

## Certified Knowledge Specialist – Information Architecture

### Overview and Agenda

Includes the “KM Foundation” Online Program + the Master Class in Information Architecture  
(approx 20 hours)

This self-paced course will present an introduction and application to the principles and practices of developing Information Architecture (IA). The course will present and demonstrate IA and its connection to Knowledge Management (KM) and Enterprise Content Management, with additional advance topics where IA is making an impact (Big Data Analytics and Internet of Things – “IoT”).

#### INTRODUCTION

Have you ever experienced a situation when you just can't find that document on your content management system or a specific job aid, standard operating procedure or knowledge article in your knowledge repository?

Maybe you're using a system or website, where the navigation and labeling do not match what you do or how you perform your job. Or worse, your organization has different names for the same or similar content and you are not sure you found or are using the correct content.

Perhaps your organization is beginning a Big Data Analytics initiative and you need prepare (curate) your content so that tools such as IBM Watson™, Hadoop™, Spark™, and MongoDB™ will be effective analyzing your unstructured data.

Maybe your organization is beginning to examine IoT (Internet of Things) and need to know how to present and tap into the exchange of information between devices.

A proven cure for these issues is to implement an IA that will:

- Drive a user centric taxonomy, metadata and associated keywords to enable consistent labeling, organization, categorization and “findability” of your content.
- Enable Big Data Analytics to exploit relationships and synergies between your data and facilitate your organization’s ability to make decisions utilizing the full spectrum of your big data sources.
- For IoT, IA offers a viable option in which to construct content that will be represented in a flexible object-oriented fashion.



## WHO SHOULD ENROLL?

- Content managers needing to grow in the field of Information Architecture (IA) and Enterprise Content Management (ECM)
- User Interface/Experience Designers of CM tools and Knowledge Management tools (such as eGain, Oracle KM, and SharePoint)
- Search Analysts and Information Classification Specialists
- Content Curators working with Big Data Analytics and IoT
- Anyone with a Library Science background or Records Management background wanting to understand more about IA

## PREREQUISITES

There are no mandatory pre-reqs to start this program, but it's advisable that you have a basic understanding or minimal experience with content management functions and tools.

For example, admins and regular users of SharePoint (or other content management platforms) may already have the basic background and understanding of the terms used, but if you are new to this area, you may want to view some of the presentations in KMI's **Knowledge Hub** (located in your LMS account) related to Info Arch, Taxonomy, and other such topics.

## LEARNING OBJECTIVES

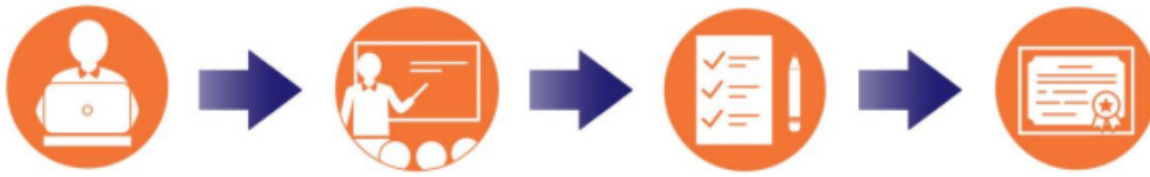
Upon completion of the course, participants will be able to:

- Understand the principles of Information Architecture
- Understand how to develop and apply Content Model, Taxonomy and Metadata Schema
- Understand the use and application of metadata
- Understand the principles of card sorting and how to conduct a Card Sort
- Understand how IA plays a key role in search and the overall user experience
- Understand how to apply IA to your KM and ECM Strategy
- Understanding Content Governance and its role in Information Architecture
- Understand how to apply IA to curate your content for Big Data Analytics
- Understand how to apply IA to model your content for IoT

## TOPICS COVERED

- IA Principles: Content modeling, Building Taxonomies, Understanding Metadata development
- Conducting the Card Sort
- Search Engine Optimization (SEO)
- IA and the User Experience
- Content Governance Principles and Practices
- Incorporating IA in your KM and Enterprise Content Management Strategies
- IA in Big Data Analytics and IoT

