

KM

EDUCATION FORUM

KSU  GWU



SECOND ANNUAL SUMMIT

JULY 26 & 27, 2012

George Washington University (GWU)

The Cloyd Heck Marvin Center &
University Conferences
800 21st Street, Room 309, N.W.
Washington, DC 20052

(202) 994-7470

Link to Address, Directions & Parking:

<http://gwired.gwu.edu/marvincenter/info/Address/>

SPONSORS

The KM Education Forum has been sponsored by **Kent State University** and **George Washington University**.

ACKNOWLEDGMENTS

Production of the weekly webinars and coordination of the Summit are a collaborative effort involving numerous dedicated professionals. We'd like to acknowledge: Charles Engle, Janna Korzenko and North Lilly.

2012 KMEF WEBINARS 2

The weekly webinars are available online at <http://kmef12.iwiki.kent.edu>.

SESSION 1: (March 27, 2012)

KMEF 2011 Recap and 2012 Agenda

Dr. Annie Green, George Washington University, Keane Federal Systems, Kent State University

SESSION 2: (April 3, 2012)

KM Curriculum Community of Practice - Report on Progress

Dr. John Lewis, Dr. Denise Bedford, Goodyear Professor of Knowledge Management, Kent State University

SESSION 3: (April 10, 2012)

KM Business Functions and Competencies Community of Practice – Report on Progress

Ellen Ensel, U.S. Institute of Peace; Michael Stelzer; Ed O'Neal, Shell Oil Company; Dean Testa, Goodyear Tire and Rubber Co.

SESSION 4: (April 24, 2012)

Open Discussion of Coverage and Gaps - Business Needs and Educational Options

Open Community Discussion

SESSION 5: (July 18, 2012)

Academic Challenges for the Knowledge Management Profession

Dr. Denise Bedford

SESSION 6: (July 24, 2012)

Wrap Up and Invitation to On-Site Event

Dr. Annie Green

All of the content generated by the KM Education Forum will be stored, published and made accessible to Forum participants and any others interested in knowledge management through the Knowledge Management Education Forum website (<http://kmef12.iwiki.kent.edu>). The 2011 KMEF on-site event was video captured by the Knowledge Management Institute and is available at <http://kmef.iwiki.kent.edu/KMEF+On+Site+Event>

INTRODUCTION 3

Kent State University and George Washington University are pleased to present the Second Annual Knowledge Management Education Forum, part of an on-going, annual dialog to identify and grow consensus on the knowledge management body of knowledge, competencies, roles and curriculum.

The increased focus on the knowledge economy has heightened interest in knowledge management as a professional area of practice. It has also raised questions about the educational foundation needed to support the profession. Despite the wealth of published and informal literature, thought derived from practice, and dialog on these topics, there is no consensus on what comprises a professional education and training in knowledge management.

The goal of the Knowledge Management Education Forum is to create an environment in which a consensus can evolve. It brings together the current and past thought leaders in the field of knowledge management to discuss their work and to open the dialog where others can contribute.

The Knowledge Management Education Forum first launched in March 2011 with seven 90 minute weekly webinars delivered by thought leaders in the field. Those webinars and the biographical sketches of the presenters can be found at <http://kmef.iwiki.kent.edu>. The webinars were followed by the First Annual Summit, an in person event held at George Washington University. The Summit was attended by close to 100 knowledge management academicians and practitioners. Video of the Summit is available at <http://kmef.iwiki.kent.edu/KMEF+On+Site+Event>.

The 2011 on-site event at George Washington University gave rise to four Communities of Practice:

1. Functions Community of Practice – What strategic roles and responsibilities do knowledge professional play in organizations today – across all sectors of the economy?
2. Competencies Community of Practice – What competencies do today's knowledge professionals need to lead knowledge organizations in the 21st century?
3. Curriculum Community of Practice – What are the core and elective elements of a knowledge management curriculum for the 21st century?
4. Certification and Credentialing Community of Practice – How can we support these competencies in professional training, at the certificate level, the bachelor's, master's and Ph.d. levels?

The Second Annual Knowledge Management Education Forum continues the dialog starting with reports from the four Communities of Practice and a review of the 2011 Communique. The 2012 KMEF on-site event is designed around working sessions where communities of individuals build consensus on these important issues.

