EDM Council eLearning

Partnership with eLearningCurve
The Need for Professional Education:

Data is the New Currency

In today’s information-rich economy, everyone must be responsible for the proper curation of data

The only practical solution is a systemic employee education, training and certification program targeting various roles in data stewardship, governance, data quality and business intelligence – and beyond!
Educating staff in data management, in the ‘virtual workplace’, is challenging and expensive.

Leveraging eLearning is the most comprehensive and cost effective way to educate your staff.
## Strategic eLearning Requirements

<table>
<thead>
<tr>
<th>Comprehensive</th>
<th>Scalable</th>
<th>Flexible</th>
<th>Practical</th>
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<tbody>
<tr>
<td>Must target various data management roles in DQ/DG/DS/BI, both in business and IT, and at various levels of depth.</td>
<td>Must meet the needs across the organization, in all locations, and on the ongoing basis (continued education and training of new employees).</td>
<td>Must address busy schedule and limited availability of employees, needs to minimize disruption to the regular duties.</td>
<td>Must teach “how-to” solutions and not just academic theories.</td>
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<thead>
<tr>
<th>Consistent</th>
<th>Effective</th>
<th>Motivating</th>
<th>Cost-Effective</th>
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<tr>
<td>Must ensure that everyone receives uniform training and thus, “speaks the same language”.</td>
<td>Must provide high information comprehension rate and include feedback loop through testing to ensure that time and money are well-spent.</td>
<td>Must offer employee motivation to succeed. A common solution is to offer industry-accepted certifications for employee development and recognition.</td>
<td>Given large scale of the program, the per-employee cost must be managed effectively.</td>
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EDM Council Partnership with eLearningCurve ("ELC")

• Strategic partnership to deliver comprehensive eLearning training, education and certification programs, with corporate & enterprise solutions for EDM Council Members

• EDMC offers ELC eLearning Training & Certification covering 9 data management professional certifications at significant savings for EDMC members
  – Corporate & Enterprise Packages are for EDMC members and contracted directly with ELC

• ELC to produce EDMC eLearning courses – to include DCAM, Best Practices, Strategic Concepts in Data Management, Knowledge Graph, & Data Ethics courses
  – ELC and EDMC partnering on development and production of courses
  – Partnership accelerates time to market for EDMC courses and assures high quality delivery and certification with a trusted experienced eLearning partner
  – First DCAM Framework Certification is now available, with additional EDMC courses planned in 2021
eLearningCurve offers 50+ online courses, 200+ hours of education material, from fundamentals to advanced topics. The courses are split into 9 Information Management tracks and support 2 robust professional certification programs.

**Certification Programs**

- Certified Information Management Professional (CIMP)
- Certified Data Steward (CDS)
- **New!** DCAM Certification Program
- Data Literacy Certification (Coming Summer 2021)

**Information Management Track Curricula**

<table>
<thead>
<tr>
<th>IM Foundations</th>
<th>Master Data Management</th>
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<tbody>
<tr>
<td>Data Quality</td>
<td>Data Modeling &amp; Metadata</td>
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<tr>
<td>Data Governance</td>
<td>Business Intelligence &amp; Analytics</td>
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<tr>
<td>Data Stewardship</td>
<td>Data Integration</td>
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<tr>
<td>Data Science</td>
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</tbody>
</table>
Courses are 3 to 6 hours long and cover fundamentals to advanced topics
Each course is accompanied by a certification exam

