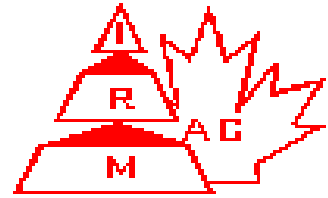


# IRMAC Survey Results

Mark O’Gorman

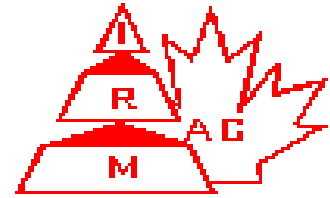
April 2007

# Purpose



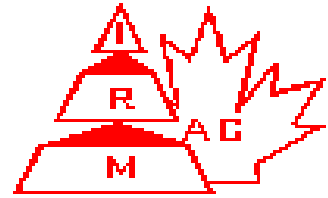
- To share March 2007 Survey Results

# Survey Structure

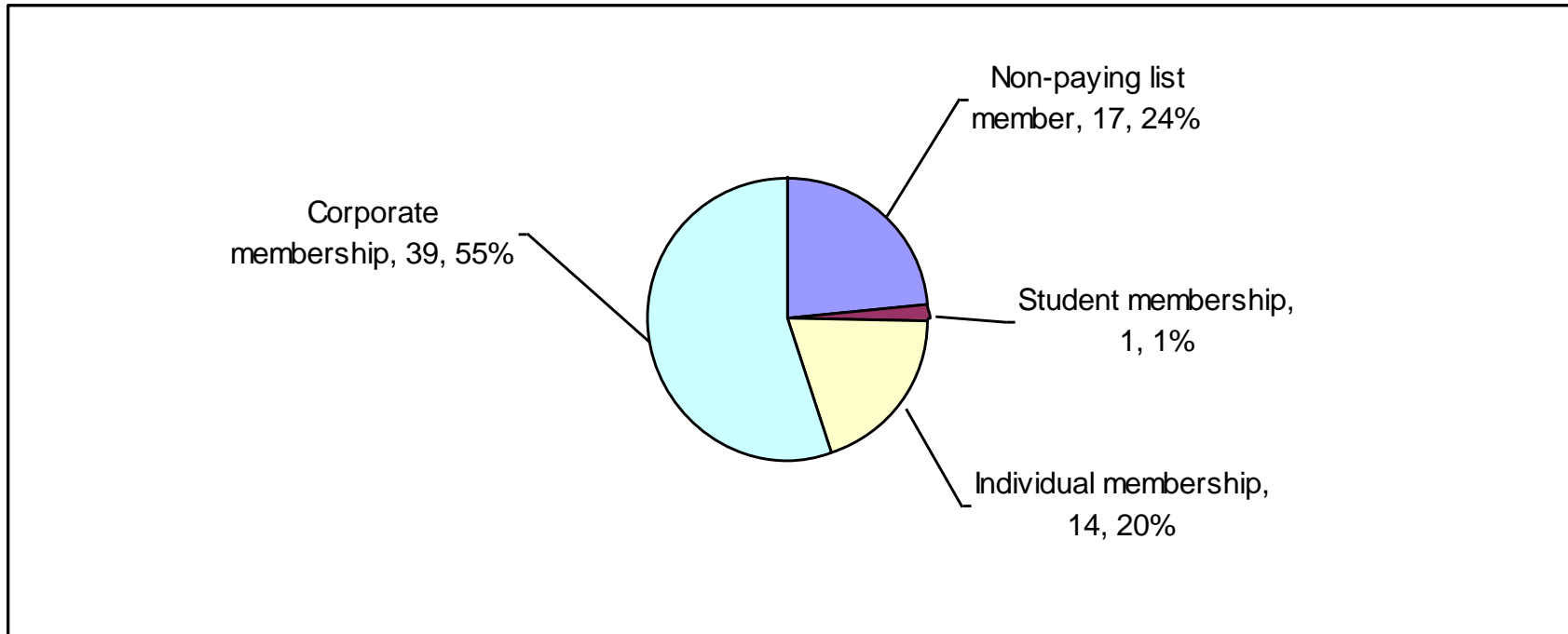


- Survey sent to 610 email addresses from the IRMAC Community
- Survey Reach 583 (27 bounced (4.5%))
- 17 Questions
- Survey Topics Included;
  - Type of membership
  - Degree of involvement
  - Specific session feedback
  - Improvement feedback
  - Presentation and Education Interests
  - IRMAC involvement interests
  - Canadian Regional Conference Interests

