Knowledge Management Education Forum 2012 Wrap Up

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The Journey Thus Far

- Goal of KMEF

- Looking Back - KMEF 2011

- Looking Forward – KMEF2012

- Invitation to KMEF 2012

- Moving Forward After KMEF 2012

- Discussions and Questions

KMEF Goal

- to create an environment in which this consensus can evolve by bring together the whole knowledge management community -- practitioners, educators, business leaders, and workforce – to create this consensus.

The case for consensus

- to establish knowledge management as a profession and a formal area of practice.
- a formal and open discussion is required to achieve these goals
- to identify what constitutes the core elements of KM competencies and education
- needs to be informed and supported by knowledge professionals who are currently working in knowledge roles today
- the knowledge management domain needs to be continuously reviewed and refreshed by professional educators and working professionals.
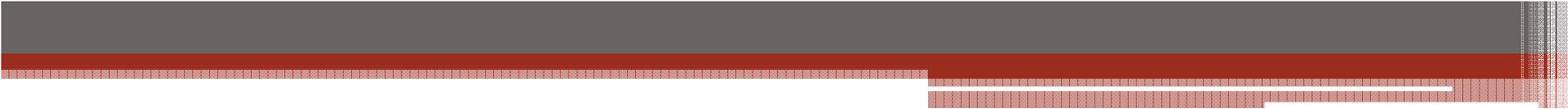
Participation & Membership

- This is an OPEN, virtual Community of Practice (CoP), operated by the community members.
- Anyone who would want to participate and contribute in accordance with this CoP's charter, and consents to abide by its IPR policy and other by-laws which the community sets forth, is welcomed to join.
- To date, there is no fee or cost to participate, except that members are expected to be team players and contribute to our mission as much as, and in whatever way they can.
- All members should use their real names when transacting in the community's collaborative work environment (CWE).
- All pages of the KMEF wiki are readable by everyone, but if you would like to participate in discussions and edit pages, you must join the wiki and/or CoP.

Looking Back - KMEF 2011

- In 2011, KMEF created an open environment and launched the dialog.
- KMEF 2011
  - produced an open Communiqué
  - launched three Communities of Practice (CoP) that carried the dialog forward.
  - set the ground work of KMEF 2012

    If you missed KMEF 2011, you can listen to the webinars (http://kmef.iwiki.kent.edu/KMEF+Webinars) and view the on-site event videos (http://kmef.iwiki.kent.edu/KMEF+On+Site+Event). If you're new to KMEF 2012 we recommend that you view the webinars and the videos to better understand where we are today.

What Happened in 2011

- On May 5-6, a two day series of panel discussions and community dialog was held at George Washington University.
- Twenty-one thought leaders, practitioners and industry experts shared their ideas in four panel discussions
- Approximately 100 KM professionals and leaders attended

What Happened in 2011

- **Who:** KM educators and practitioners contributed to webinars and engaged in discussions
- **What:** From March 15 through April 26, Kent State University broadcast seven open 90-minute webinars featuring an online presentation by KM thought leaders, followed by an interactive, virtual discussion
- **The webinar presentations focused on four key questions:**
    - *Question 1: What strategic roles and responsibilities do Knowledge Professionals play in organizations today – across all sectors of the economy?*
    - *Question 2: What competencies do Knowledge Professionals need to lead knowledge organizations in the 21st century?*
    - *Question 3: What are the core and elective elements of a knowledge management curriculum for the 21st century?*
    - *Question 4: How can we support these competencies in professional training, at the certificate level, at the master's and PhD. levels?*
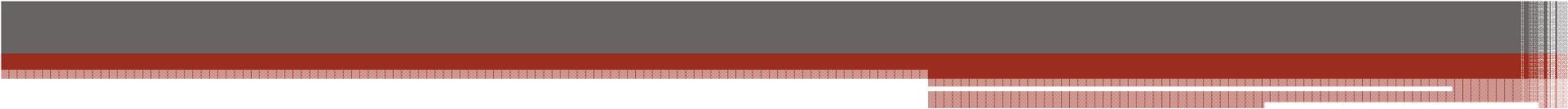
Question One: Strategic Roles & Responsibilities

