



2002 summer course 15.56s 2002

Course Feedback

1. Why did you take this course?

- *"To understand how to attach data quality issues we haveas well as understood other views which represent the challenges our customers experience." – Craig Albert.*
- *"To gain an introduction to data quality concept."*
- *"I have a desire to specialize in IQ, because it's challenging and requires knowledge and skills from business, IT, engineering and psychology. (I enjoy all of the above.)" – Gina Iorga.*
- *"To learn the principles of Data Quality."*
- *"Why - (A) To assess the state of the art of IQ at (B) Get additional background for my Data Quality session at Auto-Tech 2002. (C) Meet with people who have an interest in Data Quality."*
- *"Sponsor of the TDQM Program and wanted to learn more beyond the recommended text."*
- *"By profession I am practitioner in the field of Information Technology in general, of Data Management in specific. As a practitioner I am concerned with all aspects that relate to data. Recently, I had managed to get access to the book on data quality, which got me interested into the subject. Also, by education I am engineer. To date, I have not come across anywhere disciplined and engineered approach to data and its quality. That was the main reason and prime motivation for taking the course."*
- *"Took course to assist me with tools for building a data content strategy for our marketing business. This includes collection of customers, sales input, evaluation and of our sales and operations, collections/acquisitions, resources, going into next year. Business cases, justification for investment to be presented for approval by senior management in early October."*
- *"To learn the principles of IQ and bring back practical tools to use at work."*
- *"It was recommended for my job by management."*
- *"To structure and form strong conceptual foundation for developing an enterprise data quality program."*
- *"This course provides the academic viewpoint of IQ for my planning processes."*
- *"To see what research is being done in data quality research. Two colleagues and I were trying to develop a data quality index for*

marketing. Since we were running into difficulties, with definitions I took the course."

- "Get an understanding where the current research stands in terms of DQ and build a network with business participants."
- "I'm actually working in a Data Quality Project for a ...company in my country, and it's very important to see what is really Data Quality by the perspective of experts." – Jaime Morales.
- "Continued interest to learn new IQ approaches and techniques."
- "New to field of IQ."
- "Data Quality is in direct line with my job functions and clients' expectations."
- "Greater understanding of state-of-art in the DQ/IQ area." – Sherrie Dennis.
- "Because I'm really interested in promoting the importance of data quality as a key factor to arise better conclusions mainly to have elements to help me to implement it in our suppliers process."
- "To solidify my understanding of the IQ/DQ lit. Learn how to further develop DQ into our organization. Also, the opportunity to interact with both academians and practitioners in the IQ field." – Jason Lebsack
- "Maine reason was to learn state-of-the-art concepts in Data Quality and assess how my company compares to MIT research as well as other companies."
- "To learn methods to assist in determining standards and quality principles in data quality management." – J. Bennett
- "To keep abreast of current trends in data quality management and to network with others who share this passion. IA – to determine the feasibility of institutionalizing TDQM with the LexisNexis organization." – Mike Browning
- "To learn more about other DQ efforts underway globally."
- "To increase my understanding of data quality and to learn how to implement in an organization."

2. Were your needs met? If so, in what way? If not, how can we improve?

- "Yes. I received some frameworks to use – e.g. quality dimensions, info mapping, database integrity issues. I'd like to understand what other software packages measure database integrity issues including the capabilities that are embedded into database software products (e.g. Oracle). Also focus on meta-data repository tools in the market pace would be helpful." – Craig Albert
- "Partially. The foundation concepts were well described. I would like to see numerous case studies, in depth, for companies that are identified. As the field evolves, I would like to see recommended best practices. Minor

point: some slides require magnification during presentation, especially diagrams."

