



# EDM COUNCIL eLEARNING

*PARTNERSHIP WITH eLEARNINGCURVE*



# THE BUSINESS CASE FOR DATA MANAGEMENT TRAINING

## 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 data analysis— and  
beyond!

# EDUCATION IN THE VIRTUAL WORKPLACE



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



## Comprehensive

Must target various data management roles in data quality, governance, stewardship, and analysis, both in business and IT, and at various levels of depth.

## Scalable

Must meet the needs across the organization, in all locations, and on the ongoing basis (continued education and training of new employees).

## Flexible

Must address busy schedule and limited availability of employees, needs to minimize disruption to the regular duties.

## Practical

Must teach "how-to" solutions and not just academic theories.

## Consistent

Must ensure that everyone receives uniform training and thus, "speaks the same language".

## Effective

Must provide high information comprehension rate and include feedback loop through testing to ensure that time and money are well-spent.

## Motivating

Must offer employee motivation to succeed. A common solution is to offer industry-accepted certifications for employee development and recognition.

## Cost-Effective

Given large scale of the program, the per-employee cost must be managed effectively.

# 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 6 data management professional certifications at significant savings for EDMC members**
  - Corporate & Enterprise Packages are for EDMC members and contracted directly with ELC
- **ELC and EDMC partnered on development and production of courses including**
  - DCAM
  - CDMC
  - Knowledge Graph Architecture
  - Data Ethics & Responsible AI Fundamentals

**Partnership accelerates time to market for EDMC courses and assures high quality delivery and certification with a trusted experienced eLearning partner**



# EDUCATION TRACKS & CERTIFICATION PROGRAMS



eLearningCurve offers 50+ online courses, 200+ hours of education material, from fundamentals to advanced topics. The courses are split into 6 Information Management tracks and support 6 robust professional certification programs

## Certification Programs

Certified Information Management Professional (CIMP)

Certified Data Steward (CDS)

DCAM Certification Program

Data Literacy Certified (DLC)

CDMC Certification Program

Data Analysis Certified (DAC)



## Information Management Track Curricula

Data Analysis

Master Data Management

Data Quality

Metadata Management

Data Governance

Data Stewardship

Courses are 3 to 6 hours long and cover fundamentals to advanced topics  
Each course is accompanied by a certification exam

## AI Fundamentals

Analytical Modeling, Evaluation, & Deployment

Analytics Fundamentals

Analytics-based Enterprise Performance Management

Big Data Fundamentals

Cloud Data Management Capabilities Framework (CDMC)

Conceptual Data Modeling

Crafting the Business Case for Data Quality

Curating and Cataloging Data

Data Analysis Fundamentals

Data Analytics for Data Stewards

Data Architecture Fundamentals

Data Ethics & Responsible AI

Data Governance for Business Leaders

Data Governance for Data Stewards

Data Governance Fundamentals

Data Management Capability Assessment Model (DCAM)

Data Mining Concepts and Techniques

Data Mining in R

Data Parsing, Matching and De-Duplication

Data Privacy & Protection Fundamentals

Data Profiling

Data Quality Assessment

Data Quality For Data Stewards

Data Quality Fundamentals

Data Quality Scorecard

Data Science Fundamentals

Data Stewardship Fundamentals

Data Understanding and Preparation for Analytics & Data Science

Data Visualization & Storytelling

Data Warehousing Fundamentals

Designing & Implementing Analytics Data Architecture

Diagnostic Analytics Using Statistical Process Control

DW and BI Data Modeling

Ensuring Data Quality in Data Integration

Framing and Planning Analytics & Data Science Projects

Fundamentals of Business Intelligence

Fundamentals of Machine Learning

Fundamentals of Predictive Analytics

How to Deploy Data Governance Part 1 & 2

Introduction to Graph Databases

Introduction to NoSQL

Knowledge Graph Architecture for the Enterprise

Location Intelligence and GIS

Logical Data Modeling

MDM for Data Stewards

MDM Fundamentals: Architecture & Implementation

Metadata Management for Data Stewards

Metadata Management Fundamentals

Modernizing Data Governance

Organizing for Data Quality

Prescriptive Analytics Using Simulation Models

Putting the Science in Data Science

Root Cause Analysis

The Data Model Scorecard

Streaming Data: Concepts, Applications, Technologies

Web Analytics

# PROFESSIONAL EDUCATION & CERTIFICATION PROGRESSION



## Core Certification

e.g. Certified Data Steward (CDS) or CIMP Data Quality (CIMP DQ)

- 30-40 hours eLearning study – 5+ Courses
- Complete in 3-6 months

## 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**

## Expert Certification

e.g. CIMP Ex (highest level) after CIMP Core Program, or certification in an adjacent track

- 15-25 hours additional eLearning study
- Completed in 2-4 months

To earn CIMP in *Data Quality* and *CDS* take:

- **Data Profiling**
- **Data Quality Assessment**
- **Root Cause Analysis**

## Continuing Education

Additional courses to learn new area relevant to new responsibilities

- **Additional eLearning courses**

To learn more about *Data Stewardship* take:

- **Data Ethics & Responsible AI: Fundamentals**
- **Data Privacy & Protection Fundamentals**
- **Data Analytics for Data Stewards**

# ELEARNING CURRICULUM UPDATES

- **Data Analysis Certified**

- DAC is designed for everyone who needs to analyze data to fulfill their job responsibilities
- Three tracks: business analysis, data analytics, advanced analytics
- Multi-certification packages available



- **CDMC Education Packages**

- CDMC Certification + Multi-certification packages (earn DCAM or CIMP certifications simultaneously)
- Options available for previously accredited students



- **Data Literacy Certification**

- Data literacy is essential for every business professional who needs to turn data into valuable information
- Three levels: Basic, Expert, and Mentor
- Multi-certification packages available.



