Federal Government Special Interest Group (FEDSIG)

Kickoff
October 22, 2015, 11am EST

Online at:
http://community.aiim.org/federalgovernmentsig/home
Agenda

1. Welcome - Betsy Fanning, AIIM; Mark Patrick, DoD
2. Introductions of the planning team
3. Federal SIG Goals - Meg Phillips, NARA; Steve Levenson, U.S. Courts
4. Rules of Behavior - Jack Frost, IQ Business Group
5. Icebreaker Presentation - Mark Patrick, DoD
6. Way Ahead
   A. Frequency of meeting – Quarterly (to start)
   B. Next meeting – January, date TBD
   C. Topics developed on web site. Email bfanning@aiim.org to join!
Ice Breaker Presentation

The Data Lens

How to analyze information flow at any organization

Mark Patrick
Chief, Information Management Division
Joint Staff Secretariat, DoD

Note: These slides do not reflect the official views of the US Department of Defense, or the Joint Staff. They are product of the author only.
First things first...

People are the most important thing
Then Processes & Tools

Now that we've got that cleared up...
Why do we do what we do?

- Decision Support
- Senior leader situational awareness (senior leader knowledge)
The laws are just there to make sure we do this well, and can be held accountable.

Compliance isn't the end game -- don't be distracted!
The Data Lens – As Is

How to look at any organization's information

**All** electronic & paper data (explicit), and tacit knowledge possessed by the organization, discoverable or not.

All *discoverable* electronic, paper (explicit), *and tacit knowledge* possessed by the organization.

All *discoverable explicit information products*, life-cycle managed or not (structured & unstructured data).

All information products curated *IAW records management statute, policy and best practice*.

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**The Data Lens – As Is**

How to look at *any* organization's information
Five Fundamental Activities

- Task Management
- Records Management
- Collaboration
- Search
- Business Intelligence (Data Analytics)
Precise Language is Key

- **Knowledge** is something in someone's brain -- not electrons or paper.

- **Information.** Root word is "inform." If it doesn't inform, it is only an information **product**. It can transfer knowledge if it is moved and synthesized into a human brain.
A word or two about tools

- Not about software
- Not about an app
- Could be a whiteboard
- Could be index cards
- A vocabulary problem
- KMs don't like "technology" but IT Pros misunderstand "tool" -- be aware
People turn data into knowledge

Then they need to transfer that within the organization, generally creating information products (records) to do so.
Tools and Processes facilitate the transfer of knowledge

- Use information products...**content** (or unstructured data)...hopefully life-cycle managed
- Use data from **databases** (structured data)...hopefully scheduled
- Tacit knowledge? Metadata tagging the **human brain**...
- The **Records Manager**, the **Knowledge Manager**, and the **IT Professional** are natural allies -- if we're all working for the same goal...
Speed and Quality Count

Otherwise you get poor decisions, or even wise decisions, but too late.
The Data Lens – As Is

Collapsing the Data circle, and the Content & Databases circle...Make it all knowable, and lifecycle managed

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The Data Lens – To Be

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The Data Lens – To Be

Collapsing the Data circle, and the Content & Databases circle...Make it all *knowable*, and *lifecycle managed*
Decision Support and Situational Awareness for Senior Leaders

...Knowledge Management enables situational awareness...Records Management enables Knowledge Management...IT enables both of these
Not a senior leader?

Everyone else is a customer too.

Military

Civilians

CONUS ...or "down range"
But remember, **people** are the most important thing.
Areas we need to improve

- Marketing
- The User Experience (UX)
- Automation
- Collaboration
- Just-in-time training
- Process Management
It's simple.

Use the *data lens* to analyze your *five fundamental activities*, and the combination of *people, processes and tools* that you use to accomplish *timely, high-quality Decision Support* and *Senior Leader Situational Awareness*.
Then fix it.

You'll know *what* to do... and *who* you'll need to work with to get it done.
How to pay for the fix?

Once you **and your allies** help your senior leaders understand what *it* is -- that it's critical to the organization's mission, then that's where they come in...

to insure you have the **resources** you need to fix it. **The good news is that if you do it right, you'll conserve resources in the end.**

Then we can all just go back outside and play.
Questions?

mark.s.patrick.civ@mail.mil  @jsinfodude
• Visit your FEDSIG -
  http://community.aiim.org/federalgovernment sig/home

• Please spread the word about our community!

• Remember to email Betsy to participate in discussion, bfanning@aiim.org.