Characteristics of a Profession

- A profession arises when any trade or occupation transforms itself through "the development of formal qualifications based upon education and examinations, the emergence of regulatory bodies with powers to admit and discipline members, and some degree of monopoly rights."**

Brief Introductions

Quick Poll:

How did you get into the Data Management profession?

Career Path for Data Management?

- 2006 Survey of DAMA Professionals revealed:
  - An “elusive” profession
  - Most came into the profession mid-career
  - Backgrounds and prior experiences are very diverse
  - Most learned “on the job” (no formal training)
Characteristics of a Professional

- Academic qualifications – i.e., a degree from a university college/institute or specialized training.
- Expert and specialized knowledge in field which one is practicing professionally.
- High quality work in (examples): creations, products, services, presentations, consultancy, primary/other research, administrative, marketing or other work endeavors.
- A high standard of professional ethics, behavior and work activities while carrying out one's profession (as an employee, self-employed person, career, enterprise, business, company, or partnership/associate/colleague, etc).
- Reasonable work moral and motivation. Having interest and desire to do a job well as well as holding positive attitude towards the profession are important elements.

A Road Map for the Profession…

The DAMA Education Framework

Influencing Professionalism

Published in 2009

Available on CD (searchable) through Amazon.com ($54.95)

http://www.dama.org/i4a/pages/index.cfm?pageid=3364
The “Guide” to the Body of Knowledge

Each Chapter in the DMBOK covers:

Introduction
Defining Key Terms
Goals
Context Diagram
Concepts & Activities
Key Concepts and Guiding Principles
Roles Performing Activities to Create Deliverables
Using Best Practices & Common Techniques
Using Technology
Summary
Guiding Principles Recap
Process Summary – Activities, Deliverables, Roles
Org & Cultural Issues
Recommended Reading

DAMA-DMBOK Example: Context

Each chapter starts with a context diagram illustrating a broad overview of how the specific data management function relates to other activities

Includes a definition and goals of the data management function, inputs, activities, and primary deliverables
Example:
Data Management Activities

Each function task in the DMBOK is described within the context of one of four Activity Groups:

- **Planning Activities** – Activities that set the strategic and tactical course for other data management activities.
- **Control Activities** – Supervisory activities performed on an ongoing basis.
- **Development Activities** – Activities undertaken within projects and recognized as part of a systems development lifecycle creating data deliverables through analysis, design, building, testing and deployment.
- **Operational Activities** – Service and support activities performed on an ongoing basis.

The “Actual” Body of Knowledge

Each chapter includes a list of Recommended Reading

Provides resources for further study to gain greater depth of knowledge in the subject area.

3.5 Recommended Reading

The references listed below provide additional reading that supports the material presented in Chapter 3. These recommended readings are also included in the Bibliography at the end of the Guide.

3.5.1 Websites

- The Data Administration Newsletter (TDAN): [http://www.TDAN.com](http://www.TDAN.com)
- DM Review Magazine: [www.dmreview.com](http://www.dmreview.com)
- www.information-management.com

3.5.2 Prominent Books

There are very few books specifically devoted to data governance. Perhaps the most pertinent book published to date is:


© 2009 DAMA International
The Value of a Body of Knowledge

- DAMA-DMBOK is already used by organizations to:
  - Provide a Framework for a Data Management program *(Commonwealth of Kentucky)*
  - Provide guidance for professional development and training *(Boeing)*
  - A foundation for academic curriculum and formal training programs
  - An authoritative source for Professional Certification (similar to Project Management Institute’s PMBOK)

Brief Discussion:

What potential value do you see the DAMA-DMBOK having for yourself or your organization?
Certification: Types of Certification

- **Vendor Certification**: External validation of skill in a particular vendor tool set (examples: Microsoft MSCE, Oracle, Teradata, etc.). Typically exam-based.

- **Education-based Certification**: Evidence of completion of a set of courses or a degree program, usually from an Accredited institution. Typically involves multiple forms of assessment (projects, exams, research, etc.)

- **Professional Certification**: External validation of understanding and/or expertise in a body of knowledge. Usually involves adhering to a Code of Ethics and evidence of continued professional development. (Examples: CPA, PMP, CDMP)
Certification:
Who is the ICCP?