- There was a consensus among the community members that KM always aligned with business goals and objectives
- There are four function areas of KM Roles
  - Strategic Level Functions
  - Business-Aligned Functions
  - Specialized Knowledge Management Functions
  - Universal Knowledge Management Functions

Question Two: Competencies

- General consensus suggests that:
- Knowledge management is first and foremost an applied discipline
- Experiences and skills are essential competencies – know "how to do" knowledge management
- There is both an art and a science to knowledge management -- Successful knowledge management professionals are often those who can maintain a balance between the art and science of the discipline – the hard and soft sides of KM
- It is particularly important for those individuals who are in strategic knowledge management positions to have competencies in both the art and science of KM, as well as strong and varied types of "intelligence"

Question Three: Curriculum

- Knowledge Management is a multidisciplinary profession
  Knowledge management education is not limited to graduate school degree programs
- Knowledge management education includes routine enrichment and learning activities, certificates and degrees
- Knowledge management education is not a one-time activity – it requires continual refresh and renewal
- The curriculum which addressed Knowledge Management in 1996 is not sufficient for a KM curriculum in 2011; neither will a curriculum from 2011 be sufficient to prepare knowledge professionals in 2016
- Knowledge management career paths will be unique to individuals and to organizations – therefore when designing a knowledge management curriculum it is important to keep the "designer" aspect in mind
- We need to define what is core to a knowledge management curriculum and ensure that it is taught well. However, a rich selection of electives is likely to be the differentiator
- Knowledge management curriculum remains relevant to the needs of business, industry, the public sector and any other organization consuming KM graduates

Question Three: Curriculum, cont'd

- Knowledge management curriculum remains relevant to the needs of business, industry, the public sector and any other organization consuming KM graduates;
- Wherever possible both theory and practice should be blended in each course;
- New approaches to teaching knowledge management are needed – traditional resource based teaching and learning methods need to be supplemented with other innovative approaches;
- Knowledge workers include all age groups – it is important for us to design learning environments that are appropriate for all learning styles and preferences;
- Any knowledge management curriculum should address the competencies required for all four types of functions – there is a dependency with Questions 1 and 2;
- There is a wide variety of concepts, methods and models which all students must be aware of – it is the responsibility of those providing training or education to ensure that students are exposed to all models and methods;
- We need to collaborate with other disciplines which are on the boundaries of knowledge management to ensure that they are aware of the overlaps and synergies – we do not need to own all of the "knowledge management" related courses;
- There is a need for more institutions, rather than fewer, to provide training and education – it is important for us to collaborate rather than compete at this point in time. Once there is a robust field of offerings, we can compete on quality.

Question Four: Credentals

- Knowledge management, like any professional domain, should have standards and objective criteria by which to judge the proficiency of its professionals
- We need to define what we are certifying and prepare standards and ways to test standards for each entity: people, groups, organizations, programs;
- These standards do not exist today – this is related to competencies and curricula
- The standards model should include certificates, credentials, ongoing enrichment activities of all types
- The importance of working with a widely recognized national or international organization to administer the certification and credentialing
- The lack of a widely recognized knowledge management professional society to support this effort
- As a general framework for considering these issues, the community focused on Doug Weidner's progressive learning model. This model provides for a range of certifying and credentialing options.

Catch Up - KMEF 2011

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KMEF 2011 Continuing the Dialog

- Communities of Practice (CoPs) to address these key issues
  - Knowledge Management Functions, Roles and Responsibilities
  - Knowledge Management Competencies
  - Knowledge Management Model Curricula and Courses
  - Knowledge Management Credentialing and Certification

Knowledge Management Education Forum

- Stay the Course: A consensus will not be achieved in one month or six months, only over time and as the profession evolves.
- Welcome to the second annual Knowledge Management Education Forum (KMEF 2012). KMEF is an on-going, annual dialog hosted by Kent State University and George Washington University. We invite and welcome your participation and collaboration in this endeavor to identify and grow consensus on the knowledge management body of knowledge, competencies, roles and educational curriculum. KMEF is an open community. No qualifications or credentials are required to participate. The only requirement is an interest and willingness to contribute to advancing our goals.

