

The STATE OF IQ EDUCATION

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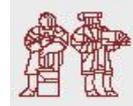
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Executive Summary/Abstract: This panel will examine the current state of IQ education and examine trends and predictions for where IQ education will be headed within the next 3 to 5 years.



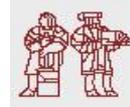
Panel Agenda

- Brief Review of Key Milestones in IQ Education
- Panel Discussion
 - What are the Market Forces Shaping IQ Education?
 - What Forms will IQ Education Take?
 - What Topics Should an IQ Curriculum Cover?
 - What is the Outlook for IQ Education?
- Questions from the Audience
- Final Thoughts



IQ Education – Review of Important Events

- **Early 1990's:** Larry English founds Information Impact International, a company whose mission is to provide quality education and consulting in information management.
- **1992:** MIT officially established Total Data Quality Management (TDQM) program with Honeywell and Fujitsu as the founding sponsors, followed by D&B, Firstlogic, Peacehealth Corporation, Georgia Division of Public Health, US Naval Supply Systems Command, and many others during the 1990's.
- **1996:** First International Conference on Information Quality (ICIQ) held at MIT, Cambridge, Mass. ICIQ is now in its 12th year.
- **1997:** Thomas Redman founds Navesink Consulting Group. Among its many IQ services, Navesink Consulting Group creates the Data Quality College, a series of seminars focuses on data quality issues.
- **1999:** Omar Khalil, Diane Strong, Beverly Kahn and Leo Pipino author the paper entitled “Teaching Information Quality in Information Systems Undergraduate Education” in Informing Science.



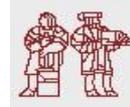
IQ Education – Review of Important Events

- **2001:** Craig Fisher offers the first undergraduate course on IQ to IS seniors at Marist College, Poughkeepsie, NY.
- **2001:** Europe's launches its own annual Data Management and Information Quality Conferences in London, UK.
- **2002:** The MIT-IQ program offers its first three day workshop entitled MIT-IQ for Executives.
- **2002:** WooYoung Chung, Craig Fisher, and Richard Wang present “Redefining the Scope and Focus of Information-Quality Work: A General Systems Perspective” at ICIQ . This paper classifies IQ skills into three categories: Technical, Adaptive, and Interpretive.
- **2003:** The MIT-IQ program offers its first week-long workshop entitled “IQ-1: Principles and Foundations”



IQ Education – Review of Important Events

- **2004:** International Association for Information and Data Quality, a not-for profit, vendor-neutral professional society of people passionate about improving information and data quality is chartered.
- **2004:** CAiSE sponsors the Workshop on Data and Information Quality in Riga, Latvia. A second DIQ workshop is held by CAiSE in 2005.
- **2004:** SIGMOD sponsors the International Workshop on Information Quality in Information Systems (IQIS) in Paris, France. IQIS 2004 is followed by IQIS 2004 and IQIS 2005.
- **2005:** Diane Strong, Craig Fisher, David Feinstein, and Herbert Longenecker publish their article “Teaching, Learning, and Curriculum Development to Support Managing Information as a Product” in the AMIS Monograph on Information Quality. This article explores various strategies for incorporating IQ into an IS or Business UG Education.



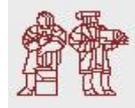
IQ Education – Review of Important Events

- **2005:** Acxiom agrees to provide multi-year financial support for a Masters in Information Quality, UALR agrees to house the program in the Department of Information Science, and the MITIQ Program agrees to guide curriculum development.
- **2005:** Deborah Henderson, Pat Cupoli, Jeff Hoffer, Anne Marie Smith, Eva Smith, (DAMA International - “ Model Curriculum Framework for Post Secondary Education Program in Data Management”) ISECON 2005 Meritorious Writing Award. Recommended the addition to IS2002 standard: Data Warehousing, Metadata Management and Data Quality.
- **2006:** University of Arkansas at Little Rock launches the first Master of Science in Information Quality with 25 students.
- **2006:** At Northeastern University, Dr. Yang Lee teaches the Honors Seminar: “Information Quality: Technology and Philosophy”



IQ Education – Review of Important Events

- **2007:** The International Journal of Information Quality published by InderScience releases its first issue.
- **2007:** University of South Australia, School of Computer and Information Science announces plans to launch a Master of Science in Information Quality.
- **2007:** University of Westminster in the UK announces plans to launch a Master of Science in Information Quality.
- **2007:** The ACM Journal of Data and Information Quality begins accepting submissions.
- **2007:** The University of Arkansas at Little Rock posts its Fall 2007 schedule with all courses required for the MS in Information Science offered online as part of its distance education program.
- **2007:** Yang Lee offers the first Graduate course at Northeastern University on Information Quality based on the book *Journey to Data Quality* (2006, MIT Press): “Information Quality for Global Managers”



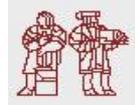
What are the Market Forces Shaping IQ Education?

- What is the demand, both current and future, for IQ education?
- Who will be the main target markets for IQ education?
- For what career paths will IQ education prepare people?



What Forms will IQ Education Take?

- Why a specialized course or program in information quality? Why not simply include data quality in existing courses, e.g. testing in programming courses, db normalization and dictionaries in data management courses, inspections, systems, and acceptance testing in systems analysis & design courses?
- If indeed a specialized course or program is needed, where is it best housed within the University structure? (e.g. CS/IT within an Engineering/Technical School, MIS within Business School, etc.)
- What do we see as the viable forms of IQ education? (One course, or if more than once course should we be focusing our attention on a track (say, three courses), a certificate (say, 5 courses), a B.S. degree, a M.S. degree, or a Ph.D. degree)?
- What background (i.e. prerequisites) should students have to pursue the various forms of IQ education?



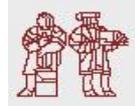
What Topics Should an IQ Curriculum Cover?

- What curriculum should the various forms of IQ education cover?
- How much of the education should be hands-on?
- How much theory?
- What types of real customer/client interactions can be brought into the classroom?



What is the Outlook for IQ Education?

- What are the challenges facing IQ education programs?
- What is needed to initiate and grow more IQ education programs?
- Where do panelists see the state of IQ education 3 to 5 years from now?



Closing Remarks

- Any Other Questions from the Audience?
- Final Thoughts from the Panelists?