eLearningCurve

Data Literacy Certification

DLC

eLearningCurve's **Data Literacy certification (DLC)** provides a solid foundation to understand the many dimensions of data ranging from data and databases to data management, data analysis, and data science.

- **Data Literacy Basics**
- **Data Literacy for Data Managers**
- **Data Literacy for Data Analysts**

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BENEFTIS OF DATA LITERACY CERTIFICATION

For individuals: Data literacy is now a standard business skill set that appears in job requirements and performance expectations. Data literate individuals stand out in their organizations as high performers, well-informed decision makers, and ideal collaborators. Data literacy leads directly to increased job satisfaction and greater career opportunities. Data Literacy Certification (DLC) makes a strong statement that you have developed the knowledge and skills needed to understand, interpret, and communicate with data.

For the enterprise: Data is viewed by many as the most valuable commodity of the 21st century. Companies that fail to harness their data will quickly lose relevance, reputation, and revenue. A data literate workforce is fundamental to creating value from data. Collectively the workforce must have all of the skills to understand, find meaning, interpret, and communicate with data. Every individual needs to have working knowledge of where data comes from, how it is processed, how it is organized, how it is managed, and how it is used. Data Literacy Certification (DLC) helps to identify and fill knowledge gaps, and to assure that your workforce is a valuable and effective contributor to success as a data-driven enterprise.

For CDO's: CDO is a critical leadership role to create and sustain a data-driven organization. Shaping data culture is among the most important responsibilities of that role. Collective beliefs and behaviors begin with collective knowledge and understanding. For data, that means data literacy—common knowledge and understanding about how to manage, analyze, and interpret data. The Data Literacy Certification (DLC) program provides education based on a comprehensive Data Literacy Body of Knowledge to all participants. DLC for your employees establishes the collective knowledge and understanding that is the foundation for constructive data culture. It is the first step along the path from data literacy to data culture and from data culture to data driven.
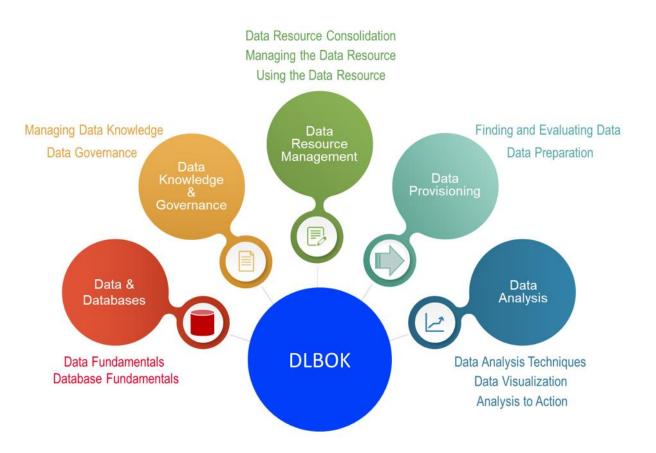
ABOUT DATA LITERACY

Data literacy is the ability to understand, find meaning, interpret, and communicate using data. A data literate individual has the ability to understand, interpret, and apply data to fulfill knowledge gathering, decision making, and communication responsibilities of their specific job roles. Every individual takes part in creating a data literate organization with the ability to communicate, collaborate, and innovate using data.

The Data Literacy Body of Knowledge (DLBOK) is a structured comprehensive list of topics comprising the data literacy professional domain.

eLearningCurve's Data Literacy certification (DLC) provides a solid foundation to understand the many dimensions of data ranging from data and databases to data management, data analysis, and data science. DLC helps you to gain the right level of knowledge across the entire data literacy body of knowledge and then provides a respected credential affirming your data knowledge and skills.

We offer three levels of data literacy certification – DLC, DLC Expert, and DLC Mentor – to meet the unique need of various business professionals. We can also address the need for data literacy education and certification for the enterprise.

DLC RULEBOOK

How do I become DLC certified?

There are three levels of data literacy certification: DLC, DLC Expert, and DLC Mentor. To earn a DLC designation you must pass the Data Literacy Basics exam. DLC Expert requires the Data Literacy Basics exam, and either of Data Literacy for Data Managers or Data Literacy for Data Analysts exams. DLC Mentor requires passing all three exams.