Looking Forward – KMEF 2012

- KMEF 2012 continues the dialog with seven Webinars and a two-day, on-site working meeting at George Washington University.

- (1) Webinars. The full schedule of Webinars is available on this wiki. Annie Green and Denise Bedford kick off the webinars with a general review of progress since the 2011 Communiqué. As a clear indication of progress, this year the Communities of Practice will lead the dialog.

  - The Curriculum Community of Practice set the stage by reporting on the current state of knowledge management education and training, and make a case for change.

  - The Roles and Competencies Community of Practice report on their work, including a significant new survey of business and industry roles and functions. A joint panel will then discuss how to align education programs with the needs of business and industry, and how to best affect change in an academic setting.

  - The Credentialing Community of Practice led a discussion of how the reference model supported in 2011 might support the needs of business and academia.

- (2) On-Site Event. The Communities of Practice continue their work at the two-day on-site event, and begin to build a holistic reference model for knowledge management education. At the conclusion of the on-site event, the Forum members will recommend next steps for the remainder of the year.

- (3) Continued Dialog and Engagement. Next steps include ways to build consensus for the reference model, strategies for implementing the model in academia, and new opportunities for strengthening partnerships among industry, academia and the workforce.

Invitation to KMEF 2012

- Kent State University (KSU) and George Washington University (GWU) are pleased to present the Second Annual Knowledge Management Education Forum to continue the dialog to identify and grow consensus on the knowledge management body of knowledge, competencies, roles and curriculum – July 26 & 27 at GWU
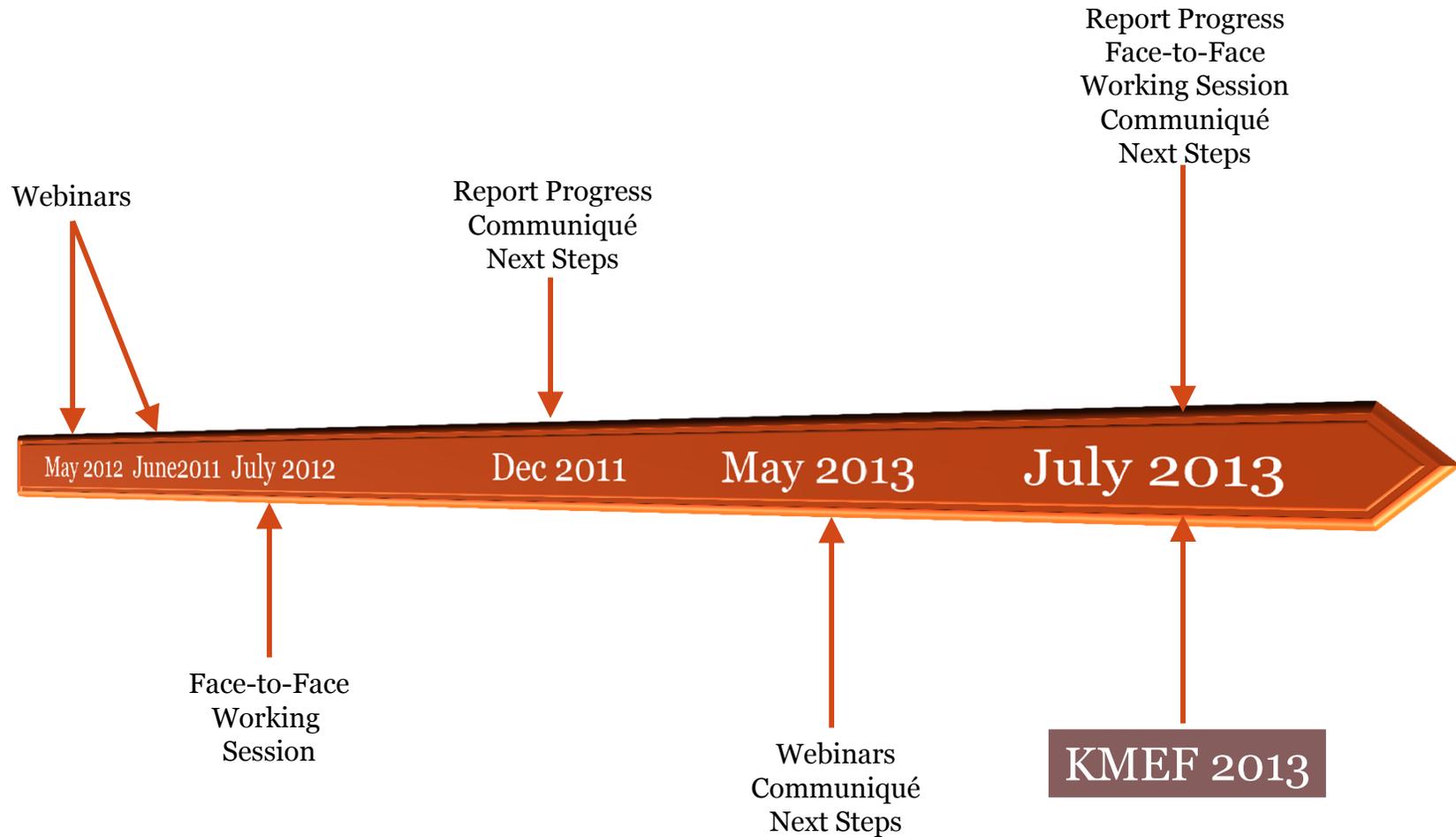
Thursday July 26, 2012

