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Welcome to DAMA Indiana News!

Welcome to the autumn edition of the DAMA Indiana newsletter. We are looking forward to the upcoming chapter meeting! In this issue, Sue examines the fiscal budget and guest author Robby Slaughter shares interesting insights on the schematics of work.

Do you have a question for the board or fellow members? Are you wondering about future events? Have an idea for a newsletter article? The top of the newsletter contains the web site and social media contact information for the chapter. In addition, the contact information for the Board is on the last page.

We would love to hear from you!

From the President's Pen...

By Sue Peoni



It's Budget Time!!

My favorite time of year! (she lied)

For those of you on a calendar fiscal year, you are probably, like me, in the throes of defending your Data budget for 2015. If you are REALLY lucky, you have a boss that is doing that for you! But even then, my guess is you are lobbying for additional resources or software - something that will increase your data quality and improve data availability or allow you to embark on your first Big Data experiment.

So how is it going this year? Is the story for 2015 easier to tell? Are decision-makers more receptive? Do executives finally understand their dependency on high-quality data? Or are you still forced to compete with legacy support costs? Do you find yourself arguing with your business partners over whether that last \$100K should go to a new Salesforce module or a data profiling tool? Are projects claiming huge ROIs within two years getting all of the attention?

Please see *President's Pen* on page 2

President's Pen from page 1

At this time of year I often find myself wanting to say "Just trust me. This is the right thing to do, the best place to spend your scarce resources." (Still waiting for this tactic to work!) But I am cautiously optimistic. Today's executives seem to understand more than ever that their decisions are only as good as the data they are based on. And they get that good data isn't free - it takes smart people and good process to make it all work.

My 2015 Enterprise Data Management Program is still alive, at least for now. With some luck and a few sponsors who "get it", we should be kicking off a major, funded, step forward in January. Fingers crossed.

But just in case you have a fool-proof budget story that is guaranteed to get me the \$ I need to make this happen, you know where to reach me!

- Sue



Want to get a look at how the new DAMA DMBOK2 is being shaped? You can get a copy of the new DAMA DMBOK2 Functional Framework.

Check out the DAMA International site <http://dama.org/i4a/pages/index.cfm?pageid=3733> for details!

Save the Date!



The next DAMA Indiana meeting is scheduled for October 16th.

Look for details in this newsletter and upcoming e-mails!

CDMP Testing

Please let us know if you are interested in taking CDMP tests. If there is enough interest, the chapter may host a testing session.

Schematics of Work

By Robby Slaughtner



Let's put aside our focus on data management for a moment and think big. Virtually all major endeavors of the human race begin in the same way. If you're designing an electronic circuit, building an office tower, or planning an invasion you start by drawing a picture. These images are diagrams. They describe to a limited degree how the actual process should happen.

It's not hard to see why such schematics are so useful. The architect can provide a sketch to a client. The engineer can quickly check their designs against the laws of physics and the availability of needed parts. Even if you're simply viewing a diagram, information is relayed clearly and quickly. Wall posters that describe lifesaving procedures do so with images, not text. There's a reason we have the cliché that "a picture is worth a thousand words."

But at work, we tend to spend far more time with letters than we do with pictures. We write email to give people assignments or request clarification. We try to explain our needs on phone calls or while leaning on cubicle walls. In reality, the process of work is often best explained through simple diagrams. A visual schematic is usually more effective in every regard than a written description.

As data experts, we've got a whole toolkit full of systems for pictures: ER diagrams, IDEFX1, DSD, DFD, UML, BPMN, and more. The challenge is communicating to other stakeholders outside of data management—and especially outside of the technology silo—that workplace schematics are more than just pictures. It's easy for others to get lost in the jumble and difficult for them to remember what was said.

Too often, this breakdown in communication happens because we don't remember to stress that these visual representations of work should use a consistent language of symbols. To represent a valve, plumbing engineers always use an open arrowhead. To describe the chemical benzene, chemists agree on a hexagon with a circle inside. The standardization makes it possible for others to quickly decipher a diagram. More importantly, a rigorous language of symbols helps to the person drawing the picture to think more clearly.

Whether you're well-versed in one of the visual languages or prefer to think in SQL queries, try a conversation with colleagues about workplace procedures. Take out a clean sheet of paper and try to draw a picture of an everyday process. Use boxes to represent activities and arrows to represent moving from one activity to another. Whenever the work requires a decision, use a diamond to split one arrow into two paths. Put the diagram up on your wall and try to follow it when you do this work in the future.

