IRMAC
Information Resource Management
Association of Canada

PO Box 5639
Station A
Toronto, Ontario
M5W 1N8
info@irmac.ca
www.irmac.ca

To whom it may concern:

We are writing to you on behalf of IRMAC, the Toronto-based chapter of DAMA International (DAMA-I). DAMA-I is the world's largest not-for-profit organization for data management professionals. As part of our commitment to enhance the quality of data education, we would like to offer our assistance to improve the relevant data skills of university students.

The shift towards a data-centric society has accelerated during the last decade. This shift has been fueled by the immense increase in data being generated by individuals, organizations and technology devices. This era of "Big Data" comes with advances in mobile technology, "smart" devices, music recording playback devices, and of course, social media.

As a consequence of this new "Big Data" reality, we in the data management community have observed a spike in long standing issues pertaining to data quality, the ability to inter-relate data, and to efficiently prepare data for analysis.

Many innovative vendors and technologies have emerged to provide solutions to some of these problems. However, it is the issues that arise from poor or limited data organization and architecture which drain time and money over the long run.

In light of this increasingly complex world, we now believe it is essential to augment post-secondary education with respect to how students are taught to think about data and information. Universities are uniquely placed to teach both tools and techniques and their practical applicability.

Specifically, we believe that computer science (and other information and data-related degrees) should provide students with the skills to address vital information challenges:

- How to adopt strategies for effectively managing information as a business asset?
- How to apply the power of analytical queries to complex business situations?
- What are the practical considerations that affect Data Quality and Availability?

We believe that computer science and other data-related undergraduates should have an understanding of the data issues confronting companies and other organizations and how various data and process models help address real-world problems.

For your consideration, we have prepared two lectures on the history of analytics and the history of databases, respectively, which shed light on the aforementioned questions and concepts.

We would be happy to advise professors, department chairs, and curriculum committees on how to weave these concepts into their course material and curriculum so that future graduates will be appropriately positioned to address industry data needs.

Sincerely,

IRMAC Board of Directors