CHH Meeting Summary for July 18, 2002

August 8, 2002

Friends,

Below is a draft summary of the July 18, 2002 CHH meeting:

1. Next CHH meeting is scheduled to be on November 8 for one hour from 9:30-10:30 A.M. for a status review.
   (a) Jim Funk has informed me that he will not be able to make it in the morning but that 1-2 PM on November 8 would be okay.
   (b) I know that I will have many things to attend to that afternoon due to the ICIQ-02 conference, but I should be able to manage to meet at 1-2 PM.
   (c) I’ll follow up with Krishna Chettayar and Frank Dravis to see if they would prefer to meet from 9:30 - 10:30 AM or 1-2 PM.

2. Produce a one-page TDQM Introduction – Madnick+
   (a) The idea behind this one-page TDQM introduction is to give to TDQM sponsors to distribute for various purposes.
   (b) The current TDQM introduction is a decade old and too lengthy.

3. Produce a white paper on what & why CHH
   (a) Could be a revision of the paper that Rich Wang developed, but add a couple of paragraphs on resources needed and time commitment.
   (b) Rich and Krishna can work on it, then solicit input from others.

4. A 4-colored brochure that highlights benefits of CHH and TDQM program - Krishna to start.
   (a) Motivation
   (b) Benefits
      a. Access to TDQM, interaction, compare notes
      b. current practice, knowledge
      c. on-site engagement, need to define it...think Rich said he would be glad to be involved.

5. A 3rd white paper – per Frank Dravis’ request.
   (a) Frank Dravis – add on to the GAC feedback and what Frank already knows, and Frank’s presentation. Davis/Chettayar/Madnick
   (b) Identifying business rules seem to be a critical task. Stu Madnick did some survey in the MIT 15.56s summer course – rough but a good starting point for R.A. such as Geetanjali Mittal to further investigate.
   (c) Wei Zhang had follow up meetings with Rich Wang. Wei would like to pursue further interviews to develop an understanding of how corporate household knowledge is conceived, developed, used, and shared globally and
locally intra- and inter-organizationally as a community of practice. A by-product of this research will be business rules for corporate householding hopefully – so two possible papers from this effort.

6. Identify company sites for CHH interviews and field studies. D&B and 1L to each introduce two companies for detailed studies. Krishna mentioned Wachovia and Cisco. Also mentioned by the participants were Walmart and J&J but no one volunteered to pursue these leads.

7. On ROI or DQ Costs-benefits
   (a) Rich presented work done by Tony Nguyen, Xinping Chen, and research leads by Jesse Jacobson. Tony and Xinping’s reports are available at the MIT TDQM sponsor-only URL CHH link now.
   (b) Frank pointed out that this topic is losing interest in the marketplace because mostly (as confirmed by Tony’s lit-review) written by vendors, and has no credibility.
   (c) Rich has subsequently spoke with Jesse Jacobson to continue doing it as a fundamental research, possibly funded by NSF and TDQM program. The research will go beyond the current practice or “20% of revenue, trust me” approach. Expectation: 18 months time frame for some theory-grounded, rigorous method to evolve – Jesse Jacobson.
   (d) Frank to send names at 1L who is an expert on ROI/DQ costs – and he did. Rich has the name to give out to whoever wants to follow up on this line of work.

8. Additional TDQM sponsors
   (a) Rich proposed help from D&B and 1L for two additional sponsors so TDQM program will have sufficient resources to support the related activities, such as those of Jesse Jacobson, and in particular to fund two research assistants under Stu Madnick’s direct supervision.
   (b) Additional sponsors may see the needs of joining MIT TDQM program, thanks to D&B and 1L’s efforts, as well as the recognition by the industry of data quality maturity and the need to deal with “business customers”.

END – written by Rich Wang, August 6, 2002. The July 18 participants have not verified this note. It is prone to error, and subject to revision. But we are posting it in the interest of time (trading timeliness vs. accuracy). THANK YOU!