How do I prepare for an exam?

Each DLC certification package includes a collection of modules corresponding to the topics of the DLC BOK. Studying these materials is sufficient to prepare for the exams. Additional resources are available for students who wish to learn more.

How do I pass an exam?

To successfully pass an exam you must achieve a 70% or better score. However, for DLC Mentors, the requirement is a 75% average across all three exams.

Do I have to review all the study materials before taking the exam?

You do not have to study all the materials if you are confident in your knowledge in some areas. However, our study materials cover all topics of the Data Literacy Body of Knowledge, so studying them in their entirety will guarantee that you are prepared for the exams.

Can I take an exam multiple times?

You can take each exam up to six times. However, each exam license that you purchase entitles you to three attempts. If you fail on all 3 attempts, you can purchase an additional exam license, and thus make up to three more attempts, by contacting support@elearningcurve.com. We believe that attempting an exam more than 6 times is not productive.

Is DLC certification associated with a particular version of DLC?

DLC certification is associated with the current version of DLC (currently v1). Although we will regularly update the material between versions, a new version will be released when there has been a significant change to the subject. We will announce new releases by emailing students, on our website, and in our newsletter.

How long is my certification valid?

Your certification is tied to the version of the DLC exam that you successfully completed. When a new version is released it is your choice to get re-certified in the new version.

How do I get re-certified once a new version is released?
Students who wish to re-certify on the most current version of DLC must take and pass the exam for that version. To prepare for the exam students will have the opportunity to take an updated version of the DLC certification package at a significant discount.

ENTERPRISE SOLUTIONS

Data literacy is a differentiator between companies that thrive and those that struggle to survive. Recent studies find that organizations with aggressive data literacy programs outperform those who have not prioritized data literacy.

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Our Solutions

eLearningCurve offers flexible solutions to meet the data literacy education and certification needs of various organizations. Whether your employees work together in the same location or are globally distributed, you can ensure their understanding of business-critical data literacy topics, and demonstrate your commitment to a high-standard of managing, using, and analyzing data.

Enterprise customers with 300 or fewer potential students can simply purchase Corporate/Enterprise programs including a fixed number of licenses which they can use to enroll students in DLC certification.

Larger enterprise customers can purchase an annual Corporate License for the data literacy courses material. The license allows you to put the course on your own Learning Management System and provide access to all employees in your organization for a fixed annual fee. Updated materials will be provided every year when the license renews. We can also customize content to address data literacy in the context of your specific business.

Contact:

For pricing and further details, please contact Director of Enterprise Solutions, Arkady Maydanchik at 1 (630) 242-1659.

ELEARNINGCURVE ENTERPRISE BENEFITS

PARTNERSHIP: *Comprehensive educational solution from a single provider.* We'll be your educational "partner-for-life" providing employees with continuous information management education they need over the course of their careers.

FLEXIBILITY: *Employees can take the courses they need when they need them.* Our flexible program allows employees to take the courses they need when they need them to best suit their role, projects, backgrounds or interests.

CONSISTENCY: *Ensure all team members are trained to the same high standard.* Train your existing team, and set up courses for new hires and transfers. Consider CIMP exams to verify that your employees utilize the same methodology, techniques, and terminology.

SCALABLITY: Select an Education Partner who truly understands scalability. Roll out to a few employees, or your entire organization. Our solution can quickly and effortlessly accommodate groups of all sizes, even if they are geographically dispersed.

BREADTH: Acquire comprehensive education and certification. We offer a full information management education. We have you covered with a comprehensive set of courses, exams, and certifications designed to impart knowledge, test understanding, and validate learning.

LOCATION: *Train employees no matter what their geographic location.* Overcome geographical barriers to training. You can train your entire team whether they are in the same office, or on the opposite sides of the world. Everyone can access our online courses from any place at any time.

LOGISTICS: *Minimize disruption to the business.* Our online format allows employees to study from their office or home, allocate full training days, or study an hour a day during lunch breaks.

ROI: *Maximize your employee training ROI.* No need to worry about paying for flights, hotels and other travel expenses. 100% of what you spend goes towards learning, thus achieving top quality education at a fraction of the cost of in-person training.

