

VERSION 5
OCTOBER 13, 2015

*Approved by the PPDM
Board of Directors
October 22, 2015*



PROFESSIONAL DEVELOPMENT COMMITTEE

CHARTER

PRESENTED BY: MEMBERS OF THE PPDM
ASSOCIATION

PROFESSIONAL PETROLEUM DATA MANAGEMENT
ASSOCIATION
#860, 736 8 AVENUE SW
CALGARY, AB

TABLE OF CONTENTS

PROJECT BACKGROUND AND PURPOSE.....	2
HIGH LEVEL GOALS AND OBJECTIVES.....	2
ASSUMPTIONS	3
RISKS & CONSTRAINTS	3
SCOPE.....	3
IN SCOPE	3
OUT OF SCOPE	3
DELIVERABLES	4
KEY DELIVERABLES	4
PRIORITY / ORDER.....	4
SPECIFIC RECOMMENDATIONS	4
FUNDING MECHANISMS	5
RISKS AND ISSUES MANAGEMENT.....	5
IMPLEMENTATION APPROACH.....	5
HIGH LEVEL TIMELINE/ SCHEDULE.....	6

Professional Development Committee

PROJECT BACKGROUND AND PURPOSE

Professional development is essential to establishing and maintaining a standard of excellence within a professional discipline. Professional development encompasses the needs of individual data managers, companies who employ data managers, supervisors and managers and Human Resources groups. This charter proposes the creation of a member led professional development committee that will coordinate and lead these efforts.

The Professional Development Committee will raise awareness, coordinate Professional Development activities and support opportunities to members within the Petroleum Data Management discipline that will help guide and advance the profession itself. This will be a standing committee of the PPDM Association, and will require participation of industry representatives, each of whom will commit to a two year term of participation.

HIGH LEVEL GOALS AND OBJECTIVES

The Committee will collaborate on products and services that are necessary to support each of the stakeholder communities that have been identified:

1. Data management professionals who work in the oil and gas community, including those who have been specially trained in oil and gas and those who come from other industries or disciplines.
2. Companies and user communities who employ the services of data managers in support of their business objectives (such as finding oil, selling consulting services, or developing data related products).
3. Companies who provide services that support data managers, such as training organizations and software services.
4. Human Resources, who are responsible for recruitment, job descriptions, salary administration, career ladders and more.
5. Government agencies or bureaus who serve as authorities for labor and labor market analysis within their country scope that have influence over human resource administrative sectors within their country administrative boundaries.
6. Academia who provide educational opportunities for data managers, or who teach disciplines who would benefit from understanding data management
7. Professional Associations who:
 - a. Should integrate with what we are doing, so we can work cooperatively
 - b. consist of individuals who are creators or consumers of the data that we manage

Initially the committee will examine and prioritize opportunities such as these:

1. Job families that include Job titles and job descriptions
2. Career ladder recommendations
3. Compensation surveys (salaries and benefits)
4. Centralized library of educational opportunities
5. Identify and support initiatives to develop curriculum, sample data, case studies and other support materials for training and education.
 - a. This could be a joint industry project
 - b. This would mesh with the Body of Knowledge committee that has been proposed
6. Centralized library of qualified training opportunities
7. Additional competency specifications

ASSUMPTIONS

- Volunteer participants will be available to serve two year terms
- PPDM will support logistical and organizational requirements, will ensure that the committee is well formed and adheres to PPDM Policies (including Code of Ethics and applicable Anti-trust law)
- It is hoped that CDA (Common Data Access UK, an organization whose members have developed some self-evaluation materials) will donate the competency work to the program.
- Existing PPDM relationships with Standards Leadership Council participants and educational institutions will be leveraged in order to gain input from the overall standards community and cooperation with the academic community who have already shown interest in PPDM.

RISKS & CONSTRAINTS

- Economic conditions may result in some program delivery delays
- Some petroleum industry operators have developed internal programs, and work may need to be done to create awareness to gain support of PPDM efforts.
- Outside of industry, there are other similar professional development paths that some constituents may believe are the authorities or “good enough”; therefore relationships may need to be refined in order for PPDM to gain reputation as the go-to accreditation organization with which to align professional development.
- Gaps in identifying what is already available; we recognize that making the information complete will take time and trust building to encourage participation.

SCOPE

This project will focus only on the most important best practices that are needed to achieve the main goals. Additional projects may be recommended once this is complete.

IN SCOPE

- Deliverables as outlined above, and additional products as recommended by the committee and approved by the PPDM Board of Directors.

OUT OF SCOPE

- Certification deliverables (these are a conflict of interest)
- The committee is not responsible for the development of training programs
- Developing a complete body of knowledge

DELIVERABLES

KEY DELIVERABLES	PRIORITY / ORDER	SPECIFIC RECOMMENDATIONS
Job Families with Job descriptions	High	Needs to be done before we can do the salary survey
Career ladders	Low	The relationship between job descriptions and career ladders is not clear yet. We might be able to develop scenarios that work in various situations.
Data management career surveys. Cover a number of elements, not just financial compensation.	Medium	Could be done by a university study program Need a committee advisor Need to do job titles and descriptions first
Library of qualified training programs	High	Use the SPE process as a starting point for the method
Additional competency profiles	Medium	Certification committee is working on geospatial now.
Communications programs	Continuous	Must be continuous
Coordinate with other committees, and industry stakeholders as needed	Continuous and progressive	Need to prioritize and keep a focus on progressive success building as we go forward. Start with the highest priority groups first.
Business plan for the funding model to accelerate the program	Medium	First we need to find out what the costs and opportunities are
The value proposition for data management	High but delivery will be long range	Needs to be quantifiable Could be done by a university study program Need a committee advisor Will come out after some time A parallel effort to other things
Identify and support initiatives to develop curriculum, sample data, case studies and other support materials for training and education.	Medium	Start with some gap analysis

FUNDING MECHANISMS

- The committee will be launched with PPDM funding
 - It is hoped that some industry seed money will help accelerate critical elements of the program
- A business plan will be developed outlining methods for the necessary ongoing funds to be acquire through program deliverables including:
 - Fees for registration on the training catalogue
 - Fees to access compensation surveys
 - By members and non-members
 - By for-profit salary information distributors

RISKS AND ISSUES MANAGEMENT

This section will be completed by the workgroup, initial risks listed below:

Date recorded	Risk description	Probability	Impact	Mitigation plan
	Volunteer time	High	High	Scale plan to capabilities, ensure PPDM staff carry logistical burden
	Funding	High	Medium	Funding will accelerate the program, but if not available, the pace of delivery will be tuned to the funding available.
	Academic participation	Medium	Medium	Need to make sure that the projects stay within scope. We will have a committee member act as liaison to be sure scope is managed

IMPLEMENTATION APPROACH

This project will be managed with an iterative and incremental method to review the opportunities that are most valuable to industry. This will be highly interactive and require participation from input from both operator and vendor subject matter experts.

HIGH LEVEL TIMELINE/ SCHEDULE

Contingent on the scope of the charter, this committee is projected to launch before the end of 2015.

This work is expected to span many years, and to be completed at the pace industry is able to support. Time lines will be set by the work group when they meet.

The need for the Professional Development Committee is critical and members who are interested have requested that this committee be expedited for swift completion.