Web site address www.DAMAIndiana.org   Facebook   DAMA Indiana
LinkedIn Group   DAMA Indiana   Twitter   @DAMAIndiana

Welcome to DAMA Indiana News!

Welcome to the inaugural edition of the DAMA Indiana newsletter. We hope that you find it both interesting and informative!

The DAMA Indiana newsletter is a quarterly publication for members of the Indiana Chapter.

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 page 4. We would love to hear from you!

"Take time to remind yourself that you are making progress."

From the President's Pen…

By Sue Peoni

Information Architecture in Tough Times

When you have been in IA as long as I have, you've lived through it all – CIO's who really "got" the benefit of architecture and were willing to devote staff and money to its growth, business customers that were passionate about their data quality and required little convincing to take on stewardship, and of course, the opposite – little management support, staff cuts, and no money for "luxuries" like architecture. Unfortunately, we have all been living with the latter for several years, with not much end in sight. How do we live through it? How can we maintain or progress our architecture when we have little to no support? There are ways!

1.   Know which members of the IT staff have a secret passion for architecture. They will be the ones who will find time on their projects to "do it right", and will help you with governance when you need it.

President's Pen from page 1

2. If you have a customer screaming about their data issues, make them your best friend. There is nothing like solving a critical problem for an unhappy business partner to get you the support you need to go further.
3. No money for architecture projects? Look around! We built our entire master data management design on the back of our SAP implementation – no extra staff, no extra money, just snuck it into the design and configuration.
4. This may be the time that we have to be happy with small steps in the right direction. Celebrate small wins and make sure your management knows you are getting them. If you've finally managed to go three months without bad data bringing down a critical interface – throw a party!

I've often said that working in Information Architecture can feel like perpetually standing at the foot of Mt. Everest – the road ahead always seems long and daunting. Take time to remind yourself that you are making progress, even if it's just a few small steps at a time. Look over your shoulder occasionally and remind yourself how far you've come – you'll be pleasantly surprised!

Around Town

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

INOUG (Indiana Oracle Users Group)
April 28th Oracle Technology Day
July 28th INOUG Training Day
October 27th Regular Meeting
www.inoug.org

IndyPASS (Professional Association for SqlServer)
March 15, 2011 Denali - BI: What's New?
April 19, 2011 Master Data Services
May 17, 2011 What Can't Powershell Do?
June 21, 2011 The Benefits of SQL Azure
http://indiana.sqlpass.org/

Save the Date!

The DAMA Indiana meeting dates for 2011 are:

Winter – Thursday, January 20th

Spring – Thursday, April 21st

Fall – TBD (typically October)

Reminder

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

Enterprise Data World

The premier data management conference will be held in Chicago this year - April 3rd -7th. Check it out!

http://edw2011.wilshireconferences.com/

Did You Know?

Did you know that there are many resources to broaden your data horizons or share your expertise? You could even become the newest data blogger or favorite tweep! The web and social media outlets are filled with opportunities. From e-mail distribution lists to social media, and from blogs to professional organization sites, there are a variety of ways to connect and share with others. In each newsletter, we will highlight a few favorites.

Information Management Formerly known as "DM Review", this site is a trusted resource for a variety of data-related topics. You can also receive a monthly newsletter and articles via e-mail. www.information-management.com

The Data Administration Newsletter Known as TDAN, this newsletter has been published monthly for over 13 years. The site also includes links to other interesting articles and blogs. www.TDAN.com

Steve Hoberman's Challenge Are you up to the challenge? Data guru and author, Steve Hoberman, presents a design challenge and then shares the results via TDAN and Information Management. http://www.stevehoberman.com/challenges.htm

Certification Central

2010 Certifications In 2010, CDMP certification exams were offered to DAMA Indiana members. Several members obtained their CDMP certification and a few opted for dual CBIP certification.

2011 Opportunities Certification will be offered at the Enterprise Data World conference (April 3-8) in Chicago. The DAMA Indiana chapter will also provide opportunities for testing locally this year. If you are interested in testing, please contact us at this address:
VPcommunications@damaindiana.org

ICCP Information The Institute for Certification of Computing Professionals has a web site with more details on CDMP requirements. www.iccp.org

Recertification Hours Don't forget – the educational portions of DAMA meetings count toward your recertification hours! (Sorry, lunch doesn't count as "education")

Study Tips and Resources Thinking about a CDMP or CBIP? Wondering about how to prepare and what it will cost? There are several options (many of them free) to prepare for certification testing.

The CDMP covers a wide breadth of I.T. and data management knowledge. Fortunately, local libraries often have the desired source materials and provide a cost-effective way to prepare. Look for data warehousing books by Kimball or Inmon, project management books, and college textbooks.

For project management knowledge, web sites, such as Harvard Business, can be very helpful if you have forgotten the difference between a PERT and a GANTT.

"Jobseekers can enhance their employment opportunities by earning certifications, which are offered through product vendors, computer associations, and other training institutions. Many employers regard these certifications as the industry standard, and some require their employees to be certified."

Bureau of Labor Statistics
http://www.bls.gov/oco/ocos305.htm

Certification Central from page 3

The ICCP web site provides topic outlines, a sample test, and information on the testing process.

The ICCP I.T. Core exam guide recommends the textbook "Principles of Information Systems" by Stair and Reynolds. It covers a wide variety of topics, but can be pricey. ($150+ new) Some bookstores may have used copies at a discount.

CDMP Blog Spot (The Certify-able Data Professional) This site provides updates on certifications, links for recertification requirements and hours, and opportunities to participate in DAMA artifacts. Check it out! http://cdmpcommunity.blogspot.com/

CDMP LinkedIn Group As a CDMP holder, you qualify for membership in a special LinkedIn group. Request an invitation to join at: http://www.linkedin.com/e/gis/744437

DAMA Indiana Board

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Social Networking Spotlight: Twitter

By Christi Denney

Does the thought of Social Networking scare you? Do horror stories about thousands of time-wasting tweets keep you from entering the world of Twitter? Well, fear no more! Below is your guide to taking advantage of this resource.

Know the Lingo:
Tweet – A short statement, similar to a status update in Facebook or LinkedIn
Tweep – Twitter peep (people); those you follow or who follow you
RT – retweet; reposting someone else's tweet for your followers (this is a compliment)
@ - used in front of the user name and serves as a link to that person; e.g. @infomgt
# - a subject tag for searching content; e.g. #MDM

Determine Your Audience:
Are you planning to stick to business? Have a few friends to update? Knowing how you want to use Twitter is key when deciding who to follow and who to allow as a follower. I recommend using a dedicated business-related e-mail account for profession-related use of Twitter.

Find Others in the Biz:
You can search for a few, key Tweeps and branch out from there. I started following one data expert (@datachick, a.k.a. Karen Lopez), then looked at who she followed. You can also search for things like 'master data' or 'data warehouse' to find experts of others interested in the topic.

Find Content:
Even if you don't want to follow people, you can find valuable information. Try using a hash/pound sign in front of a description to find information on a particular subject. Here is a sample of some tags:

EDW – #EDW11
Master Data – #MDM
Data Governance – #DG
Data Quality - #DQ

Hopefully you will soon join the world of Twitter!