Knowledge Management Education Forum (KMEF) 2012 Launch

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What is KMEF?

- KMEF is the Knowledge Management Education Forum

- KMEF is an open community of individuals and organizations who are interested in advancing knowledge management as a discipline and a professional area of practice.

- An on-going, annual dialog hosted by Kent State University and George Washington University

- No qualifications or credentials are required to participate. The only requirement is an interest and willingness to contribute to advancing our goals.

KMEF Business Drivers

- Increased focus on the knowledge economy has heightened interest in knowledge management as a profession, an occupation and its essential competencies.

- Many believe that it is time to acknowledge that Knowledge Management is a professional area of practice

- Many believe that KM needs an educational foundation to support this area of professional practice – a clear focus for knowledge management education is lacking.

- Need a consensus on what constitutes the core elements of knowledge management competencies

Achieving Results through Consensus

- Professional status for the discipline will only be achieved through consensus and ensuring that all of the components of a professional discipline are in place, are strong and sustainable

- Consensus about what knowledge management is, how it is practiced and where it is headed must be achieved among business, industry, academia and the workforce -- practitioners, theoreticians, consumers, producers, in all sectors and levels of the economy

- Professional disciplines have educational foundations, they have a robust body of literature, they have research agendas and results, professional societies, job profiles and families, and they may have credentialing and certification processes

Current Status of KM as a Professional Discipline

- We don't have a consensus yet, but we're building one through KMEF – day by day, month by month, year by year

- KMEF is bringing together all of the stakeholders to build a strong professional discipline and professional practice

- What we have now…
  - Some educational programs but diverse in many ways
  - Scattered body of literature
  - No research agendas and scattered research results
  - No official professional societies
  - Wide range of job profiles and families
  - Several different approaches to credentialing and certification

Five Year Vision

- Strong and vibrant professional education offered by many different universities, with a core curriculum but variant electives that respond to the current environment and to the needs of business

- Alternative learning models and channels for learning and doing KM - continuous learning and enrichment opportunities

- Expand the dialog from primarily graduate schools to undergraduate programs, secondary schools and primary schools

- Continuous dialog and collaboration with business and industry to ensure we're addressing research and development needs – R&D institutes

Five Year Vision

- Take the dialog to the general public – raise awareness at the community level of the need for KM education for a knowledge society

- Continuous dialog and collaboration with publishers and information industry to ensure the literature is coherent, accessible and current

- International and national professional societies serving the discipline -- local chapters of professional societies

- Extended networking across professional societies, universities, institutes – to keep the dialog moving forward

- Credentials and credentialing processes at the national and international level

Who We Are

- KM Professionals - all levels and all functions

- Business professionals who are interested in KM as a discipline

- KM Educators

- Public sector professionals and workers who are engaged in or have an interest in KM

- Anyone who has an interest in KM, who wants to learn more about it and become involved in expanding this professional discipline and practice

How We Work – Eating Our Own Dog Food

- We practice what we preach – we eat our own dog food, so to speak

- Communities of Practice (CoPs) are the primary engine of our work - leaders of CoPs naturally surface are not appointed

- We are user- and consensus-driven

- Progress is incremental and a group effort

- Each community defines its own conventions and ways of working to seek broad input and to promote its work to the larger KM community

How the CoPs Work − Eating Our Own Dogfood

- Each community publishes its own guiding principles

- Each community:
  - Provides a briefing to the larger KMEF on the state of the community's work
  - Identifies three key questions and issues that should be carried forward to the next semi-annual or annual KMEF meeting

- New communities of practice can be formed at any time as long as they are focused on education for knowledge management

What We Did in 2011

- Launched a dialog around important questions about the future direction of knowledge management profession

  - **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 today's 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 Ph.D. levels?

What We Did in 2011

- Kent State University broadcast seven webinars that bought together current and past thought leaders in the field of knowledge management to discuss their work, and to open the dialog where others can contribute

- From May 5-6, George Washington University hosted a two-day panel comprised of an additional twenty-one thought leaders, practitioners and industry experts and open discussions of 100 community members

- The KMEF 2011 dialog produced a Communique which you can find on our open wiki (http://kmef.iwiki.kent.edu/2011+Communique)

- Communities of Practice (CoPs) self-formed from knowledge management practitioners, academics, and any other interested parties to address the key questions identified by KMEF participants

What We are Doing in 2012

- Three CoPs now drive the KMEF 2012 agenda
  - Knowledge Management Functions and Competencies
  - Knowledge Management Model Education and Curricula
  - Knowledge Management Model Credentialing and Certification

- The CoPs conducted surveys, reviewed the existing literature, and consulted with thought leaders to produce some recommendations for the community to consider in 2012

- CoPs will drive the discussions through a new set of Webinars, another on-site event and a new plan of collaborative work in 2012

KMEF 2012 – Continuing the Dialog

- KSU Sponsored Webinars
  - Every Tuesday –noon to 1:30 pm
  - March 27 through May 8
  - Call in and WebEx connections supported by Kent State University and Goodyear Tire & Rubber Company
  - Archives available if you cannot join live

- GWU Sponsored On-Site Event
  - May 10 and 11, 2012
  - Two days of working sessions at George Washington University
  - Remote participation through WebEx and Skype
  - Video and audio capture if you cannot participate live

KMEF 2012 Webinar Schedule

- **March 27** – *KMEF 2011 Recap and 2012 Agenda* – Dr. Annie Green and Dr. Denise Bedford
- **April 3** – *KM Curriculum Community of Practice Report on Progress* – Dr. John Lewis and Dr. Denise Bedford
- **April 10** – *KM Business Functions and Competencies – Report of the CoP* – Ellen Ensel, Michael Steltzer, Ed O'Neal and Dean Testa
- **April 17** - *Open Discussion – Bridging the Gap – Business Needs and Educational Outcomes*
- **April 24** - *KM Credentialing and Certification Reference Model* – Doug Weidner
- **May 1** - *Open Discussion – Aligning Education and Credentialing*
- **May 8** - *Wrap Up and Invitation to On-Site Event*

GWU On-Site Event

- The Cloyd Heck Marvin Center & University Conferences
- 800 21st Street, Rooms 402-404, N.W., Washington, DC 20052
- Link to Address, Directions & Parking: http://gwired.gwu.edu/marvincenter/info/Address/

Let the Dialog Begin!

- Welcome to everyone

- Please visit the wiki page to learn about our IPR policy, guiding principles and practices

- Let us know if you have any questions or how you would like to become involved

- Lurking and peripheral participation is also encouraged