RESULTS: *Achieve 100% information comprehension.* Learn from top industry experts in information management topics. Study at your own pace, listen to the material many times, and test your knowledge through CIMP certification exams.

SAVINGS: *Stretch your training budget.* We offer various pricing options including volume discounts, pay-as-you-go model with increasing discounts, and other alternatives.

"LIVE" INTERACTION: *Spend time with our instructors.* Organize question and answer meetings (via Webinar) with course instructors for groups of students who complete online courses.

INFORMATION MANAGEMENT 101 *Mini-classes.* As a benefit to our enterprise customers we offer a certain number of complimentary licenses for our 101 mini-classes.

CUSTOM COURSEWARE: *Get solutions for your specific needs.* Tell us which courses your organization needs the most. We'll work with top instructors in the industry to meet your needs in the most expedient manner.

Data Literacy Certification Package

The Data Literacy Certification Package includes comprehensive eLearning study materials plus a challenging exam covering the basics of data literacy. Passing the exam signals that you have a solid foundation in data literacy topics.

The study material contains a high-level overview of all 12 data literacy topics from the Data Literacy Body of Knowledge (BOK):

- Data Fundamentals
- Database Fundamentals
- Managing Data Knowledge
- Data Governance
- Data Resource Consolidation
- Managing the Data Resource
- Using the Data Resource
- Finding and Evaluating Data
- Data Preparation
- Data Analysis Techniques
- Data Visualization
- Analysis to Action

The total length of this material is about 5 hours (although students with basic knowledge in certain data literacy areas may not need to watch the course in its entirety, or in a linear fashion.)

Data Literacy Certification Expert Package

The Data Literacy Certification Expert level Package includes comprehensive eLearning study materials and exams on the basics of data literacy and one of two beyond-the-basics topics: Data Literacy for Data Managers, or Data Literacy for Data Analysts. Passing the exams demonstrates that you possess in-demand knowledge and skills in the area of data literacy at an expert level.

The Data Literacy Basics material covers the entirety of the Data Literacy Body of Knowledge (BOK) at a high-level, while the beyond the basics materials go in-depth, each covering 5 key topics:

Data Literacy for Data Managers
- Managing Data Knowledge
- Data Governance
- Data Resource Consolidation
- Managing the Data Resource
- Using the Data Resource

Data Literacy for Data Analysts
- Finding and Evaluating Data
- Data Preparation
- Data Analysis Techniques
- Data Visualization
- Analysis to Action

The total length of this material is about 9 hours (although students with knowledge in certain data literacy areas may not need to watch the courses in their entirety, or in a linear fashion).

Data Literacy Certification Expert Package

The Data Literacy Certification Mentor Package includes comprehensive eLearning study materials and exams on the basics of data literacy and both beyond-the-basics topics: Data Literacy for Data Managers, and Data Literacy for Data Analysts. This package requires you to pass three challenging exams with a high level score. This achievement demonstrates your deep understanding of all facets of data literacy from the basics through to more advanced topics.

The Data Literacy Basics material covers the entirety of the Data Literacy Body of Knowledge (BOK) at a high level, while the beyond the basics materials go more in-depth on ten key topics:

Data Literacy for Data Managers
- Managing Data Knowledge
- Data Governance
- Data Resource Consolidation
- Managing the Data Resource
- Using the Data Resource

Data Literacy for Data Analysts
- Finding and Evaluating Data
- Data Preparation
- Data Analysis Techniques
- Data Visualization
- Analysis to Action

The total length of this material is about 13 hours (although students with knowledge in certain data literacy areas may not need to watch the courses in their entirety, or in a linear fashion.)