<table>
<thead>
<tr>
<th>AI Fundamentals</th>
<th>Data Privacy &amp; Protection Fundamentals</th>
<th>Hadoop Fundamentals</th>
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<tbody>
<tr>
<td>Analytical Modeling, Evaluation, &amp; Deployment</td>
<td>Data Profiling</td>
<td>How to Deploy Data Governance Part 1 &amp; 2</td>
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<tr>
<td>Analytics Fundamentals</td>
<td>Data Quality Assessment</td>
<td>Information Management Fundamentals</td>
</tr>
<tr>
<td>Analytics-based Enterprise Performance Management</td>
<td>Data Quality For Data Stewards</td>
<td>Introduction to NoSQL</td>
</tr>
<tr>
<td>Best Practices in Data Resource Management</td>
<td>Data Quality Fundamentals</td>
<td>Location Intelligence and GIS</td>
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<tr>
<td>Big Data Fundamentals</td>
<td>Data Quality Scorecard</td>
<td>Logical Data Modeling</td>
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<tr>
<td>Conceptual Data Modeling</td>
<td>Data Science Fundamentals</td>
<td>MDM for Data Stewards</td>
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<tr>
<td>Crafting the Business Case for Data Quality</td>
<td>Data Stewardship Core</td>
<td>MDM Fundamentals: Architecture &amp; Implementation</td>
</tr>
<tr>
<td>Curating and Cataloging Data</td>
<td>Data Stewardship Fundamentals</td>
<td>Metadata Management for Data Stewards</td>
</tr>
<tr>
<td>Data Analytics for Data Stewards</td>
<td>Data Understanding and Preparation for Data Science</td>
<td>Metadata Management Fundamentals</td>
</tr>
<tr>
<td>Data Governance for Business Leaders</td>
<td>Data Virtualization</td>
<td>Modernizing Data Governance</td>
</tr>
<tr>
<td>Data Governance for Data Stewards</td>
<td>Data Warehousing Fundamentals</td>
<td>Organizing for Data Quality</td>
</tr>
<tr>
<td>Data Governance Fundamentals</td>
<td>Diagnostic Analytics Using Statistical Process Control</td>
<td>Prescriptive Analytics Using Simulation Models</td>
</tr>
<tr>
<td>Data Integration Fundamentals &amp; Best Practices</td>
<td>DW and BI Data Modeling</td>
<td>Putting the Science in Data Science</td>
</tr>
<tr>
<td>Data Integration Techniques for Designing an ODS</td>
<td>Ensuring Data Quality in Data Integration</td>
<td>Root Cause Analysis</td>
</tr>
<tr>
<td>Data Mining Concepts and Techniques</td>
<td>Framing and Planning Data Science Projects</td>
<td>The Data Model Scorecard</td>
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<tr>
<td>Data Mining in R</td>
<td>Fundamentals of Business Intelligence</td>
<td>Streaming Data</td>
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<tr>
<td>Data Parsing, Matching and De-Duplication</td>
<td>Fundamentals of Predictive Analytics</td>
<td>Web Analytics</td>
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<tr>
<td>Professional Education &amp; Certification Progression</td>
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<td>--------------------------------------------------</td>
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<tr>
<td><strong>Core Certification</strong> e.g. Certified Data Steward (CDS) or CIMP Data Quality (CIMP DQ)</td>
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<tr>
<td>• 30-40 hours eLearning study – 5+ Courses</td>
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<td>• Complete in 3-6 months</td>
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<td><strong>Expert Certification</strong> e.g. CIMP Ex (highest level) after CIMP Core Program, or certification in an adjacent track</td>
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<tr>
<td>• 15-25 hours additional eLearning study</td>
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<td>• Completed in 2-4 months</td>
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<tr>
<td><strong>Continuing Education</strong> Additional courses to learn new area relevant to new responsibilities</td>
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<tr>
<td>• Additional eLearning courses</td>
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**Sample path:**

- **To earn CIMP Data Governance** take:
  - Data Governance Fundamentals
  - Data Stewardship Fundamentals
  - How to Deploy Data Governance Part 1 & 2
  - Modernizing Data Governance

- **To earn CIMP in Data Quality and CDS** take:
  - Data Profiling
  - Data Quality Assessment
  - Root Cause Analysis

- **To learn more about Data Integration** take:
  - Data Integration Fundamentals
  - Ensuring Data Quality in Data Integration
  - MDM for Data Stewards
ELEARNING CURRICULUM UPDATES

• DCAM Education Packages
  – DCAM Certification
  – Multi-certification packages (earn DCAM, CIMP, CDS certifications simultaneously)
  – Options available for previously accredited students

• Data Literacy Certification
  – Summer 2021
  – Certify your mastery of the many dimensions of data literacy, an essential for every business professional who needs to turn data into valuable information

• Other recent updates
  – Data Science Track and Certification
  – Major update to Certified Data Steward Program
  – Major update to Data Modeling & Metadata Track

