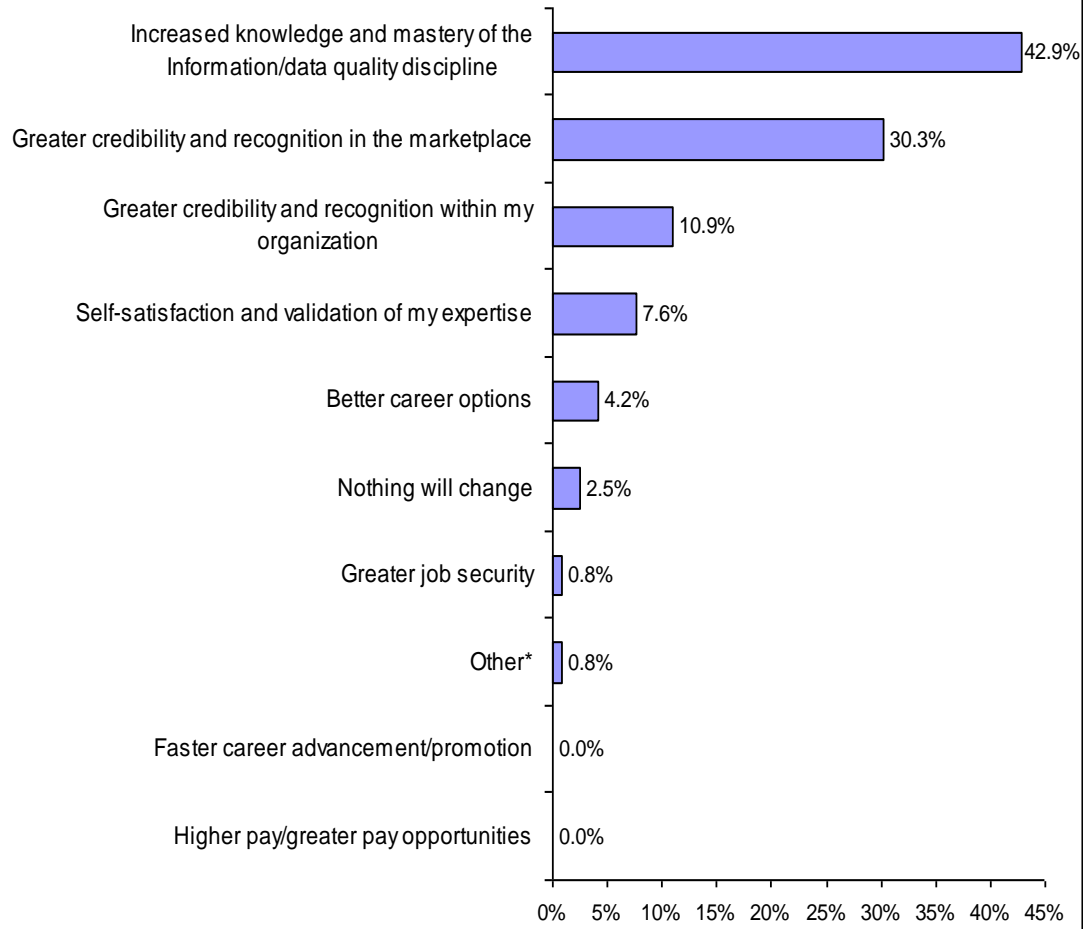
**Helpfulness of IQ/DQ Certification in Establishing
the Profession (n=119)**



Feedback Job Analysis Survey



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



Intention to Take the CIQP Exam (n=119)