- Institute for Certification of Computing Professionals
- Establishes recognized professional standards within the information systems and information technology industry
- Tests comprehension and knowledge of stringent industry fundamentals, not of product specific awareness
- Independent certification organization that offers vendor & product-neutral exams
- Handles DAMA International exam administration

What is the CDMP?

- Certified Data Management Professional
- Professional Designation Awarded by DAMA International & the ICCP
- Three Examinations (90 minutes, 110 questions each)
  - Pass Exams at 70% or better for Mastery Level
  - 50%-69% for Practitioner
- Experience & Education
  - 48 months experience (24 months for Practitioner)
  - Substitute up to 24 months of the experience requirement with appropriate undergraduate or graduate degree
- Three-year recertification cycle
A side note about the Exam Development Process
(and credibility of exams)

Experienced data professionals volunteer a total of about 1000 hours to develop each new exam:

1. Form Exam Development Committee
2. Write Exam Outline
3. Review and Approve the Outline
4. Write Questions
5. Review and select 110 Questions for the exam
6. Produce Beta Exam
7. Run Beta
8. Review Beta Performance Statistics
9. Refine and select final set of Questions
10. Put exam into production
11. Review performance and revise every 2 years
NEW Exam Alignment to DAMA-DMBOK*

- NOTE: The revised Data Management Exam will cover all functional areas of the DAMA-DMBOK.
How can I get a CDMP?

1. Fill out application (www.dama.org)
2. Pass the Core Exam
3. Two Specialty Exams
   - One Specialty Exam must be taken from: Data Management, Data Warehousing, Database Administration, Business Intelligence/Analytics
4. Meet the Experience & Education qualifications
5. Sign the ICCP Code of Ethics

Specialty Exam Choices

ICCP Exams for CDMP include:
- Data Management
- Data Warehousing
- Database Administration
- Business Intelligence & Analytics
- Data & Information Quality
- Zachman Enterprise Architecture (Beta)
- Integrated Project Management
- IT Management
- Systems Development
- Others…
Substitutions

- These programs are pre-qualified to substitute for one specialty exam. Others may qualify.

<table>
<thead>
<tr>
<th>Certified Insurance Data Manager (CIDM)</th>
<th>IBM Certified Database Administrator</th>
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<tbody>
<tr>
<td>IBM Certified Advanced DBA</td>
<td>IBM Certified Solutions Expert</td>
</tr>
<tr>
<td>Microsoft Certified Database Administrator</td>
<td>Teradata Certified Professional</td>
</tr>
<tr>
<td>Oracle Certified Professional</td>
<td>Oracle Database Administrator</td>
</tr>
</tbody>
</table>

Preparing for Exams

- Study materials and exam review course available through ICCP office (office@iccp.org)

- DAMA study materials:
  - Data Management Exam Study Guide
  - Data Warehousing Exam Study Guide
  - Exam Subject Outlines
    http://www.iccp.org/iccpnew/outlines.html
Taking Exams

- For IT Core and each exam
  - 100 experience based randomized multiple choice questions (scored)
  - Plus 10 beta multiple choice randomized questions (not scored)
- Exams:
  - Product & vendor neutral
  - International in nature
  - Cost is $285 each (to get certified is $855 total)

Exam Mechanics

- CBT exam runs off USB drive – a Windows computer is required (at this time it requires Vista OS or earlier)
- Your CBT exam score will be recorded after exam session
- Paper allowed for tracking questions & calculations – will be collected before you leave
- Questions are straightforward with only one best answer – read carefully
### PERFORMANCE PROFILE

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<thead>
<tr>
<th>Content Description</th>
<th>Number Of Items</th>
<th>Score</th>
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<th>Percentile</th>
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<td>33</td>
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<td>1.2 Preliminary Studies</td>
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<td>1.3 Problem Definition</td>
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<td>1.4 Data Gathering/Analysis</td>
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<td>1.5 System Requirements</td>
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<td>2.2 Logical Design</td>
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<td>2.3 Detailed System Design</td>
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<td>2.4 Privacy/Sec’y/Controls</td>
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<td>2.5 System Implementation</td>
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<td>2.6 System Eval’nt and Misc.</td>
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<td>3.2 Interpersonal Roles</td>
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<td>3.3 Communication Skills</td>
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</tbody>
</table>

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### More about Performance Profiles

- **Value to individuals**
  - Provides detailed assessment of personal strengths and areas for further study
  - Used for professional development planning

