



General Feedback

Please give us your feedback on each of the following questions:

1. Reason for attending the course?

- My manager suggested it, as she wants to move our group towards actually doing information quality work. We have a group of 7 people in our IQ dept. and we are considering sending everyone through the course. What drew my manager's attention is the certification process. We are currently heavily involved in Sarbanes-Oxley and getting our systems' security compliant. We also are working towards a 360 degree view of the customer.
- DESC/DLA, in particular, does not have a DQ program. I've already attended the IQ conference last Nov. '03, and have been amazed with frontier work in DQ and the work of other organizations – needed to see if I can take this back to my management and actually synthesize/articulate/create a need for DQ/Integrity Program.
- My first exposure to the MIT Information Quality Program was the ICIQ conference in November, 2002. I attended the conference because one aspect of my job is to identify better processes than we currently use to assess and report on the quality of data in our regional data warehouse. I found the conference very interesting and stimulating, and felt that the course would provide the opportunity to learn about more specific applications or processes, which I could then implement in my own environment.
- For a few years now while at Compaq/HP we have had a data quality issue that the business chose to ignore. It wasn't until recently that the business leaders started to see and feel the impact of poor DQ on some of the initiatives they tried to begin. Through hands on experience I understood the impact of DQ and the role poor/good data has on a business but I needed to understand more of the industry. Therefore I spoke to Pascal Vouille and Delphine Clement, both of them suggested that I take this course!
- As I work on organizing the information provided to the decision makers, I decided to attend the course to know how to improve this information. My goals were:
 - know how to measure the quality;
 - get some ideas of solutions to DQ problems;
 - know how to motivate the company about the DQ problem and
 - get ideas for a DQ program (strategies and guidelines)
- My company has been working with Data Quality projects for some time and we wanted to learn more, to know what was going on in this area and to meet people working in the same subject.
- Our organization is in the business of gathering, preserving and publishing data. We've observed some data problems and recognize we can and should do a better job in setting quality standards,

measuring and reporting on quality and improving data quality overall. I took this course to learn how.

- The MIT IQ course and certification appeared to be a good program. Previous comments from other participants, published papers and research appeared to be well founded, dealing with real world problems and leading the way in the data quality.
- The reputation of MIT was a positive influence.

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

- My personal needs of an overview of information quality practices and ideas was met. A lot what we went over are practices we want to implement. We are also sending people to six sigma green belt training and trying to determine where we would like to send people to for training. I discussed the differences with my coworker who was at green belt this week.
- I think Rich and his *team* met and exceeded my expectations.
- This course provided exactly the information that I was hoping for – perspectives on data quality (general current practice vs more proactive view of “product”), education on data modeling, and review of statistical processes which are appropriate to a data warehouse environment. To elaborate:
 - (a) Perspective of product vs by-product – the inclusion of this as a session reenforced and more clearly articulated my own views about this, thereby enhancing my ability to communicate this concept, and its implication, in my own work setting
 - (b) Data modeling (including data flow diagrams) – this is helpful in that it gives a sense of the infrastructure / architecture which provides the foundation for data storage; without this understanding, it is more difficult to hypothesize causes and cures of poor data quality. It also gives me a framework for having more productive conversations with IT colleagues (my team is not in the IT segment of the organization)
 - (c) Statistical processes – although I’m somewhat familiar with SPC, I have not previously seen it discussed as a tool for assessing data quality, rather than the underlying processes captured by the data. Further, this was presented in a manner which I found easy to digest and which I expect to start using almost immediately. Assuming this can be accomplished within Excel, it becomes an accessible tool which multiple staff can use to begin exploring our data warehouse contents from a different perspective.

Another measure of the value of this course to me is the fact that I’ve already engaged several people in discussions today about how we can use some of these tools going forward, as well as identification of areas where we need to develop more formal – or at least more commonly articulated – “policies” about our data warehouse.

- My goal was to gain more knowledge of all the areas you covered in class, from the statistics to the sql – all areas that I needed to improve and build on. I have taken other professional business

courses and this by far hits the mark by accurately reflecting what is offered in the course in the syllabus. On too many occasions you review the syllabus, and take the course to only find that the syllabus was not accurate. I look forward to the follow up courses as I make my way through the certification process.

- My needs were met. I acquired knowledge about:
 - how data quality is defined and measured;
 - how to model the data;
 - what is considered important for improving the data quality;
 - how to manage the changes in a company.

- Yes, my needs were met.
- Yes, it was a very good class. The instructors knew the material, both the background and theory as well as application. They seem to be the leaders in the data quality discipline.
- The class was small enough to have good interaction and discussion with the teachers and other students- to share ideas and questions. It was a very open environment- not just lectures.
- I learned many practical ideas that I can take back to my organization and work on.
- The other students came from a broad range of companies and industries- this helped to see other perspectives and issues.
- I learned ideas and ways to encourage management and others to see the importance of data quality and to demonstrate the need for more attention and focus.
- There were many research and other published papers and books referred to in the class, giving us other sources of information to continue our learning.
- The hotel – Residence Inn was good- high speed Internet, hot breakfast, and close to the class.

