

# The “new” DAMA International

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# Introducing myself

- Been in “data” since 1996
- Turned a passion for “getting it right” into a career by 1997
- Done every possible job in IT before realising that data was the only passion that made sense
- Client facing since 2001 in various industries – telcos, finance, pension & insurance funds, medical companies, manufacturing
- DAMA International President since 2014
- DAMA I Board since 2011
- DAMA SA President since 2009 & Past President since 2016
- CDMP since 2010 – first in Africa; MDQM since 2011
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# A new Vision

**To support an empowered global  
community of information professionals**



# The Supporting Mission \*\*

- \* To provide a non-profit, vendor-independent association where data professionals can go for help and assistance
- \* To provide the best practice resources such as the DMBok and DM Dictionary of Terms in a mechanism that reaches as many DM professionals as possible
- \* To create a trusted environment for DM professionals to collaborate and communicate
- \* To enable Chapters across the world to leverage off DAMAI and to interact with DAMAI to the benefit of all DM Professionals



# What does DAMA look like today?

## DAMA International

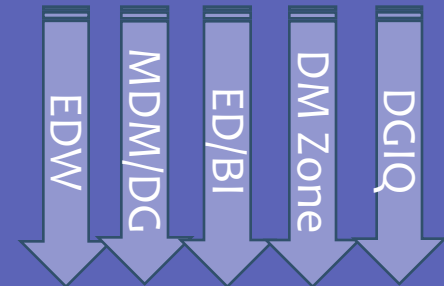
### DAMA Chapters



### DAMA Sponsors/ Vendors



### DAMA Endorsed Conferences



# What will DAMA look like in the future?

## DAMA International Board of Directors

DAMA I Operations

DAMA I Education/ Training

DAMA I Content

### Membership

Central

USA

Canada

Europe

Africa

Australia & New Zealand

South America

Asia

Middle East

### DAMA Partners

DAMA Endorsed  
Conferences

Data  
Management  
Vendors

DAMA  
Foundation

Training  
Organisations

Association  
Partnerships

Publisher

Media

Corporates

Event  
Companies



# Membership (what's the same)

**EVERYONE IS A DAMA INTERNATIONAL "MEMBER"**

	Central	Local Chapter
Fees	\$50/year	Varied dependent on Chapter
Membership Structure	Individual (Corporate coming end 2016)	Varied Dependent on Chapter
Benefits (for both)		Chapter Affiliation to DAMA I
	Discounts to DAMA I Endorsed events	
	DAMA I negotiated discounts for books, training courses, non-endorsed events, etc	
	CDMP Self-Administration	
	The Learning Channel (open to members and non-members)	
	Mike 2.0 (and it's new iteration)	
	Discount on the DMBOK	
	Exam Proctoring	

# Membership (what's different)

	Central	Local Chapter
Benefits	Exam Registration	Exam Proctoring
	Free DM Dictionary 2 <sup>nd</sup> Edition online	½ CDMP Preparation Workshops
	DMBok 1 downloadable images	Local Chapter Events
	Membership Cards	Face to Face Networking
	Job Board	Mentoring
	Centrally Negotiated Discounts on books, events and conferences	Locally Negotiated Discounts on books, events and conferences
	<b>DMBoK 2 Chapter Download</b>	Chapter Board & Committee work
	<b>Interactive Future DMBoK</b>	Local Content
	<b>Data Online Forum</b>	



# CDMP

Questions to: [cdmp@dama.org](mailto:cdmp@dama.org)

Re-certification – 3 year cycles, 160 credits required,  
DAMA membership, exam questions

Exam substitutions – Practitioner and Mastery Level



## Comparing the Levels

	<b>Associate</b>	<b>Practitioner</b>	<b>Master</b>	<b>Fellow</b>
<b>DAMA Membership</b>	Central or Chapter	Central or Chapter	Central or Chapter	Central or Chapter
<b>Experience</b>	6 months → 2 years	>= 3,5 years Add 2 years if no tertiary education	>= 10 years Add 5 years if no tertiary education	>= 20 years
<b>Education</b>	Degree/ Diploma/ Certification	Degree/ Diploma/ Certification	Degree/ Diploma/ Certification	Degree/ Diploma/ Certification
<b>DMBoK Knowledge</b>	Knowledge and understanding of DMBoK Principles	Strong knowledge and understanding of DMBoK Principles	Advanced knowledge and understanding of DMBoK Principles	Expert knowledge and understanding of DMBoK Principles
<b>Practical Implementation</b>		Involved/ team member in practical implementation of DMBoK	3+ years managing DM programs or projects 2+ years experience in developing or implementing DM business processes	5+ years managing DM programs or projects 10+ years experience in developing or implementing DM business processes
<b>Contributing to the DM Profession</b>		Conference Speaker Member or Advisor of Chapter Board (or other similar Association) In-house training, education	← + Webinar/ Workshop Presenter Published Blogs, White Papers, Articles, Books	← + Contribution to CDMP (exams or training material) Globally recognised thought leadership International recognition of achievement in Data & Information Management Contribution to the CDMP exams, the CDMP training material and/ or DAMA I Bodies of Knowledge
<b>Number of Exams</b>	1	3	3	CDMP Master
<b>Exam Pass Rate</b>	60%	70%	80%	
<b>Re-certification</b>	Move to Practitioner	3 yearly intervals Contribute a minimum of 3 exam questions per exam topic per 3 year interval Update CPD's online	3 yearly intervals A minimum of 3 exam questions per exam topic annually Update CPD's online	Continued Contribution
<b>How to get there</b>	Apply & Take exam	Convert (if necessary), Apply & Take Exams	Apply, Take Exams & Supply Case Study	Nominated by CDMP Master or Fellow

# Exam Fees

Item	Member	Non-Member
Associate (DM Fundamentals)	\$220	\$290*
Associate to Practitioner/ Master Data Management (DM) Fundamentals Exam conversion**	\$150	\$220*
Practitioner/ Master DM Advanced Exam	\$250	\$330*
Practitioner/ Master Elective Exams ( <b>per exam</b> )	\$250	N/A
Master Case Study Elective Exam ***	\$280	N/A
Substitution of an exam or adjacent knowledge area Certification	\$100	N/A
Exam re-take (Master & Practitioner levels only)	\$230	\$300*



# CDMP by Chapters

- \* ½ Day Preparation Workshops
- \* Exam Proctoring
- \* Mentoring and Assistance
- \* Pay up front



# CDMP at Events

- \* ½ or 1 day Workshops
- \* Exams Proctored at event
  - \* No set times so can be taken at any time during the event
- \* Currently Pay if you Pass



# DMBoK 2

- \* DMBoK 2 due Q2 2017 (No, I do not know the content)
- \* Still being published by Steve Hoberman
  - \* Downloadable
  - \* Printed
  - \* PDF'd
  - \* Kindle/ eBooks
- \* There will be a mapping between DMBoK 1 and 2
- \* YES – members will receive some level of discount
- \* YES – Chapters will be able to negotiate “bigger” discounts



# Questions



**Thank you**