Dr. Denise Bedford

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Dr. Annie Green

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SCHEDULE:

JULY 26

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SCHEDULE:

JULY 27

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8–9 A.M.**ONSITE REGISTRATION AND SIGN-IN;
REMOTE LINK-IN****9–9:30 A.M.****OPENING REMARKS AND WELCOME**
*Dr. Annie Green***9:30–10:30 A.M.****FUNCTIONS AND COMPETENCIES COMMUNITY
OF PRACTICE – REPORT ON PROGRESS**
*Michael Stelzer, Ed O’Neal, Ellen Ensel, Dean Testa***10:30–11 A.M.****MORNING BREAK****11–11:30 A.M.****CURRICULUM COMMUNITY OF PRACTICE –
REPORT ON PROGRESS**
*Dr. John Lewis and Dr. Denise Bedford***11:30–12:00 P.M.****CREDENTIALING AND CERTIFICATION
COMMUNITY OF PRACTICE – REPORT
ON PROGRESS**
*Doug Weidner and Dr. David Griffiths***12–1 P.M.****NETWORKING LUNCH****1–1:30 P.M.****KNOWLEDGE MANAGEMENT IN ACADEMIC
INSTITUTIONS – RAISING AWARENESS OF
THE CHALLENGES**
*Dr. Denise Bedford and Dr. Larry Prusak***1:30–2:30 P.M.****COMMUNITY OF PRACTICE WORKING SESSIONS****2:30–3 P.M.****AFTERNOON BREAK****3–4:30 P.M.****COMMUNITY OF PRACTICE WORKING SESSIONS****4:30–5 P.M.****DAY 1 WRAP UP AND BRIEF REPORTS FROM COPS****5–??? P.M.****NETWORKING DINNER AT FOUNDING FARMERS****8–9 A.M.****OPEN NETWORKING AND
CONTINENTAL BREAKFAST****9–10 A.M.****PROPOSAL FOR A KNOWLEDGE MANAGEMENT
CENTER OF EXCELLENCE**
*Ed O’Neal, Shell Oil Company***10–10:30 A.M.****COMMUNITY OF PRACTICE WORKING SESSIONS****10:30–11 A.M.****MORNING BREAK****11–12 P.M.****COMMUNITY OF PRACTICE WORKING SESSIONS****12–1 P.M.****NETWORKING LUNCH****1–2:30 P.M.****COMMUNITY OF PRACTICE WRAP UP AND
REPORT OUT PREPARATIONS****2:30–3 P.M.****AFTERNOON BREAK****3–4 P.M.****COMMUNITY OF PRACTICE REPORTS ON
PROGRESS AND NEXT STEPS****4–5 P.M.****2012 COMMUNIQUE AND STRATEGIC PLAN**

MODERATORS



DR. ANNIE GREEN is a Knowledge Strategist/Architect and has led several KM initiatives. She has a Doctor of Science (D.Sc.) from the School of Engineering and Applied Sciences (SEAS) at George Washington University and a master's in Information Systems (M.S.I.S) from George Mason University. Annie has more than 20 years of experience in Information Technology (IT) and 12 years of experience in Knowledge Management (KM) and Business Intelligence. She has delivered presentations at professional seminars, conferences and international academic conferences as well as served as a panelist for local and international discussions on education. She is the author of *Framework of Intangible Asset Valuation Areas: The Sources of Intangibles within an Organization*, the lead editor for *In Search of Knowledge Management: pursuing primary principles* and is currently in process of editing a third book, *Sustaining Knowledge Management (KM): Making It Real – adapting for success in the knowledge-based economy*. She has published in several journals and is a contributing chapter author and editor in other books. She is an Assistant Professional Lecturer at George Washington University and Adjunct Faculty at Kent State University, the Knowledge Valuation Portfolio Editor for *Vine Journal* and an Associate Fellow of the Institute of Knowledge and Innovation (IKI). Her research efforts are focused on the development of two methodologies: 1) PLANT (Plan, Layout, Actualize, Nourish, Transition) a performance based Knowledge Management methodology, and 2) BRAIN (Business Reasoning, Analytics and Intelligence Network) an intangible asset valuation methodology and measurement tool.