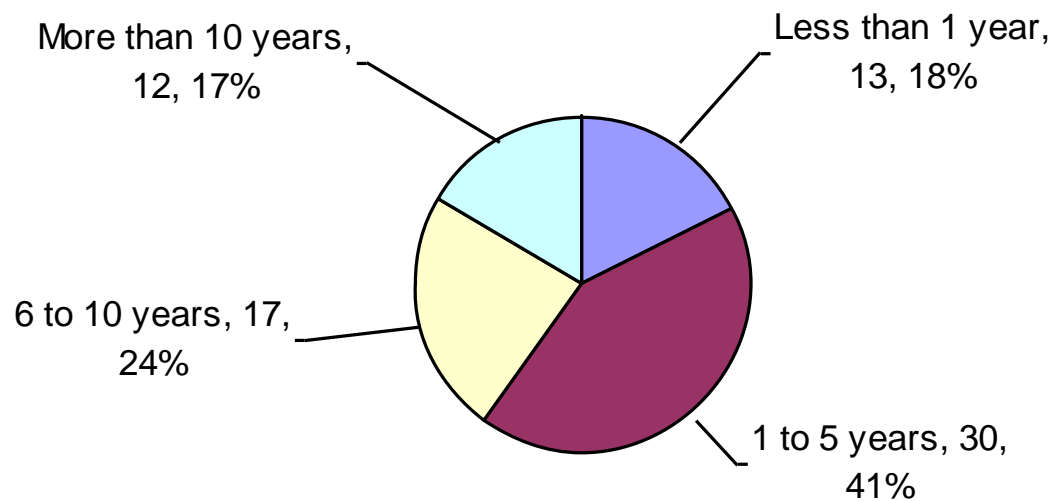
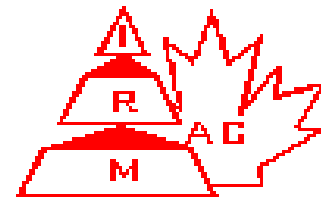
# Survey Participation



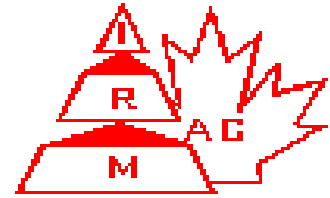
- 119 Visits (20%)
- 73 Completed Surveys (12.5%)



# IRMAC Affiliation

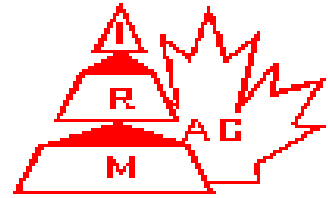


# IRMAC Sessions



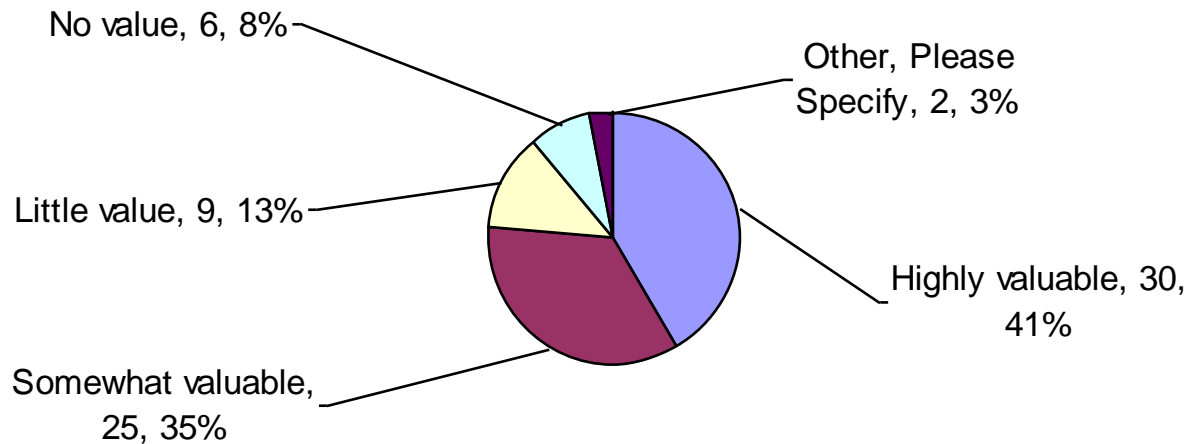
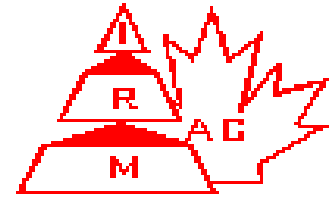
- **Top 2 Regular Sessions**
  - September 14, 2006 - John A. Zachman, MANAGING COMPLEXITY AND CHANGE Enterprise Architecture: THE Imperative for the Information Age Enterprise
  - April 19, 2006 - Bill Inmon, Bringing The Structured And Unstructured Worlds Together
- **Top 2 BI/DW SIG Sessions**
  - November 28, 2006 - Zenobia Deboo, Evolving from DW to BI: HBC's Tale from the Trenches
  - May 5, 2006 - Questions & Answers with Claudia Imhoff
- **Top 2 Metadata SIG Sessions**
  - All three rated the same.
- Note: Subjective assessment and may differ based on perspective – refer to survey results for actual results