- *"Yes, I found out the latest news in this field and the status of the research and practice." – Gina Iorga*
- *"Very much so, I now know the best practices to follow in establishing our DQ area."*
- *"Yes – through the lectures, discussions and networking, a high number of presenters and attendees."*
- *"Need to spend more time on the process to provide a TDQM framework/application and the benefits of doing so."*
- *"(1) In principle all conceptual aspects of principles are well grounded. (2) It attempts to address all aspects relating to data quality. (3) Need to know more where and how it fits into other related initiatives. Like CMM, balance score and at higher level. (4) At lower level it needs to address where TDQM interfaces with various systems development practices and phases, such as requirements gathering, system design, etc."*
- *"Needs were not met especially in day 1 – in terms of IQ definition, IQ in context, ideas for measurement of success, etc. 2nd day was not so useful for me especially since I am more so on the business vs. technical side (2 day vs. 3 or 3.5 would be sufficient in my opinion.)"*
- *"Yes, my needs were met. The course presented a good mix of theory and practice. For example, leading research by Elizabeth Pierce and real world experiences from Bruce Davidson and Jim Funk."*
- *"Yes, my needs were met. I gained a broader understanding of data quality. I also gained an understanding of different ways to view data and classify it."*
- *"Yes – providing new, considered hypothesis, funding, and questions relative to Data Quality issues...in particular the following concepts were useful: (1) Information Products Analogy (2) Data Quality Institutionalizing (comments) (3) Measurement approaches (lost, timeliness, etc.) (4) Data Quality Dimensions."*
- *"Yes. The course provided new methods to pursue metrics."*
- *"Yes. I realize the problems we are undertaking are much larger than was realized. Many of the problems discussed are more pervasive than I expected. I've only viewed the data quality from the data warehouse perspective so far."*
- *"Contribution from the business side shows clearly that there is a demand to formalize DQ issues. This aspect was fully covered. IQ tool presentation was not that helpful."*
- *"Yes, I think because you cover all the topics needed to understand what it TDQM." – Jaime Morales.*
- *"Yes! Sharing of current studies in both private and public sector...sharing of successes and benchmark research efforts."*
- *"Mostly. Improve: add IQ organization to agenda."*

- *"My needs were met in that the course was a good blend of theory, practice, and technical and functional. It also revealed that I need to keep my self up to date on DQ."*
- *"The course has given me the language to articulate these issues, learn what others are doing, and understand strategies for teaching DQ/IQ for our risk assessment program." – Sherri Dennis.*
- *"Even though some of the process showed related to the identification of the possible problems and root cause of data collection and its implication in an entire process are pretty similar to which is being done by our organization, as well as, the supplier chapter I received a lot of ideas about how our process can be improved. What I would like to recommend is to show some cases of failure situation and how those could be treated or challenged to become successful implementations."*
- *"Yes, the course presents a great deal of information. Some suggestions – small work group or discussion to make things more interactive. Also, add a bit more case study (practitioner presentation...) maybe bulk course up to 3 full days. Perhaps add a formal "Alumni Update" portion to the course." – Jason Lebsack.*
- *"My needs have been partially met. I understand that DQ is a very new domain, emerging concepts. And, as such, not all questions can be answered today. Examples of questions: How to set up a DQ strategy? How much will it cost (budget)? What is ROI? How many people do I need? What kind of organization (world-wide, regional, local in countries)?...How to sell a DQ strategy to top management, etc. Bruce and Jim's presentations were actually very good to show real examples in the business."*
- *"Yes, especially learning from experiences with others." – J. Bennett.*
- *"Yes and no. I believe for your corporate attendees more discussion around real problems and opportunities solutions would help. Each of us require help in getting buy in from senior management regarding the REAL value of paying attention to DQ. In many cases senior leadership just assumes that the quality of data is given. I felt Bruce's presentation was outstanding as was Tom Redman's and Jim's." – Mike Browning.*
- *"**Yes.** Validated that what I've been working on past 20 years is an academic subject, with many resources at my disposal; that others were trying to achieve the same goals and that I'm not on the wrong track."*
- *"Would like to have heard more real life examples of how an organization started a DQ program, how they measured their success...ROI etc. (But I think the field is still too young to have the real life resources.)"*

3. How can we collaborate with your organization in the future?

- *"D&B is a sponsor so I'm sure further dialogue will continue. I'd be happy to share my customer expenses in specific areas as necessary." – Craig Albert.*

