



ESD.IQE: Information Quality for Executives
Participant Feedback.

1. Wanted to learn the latest methodologies and theories regarding DQ and network with others in the DQ field.

Understand DQ/IQ principles as I begin my new position where I am responsible for expecting data clean-up efforts.

To learn about DQ initiatives, methodologies and industry trends. Also, learn motivation techniques, measurement and metric techniques, and information on data profiling tools, networking.

My attendance was self-initiated, as I believe that our corporate DQ efforts and organization is in its infancy and requires a more specific focus and concentrated effort. Current individuals involved are “part timers” unable to significantly contribute to the responsibilities while being tasked with significant system development accountabilities/responsibilities and doing their one degree jobs.

To expand my knowledge in the information quality field.

DLIS has the largest logistics database in the world, which supports highly visible/important weapons system, but it does not have a DQ process that meets its needs.

To learn more about emerging concepts and trends relative to DQ and to become aware of products and service providers to meet our growing DQ needs.

Ownership of an “in progress” operational data store that is struggling with differences in data and data standards from legacy apps as a migrate.

Reconcile my DQ strategies with others in my field, meet other professionals in DQ, and receive feedback on determining how to calculate confidence factor/dashboard.

2. Overall the course exceeded my expectations. The material presented was very relevant to my current DQ situation and I can envision immediately applying many of the principles and case examples that were presented.

My needs were met as I learned: data players (4 C's), IQ categories, IQ dimensions, and integrity rules.

Yes, the above information was discussed: discussions on data-feeds and influencing changes in data feeds; Expand more on role of data steward vs. chief of DQ.



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No (In part, yes.) For me it was a start but I now know I have a long way to go. Just DQ jargon was all new to me and I am not an IT professional nor do I want to become one. I am 100% business (I think). The course was too short for me and I need much more on focusing on root causes, corporate culture/environment, war stories of creating the DQ environment, capturing CEO and Senior Executive conscience. Things like Jim and Mike's presentations were good. Perhaps you have successfully wetted my appetite to have me enlist in your 5-day program!

The course met my expectations. I got new interesting ideas on DQ improvements through course participants.

In most ways, yes. Everyone looks for a quick fix and finding one would have been nice. It was somewhat discouraging to learn even those organizations with a more comprehensive DQ approach are not that far along.

Yes, my needs were met through effectively communicated lectures and dialogue.

Some – the measurement methods/components were good.

Yes, my needs were met. The interactions have been extremely interesting.

3. The interactive nature of the course and diversity of industries represented were the most enjoyable and valuable aspects of the course.

I liked the mix of presentations – educators and corporate experts. The course material (lectures and articles) was excellent.

IQ definition, tools and timeliness metrics

Interaction with others that share a common interest in DQ and learning that I am not the only one or “that my problems are unique to me.” It was a good introduction to DQ concepts and what is being done in research and in business.

I enjoyed the discussions in the audience and sharing experiences and examples.

I enjoyed the discussions and sharing of experiences.

I enjoyed the structure and effective manner that course topics were presented.

I enjoyed the measurement sections.

I liked the presentations from Ingenix and Michael's Change Management.

4. Improvements: As I am a real novice to IQ/DQ, a hand out with all the acronyms and their definitions would have been really helpful; Because I am really nosy, I



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would have enjoyed reading more in depth biographies in the lectures; Electronic files of all the charts would have been handy, too.

The case study by Laura and Eric was too long!! It was too specific for the organization. This type of presentation needs to be minimized and kept to what can be applied to group – better example was Jim’s presentation on improvements at S.C. Johnson.

Case studies were good but tended to “water down” the momentum started on focusing of DQ. I think time devoted to the UHC presentation (though good) would have been better spent on specific DQ topics. In addition, eliminate First Logic – I think your own staff can handle “tools” probably better and input “practical experience” or “How they selected the ones they purchased.” Vendor presentations are like watching “Jerry Springer” or “Judge Judy” to me. They fill a need that should not have arisen in the first place.

Day 1 was a bit slow.

The presentation by Eric and Laura ran for too long. If you are going to have guest briefers they need to be good briefers. Also, work on the transition between topics. While the material was good, the presentation was choppy at times and could have been tied together better.

Disparate presenters were of varying quality.

5. I enjoyed my learning experience. I appreciated the small class size as well as the attention Drs. Wang and Lee paid to learning our names and our backgrounds. I look forward to seeing you in Battle Creek next month. – Connie White

Great food! Thanks so much. Really appreciated organized dinners to provide network contacts. Was very helpful.

Think about creating a focus on “Corp. DQ Culture.” Michael Mielke’s presentation on Change Management was good and is essential. Similarly, how do we create the corp. culture above us and below us? This is a challenge all onto itself. Data Quality cannot occur if not supported by Execs or the population. Thanks to all for a good 2 ½ days! – Bill

Thank you for providing additional reading materials in the binder.

You may want to try to tailor the course to DLIS so that it is somewhat more basic. If you teach the course to a college freshman class (i.e. DQ 101) I think they will get more out of it. Of course, some will have very specific questions but to get the best return it needs to match the needs of the majority not the more technical minority.



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Perhaps offer an IQ “level 2” three day course in the future as the filed continues to advance in theory and concept.

There needs to be a discussion on IT, Business and Data people interaction. A lot of bitching about “partners” that is delaying implementation of DQ programs and methods.