Multi-Certification Packages

DLC + Certified Data Steward (CDS) Packages
The most effective Data Stewards are both business savvy and data literate. When business domain knowledge and experience is blended with a high level of data literacy, a data steward is prepared to tackle the most challenging of data issues. Data Stewards who understand and appreciate the roles and contributions of data engineers, data analysts, business analysts and other data stakeholders are equipped to be highly effective consensus builders and problem solvers. To excel as a caretaker and steward of data, data literacy is imperative. The packages below offer comprehensive education for Data Stewards combined with a respected Data Literacy Certified (DLC) designation.
- DLC Expert + CDS
- DLC Mentor + CDS
- DLC Mentor + CDS Ex

DLC + Data Management Capability Assessment Model (DCAM) Packages
Information professionals who are skilled across the spectrum of data management capabilities and equally skilled with data analysis and data application are in high demand. These are the people best able to communicate and collaborate with all data stakeholders from business-oriented to highly technical. DCAM certification attests to knowledge and skill with data management, and Data Literacy Certification (DLC) affirms knowledge of data applications and use cases. The packages below provide credentials to position you among the most in-demand information professionals.
- DLC Expert + DCAM
- DLC Mentor + DCAM

DLC + Data Analysis Certified (DAC)
Data analysis is an integral part of nearly every job role is business today. Data is ever-present and strongly influences individual and organizational performance. Anyone who works with data, including analyzing and interpreting data, needs a strong foundation in data literacy. The packages below combine comprehensive education in Data Literacy combined with a respected Data Analysis Certified (DAC) designation.
- DLC Ex + DAC Business Analysis Package
- DLC Ex + DAC Data Analytics
- DLC EX + DAC Advanced Analytics

OUR INSTRUCTORS

Deanne Larson

Dr. Larson is an active practitioner and academic focusing on business intelligence and data warehousing with over 20 years of experience. She completed her doctorate in management in information technology leadership. She holds project management professional (PMP) and certified business intelligence professional (CBIP) certifications

Mark Peco

Mark is an experienced consultant, educator, practitioner and manager in the fields of BI and process improvement. He provides vision and leadership to projects operating and creating solutions at the intersection of business and technology. Mark is involved with clients working in the areas of strategy development, process improvement, data management and business intelligence. He holds graduate and undergraduate degrees in engineering from the University of Waterloo and has led numerous consulting projects helping clients adapt to fundamental shifts in business models and requirements.

Dave Wells

Dave Wells is a consultant, teacher, and practitioner in the field of information management. He brings to every endeavor a unique and balanced perspective about the relationships of business and technology. This perspective —refined through a career of more than thirty-five years that encompassed both business and technical roles— helps to align business and information technology in the most effective ways. Dave is a frequent contributor to trade publications and is a co-author of the book BI Strategy: How to Create and Document. He also speaks at a variety of industry events.

OUR CUSTOMERS

eLearningCurve has students in almost every country in the world, including many enterprise customers.

- Variety of customers from small project teams to large enterprises
- Enterprise customers typically Fortune 500 and Global 1000 companies
- All major industries are represented

WHAT OUR CUSTOMERS ARE SAYING...

> **The courses are well laid out, build on each other, and are rich in practical content and advice.**

-- Steve Lutter, CIMP Data Quality, DM and Metadata, IM Foundations, Business Intelligence, Data Governance, MDM, United States

> **It is evident that a thorough and considerable effort has gone into the preparation of this program.**

-- Alfredo Parga O'Sullivan, CIMP Ex Data Quality, Ireland

> **The ability to take the courses at my own pace and at a time suitable for me was of great help.**

-- Geeta Jegamathi, CIMP Data Quality, India

About eLearningCurve

eLearningCurve offers comprehensive online education programs in various disciplines of information management. With eLearningCurve, you can take the courses you need when you need them from any place at any time. Study at your own pace, listen to the material many times, and test your knowledge through online exams to ensure maximum information comprehension and retention.

eLearningCurve also offers two robust certification programs: CIMP & CDS. Certified Information Management Professional (CIMP) builds upon education to certify knowledge and understanding of information management. Certified Data Steward (CDS) is a role-based certification designed for the fast growing data stewardship profession.

Finally, eLearningCurve's Enterprise Program is a flexible, scalable, cost-effective solution for teams and enterprises.

ADDITIONAL RESOURCES

Data Literacy Self-Assessment

We've created a self- assessment tool to help you gauge your data literacy and identify knowledge gaps that can be addressed through education.

Learn More

Data Literacy Resources

We've gathered a collection of resources to augment your data literacy learning. The resources correspond with the various sections of Data Literacy Body of Knowledge.

Learn More

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