



Data Management International

The Premier Organization for Data Professionals Worldwide

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What is going on in DAMA International?

Talk about data was everywhere in 2010!

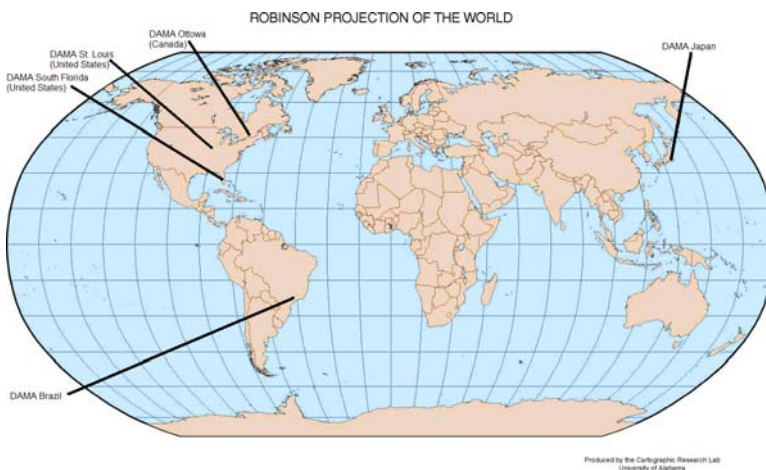
From "The data deluge" special report of [The Economist](#) magazine in February, to "Analytics: New Path to Value" in the December issue of [MIT Sloan Management Review](#), ideas about data value and data risk have caught the attention of CxO level.

Data management is no longer a technical conversation. It is a hot topic in the popular press. **DAMA International** is part of the conversation, elevating the awareness of our practice through comments and quotes. When *Money Magazine*, in the United States was looking to locate data management professionals for the "100 Top Jobs" article, they came to us for candidates. We pulled DBAs from our individual members that had certified CDMP at mastery level with a DBA specialty, as well as representatives of "feet on the ground" staff in our corporate members. Of the candidates we put forward, two were featured in the articles. Take a look and celebrate the [#7 spot in the top 100](#) in the print article, as well as a [web-exclusive interview!](#)

This community has empowered members and organizations with resources that illustrate the breadth of our combined knowledge: the [DAMA Dictionary](#) and [The DAMA Guide to the Data Management Body of Knowledge \(DAMA-DMBOK\)](#). This year we created a print version of the DAMA-DMBOK to respond to academic demand. Your vendor-neutral resource and its accompanying synopsis are available in multiple languages.

DAMA-DMBOK		
Languages	Framework	Full DAMA-
	Paper	DMBOK
English	y	y
French	y	n
Spanish	y	n
Japanese	y	y
Chinese	y	in development
Portuguese	n	in development

The [Framework Paper](#) is always available free!



In 2010, our reach has broadened into new countries, with the opening of chapters in Brazil and Japan. We have expanded our presence in Canada through the new Ottawa chapter, as well as in the United States through chapters in South Florida and St. Louis (which is reforming).

The DAMA International [LinkedIn DAMA International Group](#) has expanded this year, and is hosting very interesting conversations on such topics as "Single Version of the Truth" and "Data as an Asset". Our job boards on LinkedIn and www.dama.org have seen a significant uptick in postings through the year.



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The Certified Data Management Professional (CDMP) exams were realigned to the DAMA-DMBOK in 2010. We are beginning to see the CDMP listed as a preference in job postings. This certification enables members to provide evidence of your capabilities and the professional nature of your knowledge, distinguishing you from the crowd and raise your resume above others.

Moving into the 2011, the volunteers on the Board of Directors of DAMA International are focusing on three main goals to support our local chapters and DAMA members:

- **DAMA Direct** – simplifying the creation of new chapters, reducing the administrative overhead burden on local chapters, initially in the United States.
- **Expanding the CDMP** into the area of Data Governance and the DAMA Dictionary to address new terms from the DAMA-DMBOK development.
- **Updating our image** through evolving our website to enable collaboration and knowledge building across our members and other data professionals with increasing availability of members only content and functionality

How are we doing this?

We are doing this with volunteers!

You are part of an amazing volunteer organization, contributing time and knowledge to improve the state of the data management profession. From the Board of Directors at the international level, to the local chapter boards, to the individual members - we all volunteer our time. We reinvest the affiliation fees from chapters, the revenue from the DAMA-DMBOK and events such as Enterprise Data World and the IRM-UK conference to support efforts to elevate, empower, and enable data management professionals.

How can YOU get involved?

Share!

You will get back much more than you give; you will develop a network of professional friendships that span continents and industries.

- **Help us by providing input on the new! DAMA Dictionary of Data Management before FEBRUARY 1 2011.** This new version will have twice the terms, and be fully aligned with the DAMA-DMBOK. We are looking for a core set of volunteers to provide constructive criticism on the proposed definitions. Each term commented on will provide 15 minutes CPE credits for CDMP holders.

Register here:

<https://spreadsheets.google.com/a/dama-dmbok.org/viewform?formkey=dFh3ZHdTZUxkNWNarVdkc1NwSDlieHc6MQ>

You should get permissions to the wiki for your input within a day or so. If your company has blocked Google Docs links, please contact [Eva Smith](#) for a work-around.

- **Spread the word about our community** -- to your business and IT colleagues. Talk up local chapter meetings as well as Enterprise Data World. Participate in LinkedIn discussions.
- **Start a local chapter if you don't have one.** Contact VP_Chapter_Services@DAMA.org to find out the options and support available in your country to start one. Start a local chapter if you don't have one.