DR. DENISE BEDFORD is currently the Goodyear Professor of Knowledge Management at Kent State University. She is also adjunct professor, Communication Culture and Technology, Georgetown University, and the School of Communication and Information, University of Tennessee at Knoxville. Denise recently retired from the World Bank where she was involved in a variety of information and business architecture projects, as well as semantic analysis and multilingual applications. Her background and interests are in languages and linguistics, systems analysis and design, intellectual history, information science and economics of information. She has a Ph.D. from University of California, Berkeley, M.A. from University of Michigan, M.S. from Western Michigan University and a B.A. from University of Michigan. Denise's professional experience includes University of California System-wide Administration, Stanford University, NASA, Intel and other academic institutions. Her current research interests include communities of practice, use of semantic analysis methods to characterize knowledge transfer, automated structured profiling of unstructured information, multilingual architectures, business rules engineering and search architectures and governance models.



DR. MICHAEL STANKOSKY (Question 3) obtained his doctorate from George Washington University (GWU) by researching organizational effectiveness. His subsequent research focuses on how to engineer and manage a global enterprise in a knowledge-based economy. Michael joined GWU in 1998 and is serving as Professor of Engineering Management and Systems Engineering. He created the theoretical constructs required for the master's and doctorate in knowledge management (KM) – a first in academia. He is editor emeritus of *Vine: The Journal of Information and Knowledge Management Systems*. Michael co-founded and co-directs the Institute for Knowledge & Innovation, a global network of scholars and practitioners of KM. Their purpose is to create universally accepted frameworks and solutions for knowledge-driven enterprises. He spent seven years as an executive for business development in high-tech systems engineering and integration companies. Michael had a career in the military, serving in many capacities of leadership, diplomacy and systems development and management. He held adjunct faculty positions for more than 25 years, lecturing at several universities in business management, systems engineering, information management and related courses. Michael is a Distinguished Fellow at The Center for Advanced Technologies, Dallas, Texas. He has published many seminal articles on KM, made numerous presentations and workshops worldwide, and consults to both the private and public sectors. He is a charter member of the New Club of Paris, dedicated to establishing international valuation and accounting standards for intellectual capital/knowledge assets.

COMMUNITY OF PRACTICE LEADERS

FUNCTIONS AND COMPETENCIES COMMUNITY OF PRACTICE



ELLEN ENSEL, Knowledge Manager, has been with the U.S. Institute of Peace for more than 15 years, previously serving as Library Manager/Director, Knowledge Manager/Director and Computer Systems Librarian. Currently, she oversees Knowledge Management functions, Library services and Records Management. Before coming to the Institute, she served as a reference librarian, computer services librarian and circulation supervisor at the New Haven Free Public Library in New Haven, Connecticut. While in New Haven, she also prepared taxes for H&R Block. She holds an undergraduate degree (B. Music) in applied music (flute) from DePauw University in Greencastle, Indiana, a graduate degree (M. Music) in musicology from the University of Illinois at Urbana-Champaign and a graduate degree in library and information science (MLS) from Southern Connecticut State University in New Haven, Connecticut.



ED O'NEAL (Question 2) is the Manager of Learning Transfer Team at Shell Exploration and Production Company (SEPCo). He is responsible for promoting and implementing knowledge sharing processes and tools within Shell's oil and gas exploration businesses in North and South America. Ed served in the Army from 1977 to 1980 as a medical specialist with the 82nd Airborne Division. After college, he entered the Air Force Officer Training School and earned his commission in 1986. He served as a career personnel officer with experience across a wide range of commands and staff activities. He commanded Air Force units at the flight and squadron level, and has served in various key positions including United Nations Military Observer to MINURSO (Western Sahara) and Training Advisor to the Royal Saudi Air Force. Ed retired from military service completing his final assignment at the Pentagon in the Joint Staff J-1 directorate. He was awarded the Bronze Star with "V" device for Valor for his actions during a terrorist attack in Al-Khobar, Saudi Arabia, and the Purple Heart for wounds received during the attack. Ed has a Bachelor of Science in Applied Psychology from Pembroke State University, a Master of National Resource Strategy from Industrial College of the Armed Forces, a Master of Military Operational Art from Air University, a Master of Education from South Dakota State University, and a Master of Management and Human Relations from Abilene Christian University. He enjoys cycling, golfing and farming in his spare time. Ed can be contacted at Edward.oneal@shell.com.