# IRMAC Luncheon

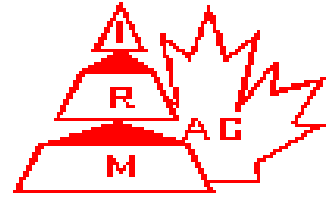


- 43% see it highly valuable
- No suggestions for improvement
- Main reasons for not attending
  - Scheduling conflicts
  - Limited allowance for corporate membership
  - Not aware
  - Too far

# IRMAC Webcast Value

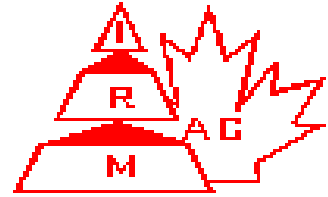


# Involvement Interest



- 12 have been involved with the board
- 10/67 (15%) interested in getting involved
- Interest was expressed in chapters in Montreal and Nigeria (!)

# Volunteer Presenters



- 10 Interested in Presenting
- Possible topics:

Enterprise Architecture, IT Infrastructure Architecture, A Repository data model, IT Asset Management, Data Architecture, Performance Management,
---

SOA, leadership, ITIL, COBIT, BI trends
---

External Business Intelligence (i.e. how to source data from vendors and align it with internal data for marketing initiatives)
---

Open Source BI tools overview
-------------------------------

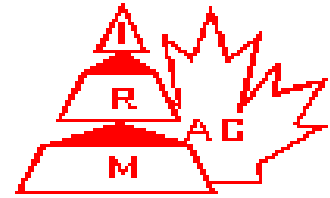
Updates on Data Stewardship
-----------------------------

Metadata, Data Governance
---------------------------

ITIL or COBIT introduction
----------------------------

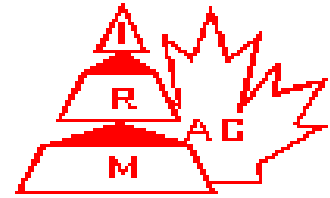
Governance, metadata
----------------------

# Recommended Topics



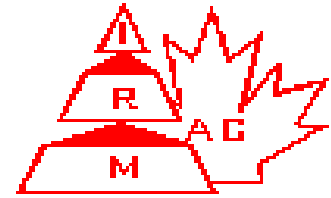
- Enterprise data modeling best practices, conceptual, process modeling, use case modeling, customizing data modeling tools for integrating with processes and tools involved in DM, Using UML to document and manage an enterprise-level data model
- Data Security and Encryption,
- Data Warehouse Advanced Design concepts, Merging of operational and data warehousing systems into operational data warehouse, 3rd normal form database in data warehouse vs. to dimensional database.
- Information Management (such as the offering by BMO staff)
- Data Governance
- Data Strategy aligned with Corporate Business Strategy
- Data driven IT Organization (Process, Organizational Structures and Technology)
- Changing role of the data management professional as it relates to SOA, XML, etc.
- Politics/people issues in data integration and data warehousing
- Data quality, data valuation
- Scorecarding concepts and best practices