- **Value to managers**
  - Used by some organizations to assess current and potential employees
  - Assists managers with employee development
Additional CDMP Certification Procedures

- Candidates may arrange through the ICCP to sit for the same examination or other exams
- ICCP will issue certificates and ICCP performance profiles to candidates

Conversion Fees

- Choose one certification to pursue (either CCP or CDMP or CBIP)
- If you qualify for another certificate (i.e. your exams and experience qualify for both programs), conversion fees are:
  - CCP (US $125)
  - CDMP (US $125)
  - CBIP (US $300)
- If you are using an approved external exam as a substitute for one specialty exam (CCP or CDMP) Fee is $125
Continuing Education and Recertification

- Maintain certification by documenting 120 approved contact hours of continuing education every 3-years
- Enter information on ICCP Educational Activity Form or through www.iccp.org/cgi-win/pdform.exe
- Pay $75 per year maintenance fee to ICCP
- Receive Annual Transcript from ICCP (can be submitted by individuals to employers as part of performance evaluation documentation)

Continuing Education Examples

<table>
<thead>
<tr>
<th>Activity</th>
<th>Recertification Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching, lecturing, presenting</td>
<td>For each activity category, credit limited to 60 recertification credits / 3 year period</td>
</tr>
<tr>
<td>Self-study programs</td>
<td></td>
</tr>
<tr>
<td>Published article, book</td>
<td></td>
</tr>
<tr>
<td>Sit for other ICCP examinations</td>
<td>Depends on exam score:</td>
</tr>
<tr>
<td></td>
<td>70% or higher = 60 credits</td>
</tr>
<tr>
<td></td>
<td>60 - 69% = 30 credits</td>
</tr>
<tr>
<td></td>
<td>50 - 59% = 20 credits</td>
</tr>
<tr>
<td></td>
<td>Less than 50% = 0 credits</td>
</tr>
<tr>
<td>Write ICCP examination questions</td>
<td>2 credits for each question accepted by ICCP Certification Council</td>
</tr>
</tbody>
</table>
At this DAMA Day…

- Offering FREE Beta: Data Management Exam
  - Exam was revised to map to the DAMA-DMBOK
- Other Exams Available ($285 each):
  - I.S. Core
  - Data and Information Quality
  - Data Warehousing
  - Zachman Enterprise Architecture
  - Other speciality exams…

CDMP Exam Information

- **IS Core**: A broad overview of business and I.T. related topics.

- **New Data Management Exam** (Beta): Covers all Functional Areas of the DAMA-DMBOK

- **Data Warehouse Exam**: Required for The Data Warehouse Institute (TDWI) CBIP credential. Covers basic data warehousing concepts. Addresses both Inmon and Kimball perspectives…

- **Data and Information Quality**: Covers data profiling, quality principles, data quality project implementation, characteristics of information quality, information stewardship, etc…
Summary:
DMBOK, Certification and You

- A DM Certification Credential based on DMBOK
  - Exam Prep (formal or independently)
  - IS Core and Data Management Exams cover breadth of topics related to I.T. and Data Management
    - Specialty exams address depth
- Ongoing Recertification and Continuing Education
  - Continued specialization – more exams
  - Professional development through conferences, meetings, classes
- CDMP Community:
  - Participate in a growing community of certified professionals
  - [http://www.cdmpcommunity.blogspot.com](http://www.cdmpcommunity.blogspot.com)

Benefits of Certification

- “Bragging rights!”
- Become part of an elite community proudly displaying the CDMP credential
- Join the LinkedIn CDMP Group.
- Member benefits provided by ICCP
- Participate in Exam Development or Write questions for future exams: Item Writer’s Guide
  - [http://iccp.org/iccpnew/iwguide.html](http://iccp.org/iccpnew/iwguide.html)
Professionalism

“Certification, in itself, is not a goal, but Professionalism is.”

Dr. Paul M. Pair, ICCP Fellow, 1982

Contacts

For CDMP Program Information:

Patricia Cupoli, ICCP Liaison@dama.org or Eva Smith, ICCP Liaison@dama.org.
The DAMA website is www.dama.org

The Certify-Able Data Professional Blog:
http://www.cdmpcommunity.blogspot.com

For ICCP Exam Administration:

ICCP office at: office@iccp.org or go to www.iccp.org

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