3. What did you like Most about the course?

- The pace of the course was good. There were sufficient breaks and good video equipment, desks, etc. I liked the feedback of people coming from various companies. It helps to see that most people are experiencing a similar issue and are working towards solutions.
- There were a good deal of take-aways, but think the highlights were: Rich’s lecture on IQ knowledge and DQ integrator showcase, Liz Pierce’s lecture on stat. process ctr – good info!, Yang Lee/Leo Pipino’s frontier work-in-progress on 3 C’s as they relate to 16 dimensions – potential survey, Process and Data Modeling (DFD, ERD) by Nalaka Edirisinghe -- I *really, really*, *really* enjoyed this one – very intellectually stimulating exercises ---
- I liked the entire course content and found it personally meaningful and useful– e.g., I believe it’s something I can take back to my everyday environment and begin to apply, versus having interesting new knowledge which is primarily theoretical. However, two of my “favorites” are the discussions/examples for statistical processing, and the real-life examples described by all of my classmates. In particular, asking people to define and describe a project is particularly helpful – in their discussions, I can begin to compare what is similar to and what is different from my own

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environment, and think about how to apply some of the approaches they're using. It's much more difficult to think about using someone else's tactics if you don't know about their environment.

- I enjoyed everything about it!! The content was excellent and I enjoyed the fact that you forced us to work on our papers as you were 100% correct in that by providing us time to work on it in class that we would be more likely to get it done. The knowledge you provided us with last week will come into place in writing the paper which is a great exercise in itself!!
- It was specially interesting the discussion about the framework for data quality, the idea of creating items for evaluating and auditing the data quality of companies. During the discussion, we could review some aspects of DQ learned during the course. All the class was engaged in the discussion.
- I liked that there were many teachers, each one teaching his/her specialty. I liked also the comments of other teachers that were in the class. I think this generally useful to put the theory into practice. The material you gave us, is also very useful.
- To be taught by the leaders in the industry.
- To learn of a whole new discipline of Data Quality- rather than just a by-product of the normal software engineering process.

4. What did you like Least about the course? How can we improve?

- I would have liked more exercises and information ahead of time on what I needed for the class. I wasn't aware that I needed a laptop. Also would have been helpful to have a template for the project ahead of time so I could have collaborated with my manager and coworkers on the best project to go with and have a more detailed proposal.
- Nothing bad – all good!!!
- There was absolutely nothing that I didn't like, or anything I would prefer to have omitted. I think the topic which was the least valuable to me personally was the change management discussion. I enjoyed the presentation, and especially appreciate and enjoy Michael's insights. However, in my company, we've had various workshops, etc. related to change management, and some of this is recent enough that it wasn't that useful for me to hear it again. However, it's difficult to know whether other course participants have had that same exposure, and I think it's a wise decision to include this topic. It is indeed a critical piece of the entire endeavor around data quality – it is a kind of culture change.
- In future classes I encourage you to provide more structure around your expectations for the student presentations. I understood based on your guidance that it would be a 10 minute presentation – very quick and to the point. Being the first person I followed those guidelines to find out that I was only one of the very few that followed them leaving me quite embarrassed. Had I known that others were going to do PowerPoint presentations I would have been better prepared for this part of the class. Classmates had lots of DQ case studies to offer but in the future maybe provide more case studies to review. Maybe even walk through a few in class. Example:

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Company ABC has had some issues with marketing to the upstate section of New York. It appears to be a data related issue. Now as a DQ specialist, how would you proceed with this issue? What are the steps you would follow?

- I liked to learn the basic of statistics and I think it will be very useful in my job. I think that this lecture would be even more interesting if we had had time to practice. We had no time during the class to do the exercise and talk about the conclusions.
- In general terms I liked the course very much. I would have liked to have the opportunity to make the final project regarding the data quality projects I've already participated in. Nevertheless, I understand that if I have the opportunity to do it, it is a bigger and more interesting challenge to apply what I've learned to a new project.

5. Other suggestions?

- I'm a vegetarian so more veggie choices for lunch would have been good. Some days there were which was nice.—ask about this on the registration form.
- Great job – if I can't get my mgt to pay for IQ2, I'll take a loan and pay for it on my own!
- I don't believe I have any [other suggestions] to offer that would be helpful. My only "wish" is that the course could have been longer, as I would have loved to cover some areas in more depth, and/or had more hands-on exercises. However, that would not be possible in a one-week course of this type, and there's no topic that I would have sacrificed. The other dilemma, which I'm sure you have considered, is that anything longer would be challenging for working adults with full-time jobs (and a challenge for their companies in terms of time away from the office, as well as additional expenditures). Personally, I probably would have committed to an extra day, but I imagine that this probably would not be workable for many attendees, or potential attendees.
- The bottom line – I thought this was a great course. Many thanks for you energy and commitment in putting this together!
- Lots of resources out there – maybe in the future include a page in the notebook or even on the web site for useful websites. Overall I very much enjoyed the class!! The management, facilities and of course the food were excellent!! You provided all of us an opportunity to learn and to learn A LOT!! I look forward to working with all of you well into the future!!