- **DCAM Education Packages**

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



## Many New Courses Coming Soon Including:

- *Data Analysis with Excel & Power BI*
- *Data Preparation for Data Analysis*
- *Operational Data Architecture*
- *Data Modeling Fundamentals*

## Course Update Project Underway

- *Update eLC Courses*
  - *Interactive elements & exercises*
  - *Updated audio & video*
  - *Increased accessibility*
  - *Content updates for some courses*
- *Target completion 18-24 months*

# 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: [ebigelsen@edmcouncil.org](mailto:ebigelsen@edmcouncil.org)

# CORPORATE EDUCATION & CERTIFICATION PROGRAMS



<b>Corporate 40</b>	<ul style="list-style-type: none"><li>• 40 education units</li><li>• 1 Web session with instructors</li></ul>	<ul style="list-style-type: none"><li>• 40 courses with exams</li><li>• 8 CIMP certifications</li><li>• 10 CDS certifications</li><li>• 20 DCAM certifications</li><li>• 20 CDMC certification</li><li>• 40 DLC certifications</li></ul>	<ul style="list-style-type: none"><li>• eLearning investment: \$15,400</li><li>• Price per educational unit: \$385</li></ul>
<b>Corporate 80</b>	<ul style="list-style-type: none"><li>• 80 education units</li><li>• 2 Web sessions with instructors</li></ul>	<ul style="list-style-type: none"><li>• 80 courses with exams</li><li>• 16 CIMP certifications</li><li>• 20 CDS certifications</li><li>• 40 DCAM certifications</li><li>• 40 CDMC certifications</li><li>• 80 DLC certifications</li></ul>	<ul style="list-style-type: none"><li>• eLearning investment: \$29,600</li><li>• Price per educational unit: \$370</li></ul>
<b>Corporate 200</b>	<ul style="list-style-type: none"><li>• 200 education units</li><li>• 5 Web sessions with instructors</li></ul>	<ul style="list-style-type: none"><li>• 200 courses with exams</li><li>• 40 CIMP certifications</li><li>• 50 CDS certifications</li><li>• 100 DCAM certifications</li><li>• 100 CDMC Certifications</li><li>• 200 DLC certifications</li></ul>	<ul style="list-style-type: none"><li>• eLearning investment: \$70,000</li><li>• Price per educational unit: \$350</li></ul>

Customers purchasing corporate packages have 6 months to assign licenses to the students.

You are not limited to 40, 80, or 200 education units. You can purchase a custom Corporate program with any number of units over 40. Contact [ebigelsen@edmcouncil.org](mailto:ebigelsen@edmcouncil.org) for pricing.

# ENTERPRISE EDUCATION & CERTIFICATION PROGRAMS



<b>Enterprise 400</b>	<ul style="list-style-type: none"><li>• 400 education units</li><li>• 10 instructor consulting hours</li></ul>	<ul style="list-style-type: none"><li>• 400 courses with exams</li><li>• 80 CIMP certifications</li><li>• 100 CDS certifications</li><li>• 200 DCAM certifications</li><li>• 200 CDMC certifications</li><li>• 400 DLC certifications</li></ul>	<ul style="list-style-type: none"><li>• eLearning investment: \$134,000</li><li>• Price per educational unit: \$335</li></ul>
<b>Enterprise 800</b>	<ul style="list-style-type: none"><li>• 800 education units</li><li>• 20 instructor consulting hours</li></ul>	<ul style="list-style-type: none"><li>• 800 courses with exams</li><li>• 160 CIMP certifications</li><li>• 200 CDS certifications</li><li>• 400 DCAM certifications</li><li>• 400 CDMC certifications</li><li>• 800 DLC certifications</li></ul>	<ul style="list-style-type: none"><li>• eLearning investment: \$256,000</li><li>• Price per educational unit: \$320</li></ul>
<b>Enterprise 2000</b>	<ul style="list-style-type: none"><li>• 2000 education units</li><li>• 50 instructor consulting hours</li><li>• Seat on eLearning advisory board</li></ul>	<ul style="list-style-type: none"><li>• 2000 courses with exams</li><li>• 400 CIMP certifications</li><li>• 500 CDS certifications</li><li>• 1000 DCAM certifications</li><li>• 1000 CDMC certifications</li><li>• 2000 DLC certifications</li></ul>	<ul style="list-style-type: none"><li>• eLearning investment: \$600,000</li><li>• Price per educational unit: \$300</li></ul>

Customers purchasing Enterprise 400 and 800 packages have 12 months to assign licenses to students, and customers purchasing Enterprise 2000 have 24 months.

You are not limited to 400, 800, or 2000 education units. You can purchase a custom Enterprise program with any number of units over 400. Contact [ebigelsen@edmcouncil.org](mailto:ebigelsen@edmcouncil.org) for pricing.

# CORPORATE & ENTERPRISE PROGRAM BENEFITS



## Flexible Education Units

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.

## Savings on Additional Units

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)

## Web Sessions with Instructors

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

“

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:

## Comprehensive Curriculum

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

## eLearning Format

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

## Exams and Certification

Challenging certification exams accompany each course and provide a feedback loop; eLearningCurve's professional certifications are widely recognized in the industry

## Return on Investment

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

- **Availability:** All eLearningCurve courses are available to EDM Council Members
- **Corporate or Enterprise eLearning Certification Programs:** contact **Eric Bigelsen** at [ebigelsen@edmcouncil.org](mailto:ebigelsen@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](#)