- *"We have already begun (D&B)."*
- *"There is an increasing interest among some faculty members of UNOmaha/Dept of ISQA to incorporate IQ issues on their lectures." – Gina Iorga.*
- *"Pass on any additional class and conference info. If possible show cost savings statements."*
- *"What options exist? Possible work on cost model."*
- *"Already doing..."I will begin with an attempt to bring the awareness in my company. As I get more people interested, we can develop some form of relationship to take it further."*
- *"I will be re-looking at course material and referring to Information Manufacturing. Might need additional endorsement and application within our technical side."*
- *"Possible sponsorship to answer: Do IQ principles scale to large, complex systems? Research seems to be focused on smaller organizations."*
- *"You already are."*
- *"At this point, I do not have a clear idea. However, please feel free to contact me with thoughts or questions."*
- *"We are tied at the hip."*
- *"Would be interested in collaborating on measuring quality and working with the group."*
- *"Need the contact/network."*
- *"I will appreciate if you can send me all the new information you can. My email is: Jaime.morales@cantv.net." - Jaime Morales.*
- *"You will! We have a commitment to educate our organization to the full value of IQ."*
- *"Have not given that much thought yet. Like to keep in touch."*
- *"As an IT Consultant, I will need to develop a similar questionnaire that Craig Fisher developed, introduce it at clients' site." – Ousmane Askofare?*
- *"Interested in obtaining software tools. This research area of DQ/IQ will be of great interest to those that develop mathematical models for food safety risk assessment." – Sherri Dennis.*
- *"Promoting DQ causes with the chairman to general to generate a stronger support for the change."*
- *"I think it would be great to get to share our progress with our DQ program with the class." – Jason Lebsack.*
- *"I will be defining and implementing DQ strategy in Europe, Middle-East Africa for HP in the framework of CRM project. I can certainly share experience and findings in this area."*
- *"Review our data quality protocol written based on Dr. Wang's books and papers." – J. Bennett.*
- *"Let me begin to be the missing within LexisNexis." – Mike Browning.*
- *"Email me, call me, send me literature and I will be accessing the MIT website!!"*

- "By keeping communication lines open...email, etc. Would also like access to the analyzer for the survey."

4. General comments?

- *"I'd like to see data quality guidelines and 'minimum requirements' as they relate to very specific applications such as the following: ERP, CRM, Unique Supply side experts, billing. Even things as elementary as defining the best "Data Dictionary" would be helpful." – Craig Albert.*
- *"Jim Funk and Bruce Davidson's experiences were helpful to hear. Going beyond this, I'd like to see real world examples of bad data, how it was corrected, and the resulting data. Also would like to see how the data was detected. Future topics I am interested in: calculating ROI for data quality program."*
- *"(a) I would love to work with the TDQM faculty on research and real-world projects. (b) I would suggest a working panel with 8-10 participants who will work for 4-5 days on a real-world project. This would be a working-learning experience that requires people who already understand the IQ principles and have some working experience with IQ projects." – Gina Iorga.*
- *"Great course, I would have liked to have more time for each topic. Also it would be great to have a multi-media presentation (CD) of the class."*
- *"Less time on the actual use of the IQ Program."*
- *"We need to market the issues surrounding the area."*
- *"Great course. It's a challenge to get funding for such initiatives as all funding are done on project basis within my organization. It was definitely a great help on ongoing basis. I would love to see how IT – Information Product initiative replaces or complements other requirements gathering processes. Thanks for all the education imparted to me."*
- *"I wish Integrity Analyzer would work with large DB2 tables in a timely manner."*
- *"Great conference, good food, wonderful speakers. It was difficult viewing many of the slides both in the handout and on the screen."*
- *"I am very proud to have been a part of this program."*
- *"Excellent speakers."*
- *"I missed the supply chain context, DQ issues are still treated to isolated. More work should be done on the benefit side (ROI)."*
- *"Excellent Course, try to do it in three full days. Thanks."*
- *"Excellent Program. Suggest complex power point slides 2 per page vs. 3 per page."*
- *"Facilities for foreign students have room for improvement. (e.g. internet access, international phone – availability of both)."*
- *"Great class; I wished it was three full days. I am hoping to keep on participating in DQ endeavor."*

- *"I'm anxious to get back to work tomorrow to discuss what I learned with my colleagues at FDA." – Sherri Dennis.*
- *"This course is a great resource for people to learn about the field. It is truly a collection of the best in the field." – Jason Lebsack.*
- *"A little comment: we probably spend too much time on the Integrity Analyzer tool."*
- *"All: panel sessions of organizations who have real life experience with implementing DQ standards relational lens: for me, I do complex and standard data analyses with SPSS and (SQL simple) the QA section, although beneficial to others, was not to me." J. Bennett.*
- *"Thank you. It was very informative and very stimulating!!"*
- *"(1) Send out email prior to arriving of the names/positions of attendees. We did not receive that until Day 1. (2) Have registration in the same bldg as the classroom. We went to the other side of campus just to receive a gray folder. I think they could have had the MIT rep. in our bldg. Also all the speakers did not have email/phone #'s on their first slide. This would be helpful. Overall, wonderful job – lots of information, well organized in a short amount of time."*