MIKE STELZER (Question 2), formerly a Director with Ernst & Young LLP, served as a Director of Knowledge Management in the Center for Business Knowledge and Global Director of External Content in the Global Procurement organization. Mike has more than 20 years of experience in developing knowledge environments and strategic KM programs, working with clients to effectively use knowledge resources, training and developing information professionals and knowledge managers to assist in achieving their competencies, and implementing knowledge management solutions with global deployment teams across all sectors. He has participated in the creation of three centrally managed information infrastructures that supported global KM strategies and goals: Center for Business Knowledge (CBK) (including the consolidation of 20 U.S. office libraries into the CBK); Management Consulting Information Center (MCIC) and National Information Resource Center (NIRC). Prior to working for Ernst & Young, Mike worked for Price Waterhouse as a management consultant in the Federal, State, and Local Government Systems Consulting group, and for Management and Transportation Associates Inc., as a management consultant for state and local government projects and management studies.



DEAN TESTA (Question 1) is founder of the Knowledge Management Office (KMO) within The Goodyear Tire & Rubber Company. His diverse background led to his selection as manager of KMO for their global technology organization. He holds a Bachelor of Science in Mechanical Engineering from the University of Akron. Dean has more than 20 years of experience with Goodyear in a variety of roles ranging from solutions provider to process manager. He spent nine years designing and installing tire manufacturing equipment across North America before a career shift led to implementing design systems, establishing business processes and driving global engineering standards. His efforts then moved to managing the technology and knowledge exchange—as well as coordinating the leadership team—for Goodyear's strategic alliance with a Japanese tire company. Dean resides in Akron, Ohio, with his wife Peggy, dog, Luigi, and parrot, Zoe. He continues his lifelong passion of playing baseball, still practices auto mechanics on classic cars and enjoys attending Peggy's blues and jazz gigs.

CURRICULUM COMMUNITY OF PRACTICE



JOHN LEWIS Dr. Lewis is an accomplished leader, author, and consultant in Knowledge Management, Strategic Management, and Performance Improvement, within multiple industries, education, and the government. He frequently presents at conferences, and holds a Doctoral degree in Educational Psychology, with a dissertation focus on mental models and decision making. Dr. Lewis is a proven leader with business results, and acknowledged by Gartner with a "Best Practice" paper for a knowledge management implementation. Finally, he is a thought leader with proven results in providing human performance solutions that align with, and drive, strategic direction.

DR. DENISE BEDFORD

CREDENTIALS AND CERTIFICATION COMMUNITY OF PRACTICE



DOUGLAS WEIDNER (Question 4) is an engineering graduate of the US Air Force Academy (combat pilot-Viet Nam). He has an MSIE in Operations Research and an MBA in Business Economics from UCLA. Doug was a pioneering KM practitioner at the Department of Defense think tank, designed the KBase Tool for DoD; was Chief Knowledge Engineer/Sr. Technical Fellow for Northrop Grumman; consulted/mentored at the World Bank, the UN, NASA, Islamic Development Bank, Kuwait Institute for Scientific Research and many U.S. government agencies and commercial firms. He provides custom KM certification programs or public classes for all COCOMs including: Northcom, Eucom, Africom, SoCom, etc., and other major commands, such as USFKorea; and conducted more than 150 CKM workshops in 10 years. Doug delivers train-the-trainer program at Warrant Officer Career College and most recently for CENTNAVINT-TEL and many other government and civilian organizations preparing to become self-sufficient in KM training in-house. He founded the first KM Chapter and the KM Institute and developed the internationally acclaimed KM Certification Workshop (CKM), which is now the world's only self-paced, interactive video KM Certification Program with more than 3,600 certificants worldwide, dominating the CKM market share (over 80 percent since 1999). He created the first universal, core KM certification program – Certified Knowledge Practitioners (CKP)™ being taught internationally, the site licensed interactive video KM Awareness Series™ and the associated certified train-the-trainer program, a requisite change



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