# Recommended Speakers



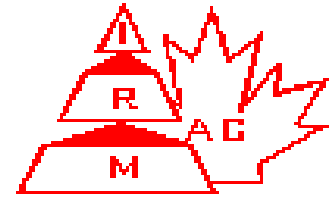
- CIO or CTO Officers of leading organizations
- Charles Betz. (Enterprise Content Management, e.g. Social bookmarking, blogs, wikis, etc)
- David Marco (MetaData)
- Graeme Simson (Data Modeling in general)
- Marc Demarest,
- Shaku Arte,
- Steve Hoberman
- Alec Sharp (SOA)

# Educational Sessions

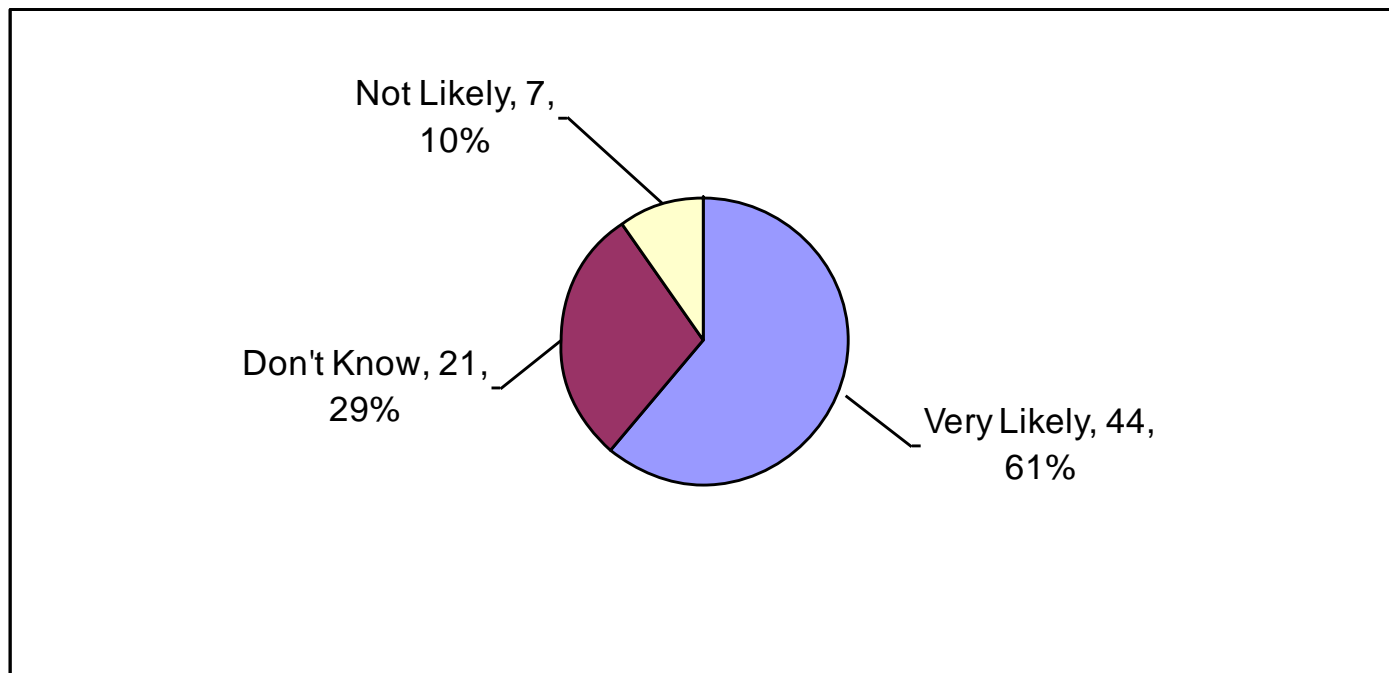


- 32 Respondents Interested in Educational Sessions (49%)
- Some Suggested Education Areas;
  1. Information Architecture
  2. Enterprise Content Management
  3. Records Management
  4. Data (Resource) Management
  5. Database Administration
  6. General Data Analysis
  7. Anything to do with capturing requirements
  8. Data Warehouse Advanced Design concepts
  9. Information quality
  10. Information Security
  11. Metadata management
  12. Meta Modelling
  13. Object-relational modelling
  14. Data Governance & Best Practice
  15. Data Management Professional.
  16. Certified Business Intelligence Professional
  17. Anything tied in with DAMA CDMP, CBIP

