The ladder of Information Management towards the future.

F. Javier Martínez Méndez
Pedro M. Díaz Ortuño
Universidad de Murcia, 2012
Keynotes

- Information Management and the life cycle of information

- Information professional
  - Reactive professional
  - Change to a proactive professional

- Information Governance
Wilson, T.D. “Information management”, in International Encyclopedia of Information and Library Science

- “The application of management principles to the acquisition, organization, control, dissemination and use of information relevant to the effective operation of organizations of all kinds.
- 'Information' here refers to all types of information of value, whether having their origin inside or outside the organization, including data resources, such as production data; records and files related, for example, to the personnel function; market research data; and competitive intelligence from a wide range of sources.
- Information management deals with the value, quality, ownership, use and security of information in the context of organizational performance.”

- “...although information management *draws upon ideas from both librarianship and information science*. In one form or another it is likely to persist in the future, since information problems are likely to persist in organizations. **The means for resolving the problems may change, but the need to understand those problems and develop solutions will remain.**”

- “Perhaps we shall re-visit this topic in a few years' time to discover whether we are right.”
(Extended) Life Cycle of Information; Wilson

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Information Use implies ...

- Identification of information needs.
- Study of information behavior.
- Information audit.

- New professional profile within the "Information Management": INFORMATION GOVERNOR
Professional: reactive / proactive

- Reactive / Static information professional
  - works on demand,
  - not very interested in other aspects of the organization.
  - *It is like the "independent republic of the record management"

- New manager, Proactive manager.
4. The vision of the experts.

Problems related to the professionals.

- **The lack of proactivity** in the detection and occupation of new niches
- Opportunities for the changing needs of users.
- The growing social perception of increase, diversify and overload of information and content
- Mobility
Proactive Professional

- The last step. Information Governance

- Professional role
  - someone really close to levels of decision, 
  - how much information, in what format and frequency, by what means,...

- KPMG or Deloitte, are recommending their clients to incorporate these professionals
  - where are formed these professionals?
Governance

“Gobernanza”, “governança”

- RAE: "art or manner of governing that has as objective the achievement of sustainable economic, social and institutional development, promoting a healthy balance between state, civil society and markets ... “

Maquiavelli, perhaps the best in information governance ...
Something new, is it a discipline or just a fad?.

It is a concept to consolidate because:

- (1) meets a real need: a lack of information governance beyond the ICTs;
- (2) are words with clear meaning, direct and easy to understand;
- (3) Implies a decisive rupture with the tendency to emphasize the continent - ICTs - with respect to content;
- (4) has a semantic relationship with concepts used in our society (and always present) as "good governance", "global governance", "economic governance" ...

Information placed in strategic context of organizations, directive areas of control and decision.
Old wine in new wineskins ...

- Information Governance: Life cycle (Anderson)

![Diagram with boxes for People, Process, Assets, Outcomes, and Risk, connecting with arrows for Time and Objectives.]
IG questions

Quarkside...

- **Why** are we doing it and what are the **constraints**?
- What do we expect the **benefits** to be and how can we **measure** them?
- **Who** has to do and who will be the **beneficiaries**?
- What are our **information assets** and what **level of access and control** we have?
- What is the **entire process** of "inception - validation - storage and deletion" of information?
- What are the main **risks** of the information and what are the plans for reducing them?
- **Do we know when** things should happen?
- And definitely, is our **level of maturity** sufficient to undertake a process in this field?
Thanks

we must not be governed only by computer techs...
can make our lives a little less beautiful and interesting ...
it's better read and walk

"who walks much and reads much, knows much and sees much" (Don Quixote)
(quien anda mucho y lee mucho, sabe mucho y ve mucho).

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