Continued on next page

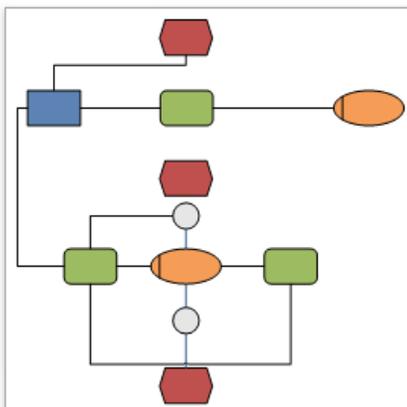
Schematics cont.

If you've succeed in drawing one diagram, try to use the same concepts to produce another. If you used boxes to represent all activities, perhaps add a special mark to activities which are completely internal and don't involve customers at all. Or if you've discovered that some of your procedures require approval from a manager, consider arrows leading to stick figures with appropriate names or titles.

These steps might seem obvious to the skilled information architect. But for professionals working in legal, HR, marketing, sales, or other departments, careful thinking about process does not always come naturally. The simplicity and clarity of a diagram speaks volumes to those who read it. But best of all, individual professionals can use visuals to plan, document, and better understand their own work. The requirements of the modeling language (even if it's one you invented) will help to focus your thinking.

Pictures are fundamental to the success of many complex projects. Our world is full of diagrams that relay crucial important information in the language of images. At work, we can improve our productivity by documenting our workflow: not just by writing long manuals or detailed instructions, but by sketching out schematics. If we use a fixed grammar for these pictures, our own thinking will be clearer and others will more easily understand our meaning. Try it at your own office. Draw a schematic of your work. Make a picture worth many thousands of words.

Robby Slaughter is a workflow and productivity expert with AccelaWork (www.accelawork.com). His focus is helping organizations and individuals to become more efficient, more effective and more satisfied at work. Robby is a regular contributor in several regional magazines and has been interviewed by national publications such as the Wall Street Journal. His latest book is "The How-To Guide for Generations at Work."



Editor's Note:

Thank you, Robby, for your informative article! We look forward to hearing more from you in the future!

October Chapter Meeting

Join us on Thursday, October 16th for an informative day you won't want to miss!

We will have Board elections and a variety of speakers. Oracle will be our sponsor and provide lunch.

Please note: The meeting location has changed!

CNO Financial Group has graciously agreed to host this meeting. The address is **530 North College Drive, Building J1H, Carmel, IN 46032**. College Drive can be accessed from North Pennsylvania Street or East 116th Street. Park in any open, unreserved space in-front of the building. Below is a map to the CNO Financial Group's location. Please note that the construction on US31 (Meridian Street) may impact your route. <http://us31hamiltoncounty.in.gov/>

Please register by sending an e-mail to info@damaindiana.org. We hope to see you there!



Professional Development Opportunities

Check out the DAMA International Events calendar for monthly lists of opportunities.

<http://www.dama.org/i4a/calendar/?pageid=3320&showTitle=1>

ENTERPRISE DATA WORLD Conference & Expo

Planning is in progress for EDW 2015. The call for speakers is in progress.

<http://edw2015.dataversity.net/cfp.cfm>

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Check out <http://tdwi.org> for conferences.

DAMA Chicago

DAMA Chicago hosts six bi-monthly meetings and other events. Their web site is: <http://www.damachicago.org/>.

Southwest Ohio Chapter of DAMA

Check out their web page at:

<http://www.swoc-dama.memberlodge.org/>

Central Ohio DAMA

The central Ohio chapter :

<http://buckeyedama.org/>

Around Town

Here are other area events that may be of interest to data professionals:

IndyPASS (Professional Association for SqlServer)

Events are updated on their web site.

Their main web site: <http://indypass.org/>

INOUG (Indiana Oracle Users Group)

Check inoug.org for more information.

Reminder

Attending conferences and professional meetings counts toward CBIP and CDMP recertification credits. Visit the ICCP site today: <http://www.iccp.org/cgi-bin/pdfom.php>

Contacts

Have a question or need to contact a board member?
Below are the names and e-mail addresses of board members.

DAMA Indiana Board

President: Sue Peoni

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VP Administration: Robin Leslie

VPAdministration@damaindiana.org

VP Communications: Christi Denney

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VP Online Content: Margot Dahl

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