## HOW TO COMPLETE YOUR CKS CERTIFICATION



❖ **STEP 1: Enroll in the CKS – Information Architecture Self-Paced Program**

❖ **STEP 2: Start “KM Foundation” Course**

*Approximately 10 hours of self-paced study for review. This is the foundation for all KMI Certification students. Pass the KM Foundation Exam.*

❖ **STEP 3: Start the Information Architecture (IA) Course**

*Approximately 10 hours of self-paced study spanning 10 e-modules.*

❖ **STEP 4: Take the Information Architecture Exam / Earn Certification**

*The CKS exam is the final step in obtaining your CKS credential. It tests your ability to apply best practices using your understanding of the concepts presented and discussed in class and via your online learning modules. As soon as the workshop concludes, each participant will gain access to the post-class certification exam via the online LMS. The exam is timed, one-hour. If you don’t pass the first time, you will be able to retake the exam until a passing score of 70% is achieved. There is no extra fee for the exam; it is included in the cost of your certification course.*

**Upon successful completion of the CKS exam, requiring a final grade of 70% or above, you will:**

- ❖ Be awarded the CKS designation
- ❖ Receive a CKS certificate commemorating your accomplishment
- ❖ Be eligible to participate as a member of the CKS/CKM Alumni Community
- ❖ Enjoy continuous learning at the KMI “Knowledge Hub” (within our LMS)



[Pictured: the Credly Digital Badge for CKS – Information Architecture]

# CKS – Information Architecture – 2-Part Process

## PART 1: “KM FOUNDATION” ONLINE PROGRAM (for New Students)

*Ideally studied prior to starting the Information Architecture Master Course, but can be taken anytime.*

- 1.01 Introduction to Knowledge-Age Learning
- 1.02 Create the Knowledge-Age Imperative
- 1.03 Let’s Define Knowledge (and its Attributes)
- 1.04 Understand Basic KM Fundamentals - New Knowledge Paradigm
- 1.05 Define Knowledge Management (for Diverse Audiences)
- 1.06 Understand Basic KM Fundamentals – Knowledge Modes (Tacit vs. Explicit)
- 1.07 Understand Basic KM Fundamentals – Knowledge Processes (Knowledge-Age Lens)
- 1.08 Continuously Improve Knowledge-Intensive Activities
- 1.09 KM Principles – Important Truths (e.g., Choice)
- 1.10 Proven KM Methodology (Overview) – KM Bulls & Squirrels
- 1.11 Understand Knowledge-Age Roles – Define a Knowledge Worker
- 1.12 Transformational Change Management – Essential Leadership Concepts
- 1.13 Understand Advanced KM Methodology and KM Transformation Solution™
- 1.14 Learn Use of KM Startup Techniques – Interactive Knowledge Cafés
- 1.15 Get Started

## PART 2: THE MASTER COURSE FOR IA (for Past Grads and New Students)

### Module 1: Introduction to Information Architecture

- What is Information Architecture (IA)
- IA Areas of Practice
- Understanding What is IA Success
- IA Benefits
- IA Roles and Responsibilities
- IA Components
- Content Model
- Metadata Schema
- Taxonomy

Introduction to Course Case Study.

*This is the Case Study that will be used to complete the exercises.*

### Module 2: Performing the Content Audit

- Content Audit Overview
- Content Audit Step-by-Step Process
- Content Audit Tools
- Exercise 1 Perform a Content Audit
- (See Case Study)

### **Module 3: The Content Model**

- Content Model Overview
- Constructing the Content Model
- Steps toward Constructing the Content Model
- Content Modelling Best Practices
- Review - Content Modeling Standards, Guidelines & Best Practices (see handout)
- Exercise 2: Construct the Content Model
- (See Case Study)

### **Module 4: Metadata Schema**

- Metadata Schema Overview
- Create Metadata Schema Step-by-Step Process
- Metadata Schema Tools
- Exercise 3: Develop the Metadata Schema
- (See Case Study)

