



PPDM™

Foundations

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1st Place Foundations Photo Contest Winner; *"Southern Utah Badlands"* (Chris Ebright)

A (Not So) Brief History

Of Data Management In Oil & Gas. (Page 5)

PLUS PHOTO CONTEST:

This issue's winners and how to enter (Page 16)



Data Management: Job Vs Profession?

By Yogi Schulz, Corvelle Consulting

Is data management truly a profession or is this idea mostly a delusional manifestation of the narcissistic ambition of those holding data management jobs that are in fact just technicians?

This topic is taking on increasing importance as the PPDM Association seeks to build recognition of the data management profession in the energy industry. You can advance your career and deliver more value to your employer by committing to a career in the data management profession.

Perhaps a big component of the difference between a job and profession is our own attitude toward our work. For example, garbage collectors typically see themselves performing the job of disposing of garbage while sanitation engineers often see themselves as keeping the city clean, beautiful, and healthy.

JOBS VS PROFESSIONS

What differentiates jobs from professions? Jobs and professions refer to two quite distinct concepts.

Jobs consist of many activities that employees perform for their employers in exchange for monetary value. Professions, on the other hand, are vocations that are based on specialized education and subsequent professional development.

Unfortunately, the terms job and profession are often used interchangeably perhaps because many do not know the difference between the two terms. This table describes the significant differences



between jobs and professions.

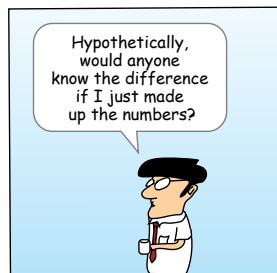
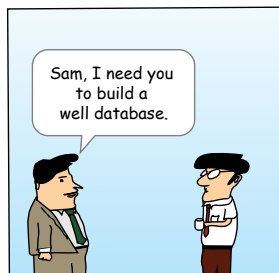
BENEFITS OF PROFESSIONS

What makes this difference between jobs and professions worthy of further consideration or discussion?

The reasonable performance of jobs provides immediate benefits to the employee, the employer and the

customers of the business. Jobs do not produce a significant or lasting impact on the community or even on the life of the person performing the job.

The reasonable performance of professions produces the same immediate benefits but continues much further to provide a larger measure of satisfaction to the individual in the profession and a



Basis for Comparison	Job	Profession
Definition	A job refers to the regular activity performed by a person to earn their pay	A profession is a vocation that requires a high degree of knowledge, expertise and experience in the specific field
Respect and status	Low	High
Basis of pay	Production	Knowledge, expertise and experience
Regulated by statute	Sometimes	Often
Controlled by governing body	No	Yes
Code of ethical conduct	No	Yes
Enforcement of standards of practice	Rarely	Considerable
Higher education	Sometimes	Always
Education focus	Tactical how to	Strategic thinking
Training	Often optional	Compulsory
Professional development	Rarely	Frequently
Responsibility	Frequently none; Sometimes some	Always
Amount of employer supervision	Significant	Little
Degree of independence of thought and action	Little or no independence	Completely independent



more lasting impact on the community.

Here is a list of benefits that professions provide to various stakeholders.

Individuals in the profession

Individuals that have chosen to build a career in a profession benefit from:

1. The ability to enhance their reputations and skills.
2. The definition of the profession and expectations of professional performance.
3. Professional development.
4. Communities of interest.
5. Networking opportunities.
6. Organizations to represent the interests of the profession:
 - a. by raising public awareness of the value and contribution of the profession;
 - b. for government policy, legislation and regulatory issues; and
 - c. for the development of professional standards.

Customers

Professions protect customers by:

1. Ensuring all professionals are qualified.
2. Disciplining professionals found guilty of professional misconduct.
3. Taking action against unqualified individuals who inappropriately describe themselves as professionals.
4. Investigating complaints raised about unprofessional, inadequate, or incompetent services.
5. Conducting dispute resolutions.
6. Preparing performance guidelines and standards as benchmarks for quality of service in the profession including:
 - a. education requirements,
 - b. certification programs,
 - c. ethical standards,
 - d. practice standards,
 - e. codes of conduct.

Employers

Professions help employers by providing assurance that individuals:

1. Are professionally qualified.
2. Can demonstrate technical skills to clients.
3. Have made a commitment to their education.

4. Are participating in professional development.

Professions

An important feature of professions is that individual professionals benefit from the respect and community trust in their expertise. Professions:

1. Improve customer access to services.
2. Improve employment and career longevity.
3. Support economic activity by encouraging confidence and trust in the services offered by professionals. This trust is increasingly important in our services-dominated economy where knowledge and expertise form the basis of many transactions.
4. Provide an important community purpose by allowing careers to contribute to the social good.

Communities

Professions play a vital role in providing trusted expertise founded on established standards that are policed to ensure community expectations of good practice and social purpose are met.

Regulators

Professions reduce the burden of government regulation and supervision by:

1. Improving the standards of practice of professionals to achieve:
 - a. Higher quality of service to customers.
 - b. Lower frequency of failures.
2. Performing many of the regulatory tasks within their professional communities.
3. Monitoring the provision of complex services to customers.

DEVELOPING A CAREER IN A PROFESSION

Individuals committing to a profession tend to perform more interesting, impactful work. They feel more satisfaction from their work than individuals fulfilling a job. Individuals working in a profession tend to experience less career uncertainty and risk of layoffs.


You will advance your career and deliver more value to your employer by committing to a career in the data

management profession. The Data Management Association International (DAMA) defines four data management roles for the data management profession:

1. Data management executive - ensures that the data resource in an organization supports the goals of the organization.
2. Data manager - ensures that specific data management responsibilities are carried out for the organization.
3. Data management technician - performs data management tasks that develop and maintain a high-quality data resource for the organization.
4. Data management consultant - provides data management expertise, experience and support to an organization.

What are you waiting for?

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About the Author

Mr. Schulz has over 30 years of Information Technology experience in various industries, including serving on the PPDM Association Board of Directors for 20 years.