- 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*
- 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

Friday July 27, 2012

- 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
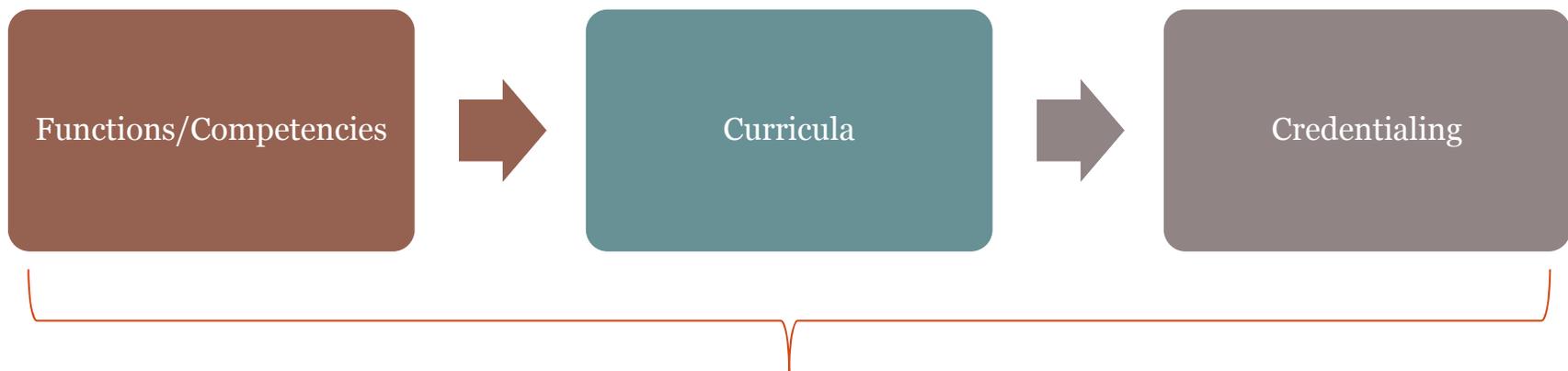- 4–5 P.M. 2012 COMMUNIQUE AND STRATEGIC PLAN

Moving Forward After KMEF 2012

Report Progress
Face-to-Face
Working Session
Communiqué
Next Steps

Webinars

Report Progress
Communiqué
Next Steps

May 2012   June 2011   July 2012   Dec 2011   May 2013   July 2013

Face-to-Face
Working
Session

Webinars
Communiqué
Next Steps

KMEF 2013

Timeline

Collaboration between Industry and Academia is vital

3 CoPs

| Functions/Competencies | → | Curricula | → | Credentialing |

Elevate KM to a Profession and Discipline

Thank you!

Discussion and questions