### **Module 5: Developing Taxonomy**

- Taxonomy Overview and Tools
- Creating the Taxonomy Step-by-Step Process
- Card Sort/Conducting a Card Sort
- Exercise 4: Conduct the Card Sort & Develop Solution Taxonomy (See Case Study)

### **Module 6: Applying the Information Architecture**

- IA: Content Model
- Content Template
- IA and UI/UX Design
- IA and UI/UX Overview
- Wireframes, IA and Search Facets

### **Module 7: IA, Planning and Governance**

- Governance Overview
- IA Role in Governance
- Governance Model
- Governance Plan
- Planning and Executing an IA Initiative

### **Module 8: IA and Knowledge Management**

- Incorporating IA into Your Knowledge Management Strategy

### **Module 9: IA and Enterprise Content Management (ECM)**

- Incorporating IA into Your ECM Strategy

### **Module 10: Case Studies in Implementing Information Architecture**

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**KM-IA Toolkit Included** -- Each student is provided a “KM-IA Toolkit” – including templates, guidelines, PowerPoint presentations, and sample work products. This helps **ensure all participants are productive Day One** at implementing IA methods in their organizations.

**IMPORTANT:** All virtual class students also gain access to the complete **online version** of the IA Master Course, available at the KMI LMS. This adds more value to the student for improved studying, so you can access the critical modules you need months or years after class.

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### MEET YOUR INSTRUCTOR: Dr. Tony Rhem



Dr. Anthony J. Rhem, PhD.: serves as the President and Principal Consultant of A.J. Rhem & Associates, Inc., a privately held Knowledge Management & System Integration Consulting, Training and Research firm located in Chicago, Illinois.

Dr. Rhem has over 30 years of experience in information technology and 20 years in Knowledge Management. A published author, educator, and researcher; Dr. Rhem has presented the application and theory of Software Engineering Methodologies, Knowledge Management, and Artificial Intelligence; Big Data and IoT at universities and conferences in the US and Europe.

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### KNOWLEDGE HUB – CONTINUOUS LEARNING PORTAL

KMI’s proprietary "Knowledge Hub" is included as part of your lifelong KM learning experience, at no additional charge to the CKS student/grad. The Hub is your “go-to” location for:

#### Module 15

(Hot Topics!) Visit the KMI Knowledge Hub 🍌



Theme I/II/III/IV: 1-14 15 Assessment End

#### – “Knowledge Nuggets” categorized by Competency Area

Instructional videos (“Knowledge Nuggets”) reside in our Learning Management System, within the Knowledge Hub. As new material is available, we add it to the Hub and send regular announcements as they come online.

– **New and emerging KM topics** enhancements to the CKM program and opportunities to connect with your fellow CKS/CKM grads.

– **Check out IA-related presentations** in the “Architecture” and “Content” sections.



## WHAT ARE THE STUDENTS SAYING?

Actual student quotes from a recent CKS-IA class...

"The instructor was great!"

"It was a pleasure to attend this course. The phase was good, interaction with others online was good, breaks were good, all in all it was a great class."

"Appreciated helpfulness and delivery of content by Tony. He has a wealth of knowledge. Tony was excellent."

"Tony was a great instructor, and it's obvious he is very knowledgeable on this topic! He had good ideas for facilitating the virtual class. Overall, Tony was a great instructor and the class was incredibly helpful and timely!"

## PROGRAM FEES

The tuition rate per student is \$1,995 for New Students. Past Grads get a discounted rate of \$1,595, because they can skip the "KM Foundation" portion of the program.

Discounts are available for:

- Government/Military
- Non-Profits/NGOs
- Small Groups
- Self-Funded Students

Plus: optional Payment Plans for self-funded students. Group discounts are available for two or more individuals from the same organization. Tuition rates may vary depending upon geographic location as well. Contact your KMI rep for a quote and details.

## CONTACT US

Call us at (703) 327-7096, or email: [training@kminstitute.org](mailto:training@kminstitute.org)