Many New Courses Including
• Data Ethics (coming soon!)
• Knowledge Graph Fundamentals (coming soon!)
• Introduction to Graph Databases
• Data Strategy in the Age of Big Data
• Analytical Modeling, Evaluation, and Deployment Best Practices
• Streaming Data
• Data Science Fundamentals
CORPORATE & ENTERPRISE eLEARNING PROGRAMS

eLearning solutions can help train a team cost-effectively, in the same office, or at multiple locations around the world. Our programs offer:

**Pricing Models**
to work with all training budgets including volume discounts, and additional eLearning services

**Progress Reports**
so that you can monitor student progress, and properly motivate program participants

**License Transfers**
allow any unused course licenses to be used for another participant if needed

**Flexible Enrollment**
so that you can spread the cost over time and better control student progress

Contact the EDM Council for Corporate & Enterprise eLearning Solutions: rrummel@edmcouncil.org
Customers purchasing corporate packages have 6 months to assign licenses to the students.
Customers purchasing Enterprise 400 and 800 packages have 12 months to assign licenses to students, and customers purchasing Enterprise 2000 have 24 months.
Each program includes educational units which can be used to enroll any students in any courses within 24 months. Students can complete certifications or simply take courses that fit their roles.

Customers can purchase additional Education Units for the discounted price listed in their package or upgrade to a larger package within 6 (12 months if they purchased an enterprise program)

One-hour live web conference calls with instructors can be used to go beyond the simple Q&A via e-mail included in each course license.

The Enterprise Programs offer EDM Council Members these additional services:

- **Instructor Consulting Hours**
  Access to course instructors for consulting purposes. Consulting with an instructor can be delivered remotely or on-site (expenses are paid by the EDMC Member).

- **A Seat on the Advisory Board**
  Enterprise 2000 customers have a seat on the eLearningCurve & EDM Council Advisory Board which meets bi-annually to provide strategic guidance on future curriculum development.
eLearningCurve has students in almost every country in the world, including many enterprise customers

- Variety of customers from small project teams to large enterprises
- Enterprise customers typically Fortune 500 and Global 1000 companies

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The courses are well laid out, build on each other, and are rich in practical content and advice.

-- Steve Lutter, CIMP Data Quality, DM and Metadata, IM Foundations, Business Intelligence, Data Governance, MDM, United States

It is evident that a thorough and considerable effort has gone into the preparation of this program.

-- Alfredo Parga O’Sullivan, CIMP Ex Data Quality, Ireland

The ability to take the courses at my own pace and at a time suitable for me was of great help.

-- Geeta Jegamathi, CIMP Data Quality, India
KEY BENEFITS OF DATA MANAGEMENT eLEARNING

EDMC & eLearningCurve’s solutions offer many benefits including:

<table>
<thead>
<tr>
<th>Comprehensive Curriculum</th>
<th>eLearning Format</th>
<th>Exams and Certification</th>
<th>Return on Investment</th>
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<td>50+ courses covering a wide-range of information management topics, from fundamentals to advanced concepts, from world-leading experts, educators, and practitioners, with new courses added frequently</td>
<td>Students can take the courses they need, when they need them, from office or home, at their own pace, and can listen to the material as many times as they need to ensure 100% information comprehension</td>
<td>Certification exams accompany each course and provide feedback loop; Certified Information Management Professional (CIMP) and Certified Data Steward (CDS) certifications are widely accepted in the industry</td>
<td>The cost is 2-3 times less than comparable “live” education, while the information comprehension rate is 2x greater as students can review eLearning material as many times as needed</td>
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TO LEARN MORE ABOUT DATA MANAGEMENT ELEARNING

- **Availability:** All eLearningCurve courses are available to EDM Council Members

- **Corporate or Enterprise eLearning Certification Programs:** contact Robert Rummel at rrummel@edmcouncil.org for EDM Council Member Rates

- **EDM Council Members Individual Purchase Discounts:**
  - EDM Council Members get discounts on individual purchases. Use these Savings codes for online purchases:
    - EDMC = 20% off individual courses
    - EDMCPACK = 5% off package purchases

- **More Information:**
  - EDM Council Web Site
  - Full Online Course Catalog
  - Course Packages