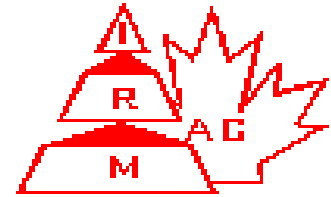
# DAMA Conferences



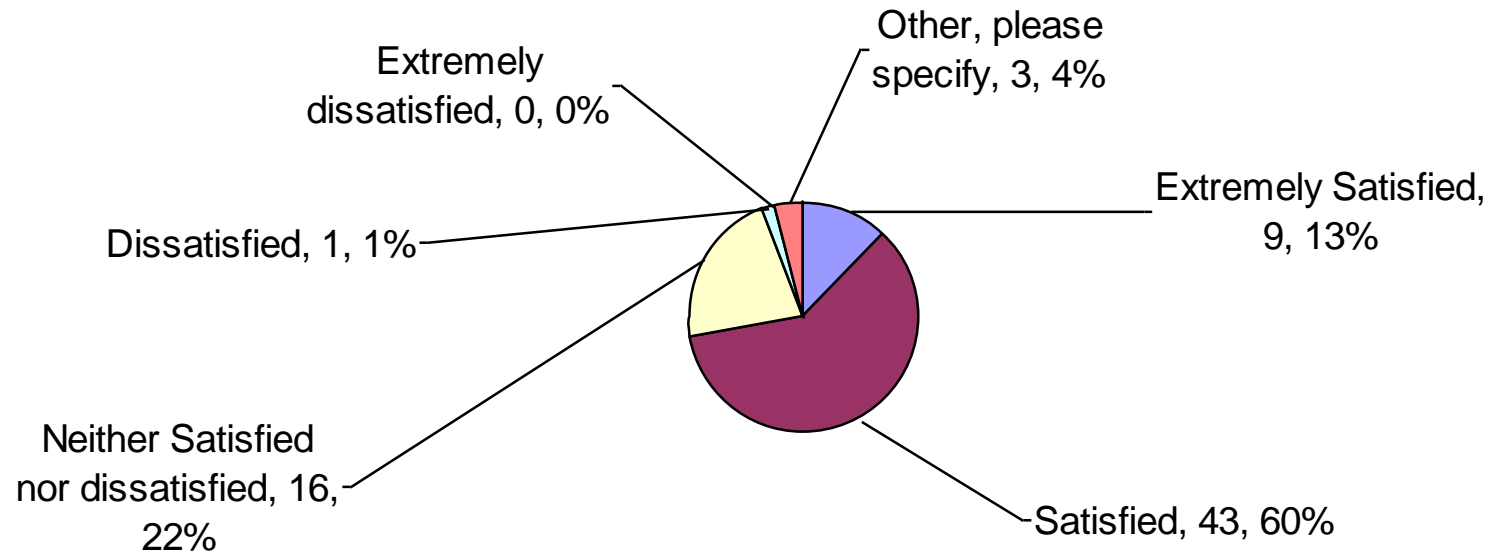
- 21 Respondents Attended a DAMA Conference (30%)
- Canadian DAMA Conference Interest – 44 Very Likely (61%)



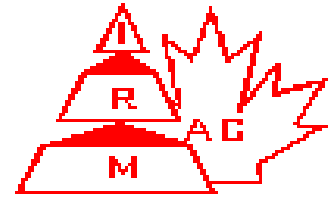
# IRMAC Satisfaction Rating



- 9 Respondents Extremely Satisfied (13%)
- 43 Respondents Satisfied (60%)

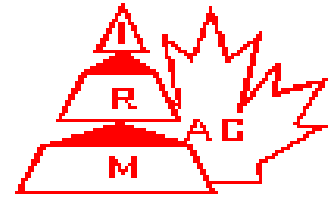


# Suggested Improvement Areas



1. Improve publicity and marketing
2. Maybe add other SIGs such as one for marketing databases, or else expand DW SIG into CDI/MDM etc...
3. Hold events at Yonge and Eglinton (library location).
4. More opportunities to develop business opportunities, where I could meet the decision makers to develop a mutually beneficial out come
5. Attract local decision maker participation.
6. Establish a library
7. Need to broaden the audience to include more than just mid-level IT professionals. Need to speak to a CIO level audience.
8. Expand west
9. Try to hold the meeting in one location rather than using several different places

# Suggested Improvement Areas



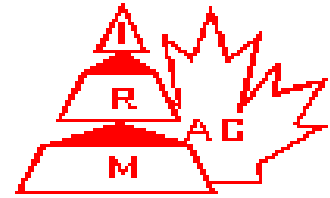
10. Open a chapter in Montreal.
11. Record the sessions and offer them for download on the web.
12. Perhaps a planning session with as many members as possible to scope out the coverage of what IRMAC is all about -- what IRM topics it should address and what should be left to other organizations (and if so, which ones).
13. More integration / networking / cooperation with like-minded organizations involved in contemporary disciplines related to data management such as Agile Development, CIPS, DBMS User Groups, TDWI, DM Review, Business Rules & EA Communities, Requirements Network, etc
14. Quality of speakers varies a lot; they often misrepresent their marketing material to get in front of the audience. I'd rather have less frequent but better-screened presentations.

# Suggested Improvement Areas



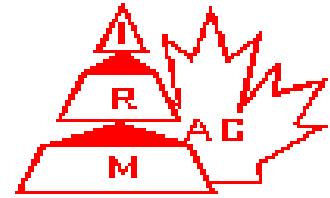
15. Would like to see daytime sessions rather than evenings.
16. Consider start up of other (non-Toronto) chapters. For example, how about a South-Western Ontario one?
17. How about few combination seminars ?  
E.g. Information Quality seminar followed by the Vendor selling IQ Products
18. I'd like to see the lineup of speakers for the year so I can decide on the merits of membership.  
Email notifications are great - timely and informative.
19. The submit arrow on the first page led me to believe I was submitting the survey as opposed to going to the next page, so I placed a general comment in the luncheon section.
20. Increase Membership.

# Suggested Improvement Areas



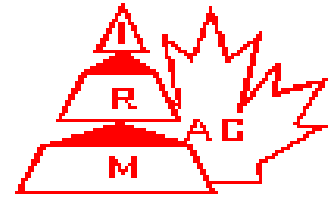
21. How has/does IRMAC encourage the formation of other DM groups. The name confuses me as it infers that IRMAC is Canada wide... Yet it is TO focused. Is the BC group as narrowly focused? Is there a BC group? I don't see them listed as a chapter affiliated with DAMA. Is there an opportunity to make it easier for non- TO members to participate. It must be very difficult for a handful of people to keep doing all the work and coming up with fresh ideas.
22. Wish I could get to more sessions, the distance to Toronto makes this difficult and costly.
23. IRMAC should extend beyond Canada (!).
24. More topics on data management as it pertains directly to the activities and outcomes of application development projects. There seem to be many topics on the activities of central data management independent of project teams' data work.

# Suggested Improvement Areas



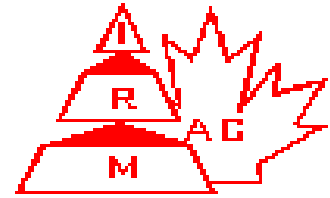
25. More SIGs? Information and data governance?
26. The new meeting location at The Insurance Institute on the 16th floor is not comparable to The Ontario Club. I would like to see a better meeting room conducive to all attendees being able to see the speaker/presentation especially for volumes expected for prominent speakers.
27. Need to involve members and resources outside Toronto somehow. I've gotten several requests from out-of-towners for ways to learn from and contribute to our program. We're really limited that way.
28. More downtown meetings; perhaps breakfast seminars; allow payment thru corporate credit cards.

# General Comments



1. Wish I could attend more often, because it's in TO and starts early in the morning, it's costly to attend. But I think the speakers you have lined up are very impressive!
2. I found the emails with the agenda/schedule of sessions very helpful.
3. It constantly amazes me how good a job IRMAC does. And many of the members are doing very high level stuff that others (like myself) can learn from. IRMAC's greatest strength is the wide range of presenters and the interplay between theory and been there. I would come out more often except it means a very long drive in.

# Glossary



- **Visits:** the number of times the first page of the survey was viewed and is also known as click-through rate. It includes all people who viewed the survey, whether or not they answered any questions in it. A visit will only be counted the first time a respondent clicks on a survey link from an invitation sent through Zoomerang. This means that a respondent can click on the link to the survey multiple times and only one visit will be tabulated on your results screen for that survey. If you deployed your survey using the Web Deployment option, a visit is recorded whenever that URL is used.
- **Partials:** the number of respondents who began taking the survey and submitted at least the first page of responses but did not complete the survey.
- **Completes:** the number of respondents who completed the survey.